



REQUEST FOR PROPOSAL

For Design Team 2

ABSTRACT

This document, created by the management staff of The Weingarten, describes our current lounge area reservation process, what we need to complete these reservations, the outcome we hope to achieve and the constraints we must recognize.

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1.0 Executive Summary

1.1 Highlights

Our company, The Weingarten in Belleville, wants to add a Reservation Request Application for the six lounge areas to be integrated into our website. The website address is: <http://www.theweingarten.com>

You have been selected as a vendor to respond to our request. We ask you to prepare a proposal to accomplish the tasks, which include: timeline, cost and deliverables. The following Request for Proposal (RFP) includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where you judge those alternatives to be preferable solutions.

The Weingarten is a winery in Belleville, IL with a focus on both hosting events requiring reservations such as weddings, receptions, reunions and corporate events and on walk in events we schedule ourselves for our guests in the tasting room and lounge areas. When the lounge areas are not reserved, these areas are then have available seating for guests at the tasting room.

In recent years, we have expanded our offerings to include six specific lounge areas for groups of ten to fifty who require a guarantee that the space is available, but do not require the services of our event planners. While these lounge areas are popular and their popularity is increasing, we are

experiencing a high volume of phone calls which typically require lengthy responses from event planners.

What typically

One of the biggest drivers of the high phone call volume is the inability of our guests to access the availability of our lounge areas. Currently, our website does not show the availability of lounge areas. A simple calendar is not quite sufficient since we have a confirmation process designed to ensure the guest understands what is and is not included with the reservation, prior to completing the reservation.

1.2 Project Goals

Our goal is to reduce the amount of time The Weingarten staff members spend on phone calls related to lounge rentals. We would like to reduce the number of incoming phone calls related to lounge areas from about thirty phone calls per day to between five and ten calls per day during peak seasons. When phone calls are necessary, we would like more control of the timing of conversations and to reduce the duration of calls.

1.3 Objectives

We want our new reservation management system to:

- Show availability for each lounge area
- Describe each lounge area (including seating capacity)
- Inform guests that this is a Reservation Request and they will receive a call from a member of our staff to finalize the reservation
- Require the guest to acknowledge several Terms and Conditions (which are included in our Rental Agreement form)
- Require the guest to enter reservation request information (including the date and time requested and number of guests)

- Require the guest to enter their personal information (Name, phone number, address, etc.)
- Ask if the guest has reserved a lounge area with us previously
- Inform the guest of catering options
- Update our Google Calendar with the reservation request
- Notify a member of staff via email or text when a new Reservation request has been made.

1.4 History

Developed, owned and operated by family members Shannon and Jeff Gastreich and Kevin Bollman (natives of Belleville and the surrounding area), The Weingarten pays tribute to the German heritage of the area by keeping with the “rustic” nature of an old farmstead. An original concrete stave silo serves as our centerpiece while an antique, cattle feeding area has been converted to outdoor seating. A beautiful pond, walking trail, and even a 200-year-old cemetery invite you to explore.

2.0 Guide to this Request for Proposal

Our intention is to convey our vision for improvements to improve our reservation management system for our six lounge areas by adding an application to make reservation requests through our website. Here we will describe our perceived challenges and desired technology solutions as well as background information about our organization and information about how our guests are utilizing these areas.

It is not our intention to limit vendor responses to strictly our own perceived best solution. While providing this information, we are interested in hearing how the ideal preferred vendor will bring its own ideas, experience and vision to create the best solution for our needs.

Please email me at weingartenoperations@gmail.com with any questions.

3.0 Reservation Process

3.1 Current Reservation Process

Lounge area rental reservation information is located on our website under the private events tab.

<http://www.theweingarten.com/events.html>



At the bottom of the page is a section titled, “Outdoor Lounge Rentals” which contains, “Rental Options” describing our six lounge areas. There are four lounge types for the six areas. Each lounge type is listed along with the number of that type available if multiple, a brief description, the maximum capacity for each lounge area, the price per hour and the three-hour minimum reservation which is required for all lounge areas.

Outdoor Lounge Rentals

Rental Options:

Lakeside Lounge (2 available) - Reserved lakeside seating under a wooden pergola for up to 15 people.
\$20 Per Hour (3 Hour Minimum)

Lakeside Ramada - Reserved lakeside seating under a pavilion style roof for up to 30 people.
\$30 Per Hour (3 Hour Minimum)

Fireside Lounge - Reserved fireside seating under a pavilion style roof for up to 15 people.
\$30 Per Hour (3 Hour Minimum)

WG Pavilion - Our largest outdoor space available for rent. Reserved seating under a pavilion style roof for up to 40 people.
\$50 Per Hour (3 Hour Minimum)

Our guests usually start with the website, but not always. We are focusing on guests who use the website first, since they represent over ninety percent of our lounge area rentals. Even repeat guests frequently review the rental options prior to calling. The guests who never look at the website are unlikely to use an online tool in any event, and would continue to have the option of calling or walking in directly.

The following call to action is on the website, "Call (618)257-9463 to Reserve your Outdoor Space Today!". This results in a call exactly like it does the times a non-internet using guest gets our number from the phone book or a flyer and calls us directly. From this point, we will begin our process from the point at which we receive a phone call. If the guest walks in to make a reservation it is outside the parameters of improving our phone call initiated from website traffic reservation process.

3.2 Current Process Steps Walk Through

Here is our typical process including estimated times:

- A. Guest calls to inquire about a lounge area reservation
 - a. If guest has reserved before they ask about availability.
 - b. If a guest has not reserved before they may ask about: availability, food service options, party planning assistance, service levels, pricing, refund policies, etc.

- B. Member of Weingarten staff, usually the Operations Manager or party planner, will:
 - a. Check availability (1 minute)
 - b. Answer initial guest question (1-5)
 - c. Consult with guest to determine whether a lounge area is appropriate for their event or if a different venue is a better solution (1-4 minutes)
 - i. If a different venue is preferable, we discuss if one of our onsite options would be a good fit: The Party Barn, The Garden Tent, or The Tasting Room. In all instances where a venue other than a lounge area is appropriate, we exit the Lounge Area Reservation Process.
 - ii. If a lounge area is preferable, we consult to determine which area would best fit their event needs.
 - d. Offer food platter options (.5 to 3 minutes)
 - e. Explain food order deadlines (.5 to 1 minute)
 - f. Cover all policies and acknowledgements which are required for lounge area reservations. Inform the guest that the reservation is only confirmed once the contract is signed and a deposit is received. (1-5 minutes)
 - g. Inform the guest that the reservation is only confirmed once the contract is signed and a deposit is received. (.5-1 minute)
 - h. Ask how the guest would prefer to receive an information packet (including contract) (.5-1 minute)
 - i. Get address and mail packet to guest
 - ii. Get email address and email packet to guest
 - iii. If the guest does not require a packet sent, ask if the guest would like to come in to sign reservation contract.
 - i. Ask if the guest prefers to come in to sign contract and leave deposit or if he or she would like to call back after receiving packet.
- C. Guest arrives to confirm reservation
- D. Staff member reviews contract with guests (2-5 minutes)
- E. Guest signs contract and gives deposit
- F. Staff member provides receipt
- G. Staff member enters reservation in the current scheduling system in Google Calendars

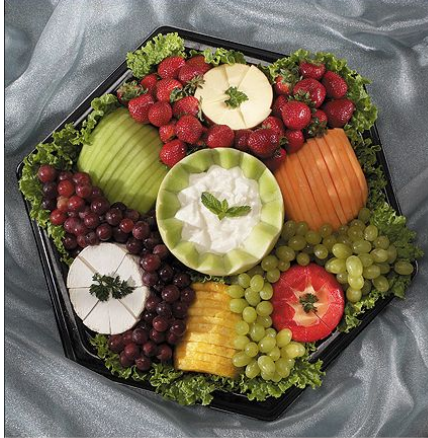
3.3 Reservation Process Improvements

We would like the new process to eliminate the need for many of the steps above, which have times listed beside them. For the steps, which are not eliminated with the new process, those times should be reduced by half. The new process will be semi-automated as described below in the process steps. We require the manual step of calling back after receiving the reservation request to allow for consultation. This ensures sufficient understanding to avoid confusion and select the best area for the reservations. We assume guests who are not using the website before will still call or come in person when wishing to reserve a lounge area.

We want our new lounge area reservation system to:

- Show availability for each lounge area
- Inform the guest that this is a reservation request and they will be called by our staff to finalize the reservation
- Require the guest acknowledge several terms and conditions
- Require the guest to enter personal information
- Ask if the guest has reserved a lounge area with us previously
- Inform the guest of catering options
- Calculate a grand total including the total rental cost for the number of hours requested plus the catering options selected
- The manager must still be able to add time or catered items after discussing options with the guest
- Update our Google Calendar with the request or facilitate the manager to add the reservation request information into our Google Calendar.
- Notify a member of staff via email or text when a new reservation request has been made.

We would like the vendors to provide a quote for including a catering order calculator which would describe available platters and add the price to the reservation for the guest.



Cheese & Fruit Brunch Platter

Our house-made, almond-cheesecake fruit dip is the sweet center for an appealing platter of fresh fruits, Gouda wedges and Brie.

8.25 lbs. (Serves 25) Price as selected:
\$64.99

Qty. Ordered X \$64.99 = \$129.98

Total Including Tax @ 8.10% =

[Click here to add to Reservation Total](#)

3.4 Proposed Site Map

We still want our Lounge Areas to be included under the Private Events tab on our website. We are open to hearing your input for alternate options to differentiate the lounge area rentals from other private event options visually on the website. We are considering updating the information at the bottom of this page and/or adding lounge availability to the Music & Event Calendar tab.

Please present options to optimize user experience. Cost and development time requirements will factor in these choices since the whole website will be redesigned within the next year. We will continue to use the application even after updating the website with our selected vendor for the website redesign and maintenance.

3.5 Scope of Work

This section clarifies what we expect from our chosen vendor's design team

- Project management – The vendor will accept responsibility of ensuring this project is completed on time and meets specifications.

- Content strategy – The vendor will offer an optimal blend of content improvement within time constrictions.
- Copywriting – The vendor will be responsible for creating new copy as necessary.
- Illustration – We will provide digital images to the vendor.
- Visual and Information design – The vendor will design visual and informational layout of the application.
- Testing & quality assurance – The vendor will test the application enough to ensure functionality.
- Software training – The vendor will provide one-on-one training with the operations manager and possibly another member of staff.
- Timeline – This application must be completed by December 12th.
- Ongoing Support – The vendor will provide a training manual for future users and contact information for key members of the design team.

3.6 Technical Requirements

- The vendor will be responsible for ensuring that programming languages are compatible with our website.
- Our website is hosted by GoDaddy and the website is managed by MR2 Creative. Contact info for MR2 Creative:

631 North Main St, Suite 2
O'Fallon, Illinois 62269
618.239.0600314.707.5378

- Most visitors are using modern browsers, so we don't need multiple versions to accommodate older versions of popular website browsers. The guests who are using very old systems are often the same guests who prefer making lounge reservations in person or over the phone, so supporting legacy browsers is not a priority.
- We do not have password protected access to websites since our website is managed by an outside vendor which is a website management company. They have the access to GoDaddy. If we choose to end our contract with MR2 Creative, then we will either take over the domain ourselves or set up a new website account with GoDaddy.
- We are not prioritizing additional accessibility modifications like large text options, since it is easy enough to change screen displays and gain the effect of large text options.

4.0 Conclusion

This company is owned and operated by family members Shannon and Jeff Gastreich and Kevin Bollman. Since they are the sole proprietors of this LLC, all access to images of The Weingarten provided for updating the website are freely available for use by this design team to develop this application.

This project should reduce total time spent on lounge reservation phone calls and reduce the time required to review the rental agreement once the guests arrive at our location. We anticipate that the work flow of our establishment will be greatly improved when our staff members receive reservation request information and have more flexibility to return the call within a reasonable time frame. We also anticipate that customer satisfaction will increase as information about our lounge areas and their availability is more easily accessed. We expect that with these improvements the number of reservations will increase and the number of catered trays ordered will also go up.

Thank you for your prompt response to this Request for Proposal.

5.0 Appendix A. [The Weingarten Rental Agreement](#)



1780 East State Route 15 Belleville,
IL 62221

Rental Agreement – Outdoor Private Parties

This Rental Agreement (the “Agreement”) is hereby made between The Weingarten, LLC (herein referred to as “The Weingarten”) and _____ (herein referred to as “Client”). All aspects of this Agreement pertaining to the use and enjoyment of the property owned by The Weingarten (herein the “grounds”) shall also apply to all individuals who are attending Client’s event.

Client hereby rents The Weingarten’s Outdoor Party Space as follows:

Circle Rental Space (for office use only): LSL – E LSL – W LSR FSL WGP

Event Date: _____

Type of Event: _____

Start Time: _____ End Time: _____

Tray Serve Time: _____ Decoration Time: ____ 1/2 hour prior to rental ____

Contact Person: _____

Address: _____

Phone: _____ Email: _____ Number of
guests: _____

Lakeside Lounge Rental -

Required Deposit: 1-hour's rental - \$20

*3 hours min

*Includes seating for up to 15 people Additional

Options:

Extra hours (\$20 x _____)

Lakeside Ramada Rental -

Required Deposit: 1-hour's rental - \$30

*3 hours min

*Includes seating for up to 30 people Additional

Options:

Extra hours (\$30 x _____)

Fireside Lounge Rental -

Required Deposit: 1-hour's rental - \$30

*3 hours min

*Includes lounge furniture OR seating for 8-10 people Additional

Options:

Extra hours (\$30 x _____)

½ WG Pavilion Rental -

Required Deposit: 1-hour's rental - \$50

*3 hours min

*Includes seating for up to 40 people Additional

Options:

Extra hours (\$50 x _____)

***Please note, due to the fact that these rental spaces are outdoors, we are unable to guarantee weather conditions.**

Food Tray Options:

***Food Tray Order must be placed no later than 1 week prior to event date.**

***Each tray serves approximately 20 guests.**

***15% Service Fee is applied to food tray purchases.**

***All food is subject to an 8.1% tax.**

*** Due to spoilage, leftover food may not be taken home after an event.**

Chicken Salad Snack-Size Wraps # of Trays (\$55 each) _____

Roast Beef Snack-Size Wraps # of Trays (\$65 each) _____

Turkey BLT Snack-Size Wraps # of Trays (\$55 each) _____

Assorted Cheeses, Sausage & Crackers # of Trays (\$55 each) _____

Garden Veggies # of Trays (\$45 each) _____

Fresh Fruit Tray # of Trays (\$45 each) _____

Tray Serve Time: _____

General information: The Weingarten's intent is to provide you with quality service with the hope that your event runs as smoothly as possible from start to finish.

The Weingarten is not responsible for any "Acts of God" (weather or otherwise) that may occur before or during your event. **In the event of inclement weather, reasonable effort will be made to accommodate your event and make it as enjoyable as possible. You will only be charged for the time spent in the lounge in the event of extended inclement weather.**

Children are welcome, but must be accompanied by an adult at all times.

Authority: The contact person listed on the contract is the only person with authority to make changes to the event.

_____ (initial and date)

Decorations: Client will have 30 minutes prior to the start of their rental to decorate. If more time is needed, additional hours may be added to your rental. Decorations must comply with fire ordinances. Candle flame must be enclosed. Decorations may not be fastened with nails, staples or other devices that may damage our structure. Pushpins, thumb tacks or tape are permitted. **The use of glitter and/or confetti is strictly prohibited. Client is subject to a \$75 cleanup fee if any of these are used.** Client is responsible for any equipment that is damaged beyond repair. All decorations must be removed from the space immediately following the event. **Client is also subject to a \$75 fee if excessive cleanup is necessary.**

_____ (initial and date)

Credit Card Policy: A credit card number is required to be on file with The Weingarten during the life of the rental agreement and will be charged to cover out-of-the-ordinary repairs or cleaning made necessary by your guests or event. Assessment of such an additional charge is at the sole discretion of The Weingarten.

_____ (initial and date)

Accessibility: The Weingarten and Client agree that not all areas of the premises are easily accessible for disabled persons, and The Weingarten shall bear no responsibility for ensuring all areas are easily accessible. The Weingarten staff will do what they can, within reason, to assist disabled persons in accessing and traversing the premises.

_____ (initial and date)

Final Details and Payment: Final guest count will be due no later than **1 week** prior to event date, at which time final invoice will be issued. Final payments are due **at the time of rental. All food purchases must be pre-paid 1-week prior to the rental.** Extra hours may be added the day of the rental **ONLY if another rental for the same space has not been previously scheduled.**

_____ (initial and date)

Cancellation Policy: Should you cancel your event after signing this agreement, _____ The Weingarten will need a statement in writing to confirm the decision. A charge equal to 1-hour's rental will be assessed to your card.

_____ (initial and date)

Liability and Indemnification: The Weingarten reserves the right to inspect and control all events. Returning the premises to their original condition will be the responsibility of the client. Any damage to the premises by the Client or Client's guests shall be assessed by The Weingarten, and the Client will be charged for repair of said damage. The Weingarten assumes no responsibility for personal

property or equipment brought onto the premises. The Weingarten will not assume responsibility for any lost or damaged articles left on the premises prior to, during, or after the event.

Client shall indemnify, defend and hold The Weingarten, its agents, employees and staff harmless from and against any and all damages, losses, claims, judgments, costs and expenses (including attorney's fees) arising from: (a) Client's or Client's guests' use of the premises, or (b) the Client's or Client's guests' activities on the premises, or (c) anything done, permitted or suffered by Client or Client's guests on the premises, or (d) the Client's or Client's guests' failure to observe or perform any agreement or promise under this Agreement.

_____ (initial and date)

Beverages: The Weingarten's liquor license and state liquor laws **do not permit outside beverages of any kind to be brought onto the premises**, whether by our patrons or their guests.

The Weingarten reserves the right to deny service to any person under the influence of alcohol. In accordance with Illinois State Law, alcoholic beverages will not be served to anyone under the age of 21 years. The bartender or server will examine identification cards before any alcohol is served. Any violations of this law have the potential to create liability for The Weingarten, and therefore is grounds, in the sole and absolute discretion of The Weingarten, for terminating this Agreement without notice and without a refund to the Client. Anyone in violation of this provision or Illinois State Law will be asked to leave the premises. **Under no circumstances may any alcoholic or non-alcoholic beverages be brought onto or removed from the premises. Anyone found in violation will be asked to leave the premises immediately.**

_____ (initial and date)

Exclusive Food: All food and beverage services are provided exclusively by and through The Weingarten. **The Department of Health and Sanitation does not allow outside food or drink to be brought on the premises, with the exception of cake. Due to risk of spoilage, leftover food may not be taken home after an event. The Weingarten does not provide storage space for any desserts brought in. Plates, napkins & utensils will only be provided for food ordered from The Weingarten.**

_____ (initial and date)

Event Coordination: The Weingarten does not provide an event coordinator for outdoor lounge rentals. Please understand that our staff will do everything we can to assist you and your guests. Overall, the outdoor lounges are intended to be a self-service area. Any food or beverages ordered the day of the rental must be done at the bar.

_____ (initial and date)

Tax exempt Organizations: Must present their certificate upon booking an event.

I have read and understood the conditions outlined in this Agreement and agree to comply with said conditions. Any verbal or outside agreements not explicitly stated in this Agreement are hereby null and void. Any amendments to this Agreement must be made in writing and signed by both parties.

Client Signature:

Printed Name:

Date:

The Weingarten:

Printed Name:

Date:
