



Economic Development, Communications, and Marketing Committee

**Item #3
Levy Premium Foodservice
Community Enrichment Plan**

May 19, 2021



Background

- May 13, 2019 – City released RFP for Food and Beverage Operations at the Convention Center.
- Two-step evaluation process / presentations and food tasting
- October 29, 2019 – Council approved the award of an agreement with Levy for food and beverage operations at the Santa Clara Convention Center.
- Levy began transition November 1, 2019 and took over full operations January 1, 2020.



Background

- Initial term of November 1, 2019 – June 30, 2025
- Two five-year options to extend the agreement term through June 30, 2035.
- Levy investment to Santa Clara:
 - Operations Investment (operations and CIP projects) = \$5,000,000
 - Community Enrichment Investment = \$750,000



Community Enrichment Investment

- For programs that drive community enrichment, develop local partnerships, and promote economic development of Santa Clara.
- Intent is to invest back into the community
- Contributions to date:
 - Small Business Grant Program
 - Holiday meals for the Senior Meal Program



Community Enrichment Plan

Santa Clara Convention Center
LEVY

OUR GOAL

support and serve our community with a focus on the underserved and education



Underserved



Community



Education

Current Programs

Feeding The Community

THE CITY OF SANTA CLARA AND LEVY partnered to assist in providing meals for the local community. Levy produced and packaged more than 160,000 Meals since the start of the program which were delivered to local schools and senior centers.



Donation Programs

LEVY FOCUSES ON "ZERO" WASTE but in those times that events cancel last minute or decrease in attendance we have the relationships to ensure the food is donated to the right organizations such as Second Harvest and Hunger at Homes.



Volunteering Time

THE LEVY TEAM CAME TOGETHER AT SACRED HEART to help organize food and clothing donations. we plan to continue partnering with local organizations that provide essential services to individuals and families.



Teaching Kitchen

The Teaching Kitchen has been a successful program that Levy has done in a variety of ways at various locations including:

- Children's Museum Indianapolis
- Kentucky International Convention Center
- Mercedes Benz Stadium Atlanta

The program at Santa Clara Convention center will be customized for our community and funded over the lifetime of the partnership.



KPI & Time Frame

- 2021/2022

- Building Partnerships
- Defining Program

- 2022/2023

- Implementation

- 2 Courses

- Summer Course

- 6-8 weeks
- 5 days a week
 - Monday-Friday
- In depth Course

- Winter Course

- 6-8 Weeks
- 2 Days a week
 - Saturday & Sunday
- Introduction Course

- 20 Students

- 10-15 a course
- 70% Graduation Rate
- 65% of Successful Job Placement

Curriculum

SOFT SKILLS

Setting Expectations
Timeliness & Dependability
Consistency
Communication
Professionalism
-Resume & Interview coaching

FOOD SAFETY AND SANITATION

- Importance of Personal Hygiene, Sanitation and Safety in the Kitchen
- Local Health Authority Regulations
- ServeSafe Certification
 - Time and Temperature Control
 - Preventing Cross-Contamination
 - Safe Food Preparation
- * Receiving and Storing Food

PHYSICAL INTRODUCTION TO THE KITCHEN

- Basic Kitchen Equipment Orientation
- Introductory Vegetable & Starch Preparation-
- Introductory Protein Preparation

INDUSTRIAL KITCHEN EDUCATION

- Prep Lists & Prioritizing Tasks
- Preparation & Presentation
 - Plated
 - Chefs Tables
- Baking & Bread Production



Teaching Kitchen Partnerships

BILL WILSON CENTER:

- THE LEVY TEAM WILL PLAN TO WORK with The Bill Wilson Center by utilizing the teaching kitchen to help educate on careers in Hospitality and giving hands on cooking classes.

NOVA JOB CENTER:

- LEVY HAS STARTED CONVERSATIONS with Nova to discuss future partnerships. We will work with Nova to assist people with gaining employment by assisting with job discovery and training in Culinary and Hospitality.

SANTA CLARA SCHOOL DISTRICT:

- LEVY PLANS TO WORK WITH LOCAL SCHOOLS IN SANTA CLARA Our team would provide hospitality career discussions and hands on cooking classes



In house Events

Levy will Partner with Spectra to host events in the convention center for the community



BACK TO SCHOOL DONATION DRIVE:

A yearly program will be hosted at the convention center. We will invite people to donate back to school items for Santa Clara Students. During this event we will provide refreshments and snacks to ensure it is a welcoming place to encourage support in the community.

GINGERBREAD HOUSE CREATING:

A Holiday event will be hosted at the convention center. We will invite kids to create their own gingerbread houses. Levy will display the finished creations with Kids Names in the main lobby for families and guests to admire.

What's next?

JW HOUSE

Discussions have started with JW HOUSE. We will work on finding a way to support those that want stay with their critically ill family members.

MISSION COLLEGE

Discussions have started with Mission College. There are opportunities for Levy to give guest lectures, offer internships and campus recruiting.

WALK A MILE IN HER SHOES

Our team will participate in an event that raises awareness of sexual assault and domestic violence of women





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