



# PERFORMANCE TASK:

## Restaurant Owner - The Clover Bistro

### GENERAL INSTRUCTIONS:

Use the attached videos and articles to learn more about owning a restaurant. You can also contact your County Extension Office to see if they have more information on restaurant ownership and requirements.

### BIG IDEA:

Small business is the backbone of the U.S. economy, and small businesses succeed with careful planning and marketing.

### ESSENTIAL QUESTIONS:

- What is needed to plan a large event at a restaurant?

### OVERVIEW:

As a restaurant owner, you will need to create a menu, seating arrangement, sample program, and then determine the cost of the event in a creative way in order to secure reservations for events. It will be critical to know about the needs of the company and the image that they wish to portray as you attempt to schedule and plan for this occasion.

### GOAL:

Your task is to plan an executive dinner at your restaurant. The challenge is to include the necessary mathematical and design concepts that will make the night a success, including planning the menu, arranging the tables, designing a program for the event, and calculating the cost.

### ROLE:

You are a restaurant owner trying to establish yourself in the restaurant business. Your restaurant just opened, and you are aware that the first impression of a restaurant can make it or break it. You are asked to host an executive dinner for fifty people. Your job is to properly

plan for all aspects of the event, so that you can secure this event for your restaurant, and begin to build your restaurant's reputation.

## **AUDIENCE:**

Your audience is a group of executives that are employed by the company wanting you to host the event. These individuals will ultimately decide where the event will take place, and it is your job to secure it at your restaurant. You will need to create a presentation that provides these individuals with the necessary information, including the menu, the layout of the space, a sample program for the event, and the overall estimated cost of having the event.

## **SITUATION:**

As a restaurant owner, you will need to create a menu, seating arrangement, sample program, and determine the cost of the event in a creative way in order to secure the reservation for an executive dinner party. As you attempt to plan and schedule this occasion, it will be critical to know about the needs of the company and the image that they wish to portray.

## **PRODUCT INTRODUCTION:**

You will need to create one of the products below for entry in the fair. This product will be one that you would use with your prospective customers with the hope of securing the reservation for the executive dinner party. You will need to include a list of resources that you used as you created the product.

## **Products/Fair Exhibits:**

### **Design of the Clover Bistro**

Your task is to design a restaurant layout for an executive dinner. The dimensions of the dining room are 20 feet by 40 feet. There will be 50 guests and it is recommended that you have 12 square feet of space for each guest. Your challenge will be to create a layout with enough space for each diner and a speaking area with podium and screen. You will also need to be sure there is a way for wait staff to get to and from the kitchen. It might be helpful to use grid paper when creating the design, and then transfer the final design to plain paper.

Sources of information can be listed on a separate paper included with your design.

The "Design for the Clover Bistro" rubric (located under "Rubrics") will be used by the judge at the fair.

Rubric Scoring:

Blue Ribbon: 14-20 points

Red Ribbon: 7-13 points

White Ribbon: 0-6 points

## **Podcast for the Clover Bistro**

Create a 30-60 second podcast advertisement for your restaurant. Your podcast must include the restaurant's name, location, and hours of operation. It should also include a very delicious sounding description of some of the food. You may wish to listen to other commercials for restaurants to get some ideas. Many of them make good use of voice tone and inflection to help sell their product. If desired, you can make your podcast an enhanced podcast by including photos.

Sources of information can be listed on a separate paper included with your podcast or included at the end of your enhanced podcast.

The "Podcast for the Clover Bistro" rubric (located under "Rubrics") will be used by the judge at the fair.

Rubric Scoring:

Blue Ribbon: 11-16 points

Red Ribbon: 6-10 points

White Ribbon: 0-5 points

## **Program for the Clover Bistro**

Create a tentative program for a team of executives looking to host a dinner conference. Your program should have a sequence of events and be targeted toward the type of business looking to host the conference. Be sure that your program is visually attractive as it will be handed out to guests on the night of the dinner.

Sources of information can be listed on a separate paper included with your program.

The "Program for the Clover Bistro" rubric (located under "Rubrics") will be used by the judge at the fair.

Rubric Scoring:

Blue Ribbon: 14-20 points

Red Ribbon: 7-13 points

White Ribbon: 0-6 points

## **Proposed Menu for the Clover Bistro**

Your task is to create a menu for your restaurant. Your menu should include appetizers, salads, main courses, and desserts. You should also work to divide your main courses by type (pasta dishes, seafood, vegetarian, etc.) Your menu selections should be printed on appropriate stationary and include prices. Prices should be similar to those of other restaurants in your community. (This can be done by researching other restaurants in person or online.)

Sources of information can be listed on a separate paper included with your menu.

The "Menu for the Clover Bistro" rubric (located under "Rubrics") will be used by the judge at the fair.

Rubric Scoring:

Blue Ribbon: 14-20 points

Red Ribbon: 7-13 points

White Ribbon: 0-6 points

### **Sales Pitch/Unveiling for the Clover Bistro**

Create a sales pitch to explain why your restaurant is a perfect fit for an executive dinner. Your pitch can be created using PowerPoint, Prezi, or other presentation software and should include the following: a picture of your restaurant layout, positive reviews/quotes from local food critics, a description of star menu items, a breakdown of the cost of a dinner for 50 people, and a description of the services that will be provided.

Sources of information can be listed on a separate paper or final slide(s) included with your sales pitch.

The "Sales Pitch/Unveiling for the Clover Bistro" rubric (located under "Rubrics") will be used by the judge at the fair.

Rubric Scoring:

Blue Ribbon: 9-12 points

Red Ribbon: 5-9 points

White Ribbon: 0-4 points

### **Defined STEM:**

Visit the Defined STEM website at: <http://www.definedstem.com>. Once at the website, click on the "Student Assignments" (top right corner) and enter the student code provided to you by your county Extension Office. The Defined STEM website has videos and examples of products created by other students.

Defined STEM is provided to Iowa 4-H courtesy of the 2013-14 Iowa STEM Scale-Up Program which was created to meet the Iowa Governor's STEM Advisory Council's top priority of increasing student interest and achievement in STEM across the state. To learn more about this initiative visit <http://www.iowastem.gov/>.

### **For more assistance:**

Contact your local county extension office or Brenda Welch, Region 5 Youth Program Specialist, at [bwelch@iastate.edu](mailto:bwelch@iastate.edu) or 712-276-2157.