

CALIBER

enterprises



Business Coaching & Consulting Services

(RESTAURANT | LOUNGE | BAR | HOTEL & RETAIL | ETC.)

Our Mission

CALIBER enterprises values unity and commitment in purpose, truth, character, transparency, integrity, dignity, responsiveness, and profitable, healthy, fair, business practices. CALIBER enterprises purposes to live such to the best of its ability with its valued Clients, Vendors, and all our business relationships. CALIBER enterprises expects the same from other valued Clients and business relationships. We purpose and look forward to all parties cultivating an ongoing, harmonious, prosperous, wonderful experience throughout our business relationships.

Services Offered:

- Advertising
- Alcoholic Beverages/Menu Planning & Development
- Architect Referral Consult
- Assemble Business Network/Resource/Network Database with Synergetic Suppliers, Community Organizations, etc.
- Brand / Business Consult
- Brand Product Development Referrals Consult
- Budget (development, operating, cash flow)
- Building Inspection Prep, Referrals & Consult
- Business Plan Consult
- Business Set-Up Incorporation Consult
- Capital Funding Referrals Consult
- Catering Development Consult
- Community Relations Awareness / Survey Referrals Consult
- Company or Personal Brand Press-Media Kit & Biography
- Company or Personal Brand Website
- Company or Personal Hospitality Consulting Timeline Execution Plan which includes Licensing & Permit List, Phases of Execution & Projected Budget to open
- Company or Personal Press Releases
- Controlling Food & Labor Cost Consult
- Create and /or Manage Company or Personal Brand Social Network Sites
- Create Business Development Program
- Create Community Ambassador, Business to Business Referral / Partner Support Program
- Create Company or Personal Brand Budget & Coach Budget Management
- Create Company or Personal Brand Policies & Procedures for Successful Operation
- Equipment Inventory Audit Referrals Consult
- Financial / PNL, Accounting Referrals Consult
- HR Set-Up
- Interior Design & Furnishing Referrals & Consult
- Legal Consult
- Licensing & Permits Consult (Business, Liquor, State and City, Building, Fire, NPU, etc.)
- Location Scouting Referrals & Lease Negotiation Consult
- Management / Staff Recruit Hiring Referrals Consult
- Menu Development / Pricing Referrals Consult
- PR / Media Consult
- Proposal of Firm Services for Brand
- Publicist Services-First Point of Contact and Voice for Brand with Media, Press
- Purchasing Receiving, and Storage
- Safety, Security, Sanitation
- Secure Local Media / Press and business opportunity for Brand / Business
- Secure National and or International Media / Press and business opportunity for Brand/ Business

CALIBER enterprises Client Experience (2008-current):

- Aaliyah's Caribbean Bar & Grill
- Artistsry
- Straits
- MIDTOWN MEDITERRANEAN DINER
- Mixx Atlanta (restaurant / nightclub)
- barONE
- Silk
- THE Nook
- STEEL Restaurant & Lounge
- Shout
- Cuerno
- Beleza
- Cowtippers
- EINSTEIN'S
- HUDSON GRILLE
- JOE'S ON JUNIPER
- CUCINA ASELLINA
- Lure
- THE LAWRENCE
- TOP FLR
- Atmosphere FRENCH RESTAURANT
- Pasta Da Pulcinella
- Barcelona
- Park Tavern
- Club Portofino

RETAIL:

- The Bailey Agency School of Fashion
- RYSE Clinic & Spa
- BLUE MedSpa
- Universal Gear
- 7 Camicie
- SCIC
- Atlanta Symphony Orchestra
- Bobby Berk Home
- Drew Lewis
- Austin Hill Art
- The Artmore Hotel
- Weidmann Remodeling Renovation
- Catalyst Fitness
- Marriott
- Four Seasons



CALIBER enterprises CEO, Marcus Jackson's Bio

Marcus Jackson is CEO of CALIBER enterprises and has been for eight years (www.calibereliteconsulting.com, Twitter: calibere, Instagram: calibere, Facebook: CALIBER enterprises). CALIBER enterprises is an Atlanta based but internationally connected hospitality consulting-PR firm with experience working on several brand/project hospitality clients. Marcus has over 23 years of experience in the hospitality industry which includes experience in restaurant/lounge/hotel/retail project conception, operation and management. Marcus, specifically has years of experience in all things related to conceiving, developing, opening and operating a hospitality business (including senior restaurant management, front and back of the house, event planning/marketing and grand opening public relations).

Marcus' bio of personal experience includes being employed by esteemed hospitality organizations such as Marriott, Club Corp, Sheraton, Jim N' Nicks, Horseradish Grill, California Pizza Kitchen, Palisades, South City Kitchen, Uptown Restaurant / Super Club and others.

Marcus's experience with planning and executing large-scale events includes: serving on the silent auction committee of A Tony Evening, serving as co-chair of Easter Seals Fashion Uncorked, serving as Fashion Director for Fashion's Night Out: A Night To Remember, the chairperson for the MNA Tour of Homes, Shop & Dine and co-chairing IIDA Georgia's and Dressed fashion show to name a small few. In addition, Marcus's active engagement in his local community is displayed through his prior work with MODA (as a Board Member), the Alliance Theatre, Art Partners at the High Museum, the Georgia Restaurant Association, the Family Communications Group, Midtown Neighborhood Association (as a Board Member), Atlanta Convention and Visitors Bureau, Metro Atlanta Chamber, IIDA Georgia, the Atlanta Food Bank, Atlanta Chamber of Commerce, the Atlanta Cancer Society, AID Atlanta, Out & Equal, and ARCA to name just a few. He has secured significant business, political, entertainment and social relationships over the years. And consistently reaches out to new proprietors, corporations, profit and non-profit organizations securing new partnerships while simultaneously offering varied expertise for the execution of reciprocal organizational vision and goals.

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A Few Referrals

(Further referrals may be viewed at www.calibereliteconsulting.com and additional referrals can be requested):

I have known Marcus Jackson for going on 10 years now and I met him when he was the GM of a restaurant and lounge when I was in the liquor sales industry. Besides there, I worked with him on other outside projects, tying in social events with some of the brands I was representing at the time. He possesses a unique combination of being very knowledgeable about the project he is working on with tying in his understanding of social media, his vast and long reaching relationships and the ability to sense what the final outcome needs to be while calmly communicating with his client in a way that puts them at ease. He has always commanded his staff for each event in a way where they understood what their roles were and the most effectively way to conduct themselves to please the clients. He does it all with a sense of style, elegance and calm, even if he is consumed by concern about the difficult issues that tend to pop up on any project.

Marcus has been in the hospitality industry for many years and has acquired a vast knowledge of every aspect of being involved in a successful restaurant from start to finish. He is very familiar with the process of obtaining the necessary licenses, has relationships with food service companies, liquor distributors, fixture companies and many more of the industries necessary in the hospitality industry. Through his experience in running restaurants, he understands the back of the house aspect of cash flow while controlling costs, both labor and food. He taps into his extended background to help style the front of the house, inviting guests to have a great experience in a stylish place where the staff is knowledgeable, informed and caters to each individual guest as they sit down for a great meal. I have seen all of this first hand while we were creating wine and cocktail menus. He then takes all of his restaurant experience and combines it with his other passion, Public Relations and Marketing, using his self-made company and social relationships to help create a buzz and interest as the countdown to the opening gets closer. Marcus Jackson is a true one stop shop for restaurants because of the knowledge he has obtained in many years in the hospitality industry and he combines that with his marketing company, CALIBER enterprises, with its far reaching social media presence and relationships within Atlanta and beyond. Marcus has literally been there and done that, and he brings that vast experience to the table for you with unmatched style and grace.

Jim Brooks

Co-Owner

The Naugh'tee Bee Boutique

Fleur'tee Bee Boutique

Formerly with Georgia Crown

To whom it may concern,

In the years of 2000 and 2001 I had the high honor of working for Mr. Marcus Jackson in the Food and Beverage realm of the Hospitality Industry. He was my direct supervisor. During that time I learned a plethora of valuable training. Mr. Jackson required pristine customer service skills, menu knowledge, suggestive selling techniques, and proper fine dining etiquette. Myself, being one of his Dining Room Assistant Managers, endured intense training in all of these areas. Mr. Jackson professionally demanded perfection and precise consistency. All of these traits I have carried with me throughout my career in the Food and Beverage Industry, which I must say, have all been the most invaluable lessons I have learned to date. I owe my triumphs in the business to Mr. Marcus Jackson. His style, charisma, and "lead by example" mentality are second to none. If you are considering Mr. Jackson's company (CALIBER enterprises) for hospitality or retail consulting, you'll not find a better, more suited group. Everything he touches turns to gold. Please feel free to contact me with any questions you may have.

Respectfully,

Carmen Perkins

080-3524-8511

To whom it may concern,

For the past 13 years I have known Marcus Jackson, first as a business associate, leading into both a professional and personal relationship. From strong business acumen to entrepreneurship, Marcus has been the pinnacle of his community and a great leader for his company, CALIBER enterprises. Marcus Jackson and I met to do business together in 2004 at the Summit Club, a private city club, where Marcus was the Food and Beverage Director. He immediately impressed me for being a keen business man, with professionalism and creativity at the core. Being in the wine business, we were able to create together a new experience with wine and food which engaged his members on a new exciting level.

Our beverage program grew together to very successful, and Marcus was meticulous to train his entire staff to be knowledgeable about the food and the wine program from chef to wait staff, to membership leaders. Following this venture, which was superseded by running multiple private clubs and resorts, Marcus embarked upon his true vision, to be an entrepreneur, and business owner utilizing his many talents. Marcus comes from a background of many facets: personal trainer, model, event coordinator, F&B manager, and now business owner. His company, CALIBER enterprises, embodies all of these attributes. Working with Marcus is a true pleasure, he can bring insight gained from all these industries to be a true, well rounded consultant.

Jennifer Hornor

Folio Fine Wine Partners

Southeast Area Manager and Partner