

Description of Bethel Station Lease Opportunity and Information Received from the Eleven Respondents


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Downtown Plaza Bethel Station Restaurant Lease

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The City of Gainesville is seeking a restaurant tenant for the historic Bethel Station located at the Bo Diddley Community Plaza at the intersection of SE 1st Street and SE 1st Avenue. The property includes an approximately 404 sq. ft. building and outdoor seating under the front canopy, the back patio and the western patio adjacent to the building. The current tenant's (The Lunchbox Café) lease is ending in December and the property is expected to be available for lease in January 2015.

Originally constructed as an automotive service station it was used as an RTS ticket office the CRA completed a historic rehabilitation and renovated it for restaurant use in 2010. This prime location provides an influx of foot traffic throughout the day, evenings and weekends, particularly during the breakfast, lunch, dinner and late-night peak periods and becomes a social center during concerts and special events downtown.

The building will be provided to the tenant as a general commercial shell with exhaust hood, grease trap and bathroom facilities. The tenant will be responsible for other equipment needed to operate the business and interior build out that may be required for specific business needs. Expansions to the building footprint would not be feasible and historic elements must be preserved.

Beer and wine are permitted to be sold for consumption within the restaurant seating area.

The selected tenant will enter into a lease with the City of Gainesville for an initial term of three years with the option to renew.

The CRA plans to renovate the north side of the Bo Diddley Community Plaza starting in Spring 2015 and the Bethel Station site will remain open during construction. Renovations will include creating a signature wall announcing the Plaza, creation of a greenroom to enhance, constructing a new café building on the Northeast side of the Plaza, adding an information kiosk and improving the paving and landscaping to support more events and activities at the Plaza. The tenant selected will play an important role in the future success of the renovated Plaza.

We are very excited to share this opportunity for a restaurant to play a vital role in Downtown Gainesville's culture!

Responses closed

Responses were due on 12/08/14 at 06:00pm.

Organization
[Gainesville CRA](#)

Contact email
janoskil@gainesvillecra.com

Responses due
 12/08/14 at 06:00pm

Questions due
 11/24/14 at 06:00pm

☆ Remind me



Q&A

What is the current tenant paying?

The current tenant has a rental rate of \$1,200 per month.

Question #1

Submitted 11/17/14
 Answered 11/17/14

Will the new café that will be built on the north side of the Plaza serve food?

The café that will be built on the north side of the Plaza is modeled after a Starbucks styled-café, with no kitchen and all on-site food preparation taking place on countertops. (Toasting, sandwich pressing or other countertop machines etc.)

Question #2

Submitted 11/17/14
 Answered 11/17/14

Attachments

	Bethel_Floorplans.pdf	454 KB	Posted on Nov 6, 2014	DOWNLOAD
	Sample_Lease_Bethel_Station.pdf	531 KB	Posted on Nov 6, 2014	DOWNLOAD

Anthony Johnson

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

We'd like to deliver healthy urban cuisine to Gainesville by utilizing clean and cost effective methods.

...Place to upload a related file (optional)

No response

2) Explain why your concept is the right fit for the Downtown Plaza

Our model fits downtown because we seek to offer economical options for employees of downtown businesses, students, and tourists alike. Our food will be low in saturated fats and oils, low in sugar, and low in sodium. We also embrace local produce and local cuisine favorites. In addition, we are prepared to offer such food options in an environment that requires little space and overhead.

...Place to upload a related file (optional)

No response

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

We plan to offer specialized menus for the events of downtown, all geared toward serving the patrons. We'll provide samples and menu items geared toward all ages.

...Place to upload a related file (optional)

No response

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

6am to 2pm normal business hours and open during all plaza events.

...Place to upload a related file (optional)

No response

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

This would be a new venture as restaurant owner. I've worked as manager of a couple of locations, so I would be doing for myself all the things I did for someone else.

...Place to upload a related file (optional)

[Proposal_attachment_for_Gainesville_CRA.docx](#) (See attachment contents below)

5) Past experience running a restaurant

We have nine years of kitchen management experience including two restaurant grand openings in similar urban environments. We also have nine years of success with managing food costs and keeping kitchens economical.

6) Share your plans for promotion/advertising/attracting patrons

We plan to promote our restaurant through diligent social media use, freebie marketing, specials, and innovative culinary creations.

7) Demonstrate financial capacity to carry this out and be successful

This is a venture backed by investors, and we plan to keep our price point reasonable for all downtown patrons.

6) Share your plans for promotion/advertising/attracting patrons

I feel the location promotes itself but additionally our menu will offer a selection that everyone can relate to. The thought of having web orders delivered locally downtown is also a possibility.

...Place to upload a related file (optional)

No response

7) Demonstrate financial capacity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

I have my own personally finances as well as financial backing from my family. If push comes to shove I can always take money from my 401k.

...Place to upload a related file (optional)

No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Given the city's proposed construction nearby, we feel a price of \$400/month for 36 months is fair.

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

...Place to upload a related file (optional)

No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

Two weeks.

...Place to upload a related file (optional)

No response

Anything else you'd like to share with us? (optional)

No response

...Place to upload a related file (optional)

No response

Ed Gagarin

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

Please see uploaded file.

...Place to upload a related file (optional)

[PIDetails_of_Proposed_ConceptPIt.docx](#)

Details of Proposed Concept...

Due to the renovation of the plaza, our concept is two parts. During the time of the renovation, little would change for the Lunch Box. Theme and marketing for the Lunch Box would be that of a canteen style format for the workers of the renovation and local city offices. We would lean away from the classic “greasy spoon” but keep the simplicity of a quick spot local eatery; a quick and tasty grab-and-go, so to speak.

The initial menu would be simple – breakfast and lunch. Breakfasts would be on-the-go style sandwiches and wraps, eggs cooked to order with various meat products (bacon and sausage, etc.), variety of potatoes, muffins and pastries and fresh fruit. Lunch would be quick, but not fast food. Hamburgers and sandwiches made fresh with a number of side dishes all freshly prepared. We would be available to deliver to local offices both breakfast and lunch. Due to the simple nature of the initial menu, we would keep delivery to walking distance. The areas of delivery would be the courthouse, city offices and the hotel across the street, for example. Depending on the foot traffic of customers and sales volume during the renovation period we would consider a dinner menu. Hours of operation would start as Monday through Friday 6am to 2pm in the beginning. As time progresses during the renovation, we would also reassess marketing to the night time crowds.

The post renovation concept would be greatly affected by what the look of the plaza would be after the renovation is complete. As we see the progress of the plaza come to fruition, we would like to become a major part of the downtown community. We would adjust hours of operation to include a full dinner menu and also cater to the late night crowd. We are not interested in becoming just another drinking place for college students. We would offer an area of relaxation for all ages with a full and varied food menu made from local resources and a light beer menu (also from local breweries) that would allow visitors to not just see the downtown area, but also feel they are a welcome and appreciated part of it.

On the weekends we would open the patio area for brunch style dining. We would offer cook to order specialties on the back patio so that local and visiting customers can enjoy the beautiful downtown atmosphere. Our post renovation menu would include foods that have been purchased from our own local farmers market. By promoting this, we feel that featuring an always changing menu with locally grown products that have been purchased that same week would not only show great local support but create a buzz that show we care for absolute freshness in product. Utilizing meat products from Gilchrest and Nettles, for example, and pairing them with locally farmed fresh eggs and produce would be something that we believe would attract local residents and visiting patrons, alike.

- 2) Explain why your concept is the right fit for the Downtown Plaza
Please see uploaded file.

...Place to upload a related file (optional)

[P2Concept_Would_be_a_Right_Fit_BecauseP2.docx](#)

Concept Would be a Right Fit Because...

This concept would be the right fit because with the interest in buying and supporting local growth on the rise, small businesses and micro businesses are what will make cities like ours appealing for families that rotate in and out of the campus life. In other words, bigger isn't always better. Small is part of the appeal. Also, by keeping small business small, with the proper management, failure is less likely to occur. A place with this type of concept can service various events, the hustle and bustle of a college town and yet financially stay afloat and be supported by the local community during the summer and holidays when school is not in session.

- 3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

Please see uploaded file.

...Place to upload a related file (optional)

[P3Opportunities_for_InteractionP3.docx](#)

Opportunities for Interaction...

With the current experience that we have doing downtown events, we would have no problem interacting with events and festivals in the plaza area. Currently we are already part of the Free Friday concerts. We have participated in almost every downtown event that has taken place and with the concept we have provided, interacting and working with vendors in the Farmers Market would go hand in hand. That being said, Fly'n Hawaiian Hotdogs LLC has built a solid reputation within the vending community and with the city. We have worked and are scheduled to work more events through the end of this year and have already solidified spots with both city and private events for 2015. References for past events are available upon request.

- 4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

...Place to upload a related file (optional)

[P4Hours_of_OperationP4.docx](#)

Hours of Operation...

As explained in the concept portion, hours of operation would depend on foot traffic and activity during the renovation. During the renovation, we would start with Monday through Friday 6am to 2pm. We would extend these hours after the renovation and depending on sales we would do our best to extend these hours during the renovation, as well. After the renovation we would like to be open seven days a week Sunday through Thursday 6am to 10 pm with later hours Friday and Saturday.

5) Past experience running a restaurant

No response

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

...Place to upload a related file (optional)

[P5ExperienceP5.docx](#)

Experience...

We have been running a food vendor and catering company since August, 2013. During this time we have successfully acquired and maintained both private and city accounts that allow us to stay in operation six to seven days a week and have grown to a point where venues are now seeking our product and brand. We have reached a point to continue our growth and success. We think that by taking proprietorship of The Lunch Box, this will allow us to grow and expand within safe parameters. Going from the micro business of a food cart to a small business of a brick and mortar establishment without taking on an unreasonable amount of risk is a crucial element of financial security.

On the personal side, I have been involved with all aspects of food service for twenty years. I have started as a dishwasher and bus boy in my earlier years and worked my way to being general manager of various food franchises and ultimately being the director of marketing and spokesperson for large food chains on the west coast.

Marketing and sales was my job and cooking my passion. By starting our own company, we thought what better way to combine the two. So far, it has been successful and completely fulfilling and rewarding.

6) Share your plans for promotion/advertising/attracting patrons

No response

[P7Financial_CapacityP7.docx](#)

Financial Capacity...

To prove financial capacity we would of course, disclose credit history both business and personal. We also have a private financial backer to help finance this venture. Depending on initial startup cost, this

person will either supply personal funding or co-sign on a bank loan for us to get started. His name will be supplied for reference upon request.

7) Demonstrate financial capacity to carry this out and be successful

No response

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

...Place to upload a related file (optional) Co

[P8Fair_market_value_for_leaseP8.docx](#)

Fair market value for lease...

It is difficult to determine a fair market value for this location due to the upcoming renovation. I believe this to be true because we cannot foresee what the renovation will disrupt as far as accessibility to foot traffic, parking and even just day to day business in that area. We hope that this will be taken into consideration. For the first year and only during the renovation, we would like to pay between \$300.00 and \$500.00 for a monthly lease. This is only during the renovation time. We know that we would be taking over this location during the slowest part of the year due to colder weather. There will also be very limited special events before the renovation starts and once started there will be no events until the renovation is complete. After the plaza reopens, we would be happy to reassess the lease agreement for a fair monthly rental price.

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

Please see uploadedfile.

...Place to upload a related file (optional)

No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

...Place to upload a related file (optional)

[P9Occupancy_timeP9.docx](#)

Occupancy time...

If the location is vacated in mid-December, we would like to be open for at least the New Year's Eve Downtown Countdown event. Although we could not be open for daily operation immediately after that night, it would be safe to say we could be up and running for the Monday through Friday schedule within the first 60 days.

Anything else you'd like to share with us? (optional)
Please see uploaded file.

...Place to upload a related file (optional)
[P10Shared_informationP10.docx](#)

Shared information...

My wife, Lynda, and I have been part of the Gainesville community for more than ten years and homeowners since 2006. In that time, we did move to Orlando for a five month period. While in Orlando, we came to the conclusion that Gainesville had become our home and we chose to move back. This city has become a part of us just like we have become a part of it. We started our business a year ago last August as a part time venture. Due to the economy, it became a full time venture in October. With good marketing and perseverance, we have created an excellent network within our industry and have achieved many of our goals.

Our first achievement, becoming the designated hotdog vendor for the Free Friday concerts allowed us to work within close proximity of the Lunch Box for over a year. We saw the foot traffic during the concerts and gained valuable customer feedback of the Lunch Box's strengths and opportunities. Because we took an active role in every possible event that happened in the plaza, we feel we understand the crowd and demographic that the Lunch Box captures.

My wife and I have never had an interest in opening a restaurant in the Gainesville area due to the volatility of the industry. After working in the plaza for over a year and witnessing the Lunch Box in operation, we have often discussed that if there were a location we could choose to take on the challenge of growing our business, the Lunch Box would be that location. Now with the Lunch Box becoming available, we are prepared to make this commitment. With its historic background, wonderful downtown location and charming size, we feel this would be the best possible way to not only grow our business but become even deeper involved in a community we already love. Thank you for considering us for this wonderful location and unique opportunity.

Robert L. Green

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

I propose that this space be converted into a small kitchen capable of providing a traditional breakfast menu a wholesome lunch and dinner menu as well as catering foods for special events.

...Place to upload a related file (optional)

No response

2) Explain why your concept is the right fit for the Downtown Plaza

If properly equipped this space can be used to prepare hundreds of meals daily. The menus must be well thought out and inventory and service supplies must be kept to a minimum in the building. This means that I must shop several times a week rather than have things delivered once a week. Menu will be one that allow for several items to be prepared using the same ingredients. Menus must be practical and festive. Packaging and service is very important when providing take out. I have had a lot of success while working some very small kitchens, with over 400 feet to work with I will have a very good operation.

...Place to upload a related file (optional)

No response

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

The farmers market is a great chance to promote the business. I would consult with the vendors and prepare a special menu using their products and provide it along side a scaled down version of my menu. I would also provide samples to the vendors for their customers. A picnic type menu will be provided for concert goers, a portable grill for tailgating on game night, snacks and drinks during blood drives and on cold nights hot soup and drink for anyone who need it. Since I will shop almost daily a change in menu will be no problem.

...Place to upload a related file (optional)

No response

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

Hours of operation will be as follow, Monday, Tuesday, Wednesday, 6:00am until 6:00pm. Thursday, Friday, Saturday from 6:00am until 11:00pm. Operating hours may change in order to support special activities in and around the downtown area. It is important that the restaurant be available to random patrons as well as repeat customers. When special events are held in the downtown area a special menu will be prepared in support of the event.

...Place to upload a related file (optional)

No response

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

I have over forty years of experience in the food service business. My experience include over thirty years as either chef or manager. My experience include army food service sergeant, hotel sous chef, hotel chef, airline catering sous chef, hospital executive chef, restaurant manager and manager of two sports bars. I am active in the Gainesville community and I am well traveled. I speak english, spanish and korean. I welcome diversity and enjoy people. I believe that when it come down to the final product and service only excellence is acceptable. I have very good organizational skills and I am an expert at team building and training. I am committed to providing, for the client, an excellent product at the best possible price. My training also include, Army food service school, Johnson and Wales culinary school, Central Texas College food service management school and many military leadership schools.

...Place to upload a related file (optional)

No response

6) Share your plans for promotion/advertising/attracting patrons

As for promotion I would want to skip the grand opening hype. I would not want to generate more business than the operation can properly provide quality service and product for. The immediate goal is to build a solid customer base that can be expanded. Local newspapers and magazines are effective ways to do that. A website is a must have. I am in contact with a expert designer, websight builder. Once a solid customer base is established and high standards are accomplished, then I will invest in tv time. I want this business to be a must try place for locals, short term resident, and visitors. This will take time and hard work, but it can be done.

...Place to upload a related file (optional)

No response

7) Demontstrate financial capticity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately

I have a friend who is able an willing to provide financial support for this effort. It is my plan to establish the business and then apply for a small business loan. Some of the money will be used to pay back my investor. We have agreed that this will be a personal loan and that I will be sole owner of the restaurant.

...Place to upload a related file (optional) Co

No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

I propose that \$1,000.00 per month would be a great start with an agreement to reset rent after 90 days.

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

...Place to upload a related file (optional)

No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

I would set my goal for late January. I believe that with the proper funds, which I believe I have, I can get the place cleaned up and have the equipment installed and inspected, by mid January.

...Place to upload a related file (optional)

No response

Anything else you'd like to share with us? (optional)

I am a perminant resident of Gainesville. Since relocating here six years ago I have come to adore this town and its' residents. I see so much potential here. I see the growth that is going on here. I want to be a part of that growth. It is groups like yours that ensure that this city remains true to its roots. this mean more to me than a chance to make a little money. it is a chance to be a part of something bigger than myself. I am retired military . I have spent most of my adult life a part of something bigger than me. I believe that change is good and growth inevitable. That both must be carefully mananged. Conservation is good so is being a part of it.

...Place to upload a related file (optional)

No response

John Naimi

- 1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

Restaurant with great food, affordable prices for general public and discounted for students. Serving burgers,sandwiches, greek style gyros , BBQ & more ,

...Place to upload a related file (optional)

No response

- 2) Explain why your concept is the right fit for the Downtown Plaza

Clean,safe and unique atmosphere for the student and general public.

...Place to upload a related file (optional)

No response

- 3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

open to working with any and all events that the plaza has to offer and would help any way we can, to make it fun comfortable and safe

...Place to upload a related file (optional)

No response

- 4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

5:00 pm to 5:00 am at this time, but willing to open for breakfast and lunch if the area needs.

...Place to upload a related file (optional)

No response

- 5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

Been in business for the past 30 years, Club 99 in Washington DC, Adems Garden in Alexandra VA, The Italian Village in Raleigh NC, Paradise Bay in Boyton Beach Fl, Bash of Boca in Boca Raton Fl.

...Place to upload a related file (optional)

No response

- 6) Share your plans for promotion/advertising/attracting patrons

Advertise on Internet, Newspapers, school networks and other neccary area.

...Place to upload a related file (optional)

No response

- 7) Demontstrate financial capticity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

Funds in Bank and will send bank statements as needed

...Place to upload a related file (optional) Co
No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

\$ 1,200.00 a month 5 yr lease + 4 x 5 yrs option

...Place to upload a related file (optional)
No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

60 days or sooner to clean and order new equipment and set up for an excellent service

...Place to upload a related file (optional)
No response

Anything else you'd like to share with us? (optional)
No response

...Place to upload a related file (optional)
No response

Mohammad Rahman

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

My concept is to run this restaurant as a Deli at affordable prices to the public . I have no desire to change the concept of the building. I will comply with all City of Gainesville requirements. The menu will be reasonable and affordable to the area and customers. I plan on getting a license to sell beer and wine in the location.

...Place to upload a related file (optional)

No response

2) Explain why your concept is the right fit for the Downtown Plaza

We have worked with the in this area for 3 years and understand what the public looks for , I already have 2 stores in the local vicinity , I have owned businesses for the past 21 years and have been very successful in the business world, I also have people working for me that has 23 years of business and fast food experience.

...Place to upload a related file (optional)

No response

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

I will change hour times to accommodate the activities and functions in the area.

...Place to upload a related file (optional)

No response

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

I plan on running the breakfast,lunch and dinner hours and on special events staying open as late as the events end.

...Place to upload a related file (optional)

No response

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

I have some professional people working for me who already that has been in the restaurant business for 23 years from running, ordering , and hiring capable people of helping to run a successful business and that are very happy to cater to the public and also who has catering experience for nearby offices and can go out and Market to bring in Reprs. for expanding catering.

...Place to upload a related file (optional)

No response

6) Share your plans for promotion/advertising/attracting patrons

Flyers and Grand Opening specials will be done .

...Place to upload a related file (optional)

No response

7) Demontstrate financial capticity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

I have 3 corporations two are in Gainesville and one in Naples Florida . All have been in operation since 2011 ,they are Convenience Stores selling Beer ,Wine , Tobacco and Groceries.

...Place to upload a related file (optional) Co
No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

i would be willing to pay at least 900.00 a month but this is also negotiable for the fair market value of the area. My intentions are to go beyond a three year lease.

...Place to upload a related file (optional)
No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

depending on the equipment in the facility I can have the Restaurant up and running within a week to a month.

...Place to upload a related file (optional)
No response

Anything else you'd like to share with us? (optional)

I am very oriented in Business and have capable experienced people to come into the business with me.

...Place to upload a related file (optional)
No response

Edward Lyons

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

Fresh food served fast for the courthouse and downtown guests and fun flavorful menus. Some catering available as well.

...Place to upload a related file (optional)

[BACKSTREET_BLUES_CATERING_MENUS.docx](#) (Content below)

BACKSTREET BLUES CATERING MENUS

(Prices will depend of number of guests and level of service provided)

Cocktail Menus

**Choose any 5 cocktail menu items for \$26.15 per person
(Min 15 people)**

**Curry and Mint rubbed shrimp
(Add 4.00 per person extra for this)**

**Chicken Croquettes
Feta and Olive Skewers
Gourmet Fruit and Cheese Platter
Garlic and Chili rubbed Chicken
BBQ meatballs
Pulled Pork Eggrolls
Watermelon and Arugula Salad
Tuscan Bruschetta
Cucumber rounds with Smoked Salmon
Artichoke Turnovers
Antipasto platter
Vegetable platter
Sausage and pistachio in puff pastry
Chicken Involtini w/ prosciutto and basil
Jerk chicken skewers w/ honey-lime cream
Greek chicken kabobs
Smoked salmon spread with capers
Shrimp and grits**

**Salsa Bar with
Mango Salsa, corn and black bean salsa, balsamic strawberry salsa
Tapenade**

DIPS

**Baked artichoke dip
Vidalia-onion-cheese dip
Crabmeat dip
Blue cheese and bacon dip
Velvet cheese and sausage dip**

**Fried Green tomato tiers
(Fried green tomatoes, mozzarella cheese, field greens, roasted onion dressing)
Smashed red potatoes with sour cream and chives**

Soups

**Tomato-basil Bisque
Roasted red pepper soup
Wild rice soup
Gazpacho
Crab and corn chowder
Tortilla soup
She-Crab soup
Vegetable chowder
Gulf coast Cioppino
Chili
White and black bean chili**

BULL GATOR PACKAGE

**Smoked Prime Rib
Pulled Pork Sandwiches
Grilled Mahi with Pineapple and Mango Salsa
Grilled Chili-Lime corn on the cob
Sesame Cole slaw
Veggie platter with dips
Summer Salad
Gazpacho oyster shooters**

Cheddar and Bacon red bliss potato salad
Fresh Baked Yeast rolls
Peach Cobbler

Steak it is!

Choice of
Rib eye, New York Strip, Filet, or Sirloin steak
Baked potato bar or Garlic mashed potatoes
(Sour cream, cheese, bacon, butter, chives)
Roasted asparagus with lemon
Texas toast
Field green salad with assorted dressing of choice

GO GATORS! Package

Baby back Ribs
Pulled pork sandwiches
Apple and Pecan wood smoked Chicken quarters
Sesame Cole slaw
New potatoes with lemon and chives
Peach Cobbler

Beef it up baby!

Steak sandwiches with grilled red onion and horseradish sauce
Beef skewers with Chimichurr sauce
Roasted corn with lemon-curry butter
Grilled Asparagus with lemon
Grilled Pineapple with rum glaze

BEAT BAMA Package

Apple wood smoked Pulled Pork Sliders
Texas Beef Brisket Sliders
Cheddar and Bacon Red Bliss potato salad
Grilled Chili and Lime corn
Florida Slaw

Florida/Georgia Package

Nathans Hot Dog bar
(relish, onions, chili, mayo mustard, ketchup)
Pulled pork Sliders
Beef or Pork Ribs
Southern pasta Salad
Grilled Salsa and chips
Sweet onion hot dip
Hush them puppies

Beat South Carolina

Smoked Turkey breast or Chicken quarters
Jerk Chicken skewers
Grilled corn on the cob with chili-lime butter
Cheddar and bacon red bliss potato salad

Swamp Feast

Low down Country Boil
(Gulf shrimp, corn on the cob, sausage, new potatoes and scallops
(served in a big ole pot or on your picnic table)

Slider Tailgate Package

Pulled Pork Sliders
Texas Beef Brisket Sliders
Pulled Chicken Sliders
Cheddar and Bacon Red Bliss Potato Salad
Black bean and corn Salsa

Vegetarian Tailgate Package

Assorted Hummus and pita Chips
Grilled Corn and Black Bean Salsa
Grilled Veggie Casserole
Vidalia Hot onion dip
Spicy Guacamole

A la Cart items

Sautéed curry and mint rubbed shrimp
BBQ Sundaes
Grilled Snapper with hot mango salsa
Meatloaf cupcakes topped with garlic mashed potatoes and sweet tomato sauce
Chicken Picatta
Greek Lemon roasted chicken
Jambalaya
Grilled sea bass with fennel
Grilled swordfish w/avocado-lime sauce
Steak Salad nicoise
Ratatouille
Jumbo shrimp skewers w/ walnut pesto
Red Mullet w/basil and citrus
Pork medallions in whole grain mustard sauce

Vegetarian options

Red bean and mushroom burgers
Tofu Satay
baked squash w/ parmesan
Potato and cheese polpette
Baked stuffed zucchini w/ goat cheese
Roasted summer veggies
Feta stuffed tomatoes
Watermelon and feta salad with arugula

Deserts

Assorted cupcakes
 Death by chocolate cake
 Banana Pudding
 Peach or Cherry cobbler
 Peach-berry cobbler
 White Chocolate-raspberry cheesecake
 Bananas foster gratin
 Backstreet Brownies topped with raspberry glaze

2) Explain why your concept is the right fit for the Downtown Plaza

We serve fresh foods never frozen. The menus that we have are vast and we can easily change to meet the needs of the guests downtown at the courthouse and the offices downtown. I believe we would make this a destination spot for downtown to eat and converse.

...Place to upload a related file (optional)

No response

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

We would be open to all events downtown and help out in any way. With charities, social groups, the courthouse special events, anything we can do to help out and make the downtown area better.

...Place to upload a related file (optional)

No response

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

7 am to 8PM and open late to midnight on the weekends if needed

...Place to upload a related file (optional)

No response

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

I am a former White House Chef for Presidents Bush and Clinton. I have been a GM and Managing partner for several restaurant national restaurant groups. I have been in the restaurant and catering business since 1989. I know the needs and will listen to our guests in order to come up with menus and make the guests happy.

...Place to upload a related file (optional)

No response

6) Share your plans for promotion/advertising/attracting patrons

Advertising on the radio, television and print. Signs on the outside that respect the surrounding area.

...Place to upload a related file (optional)
No response

7) Demonstrate financial capacity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

I own a catering company so cash flow is not a problem. I also have financial resources and backing if needed.

...Place to upload a related file (optional) Co
No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

1300-1400 per month

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

...Place to upload a related file (optional)
No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

2 weeks

...Place to upload a related file (optional)
No response

Anything else you'd like to share with us? (optional)
Some sample menus

...Place to upload a related file (optional)
[menus.docx](#) (Content below)

Samples of the food we will be serving:

7-up Biscuits Sandwiches

Assorted fluffy warm and buttery biscuits with apple smoked bacon, sausage, egg or cheese

Southern Breakfast

Scrambled Eggs

Gilcrest Sausage or Apple Wood Smoked Bacon

Country Fried Potatoes

Assorted breakfast cakes

Buttermilk biscuits and Country Gravy

OFFICE BREAKFAST

Assorted bagels and cream cheese

Smoked Salmon

Assorted Fruit tray
Assorted Cereals
Assorted Breakfast pastries
Coffee, Tea and Milk
(Soy and Almond Milk upon request)

Grilled Caesar Salad with Chicken or Shrimp

Served with Parmesan cheese croutons and mixed with the White House Caesar salad dressing

Grilled Veggie Panini Sandwich

Grilled eggplant tomatoes red onions and arugula Panini topped with a red raspberry walnut vinaigrette served with hummus and pita chips

Something Funky. Something fun

Grilled Chicken kabobs on rosemary skewers, Fried Green Tomatoes and Mozzarella tiers topped with a smoky red onion and tomato salad dressing, Pulled Pork Egg Rolls

Just Sliders

Pulled pork sliders
Beef Brisket Sliders
Pulled Chicken Sliders
Cheddar and bacon red bliss potato salad
Summer Salad

Taste Bud Explosion

Jalapeno and Chili rubbed pork chops
Corn and Black bean salsa
Chili-lime roasted corn
Fried Green Tomatoes

Sunday Dinner

Stuffed Pork Loin with Balsamic truffle oil and fresh basil
Tarragon glazed baby carrots
Lemon and marscapone risotto

The "Q"

Apple and Pecan wood smoked pork ribs
Texas wood smoked beef brisket
Hiclory and Pecan wood smoked Chicken quarters
Dads baked beans
Sweet Georgia slaw
Cheddar and bacon red bliss potato salad
Peach or Cherry Cobbler

Royal Feast

Smoked Prime rib
Grilled Mahi Mahi with tropical Salsa
Tomato Napoleon
Balsamic Green Beans
Lemon and Marscapone risotto

Salad Affair

Grilled White House Caesar Salad
(add chicken for 2.00pp)
Chefs Salad
Anti-pasta salad
Summer salad

Wrap it up!

BLT wrap
Smoked Turkey wrap
Grilled shrimp wraps
Assorted chips

Ala Cart items

Sauteed curry and mint rubbed shrimp
BBQ Sundaes
Grilled Snapper with hot mango salsa
Meatloaf cup cakes topped with garlic mashed potatoes and sweet tomato sauce
Chicken Piccata
Greek Lemon roasted chicken
Jambalaya

Grilled sea bass with fennel
Grilled swordfish w/avacado-lime sauce
Steak Salad nicoise
Ratatouille
Jumbo shrimp skewers w/ walnut pesto
Red Mullet w/basil and citrus
Pork medalions in whole grain mustard sauce
Pecan Crusted catfish with Lemon-Tyme butter
Redfish with crab and shripn topping
Poached Salmon with strawberries, red wine and blackpeppercorn reduction
Smoked Salmon
Baltimore Crab cakes
Crawfish boil
Smoked pork chops with Jalapeno-cherry glaze

Vegetarian options

Red bean and mushroom burgers
Tofu Satay
Baked squash w/ parmesan
Potato and cheese polpette
Baked stuffed zucchini w/ goat cheese
Roasted summer veggies
Feta stuffed tomatoes
Watermelon and feta salad with arugula

Deserts

Assorted cup cakes
Death by chocolate cake
Banana Pudding
Peach or Cherry cobbler
White Chocolate-raspberry cheesecake
Bananas foster gratin
Backstreet Brownies topped with raspberry glaze

Rose Mercado

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

Café

...Place to upload a related file (optional)

No response

2) Explain why your concept is the right fit for the Downtown Plaza

I own Dolce Vita Bakery Café

...Place to upload a related file (optional)

No response

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

I'm very familiar with all the plaza activities.

...Place to upload a related file (optional)

No response

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

M/S-11-10pm Sun11-3 pm

...Place to upload a related file (optional)

No response

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

Currant owner of cafe now./mobile food sales

...Place to upload a related file (optional)

No response

6) Share your plans for promotion/advertising/attracting patrons

Social media/Daily lunch specials/clean business practices. excellent customer service, fresh product always.

...Place to upload a related file (optional)

No response

7) Demontstrate financial capticity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

I'm more than capable to take on this endeavor on.

...Place to upload a related file (optional) Co

No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

1200

...Place to upload a related file (optional)

No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

30-60 days

...Place to upload a related file (optional)

No response

Anything else you'd like to share with us? (optional)

I have owned a successful business in Gainesville for the past 13 years.

...Place to upload a related file (optional)

No response

Steven Kay

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

See attached

...Place to upload a related file (optional)

[Designer_Greens_Menu.pdf](#) (See attachment on next page)

What's in Your Salad?



DESIGNER GREENS

352.672.6800



DesignerGreens.net

Delivery Available
Through



140726B MOD



DESIGNER GREENS

1702 W. University Ave. • Gainesville, FL 32603
352.672.6800



Located In
UF Plaza
Midtown



DesignerGreens.net

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Chef Designed Salads

Add protein to any salad

CHOPPED CHICKEN BREAST + \$1.99

DELI SLICED TURKEY + \$2.29

TUNA SALAD + \$2.99
(no celery)

Summer Half \$6.49 Full \$7.49

Spring mix, mandarin oranges, strawberries, gala apple, candied sunflowers & gorgonzola cheese
Honey Poppyseed Dressing

Waldorf Half \$6.49 Full \$7.49

Spring mix, grapes, granny smith apple, gala apple, candied sunflowers & goat cheese
Balsamic Vinaigrette

Design Your Own

Half bowl of lettuce with 3 toppings **\$5.49**

Full bowl of lettuce with 5 toppings **\$7.49**

Additional Toppings **50¢ each**

Shanghai Half \$6.49 Full \$7.49

Spring mix, mandarin oranges, carrots, snow peas, peanuts & crispy wonton bites
Asian Peanut Dressing

Caesar Half \$4.99 Full \$5.99

Romaine, croutons & parmesan cheese
Caesar Dressing

Bruschetta Half \$6.49 Full \$7.49

Romaine, tomatoes, red onion, sun-dried tomatoes, croutons & mozzarella cheese
Sun-Dried Tomato Dressing

Gorgonzola Half \$6.99 Full \$7.99

Romaine, tomatoes, red onion, avocado, bacon, crispy onion bites & gorgonzola cheese
Gorgonzola Vinaigrette (similar to Italian)

Greek Half \$6.99 Full \$7.99

Romaine, tomatoes, red onion, bell peppers, cucumbers, black olives & feta cheese
Greek Feta Vinaigrette

Mexicali Half \$7.49 Full \$8.49

Romaine, tomatoes, red onion, corn, black beans, crispy tortilla strips, cheddar cheese & pepperjack cheese
Chipotle Lime Vinaigrette

Avocado Half \$7.49 Full \$8.49

Romaine, red onion, avocado, mandarin oranges, corn, hard-boiled egg, candied sunflowers & goat cheese
Balsamic Vinaigrette

Extras

PITA & HUMMUS **\$3.09**

PITA & TZATZIKI **\$3.09**

CUP OF SOUP **\$3.39**

Soup not available March-October

FRUIT CUP **\$3.39**

Strawberries, grapes & oranges

CHIPS **\$1.09**

FOUNTAIN DRINK **\$1.99**

BOTTLED WATER **\$1.89**

EXTRA TOPPINGS* **50¢ each**

EXTRA DRESSING* **50¢ each**

*Toppings & dressings cannot be purchased a la carte. They must be purchased in conjunction with a salad.

Make It A Half N' Half

Enjoy any of the items to the right with any half salad for \$2.49 additional

140726B MOD
HALF
GRILLED SANDWICH
PITA & HUMMUS
CUP OF SOUP*
FRUIT CUP

Grilled Sandwiches



All full sandwiches come with a bag of chips. Upgrade your chips for additional charge.

PITA & HUMMUS + \$1.99

CUP OF SOUP* + \$2.29

FRUIT CUP \$2.29

(Strawberries, grapes & oranges)

Turkey Pesto \$7.29

Turkey, bacon, sun-dried tomato, mozzarella cheese & pesto

Alice Springs \$7.29

Chopped grilled chicken, bacon, mushrooms, cheddar cheese & honey mustard

Chicken Pepperjack \$7.29

Chopped grilled chicken, bell peppers, pepperjack cheese & chipotle pepper spread

Turkey Club \$7.29

Turkey, bacon, lettuce, tomato, Swiss cheese, mayonnaise & yellow mustard

Tokyo Chicken \$7.29

Chopped grilled chicken, peanuts, carrots, mozzarella cheese & Asian peanut sauce

Tuna Melt \$7.79

Tuna salad (no celery), tomato, Swiss cheese, & mayonnaise

Spicy Buffalo \$7.79

Chopped grilled chicken, tomato, red onion, cheddar cheese, gorgonzola cheese & buffalo sauce

Roman Empire \$7.29

Chopped grilled chicken, lettuce, parmesan cheese, croutons & Caesar dressing

Turkey Portobello \$7.79

Balsamic portobello mushroom, turkey, tomato, gorgonzola & mayonnaise

Hummus \$7.29

Hummus, tzatziki, tomato, red onion, feta cheese & black olives

*Soup not available March-October

2) Explain why your concept is the right fit for the Downtown Plaza

Quick, healthy, fresh, under \$10. With two existing locations open for many years it's tried and true. Working professionals on their lunch break love to eat Designer Greens!

...Place to upload a related file (optional)

No response

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

We will have specials and deals to help celebrate these events. Also we will put out balloons and other fun things to add to the overall atmosphere of the festivities.

...Place to upload a related file (optional)

No response

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

11am-9pm Mon-Fri. Closed Weekends. Open on select weekends for special events.

...Place to upload a related file (optional)

No response

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

Currently own/operate 3 restaurants with combined annual gross revenue of nearly 2 million dollars. Designer Greens Orlando has been open 8 years, Designer Greens Gainesville has been open 6 years and The Coop(formerly Kay Bros. BBQ) has been open 4 years.

...Place to upload a related file (optional)

No response

6) Share your plans for promotion/advertising/attracting patrons

Coupons/Flyers hand delivered to local offices, Gator Bucks coupon book and Gator Greenbacks coupon book.

...Place to upload a related file (optional)

No response

7) Demonstrate financial capacity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

Currently operate 3 restaurants with nearly 2 million dollars in annual revenue. 30 day terms with all of our distributors which is only given to restaurants with perfect credit history.

...Place to upload a related file (optional) Co

No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

Three(3) year lease with four(4) options to renew. Years 1-3=\$650/mo, years 4-6=\$700/mo, years 7-9=\$750/mo, years 10-12=\$800/mo and years 13-15=\$850/mo.

...Place to upload a related file (optional)
No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?
Operations and rent to commence July 1st, 2015.

...Place to upload a related file (optional)
No response

Anything else you'd like to share with us? (optional)
See attached

...Place to upload a related file (optional)
[Designer_Greens.docx](#) (Content copied below)

We require permission to make the following additions, subtractions, and modifications.

-Install channel letter signs on the building exterior. Similar examples in the area are Vellos, Mochi, and Hampton Inn. All sign additions would be per code.

-Install a decorative (yet still secure) mid-level height fencing around entire perimeter of the restaurant and its leased property. All fencing would be per code.

-Modify color, appearance, and location of several handrails around the building so as to properly coordinate with the brand image/design of Designer Greens and to properly accommodate the flow of patrons. All handrail changes would be per code.

-Modify the color of the non-brick areas of the building exterior.

-Remove the pergola and bush on the west side of the building and replace with an additional detached building (which we would need for dry food storage or a very small walk-in cooler) and a covered seating area. This building would NOT be an extension of the existing building as it would be completely detached and built per code.

-Install a covered seating area on the north side of the building.

-We do not use/require/need an exhaust hood. Remove the existing exhaust hood if it impedes our ability to build out the interior as we see fit.

Diego Ibanez

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

My vision is to create a vibrant café that caters to many different sectors of the downtown community. As a nod to the plaza's namesake (Ellas Otha Bates, aka Bo Diddley), the café will be named Ellas'. Ellas' will serve breakfast and lunch Monday-Saturday. Breakfast will consist of hand-held items such as wraps, sandwiches and pastries, as well as a full menu of coffee drinks. For lunch, the menu will feature sandwiches, wraps, and salads. A selection of snacks such as dips, cheese boards, and crudités will be offered as well. The menu concept is to offer fresh, lighter fare and put an emphasis on locally sourced ingredients. A selection of boutique wines and local craft beers will be offered as well, and paired with live music (when there is no program on the plaza stage) and café style sharable dishes, will provide the atmosphere for a late afternoon/early evening social hour aimed at attracting the downtown employees and residents. The idea is to offer a relaxed atmosphere as an alternative to the local bar scene. In addition, the café would stay open later on Wednesdays and Fridays, as well as for any events on the plaza.

...Place to upload a related file (optional)

No response

2) Explain why your concept is the right fit for the Downtown Plaza

The Bethel Station space is unique and special. The central location makes it a natural meeting place. The proximity of city hall, the county administration building, and the civil court offers a clientele that will benefit from a quick, affordable dining option. Currently, there are no breakfast options in the vicinity, and, while there are excellent full service restaurants across the street, a QSR for take-out is still a couple of blocks away. The expansive outdoor seating area offers another aspect that has been under-utilized. The backdrop of the plaza, the surrounding trees and the historic architecture of the building are perfect for creating an urban oasis where downtown residents and visitors can relax with a morning coffee, leisurely lunch, or late afternoon glass of wine. In the same way that Danny Meyer's Shake Shack completed the transformation of New York's Madison Square Park, the right restaurant at the Bethel Station can launch the new era of the Bo Diddley Downtown Community Plaza.

...Place to upload a related file (optional)

No response

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

The café will expand hours to accommodate downtown events, specifically those events occurring on the plaza. The central location of the building makes it a key player during the farmers market, Free Fridays, the art festivals and ArtWalk. Currently, I work with The Fest and PRIDE as a sponsor of their events. I would carry this over to the café as a direct participant in their events. In addition to the plaza events, I would open the café property for private events as well as hosting public events at times when there is no programming booked.

...Place to upload a related file (optional)

No response

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

My concept will offer breakfast and Lunch Monday-Saturday. The cafe will offer a "social hour from 4-7 pm on Monday-Friday and later hours on Wednesdays and Fridays. During the Spring and Fall the cafe will also have late night hours on Fridays and Saturdays. Of course, we would open on Sundays to accomodate any scheduled programs on the plaza.

...Place to upload a related file (optional)

No response

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

I have over 22 years of experience in the restaurant industry having worked all positions in several restaurants. For the last 14 years, I have been in management, the last 8 as owner-operator of downtown Gainesville's oldest restaurant, Emiliano's Café. I grew up in the restaurant business and I have witnessed the growth of downtown first hand over the last 30 years. My involvement in the downtown community as a board member and former chair of the Gainesville

Downtown Owners and Tenants association, and my experience as managing partner of Emiliano's Café has given me an understanding of the challenges of operating a restaurant downtown. I believe that a community plaza that is welcoming, and that provides a destination for area visitors, is key to the future of downtown. I would like to be a part of the plaza renaissance, and have the resources and skills to provide immediate, positive change at this location.

...Place to upload a related file (optional)

No response

6) Share your plans for promotion/advertising/attracting patrons

Prior to opening we will launch a social media blitz to create buzz, paired with press releases through multiple media outlets. Once the cafe is open we will continue to press an on-line presence as well as partnering with community groups in the form of sponsorship and hosting special events. We will also offer frequent diner and loyalty programs for downtown patrons. Of course, we will also use traditional mediums of print, radio, and television.

...Place to upload a related file (optional)

No response

7) Demonstrate financial capacity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

I believe that the proximity of my current business and the resources that I have at my disposal, as well as my knowledge of the downtown business community, makes me an excellent candidate for tenant of this property. To achieve this vision in the limited space of the Bethel Station building, we will utilize our kitchen at Emiliano's Café for prep and for storage. Access to a full size kitchen and the additional storage space will ensure that we can provide a quality menu efficiently and consistently. As the oldest restaurant downtown, we have the means, experience and knowledge to back up this venture.

...Place to upload a related file (optional) Co

No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

I am in agreement with the sample lease and the current rent. I would understand if there was a percentage increase with the renewal of the lease after 3 years. I would ask that the lease allowed for a 30 day grace period at the beginning to allow for the build out.

...Place to upload a related file (optional)

No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

I believe we can be up and running in as little as five weeks.

...Place to upload a related file (optional)

No response

Anything else you'd like to share with us? (optional)

I would like to express my interest in the Bethel Station property located on the Bo Diddley Community Plaza in downtown Gainesville. I believe this space has a lot of potential and can enhance the use of the plaza in line with the goals of the CRA and the City of Gainesville.

...Place to upload a related file (optional)

No response

Amanda Myers

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

See attached.

...Place to upload a related file (optional)

[1._Concept.pdf](#) (All attached together at the end.)

2) Explain why your concept is the right fit for the Downtown Plaza

See attached.

...Place to upload a related file (optional)

[2._Right_Fit.pdf](#)

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

See attached.

...Place to upload a related file (optional)

[3._Plaza_Interaction.pdf](#)

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

See attached.

...Place to upload a related file (optional)

[4._Hours_of_Operation.pdf](#)

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

See attached.

...Place to upload a related file (optional)

[5._Experience.pdf](#)

6) Share your plans for promotion/advertising/attracting patrons

See attached.

...Place to upload a related file (optional)

[6._Promotion___Advertising.pdf](#)

7) Demonstrate financial capacity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

See attached.

...Place to upload a related file (optional) Co

[7._Financial_Capacity.pdf](#)

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

See attached.

...Place to upload a related file (optional)

[8._Lease_and_Rent.pdf](#)

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

See attached.

...Place to upload a related file (optional)

[9._Time_to_Open.pdf](#)

Anything else you'd like to share with us? (optional)

No response

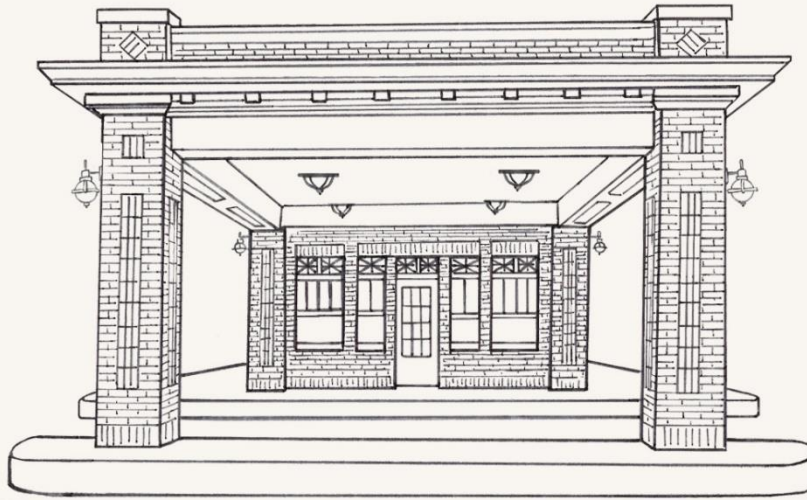
...Place to upload a related file (optional)

No response

1. PLEASE SHARE DETAILS FOR YOUR RESTAURANT CONCEPT (THEME, MENUS, PRICE POINTS, ETC.)

DISCLAIMER: The concepts presented herein are preliminary in nature and are subject to refinement and/or change.

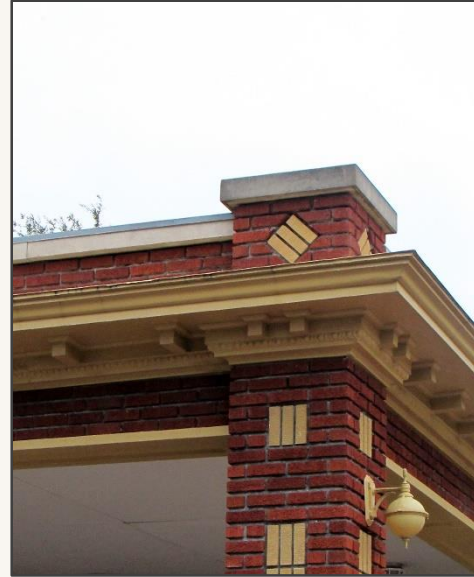
NAME & LOGO



BETHEL STATION CAFE

GAINESVILLE, FL

CONCEPT



Taking its inspiration from the classic timelessness of the Bethel Station building, its namesake Café is a gourmet sandwich shop putting a new twist on classic fare. Combining a menu of traditional sandwiches, salads and soups with new and interesting flavors in an open-air environment, the Bethel Station Café offers a unique casual dining experience.

With regularly rotating specials, happy-hour promotions, a weekend brunch menu and special events like our monthly Starlight Dinners and our Tailgating Menu during football season, the Bethel Station Café provides not only a unique way to dine, but a unique way to experience downtown Gainesville for students, business people and families alike.

BETHEL STATION CAFE

GAINESVILLE, FL

MENUS

DAILY MENU

The daily menu, which includes a selection of breakfast and dessert items available throughout the day, will focus on fresh, locally-sourced ingredients and will feature weekly and monthly rotating specials that encourage customers to return regularly to see what's new. The menu will include both healthy and indulgent dishes, with many options for customization, such as the choice to enjoy a dish as a sandwich, wrap or salad, or to enjoy a dish without meat, as well as kid-friendly versions. The menu will also feature a variety of portion sizes, from large sandwiches that come with sides to a la carte snack items, with price points for entrees ranging in the \$6 to \$11 range. With agreement of/compensation to previous tenant, the menu will feature a few of the best-sellers from that menu, which are recognizable to and desired by regular patrons of the previous café.

BRUNCH MENU

We will feature a casual weekend brunch menu with full table service to encourage leisurely dining. The menu will center on the small-dish concept intended to be shared among families and groups.

LATE NIGHT SNACK MENU

On Friday and Saturday nights we will feature a late night snack menu served until midnight to attract the downtown bar crowd, including drink specials.

HAPPY HOUR

Daily happy hour promotions will feature beers from local breweries, as well as wine- and champagne-based drink specials featuring fresh fruits from the local Farmer's Market.

BETHEL STATION CAFE

GAINESVILLE, FL

SAMPLE DAILY MENU

SANDWICH FAVORITES

served with a side of hand-cut potato chips & dill pickle spear

ORANGE & BLUE

Thin-sliced roast beef on a bed of mixed greens with an orange-marmalade vinaigrette, topped with crumbled blue cheese and chopped red onion on a toasted kaiser roll. Go Gators!

PLAZA PB&J

The childhood favorite is all grownup with our house-made bourbon-maple-peanut butter & strawberry-port jam, topped with sliced strawberries on choice of toasted white or wheat. VEGAN! \$ Add maple smoked bacon

BO-DIDDLEY-OGNA

Thin-sliced bologna pan-fried and piled high on a toasted kaiser roll, smothered in melted American cheese, topped with sliced tomatoes and onion, our homemade sweet pickles, and a creamy mustard-horseradish sauce.

G-VILLE GRILLED CHEESE

Cheddar, Swiss & American Cheeses melted over spinach and sun-dried tomato on a pressed hoagie roll. VEGETARIAN! Add maple smoked bacon

BETHEL STATION SPECIAL

Reuben, muffuletta, po'boy, patty melt... who knows?! We love to try new things so check back regularly to see what we've cooked up!

THE FARMER'S MARKET SOUP & SALAD

Each week we team up with local farmer's from the Union Street Farmer's Market to create unique salad and soup combinations that feature the freshest local fruits and vegetables. Check back regularly to see what's on special!

SALAD: small/ large

SOUP: cup/ bowl

SOUP & SALAD COMBO

HAVE IT YOUR WAY!

CHOICE OF SANDWICH, WRAP OR SALAD

TRY YOUR SANDWICH OR WRAP PRESSED

served with a side of hand-cut potato chips & dill pickle spear

ABCLT

Fried avocado, maple smoked bacon, cilantro-aioli, romaine lettuce, and tomato on choice of white, wheat, wrap or salad. Salad comes with a side of creamy cilantro dressing.

CLUB

A double-decker of sliced turkey, maple smoked bacon, cheddar and Swiss cheeses, arugula, tomato, edamame hummus, and sliced red onion layered on choice of white, wheat, wrap or salad. Sandwiches and wraps served with a side of our homemade aioli and Midnight-Oil Mustard. Salad served with a side of mustard-vinaigrette.

TUNA SALAD

Albacore tuna, granny smith apples, red onion and dried cranberries tossed in a citrus-aioli on a bed of greens, topped with sliced tomato on choice of white, wheat, wrap or salad. Salad served with a side of creamy citrus dressing.

CAPRESE CHICKEN SALAD

Shredded chicken tossed in our pesto-aioli, topped with a sliced mozzarella, sliced tomato and ribbons of fresh basil on choice of white, wheat, wrap or salad. Salad served with a side of creamy pesto dressing. \$ Try it with tofu for a VEGETARIAN option!

GARDEN

Marinated seasonal vegetables on a bed of arugula with a spread of our edamame hummus on choice of white, wheat, wrap or salad. Salad served with a side of creamy citrus dressing. VEGAN!

BETHEL STATION CAFE

GAINESVILLE, FL

SAMPLE DAILY MENU

DOWNTOWN DOGS

Foot-long all beef hot dog on a buttered and toasted bun, served with a side of hand-cut potato chips & a dill pickle spear

BETHEL STATION DOG – Try it with a veggie dog for a VEGAN option!

Topped with our house-made sweet relish of pickled cucumber, onion and chilies, a drizzle of our Midnight-Oil Mustard, and a sprinkle of chopped red onion.

DOG OF THE WEEK

Check back for each week's featured combination of tasty toppings!

CORN DOG - Try it with a veggie dog for a VEGAN option!

Half a dog covered in our house-made corn batter and fried to perfection.

FRIES

TNV FRIES – TOTALLY-NOT-VEGETARIAN

Hand-cut fries roasted in duck fat and garlic, then fried to perfection. Served with our horseradish-ketchup.

YUCA FRIES – VEGAN

Crispy fried sliced yucca, served with our sweet and sour dipping sauce.

AVOCADO FRIES – VEGETARIAN

Avocado slices, panko battered and fried until they're crispy on the outside and gooey in the middle. Served with our chipotle-aioli dipping sauce.

SNACKS & SIDES

COLESLAW – VEGAN

Cabbage, carrots and scallions tossed in a creamy tahini-mustard dressing.

POTATO SALAD – VEGAN

Hand-cut potatoes, chopped onion and parsley tossed in our Midnight-Oil Mustard Vinaigrette.

EDAMAME HUMMUS – VEGAN

The name says it all... hummus made from edamame! Topped with chopped tomatoes and fresh herbs, served with a side of our hand-cut potato chips.

PRETZEL

Our homemade soft pretzel, served warm with a side of our Midnight-Oil Mustard.

POTATO CHIPS

A basket of our hand-cut potato chips, sprinkled with salt and pepper.

BETHEL STATION CAFE

GAINESVILLE, FL

MENU ITEM SAMPLES



Orange & Blue



Bethel Station Dog



Bo-Diddley-Ogna



TNV Fries

BETHEL STATION CAFE

GAINESVILLE, FL

DECOR AND BRANDING INSPIRATION



THE SOUTHWEST PORCH: Bryant Park, New York City

West 40th Street
Manhattan, NY 10018



- located on a publicly accessed park
- exclusively outdoor seating, in a variety of arrangements: café tables, lounge seating, bar seating, swings and fire pit
- outdoor bar serves beer and wine
- event and live-music venue
- strong and cohesive branding
- home of 'wichcraft, gourmet sandwich shop

BETHEL STATION CAFE

GAINESVILLE, FL

PATIO DESIGN CONCEPTS



- keeping up appearances: basic levels of cleaning, landscaping, maintenance enforced
- appropriate outdoor storage & masking of unsightly areas
- new functional patio furniture
- southwest porch inspiration: implement multiple seating types and areas of use
- beer-garden inspiration: family-style seating to encourage social interaction
- permanent outdoor bar: why drink in a smoky bar when you can enjoy sunshine and fresh air?
- install sound system: constant music drawing in passersby, additionally used for live music during happy-hour and special events
- fencing and landscaping that allow line of sight while fully securing boundaries and creating a cozy atmosphere inside the patio
- whimsical and interactive elements for children: hopscotch, sidewalk chalk, bean bag toss, etc.
- dog-watering station for pooch-loving patrons

BETHEL STATION CAFE

GAINESVILLE, FL

SPECIALS EVENTS

STARLIGHT DINING

One Saturday a month we will feature a farm-to-table style pre fixe dinner menu with full table service. The event will be ticketed with limited seating to increase demand, and will feature a unique four-course meal with ingredients sourced from local farms and purveyors. Weather-permitting, this event will occur more frequently during the spring and summer months.

TAILGATING & GATOR FOOTBALL VIEWING

During football season we will screen Gator Football games on the patio and feature a special tailgating menu with beer specials.

MOVIE NIGHTS

Once a month we will screen family-friendly movies on the patio with picnic-style seating for kids and themed snack and drinks.

SPECIAL FUNDRAISING EVENTS

On a regular basis we will team up with local non-profits, such as the GRACE Marketplace, local animal rescues, and at-risk-youth organizations, to create special events with live music and promotions to raise money and awareness for the organization. Additionally the café would donate \$1 of certain menu items to the organization.

PATIO RENTAL

We will offer our patio rental for private events (i.e. rehearsal dinners, kid's parties, corporate mixers), including custom catering, full table service, and specialized décor.

BETHEL STATION CAFE

GAINESVILLE, FL

**EXPLAIN WHY YOUR CONCEPT IS THE
RIGHT FIT FOR THE DOWNTOWN PLAZA.**

THE BETHEL STATION CAFE: THE RIGHT FIT FOR DOWNTOWN

Classic. Timeless.

Bethel Station is a beautiful historic building with a distinct personality, having served the City of Gainesville in various capacities over the decades. What better way to celebrate it's uniqueness than to focus on its history and on its timelessness? This concept highlights the building's historic and cultural significance, defining it as a destination, not just for the downtown area, but for the City of Gainesville as a whole. It is a concept, environment and menu accessible to locals, tourists, students, businesspeople, and families alike.

As stated in the concept page, Bethel Station Café provides not only a unique way to dine, but a unique way to experience downtown Gainesville. It's a place to take a shopping break while perusing the weekly Union Street Farmer's Market. It's a place to enjoy a local brew with a great view of the Bo Diddley Plaza stage during the Free Fridays Concert Series. It's a place where lawyers and government employees working nearby can pop in for a quick lunch and a little fresh air. It's a place where a busy mom can take a time out and enjoy a glass of wine while her kids play in the Plaza. It's a place where University students can enjoy a snack while studying in the afternoon, or come back at night for a beer and some live music. It's a concept as timeless as the building that houses it. It's a concept that will be a downtown landmark for years to come.

The concept of the Bethel Station Café is one that focuses on the Gainesville community and it's people. It is our goal to source ingredients from as many local purveyors as possible, so that many of the dollars spent at the café go right back into the hands of local business owners. We also partner with local non-profits, such as the GRACE Marketplace, in an effort to make the City of Gainesville a better place for all of its citizens.



BETHEL STATION CAFE

GAINESVILLE, FL

**OPPORTUNITIES FOR INTERACTION
WITH THE DOWNTOWN PLAZA
ACTIVITIES AND EVENTS**

**PLEASE EXPLAIN HOW YOU WOULD INTERACT WITH DOWNTOWN
PLAZA ACTIVITIES, INCLUDING FESTIVALS, FRIDAY NIGHT
CONCERTS, THE FARMERS' MARKET AND OTHER SPECIAL
EVENTS.**

PLAZA INTERACTION

WEDNESDAY FARMERS' MARKETS

- 'Farmers' Market Soup & Salad' as a regular menu item which features products from different local vendors. Includes mutual advertising for both the Café and the vendor at each location.
- Otherwise buy as many locally grown products from the Farmers' Market as is economically feasible.
- Standing vendor discount (e.g. a % off or a free beer) on Wednesdays.
- Tit-for-tat advertising: Promote the Farmers' Market website and Facebook page on the Café's own website and Facebook page, in exchange for announcements promoting the Café from the stage between musical acts.
- Team up with Gainesville Compost to compost the Café's food waste and support a local business.
- Team up with local farmer's to plant and tend vegetable and herb gardens on the patio for use in the Café.

FREE FRIDAYS CONCERT SERIES

- Weekly food/drink specials that match the genre or theme of the concert.
- Standing performer discount (e.g. a % off or a free beer) on Fridays.
- Tit-for-tat advertising: Promote the concert series website and Facebook page on the Café's own website and Facebook page, in exchange for announcements promoting the Café from the stage between musical acts.
- Distribute discount/coupon cards each Friday which are good only for the following Friday's concert to encourage patrons to come back weekly.

FESTIVALS AND SPECIAL EVENTS

- Utilize similar tactics as listed above.
- Become an official sponsor of an event.
- Create a float for events involving parades (Homecoming, Pride) and pass out coupons for use that day.

BETHEL STATION CAFE

GAINESVILLE, FL

PLAZA INTERACTION

- Install outdoor speakers and play appropriate music during operating hours to draw in passersby from the street.
- While construction of the Plaza is ongoing, offer coupons, discounts and happy-hour specials to construction workers and contractors.
- Continue the previous tenant's permission to Art Walk Gainesville to use the property as its headquarters.
- Work with GDOT and other downtown businesses to organize and put on special events on the Plaza, such as the First Fridays concept.
- Hook up with the person who schedules events on the Plaza and the person running the new informational kiosk that will be built during the renovation to proactively reach out to individuals renting the Plaza and coordinate mutually beneficial promotions as described above.
- Coordinate events and promotions with the business that will occupy the new building that will be constructed during the renovation to create opportunities for mutual promotion vs. aggravated competition.
- Assist the City/ CRA in creating and maintaining a comprehensive website and social media presence for the Plaza as a whole, ensuring that ALL scheduled events are known to downtown business owners and promoted to the public

BETHEL STATION CAFE

GAINESVILLE, FL

HOURS OF OPERATION

PLEASE PROVIDE PROPOSED HOURS OF OPERATION FOR EACH DAY OF THE WEEK. PREFERENCE WILL BE GIVEN TO BUSINESSES SERVING BREAKFAST, LUNCH AND DINNER. LATE NIGHTS ARE ALSO A PLUS.

HOURS OF OPERATION

MONDAY, TUESDAY, WEDNESDAY, THURSDAY

8AM – 11AM: Limited breakfast menu (e.g. pastries, granola, fruit, etc.) and coffee.

11AM – 10PM: Daily menu. Breakfast offerings also available throughout the day.

FRIDAY

8AM – 11AM: Limited breakfast menu (e.g. pastries, granola, fruit, etc.) and coffee.

11AM – 10PM: Daily menu. Breakfast offerings also available throughout the day.

10PM – 1AM: Late night snack menu

SATURDAY

10AM – 3PM: Small-plate brunch menu

5PM- 10PM: Daily menu

10PM – 1AM: Late night snack menu

- Once monthly Starlight Dining pre fixe menu
- Tailgating menu during Gator football games

SUNDAY

10AM – 3PM: Small plate brunch menu

- Daily menu to be served during special events/festivals
- Subject to change, depending on weather
- Closed for major holidays (Thanksgiving, Christmas, New Year's Day, etc.)

BETHEL STATION CAFE

GAINESVILLE, FL

PAST EXPERIENCE

RUNNING A RESTAURANT

SHOW US HOW YOUR PAST EXPERIENCE WILL TRANSLATE TO THE SUCCESS OF A RESTAURANT AT THIS LOCATION. IF THIS WOULD BE A NEW VENTURE, SHOW US HOW OTHER PAST EXPERIENCE WOULD TRANSLATE INTO SUCCESS IN THIS LOCATION.

EXPERIENCE

A Gainesville resident since 2007 and University of Florida graduate (2010, Bachelor of Design: Interior Design), I have over 14 years of experience in the food service industry. From my first job as a hostess at the age of 16, I have worked in all capacities of food service including front- and back- of-the-house in both casual- and fine-dining establishments.

I began working for Bethel Station's previous tenant, the Lunchbox Café, under the original owners when it opened its doors in April of 2010. That summer I moved out of the country for a business internship for seven months, during which time they sold the business to the most recent owner. When I returned to Gainesville in early 2011 I came back to the Lunchbox and worked part-time under the new owner. I moved to a full-time professional job at the Public Defender's Office in early 2012, where I am still employed as a database administrator, however I continued to work for the Lunchbox part-time until it shut its door last month. While an employee of the Lunchbox I held a myriad of roles: manager, cashier, prep cook, line cook, bartender, event coordinator, graphic designer, public relations/social media spokesperson, bookkeeper, janitor, landscaper, dishwasher... the list goes on and on. I have watched and learned from the previous owners, both what works, but more importantly, what *doesn't*.

My unfair advantage is that I *already* have an intimate working knowledge of Bethel Station, her flaws, assets and specific idiosyncrasies. I already understand what any new tenant would have to figure out from scratch... the nuances of storage, workflow, prep, service, the ebb and flow of business in the downtown area, dealing with inclement and dynamic weather in the open-air patio, parking issues, taking advantage of events on the plaza, and developing relationships with vendors, the people and organizations that put on annual festivals downtown, and maintaining a positive relationship with the people who call the Plaza home. I know and understand the challenges of this unique space, and I come armed with plans to address them.

BETHEL STATION CAFE

GAINESVILLE, FL

EXPERIENCE

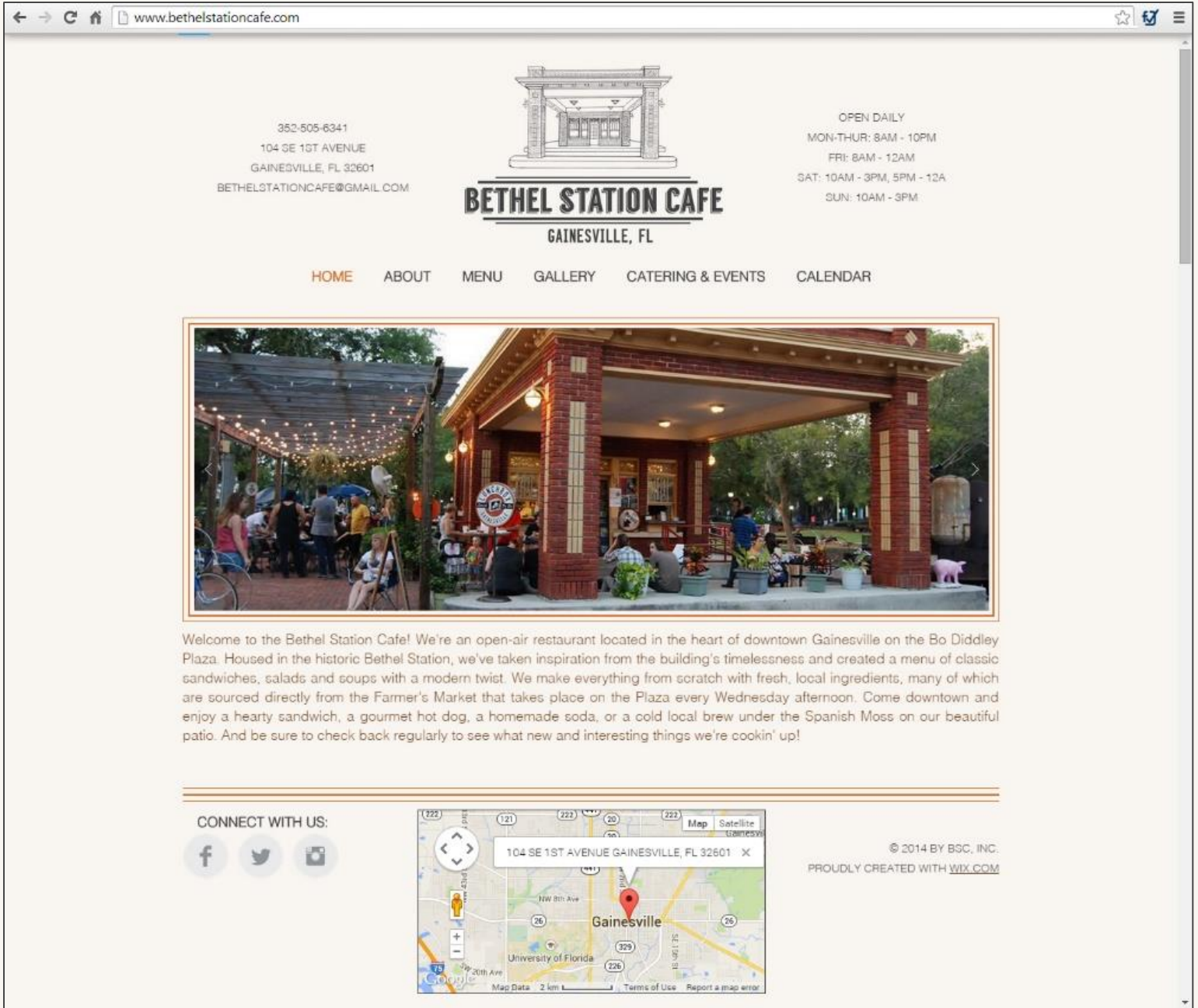
In me you will find a tenant who is passionate, dedicated and hard-working, detail-oriented, and driven first by people, then by profits. In me you will find a tenant who is committed to increased, regular and improved communication with the CRA and the City for accountability and goal-setting. In me you will find a tenant with designs on a lifetime of success as the owner of the Bethel Station Café in downtown Gainesville.

BETHEL STATION CAFE
GAINESVILLE, FL

SHARE YOUR PLANS FOR PROMOTION, ADVERTISING & ATTRACTING PATRONS

WEBSITE

WWW.BETHELSTATIONCAFE.COM



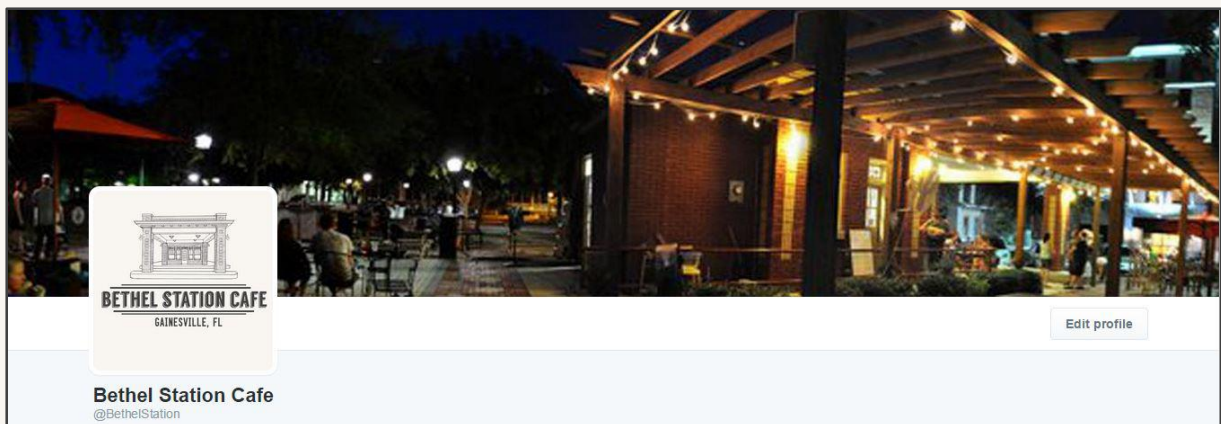
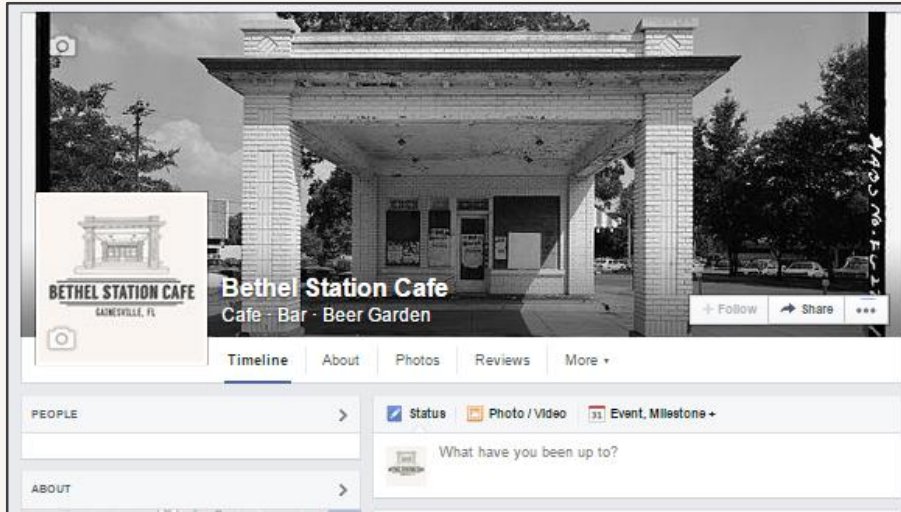
BETHEL STATION CAFE

GAINESVILLE, FL

SOCIAL MEDIA

INSTAGRAM, FACEBOOK, TWITTER

Use these free platforms to gather a following, advertise events and promote specials.



BETHEL STATION CAFE
GAINESVILLE, FL

OTHER MEDIA

- **Advertisement in the following publications/websites:**
 - **GAINESVILLE SUN**
 - **SCENE**
 - **ALLIGATOR**
 - **FINE PRINT**
 - **INDIE GAINESVILLE**
 - **WUFT**
- **On campus promotions:**
 - Sorority and Fraternity catering and events
 - Alumni Association catering
 - Sponsorship and donations for fundraisers
- **Downtown promotions:**
 - Discounts for County, City, State, and Federal employees in the downtown area
 - Free delivery to downtown businesses
 - Discounts to citizens reporting for jury duty

BETHEL STATION CAFE

GAINESVILLE, FL

**DEMONSTRATE FINANCIAL CAPACITY TO
CARRY THIS OUT AND BE SUCCESSFUL**

**PLEASE SHARE ANY RELEVANT INFO TO DEMONSTRATE
FINANCIAL CAPACITY AND PLEASE BE ADVISED THAT THE CITY IS
SUBJECT TO PUBLIC RECORD LAWS.**

FINANCIAL CAPACITY

Due to the sensitive nature of financial disclosures, and that this proposal is subject to public records requests, I will not share the details at this time, other than to say that I have secured a personal line of credit from a private source at a minimum amount of \$50,000 for the purchase of restaurant equipment, furniture, supplies and operating capital. This amount may increase with proven need and proven ability to repay. Additional investment by this private source will be considered for capital improvements to the property pending the determination of the specific amount required, and the final terms of the lease after negotiations.

BETHEL STATION CAFE
GAINESVILLE, FL

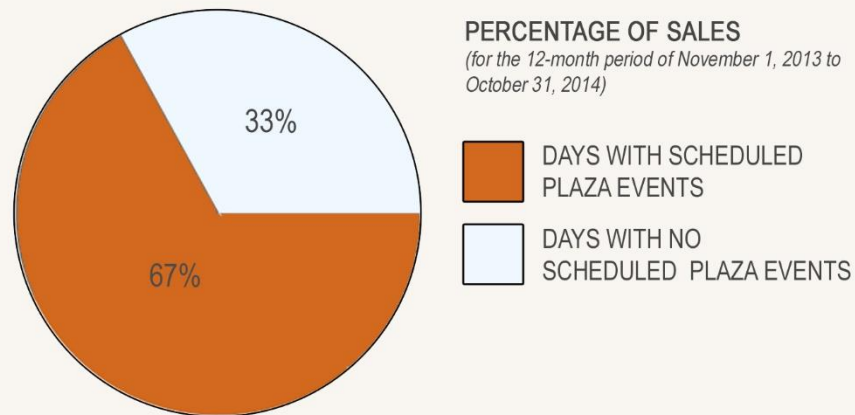
**8. WHAT WOULD YOU PROPOSE AS FAIR
MARKET VALUE FOR THE LEASE OF THE
BUILDING AND THE SURROUNDING
SEATING AREA?**

**PLEASE PROVIDE LEASE TERMS FOR A THREE YEAR LEASE.
EXTENSION OPTIONS BEYOND AN INITIAL THREE YEAR LEASE
PERIOD MAY BE INCLUDED.**

NO PLAZA = REDUCED SALES

My work experience as an employee of the previous tenant of Bethel Station over the past few years has afforded me a uniquely in-depth working knowledge of the facility. The following proposed lease terms and conditions are fundamentally influenced by this knowledge and insight, and include a specific prioritization of capital improvements that are needed to fulfill the original vision of making Bethel Station a fully functional open-air café that could be a defining cultural entity in downtown Gainesville.

The proposed lease terms and conditions below also reflect my experience-based knowledge that events such as Farmers' Market, Free Fridays Concert Series, and various other special events are critical drivers for success, while the seasonally affected and weather-dependent daily food and beverage sales alone will not be enough to guarantee the long-term viability of Bethel Station as an open-air cafe [see chart below].



This chart was created using sales data from November 1, 2013 to October 31, 2013 provided by the former tenant of Bethel Station. 67% of total sales were derived from days when there were events scheduled on the Plaza (Wednesday's Farmer's Markets, Free Fridays Concert Series, special events and festivals). Days when there were no scheduled events on the Plaza accounted for only 33% of total sales.

BETHEL STATION CAFE

GAINESVILLE, FL

CRITICAL CAPITAL IMPROVEMENTS

1. CONNECT ROOF DRAINAGE TO STORM DRAIN

Roof drainage is currently directed to customer and service areas in the front and rear of the building resulting in the flooding of those areas during and after periods of rainfall.

2. RE-GRADE PATIO FOR PROPER DRAINAGE

Currently the patio area to the west of the building collects large puddles of water during and after rainfall which makes the area unusable for customer seating until the collected water dries through evaporation [which can take several hours to days]. Proper site drainage would allow those areas to be utilized immediately after rainfall.

3. INSTALLATION OF SUFFICIENT ELECTRICAL OUTLETS FOR PATIO

There is currently only one 120 volt electrical outlet for the entire patio, which does not provide adequate sources of power for outdoor lighting, fans, heaters, sound equipment, and other items/uses that are critical to a fully functional open-air food service establishment.

4. COVERING OF THE EXISTING PERGOLA

There is currently insufficient covered customer seating for a viable open-air café. The installation of appropriate roofing on the existing pergola would provide a viable covered customer seating area during times of light to moderate rainfall, as well as shade during summer months. [This item could be financed by the tenant]

INAPPROPRIATE DRAINAGE MAKING PROPERTY NON-FUNCTIONAL



BETHEL STATION CAFE

GAINESVILLE, FL

PROPOSED SCHEDULE OF RENTS

YEARS 1 THROUGH 3

- Rent Schedule while Plaza is closed & until Critical Capital Improvements are made:
 $\$311 / \text{month} + \$18.66 / \text{mo. [sales tax]} + \$170 / \text{mo. [property tax]} = \mathbf{\$499.66 / \text{month}}$
- Rent Schedule after both Plaza is re-opened & Critical Capital Improvements are made:
 $\$800 / \text{month} + \$48.00 / \text{mo. [sales tax]} + \$170 / \text{mo. [property tax]} = \mathbf{\$1018.00 / \text{month}}$

OPTION TO RENEW LEASE

Tenant shall have the option to renew the lease for 3 [three] additional terms of five [5] years each with rent increasing by 2.5% per year. If during any time within the entirety of the contractual lease period(s) the landlord chooses to close any portion of the plaza [for renovation or other reasons], the rent shall be reduced in conjunction with the impact on normal business activities of the Bethel Station property.

BETHEL STATION CAFE

GAINESVILLE, FL

**9. THE CURRENT TENANT'S LEASE
EXPIRES IN MID-DECEMBER. IF YOU
TOOK OCCUPANCY JANUARY 1ST,
HOW LONG WOULD IT TAKE FOR YOU TO
RAMP UP TO OPEN?**

TIME TO OPEN

The answer to this question is critically dependent on the City's response to the lease terms and capital improvement needs addressed in Question 8.

Obviously, it would make the most sense to complete the critically needed capital improvements to the building *before* operations begin, more ideally still *while* the Plaza is already under construction and the net effect will be negligible. However, it is understandable that the City/CRA may not immediately have the funds at hand to complete such a renovation. Therefore, terms and dates of opening would need to be negotiated and agreed upon by both parties pending the selection of this proposal.

That said, *if* all necessary capital improvements to the building were complete on January 1st, 2015, a reasonable open date would be April 1st, 2015. This would allow enough time to acquire the necessary licenses, permits, acquisition of equipment and furniture, inspections, and refinement of the concept and menu. Additionally, based on my experience with and knowledge of the sales history of the previous tenant, weather conditions in North Florida (specifically temperature fluctuations) prior to April are too unstable to ensure a satisfactory grand-reopening.

BETHEL STATION CAFE
GAINESVILLE, FL

Art Guy

1) Details of your proposed concept

Please share details for your restaurant concept (theme, menus, price points, etc.)

I would like to reopen my former restaurant "Steamers". A Gainesville legend that closed in 2013, Steamers was an Indonesian fried rice and curry shop/ American mid western loose meat sandwich deli. Menu items will range from \$7-\$13.

...Place to upload a related file (optional)

No response

2) Explain why your concept is the right fit for the Downtown Plaza

Steamers will provide a uniquely healthy and tasty meal offering that currently is not available to downtown Gainesville. A menu friendly to many ethnic and socio economic backgrounds.

...Place to upload a related file (optional)

No response

3) Opportunities for interaction with the Downtown Plaza activities and events

Please explain how you would interact with Downtown Plaza activities, including festivals, Friday night concerts, the Farmer's Market and other special events.

Steamers will be the right fit for the downtown plaza primarily for its food diversity throughout the day. Breakfast, lunch, and dinner. We will also cater to all scheduled plaza events, and provide our full range of menu offerings as much as possible.

...Place to upload a related file (optional)

No response

4) Hours of operation

Please provide proposed hours of operation for each day of the week. Preference will be given to businesses serving breakfast, lunch and dinner. Late nights are also a plus.

7 a.m. to 10 p.m. Sunday thru Wednesday. 7 a.m. to 2 a.m. Thursday thru Saturday.

...Place to upload a related file (optional)

No response

5) Past experience running a restaurant

Show us how your past experience will translate to the success of a restaurant at this location. If this would be a new venture, show us how other past experience would translate into success in this location.

I owned and operated Steamers from January 2000 to August 2005. I also worked with my father at a local restaurant for many years, Boston Sea Food. Both restaurants provided me with plenty of experience in handling large amounts of business in a small amount of space and time.

...Place to upload a related file (optional)

No response

6) Share your plans for promotion/advertising/attracting patrons

Steamers will utilize all online social media outlets available to promote its reopening and ongoing relationship with the community. Steamers will advertise as well through more traditional news paper and hand flyering.

...Place to upload a related file (optional)

No response

7) Demonstrate financial capacity to carry this out and be successful

Please share any relevant info to demonstrate financial capacity and please be advised that the City is subject to public records laws. Attachments may be added separately.

For ten years, I've owned and operated a successful food manufacturing company. If further relevant information demonstrating financial capacity for this bid is required i would be happy to share that upon approval of this application. Recently I have purchased many peices of equipment for this venture.

...Place to upload a related file (optional)

No response

8) What would you propose as fair market value for the lease of the building and surrounding seating area?

Please provide proposed lease terms for a three year lease. Extension options beyond an initial three year lease period may be included.

With the future construction plans of the plaza in mind, \$600 a month for rent seems fair. Once construction has ended, resuming the former tenants monthly lease comitments would be fine.

...Place to upload a related file (optional)

No response

9) The current tenant's lease expires in mid-December. If you took occupancy January 1st, how long would it take for you to ramp up to open?

Baring any permit issues with the building, I believe we could be open for business in 60 days.

...Place to upload a related file (optional)

No response

Anything else you'd like to share with us? (optional)

I currently have an experienced crew, equipment and a proven restaurant concept that down town Gainesville will enjoy.

...Place to upload a related file (optional)

No response