

Bethel Station – Redevelopment Update Tenant Selection

August 20, 2009



Bethel Station Redevelopment – Tenant Selection



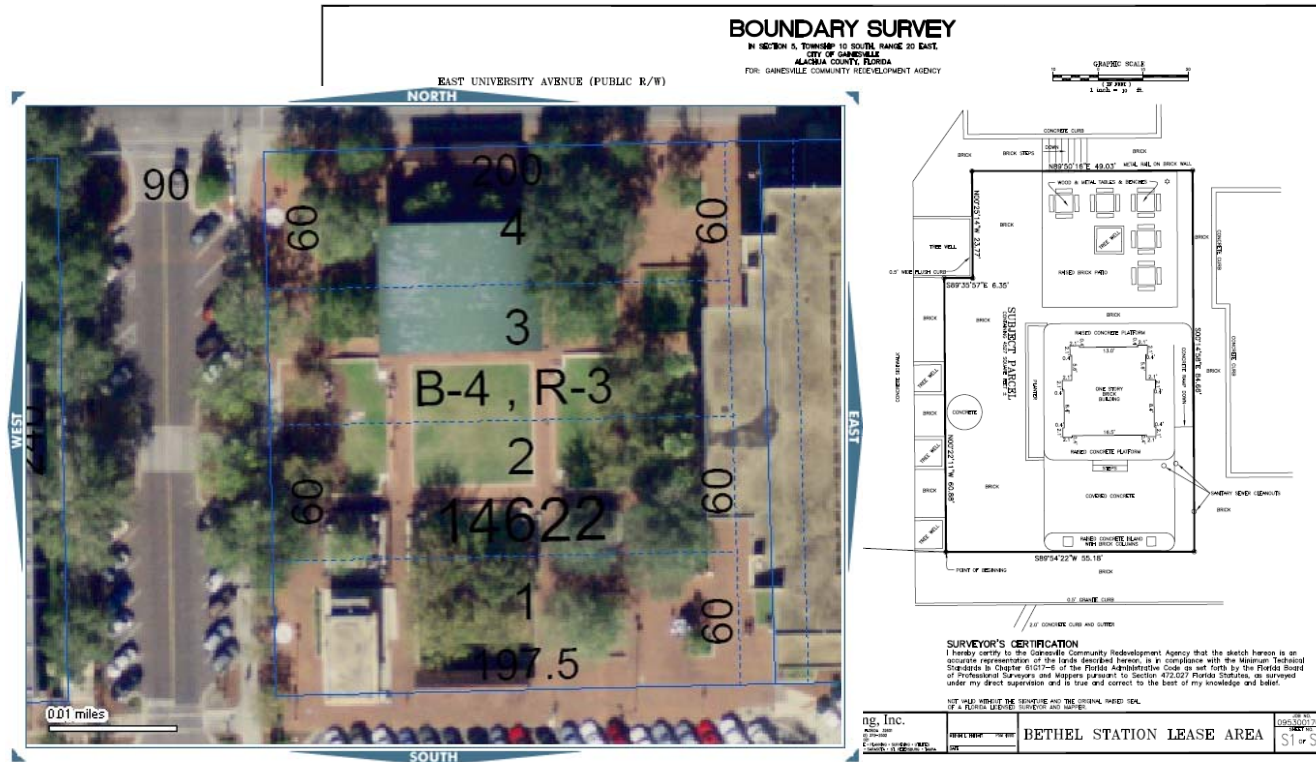
Experience
the heart of Downtown Gainesville



Robyn Male Clea Lauriault



Bethel Site



- Café Lono will rent the Bethel site, which includes the building and outdoor patio space to the side and rear
- Usable interior space is approximately 265 ft²
- Proposed rental structure reflects market rate
 - Will begin at approx. \$30/SF
 - Rent structure recognizes the initial start up period for business establishment
 - Periodic rent increases can occur after this time, according to lease schedule, until rent reaches maximum rate



Who We Are:

★ Robyn Mole:

- Gainesville Resident since 1996
- Graduate of the University of Florida in 2000, B.F.A.
- Caterer, Private Chef, Gourmet Value-Added Food Product Manufacturer, and experienced in both Front of the House and Back of the House Restaurant Management as well as Food Production and Cultivation
- Well-known in the Community

★ Clea Lauriault:

- Gainesville Resident for Her Entire Life
- Undergraduate from The University of Florida
- Graduate Degree from The University of Tennessee
- Print Making Professor at Santa Fe Community College
- Over 13 Years of Restaurant Experience
- Well-Connected in the Community
- Devoted Mother & Duck Pond Resident

We are among the Next Generation of Business Owners in the Gainesville Community



Business Concept/Character:

- Quick, window-style service

- Why waste your lunch hour waiting for your food?

- Unique, tasty menu options

- We offer fantastic made-to-order sandwiches and salads you won't find anywhere else.

- Casual, yet intimate experience

- Dine under our beautiful pergola amidst a sculpture garden and Florida-friendly landscaping as you enjoy local bands and comedy troupes perform.

- Value Driven

- Our low overhead and commitment to the highest quality, freshest ingredients ensures that our customers will get the most “bang for their buck”.

- Community Oriented

- We will support our community in many different ways, from buying locally produced ingredients, to working with other local businesses, to organizing and supporting local charity events.



Goals & Strategies :

1. To contribute to the commercial vitality of downtown Gainesville.
2. To attract many different demographics to the plaza through our menu, services and events.
3. To promote and provide a pedestrian friendly atmosphere.
4. To add a sense of security to the plaza and the downtown community.



104 South East 1st Ave
On The South West Corner of
The Gainesville Downtown
Community Plaza

Cafe Lono

We are OPEN
11AM-8PM Tues&Wed
11AM-11PM Thur, Fri&Sat

SIDES

- Chips 'n Salsa 4
salsa fresca served with corn or flour tortilla chips
- Carrot Sticks 3.25
served with cilantro tahini or ginger garlic dressing
- French Fries 3
- Fish Fingers 5
grouper fingers breaded and fried

Salads and Such

- Coconut Lime Grouper Ceviche 7
fresh grouper chunks "cooked" in lime and coconut dressing, served in a crispy flour tortilla cone with chips
- Ahi Poke 7
a traditional Hawaiian seafood salad made from sushi grade ahi tuna, in sesame-soy marinade. if you like sashimi you will love it! served in a tortilla cone
- The Island Salad 6.5
mixed greens, mango, macadamia nuts, citrus wedges, avocado, matchstick carrots, red onion, and mint; tossed with ginger garlic dressing and topped with shredded coconut
- The Classic Salad 6.5
mixed greens, toasted pecans, dried cranberry, avocado, carrots, and red onion tossed with cilantro tahini dressing
- Seasonal Side Salad 5
winter: local organic grapefruit sections intermingled with avocado slices dressed with home made aoli
summer: local organic green beans marinated in ginger garlic dressing

Sandwiches

inspired by the famous Vietnamese hoagie known as "banh mi" we just call them Yum•mi
all our Yum•mi sandwiches are garnished with crunchy pickled matchstick carrots, spicy daikon radish, and purple cabbage. they are topped off with fresh cilantro. request jalapeno for even more crunch and heat!

MEAT Yum•mi:

- Smoked Pork (chopped) 5
- Smoked Chicken (chopped) 5
- Smoked Brisket (Chopped) 5
- Fried Grouper 7
breaded grouper, deep fried and served on baguette with ginger-chile coconut spread and all the regular fixings

Meatless Yum•mi:

- Fried Tempeh 5
locally made Tempeh fried crisp, served on baguette with pickled carrots, daikon, cabbage, and chile coconut spread
- Marinated Tofu 5
soy ginger marinated tofu served on baguette with pickled carrots, daikon radish, and cabbage

Desserts

- Cassava Cake 4
- Pineapple Upside Down Cake 4
ask about our rotating pastries and seasonal fruit pies!

Beverages

- Fresh squeezed juice (seasonal)
- Coke Products 1.85
- Iced Tea 1.85
- La Croix 1.85

Soothies

- your choice of fresh and frozen fruits, juices, coconut milk & honey. ask about today's selection



Yummi Pork Sandwich



Coconut Lime Grouper Ceviche

**Warning: Consuming raw or undercooked meat, poultry, seafood, shellfish and eggs may increase the risk of food borne related illness.*

We strive to support local farmers and ranchers whenever possible. Check our web-site for our latest suppliers.
www.cafelono.com





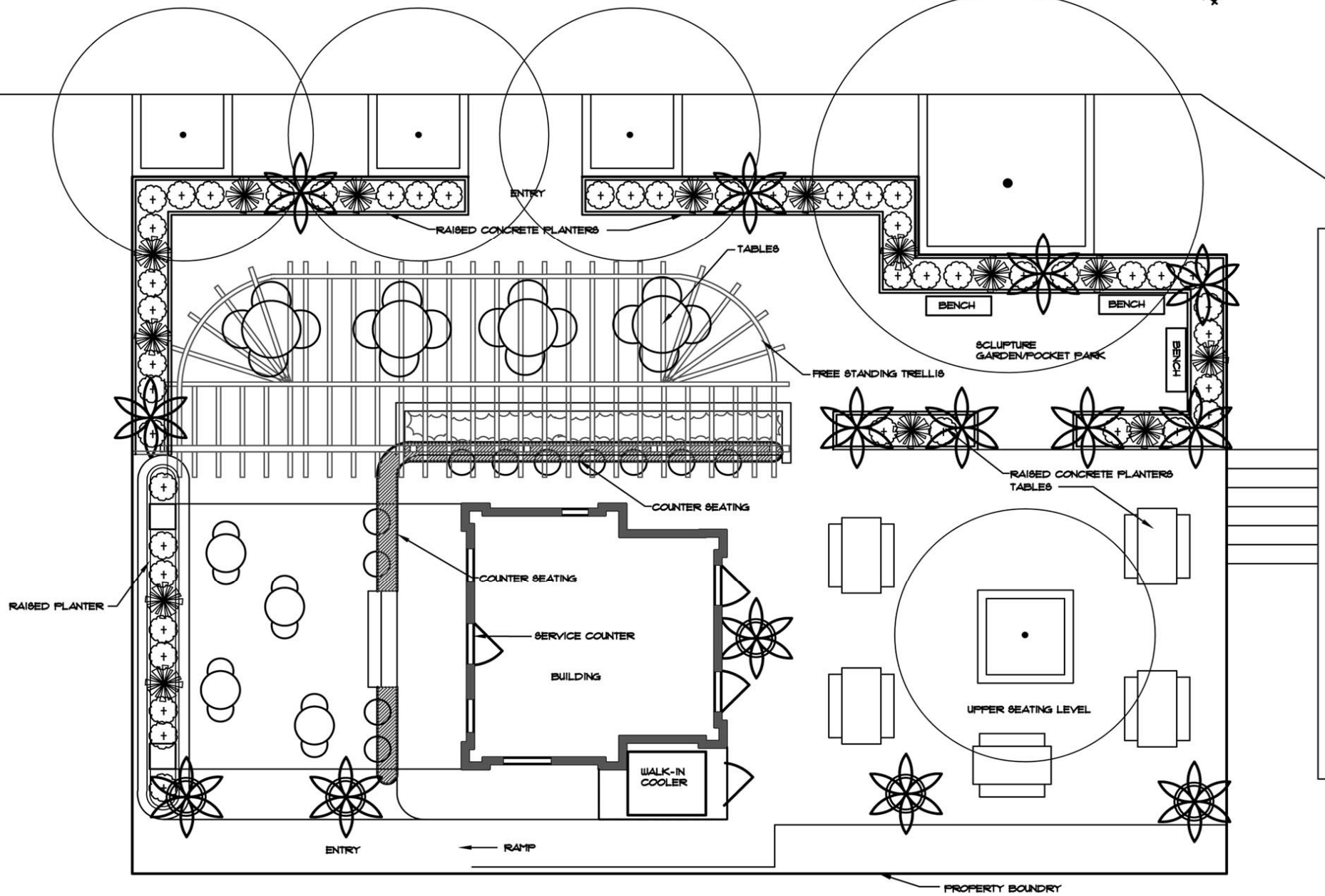
Café Lono intends to continue it's green theme throughout the garden patio area by:

1. Purchasing used furniture and refinishing it with a consistent theme
2. Creating a pleasant partition between our patio and the rest of the plaza via planters of native species plants, concrete bench seating, and non-permanent low-level fencing. This partition will be attractive and inviting while serving the purpose of providing domain and control.





BETHEL STATION SCALE: 1"=10'-0"



Recommendation

- Approve the ranking of Café Lono as the top ranked respondent to the Bethel Station RFP;
- Authorize City Manger, or designee, to negotiate and enter into a lease agreement at the Bethel site, as to form and legality by the City Attorney

