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Alex Bautista Design

# City of Coachella Former Sun Bus Building Lease

## Site Address:

790 Vine Avenue Coachella CA 92236

# **Applicant:**

Josie Gonzalez 760-609-7991 JosieGonzalez1963@gmail.com

Alex Bautista Design

# **Executive Summary**

Tata's Bakery is a unique American bakery with a soul rooted in Coachella's vibrant Mexican heritage, unlike anything the city has seen before. Located in the heart of the Downtown Pueblo Viejo district, Tata's Bakery will serve as both a welcoming bakery and sandwich deli, a dynamic community hub. While we specialize in traditional American-style baked goods made with home-cooked recipes, our offerings celebrate Coachella's rich cultural and agricultural legacy, using fresh, locally sourced ingredients

As a centerpiece of Coachella's revitalization efforts, Tata's Bakery strives to foster a sense of belonging and pride. Our warm, inclusive environment will bring people together, creating a gathering place that resonates with the city's heritage while showcasing the joy of American home-baked treats.

Marketing efforts will focus on community engagement and inclusivity, with special offers for residents and collaborations that support local businesses. Tata's Bakery is more than a bakery; it is a place for connection, celebration, and community.

Our goal is not only to create an enjoyable destination but also to drive positive economic impact by creating employment opportunities and fostering collaborations with other small businesses. Tata's Bakery is positioned to be a highlight for locals and visitors alike - a must-visit spot where people can relax, enjoy quality food, and feel at home. With an open, inviting space that combines cleanliness with comfort, Tata's Bakery is designed to be a go-to gathering spot that embodies the spirit of Coachella.

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# Concept

Tata's Bakery will feature a warm and inviting design, with a beautiful blend of pastel blue, pink, and bronze accents that creates a welcoming atmosphere. The interior will be open and modern, exuding a relaxed and clean vibe where customers feel comfortable. In the future, we plan to expand with an outdoor patio space to host community events and gatherings, enhancing the bakery's role as a community-centric destination in Coachella.

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# Mission, Values, Vision

#### **MISSION**

To bring the warmth of home-baked goods to the City of Coachella, crafted with love and shared in a welcoming community space, where quality and freshness are served daily.

#### **VALUES**

- 1. Commitment to Community: We committed to giving back to the community that inspires us, supporting local initiatives, and creating a gathering place where everyone feels welcome.
- 2. Quality in Every Batch: We prioritize the highest quality ingredients and carefully crafted recipes to deliver fresh, delicious baked goods our customers can trust and enjoy daily.
- 3. Exceptional Service with a Local Focus: Our team is devoted to providing friendly, community-centered service, making each customer feel valued and appreciated as a part of the Tata's Bakery family.

#### **VISION**

Our vision is to become a beloved community hub in Coachella—a must-visit destination where locals and visitors alike gather to enjoy fresh, quality baked goods. We aim to grow Tata's Bakery into a central space that reflects the heart of the city, with plans to expand while staying rooted in our commitment to the community.

#### MANAGEMENT PHILOSOPY

Tata's Bakery Co. believes that, next to our customers, our business structure is our most important asset. Transparent and clear communication, along with the seamless transfer of information between management and staff, is essential to running a successful business. We will hold regular meetings to review operations, explore ways to enhance service quality, attract new customers, and maintain high employee retention. Our goal is to make a positive impact on the local community while simultaneously reducing costs and increasing profits.

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# Mission, Values, Vision

#### ADVERTISEMENT AND PROMOTION

1. Grand Opening Event and Community Engagement

Tata's Bakery Co. will host a grand opening celebration, inviting community members to experience our offerings and meet the owner/baker. This open house event will feature samples of our fresh-baked goods and sandwiches, fostering community connections and introducing the bakery to residents.

2. Ribbon-Cutting Ceremony with the Greater Coachella Valley Chamber of Commerce

In partnership with the Chamber of Commerce, we will organize a ribbon-cutting ceremony as part of the opening celebration, symbolizing Tata's Bakery Co.'s commitment to the community and promoting local business growth.

3. Community Outreach through Flyers and Local Engagement

To build local awareness, we will distribute flyers within Coachella and nearby areas, promoting the grand opening event and our bakery offerings. The outreach will also include direct contact with local businesses and offices to invite them to the event.

4. Social Media Marketing Strategy

Tata's Bakery Co. will utilize various social media platforms, such as Instagram, Facebook, and Twitter, to create buzz and maintain an online presence. This includes:

- Regular posts showcasing products, event details, and behind-thescenes preparations.
- Social media ads target local audiences to increase event attendance.
- Interactive content like polls, giveaways, and countdowns to engage the community and encourage followership.
- 5. Collaborating with the City of Coachella's Marketing Channels

We aim to collaborate with the City of Coachella by using the city's marketing channels to broaden our outreach, sharing Tata's Bakery Co.'s opening through newsletters, community boards, and social media platforms. We also aim to collaborate with the city to meet the guidelines and vison of the Puleo Viejo Mater Plan set by the city.

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# **Customer Services**

I believe that a customer-focused operation will result in the following benefits of the company.

- A feeling of pride and ownership in Tata's Bakery Co. from its employees
- Independent decision making for employees requires minimum supervision
- Highly involved and motived employees equal minimum staff turnover
- Maximum productivity and cost efficiency
- High customer loyalty consistent customer experience with an elevated level of employee training
- Complete customer satisfaction equals customer retention
- Maximum profitability

Sample Customer Retention Program

- customer reward program
- private party events
- Free Wi-Fi
- Seasonal baked goods and menu offerings
- Discount to members of public services, veterans, and seniors.

#### **SAMPLE BUSINESS HOURS**

Monday – Friday

6:00 am to 4:00 pm

Saturday - Sunday

8:00 am to 4:00 pm

\*\*Holiday and season hours may fluctuate to accommodate the need

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# Capital Investment

As the operator, Josie will dedicate the necessary hours to ensure the success of the business. She will draw from her 35 years of successful business practices of managing, mentoring, and helping employees reach their full potential, implementing these skills at Tata's Bakery Co. Tata's Bakery Co. management will leverage their professional resources, as needed, to ensure the bakery is code-compliant, safe, and set up for long-term success. We estimate the total cost for improvements and startup expenses to be approximately \$216,000. Josie will take out a small business loan of \$200,000 and contribute the remaining amount personally from her savings.

| Total             | \$216,500.00 |
|-------------------|--------------|
| Startup Costs     | \$76,000.00  |
| Inventory         | \$ 5,000.00  |
| Supplies          | \$ 8,000.00  |
| Equipment         | \$45,000.00  |
| Landscaping       | \$ 7,500.00  |
| Construction      | \$60,000.00  |
| Design/Permitting | \$15,000.00  |
| ESTIMATED COSTS   |              |

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# Sample Menu

#### **CAKES & SPECIALTY DESSERTS**

#### Cakes

- Carrot Cake (Slice) \$5.95
- Chocolate cake (Slice) \$5.95
- Coconut Cake (Slice) \$5.95
- Lemon Cake w/raspberry filling with white chocolate - \$5.95
- White cake with strawberry filling \$5.95

#### <u>Bars</u>

- Lemon bar (each) \$4.25
- Pecan bar (each) \$4.25
- Brownie (each) \$4.25
- Oatmeal raisin bar (each) \$4.25

#### Muffins

- Blueberry \$4.25
- Cinnamon crunch \$4.25
- Cranberry orange \$4.25

#### Cupcakes

- Vanilia \$4.95
- Chocolate \$4.95
- Red velvet \$4.95
- Rocky road \$4.95
- Strawberry shortcake \$4.95
- Peanut Butter \$4.95

#### **Cookies**

- Chocolate Chip \$3.25
- Oatmeal Raisin \$3.25
- Sugar Cookie \$3.25
- Peanut Butter \$3.25
- Double Chocolate \$3.25

#### Pound cakes

- Plain vanilla \$4.25
- Lemon blueberry \$4.25
- Cinnamon crunch \$4.25
- Strawberry crunch \$4.25

#### **Chocolate Specialties**

- Whoopie pies \$4.25
- Cream puffs \$4.95
- Cinnamon rolls \$4.95
- Coffee cake cinnamon \$4.25

\*Please Note: The menu is subject to change according to season, holiday, etc. Also, a minimum of three flavors in each category will be available daily.

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# Sample Menu

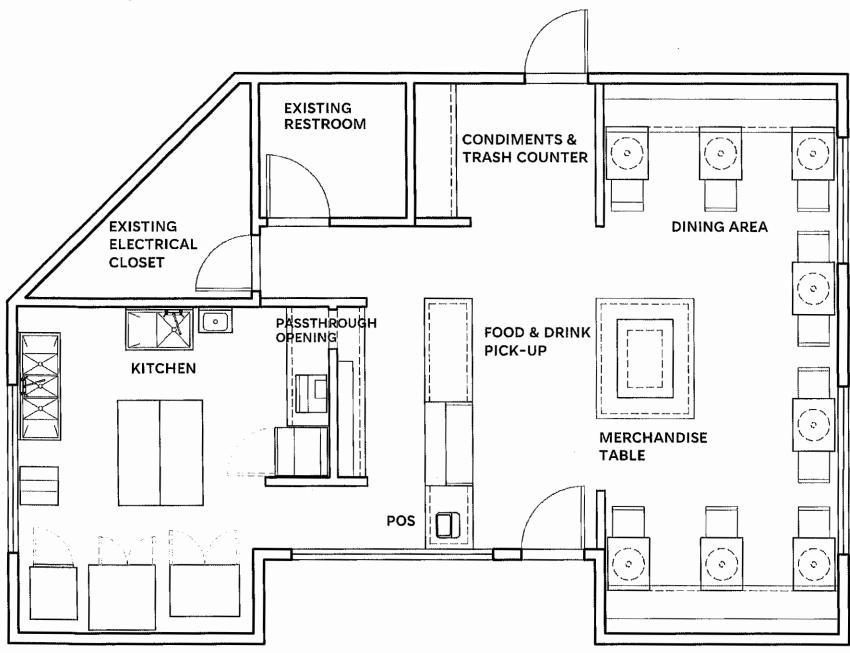
#### Sandwiches and Subs

- Turkey & Avocado (6") \$9.00 (12") \$16.00
   sliced turkey breast, avocado, lettuce, tomato, and Dijon mustard on an inhouse hand crafted roll
- Classic Italian Sub (6") \$8.00 (12") \$14.00 genoa salami, ham, provolone, lettuce, tomato, red onions, and Italian dressing on an inhouse hand crafted roll.
- Chicken Club (6") \$9.00 (12") \$16.00 Chicken breast, bacon, Swiss cheese, lettuce, tomato, and garlic aioli on an inhouse hand crafted roll.
- Caprese Sandwich (6") \$8.00 (12") \$14.00 Fresh mozzarella, tomatoes, basil pesto, and balsamic glaze on an inhouse hand crafted roll.
- Ham & Cheese (6") \$8.00 (12") \$14.00
   Honey-glazed ham, Swiss cheese, lettuce, tomato, on an inhouse hand crafted roll.

#### Beverages

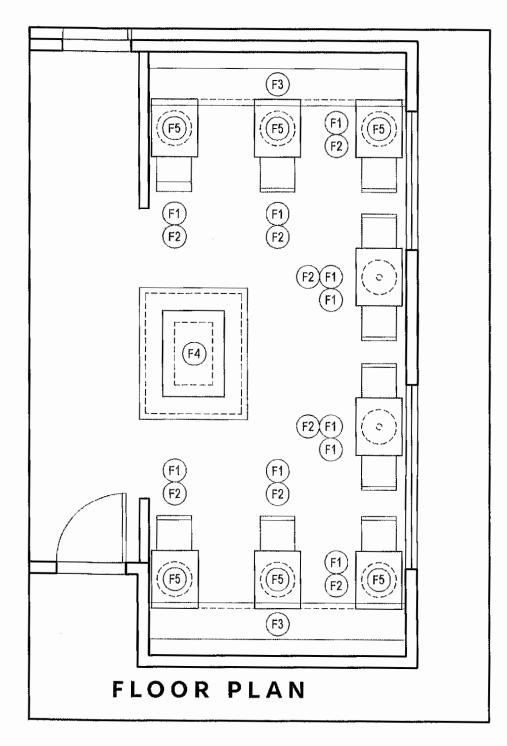
- Fresh Brewed Coffee \$4.25
- Café de Olia \$4.50
- Bottled Drinks Price range (\$3.25 \$4.50)
- Bottled Water \$1.00

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PROPOSED FLOOR PLAN

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## FURNITURE SCHEDULE

- F1- CHAIR
- F2- TABLE BASE AND TOP
- F3- BOOTH SEATING
- F4- MERCHANDISE TABLE
- F5- PENDANT LIGHT FIXTURE

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DESCRIPTION:

CHAIR: F1

MANUFACTURER: MODEL NAME:

**DESIGN WITH REACH** 

COLOR:

**ERA CHAIR** MATTE BLACK

PRICE:

\$495.00

DESCRIPTION:

TABLE BASE AND TOP: F2

MANUFACTURER:

POTTERY BARN

MODELS:

RECTANGLE RESTAURANT DINING TABLE

DIMENSIONS: PRICE:

24 x 32 x 30.5

\$699.00

DESCRIPTION:

BOOTH SEATING: F3

MANUFACTURER:

CUSTOM

FINISH:

UPHOLSTERY: CARNEGIE SILTECH 63005 PUF

DIMENSIONS:

11'-2" LENGTH

PRICE:

TBD

DESCRIPTION:

MERCHANDISE TABLE: F4

MANUFACTURER:

CUSTOM

**GLOSS WHITE** 

FINISHES:

GLOSS WHITE AND MARBLE TOP

BASE FINISH: PRICE:

**TBD** 

DESCRIPTION:

PENDANT LIGHT FIXTURE: F5

MANUFACTURER:

POTTERY BARN

FINISH:

WARM WHITE WITH TUMBLE BRASS

DIMENSIONS:

18"

PRICE:

MANUFACTURER:

\$229.00

DESCRIPTION:

POLISHED CONCRETE FLOOR: FL1 X

FINISH:

X X

TOP COAT: PRICE:

**TBD** 



















DESCRIPTION: QUARRY TILE: T1 MANUFACTURER: DAL TILE **ASHEN GRAY** COLOR: SIZE: 8 x 8 LOCATION: KITCHEN

TBD

TBD

**TBD** 

**TBD** 

SW 7566

CEILING

SW 9056

DESCRIPTION:

MANUFACTURER:

PATTERN: COLOR:

LOCATION:

DESCRIPTION: MANUFACTURER:

COLOR NAME: COLOR NUMBER:

LOCATION:

**DESCRIPTION:** MANUFACTURER: COLOR NAME:

COLOR NUMBER:

LOCATION:

**DESCRIPTION:** 

COLOR NAME:

ACCENT WALL PAINT: P3

WALLS AND MOLDING

WALLCOVERING: W1

ACCENT WALL PAINT: P1

WESTHIGHLAND WHITE

ACCENT WALL PAINT: P2

SHERMAN WILLIAMS

FRENCH MOIRE

SHERMAN WILLIAMS

MANUFACTURER: SHERMAN WILLIAMS CHILDLIKE SW 6569

ACCENT

SW 7757

**GLOSS** 

WOOD PAINT: P4

SHERMAN WILLIAMS

HIGH REFLECTIVE WHITE

COLOR NUMBER: LOCATION:

DESCRIPTION: MANUFACTURER: COLOR NAME:

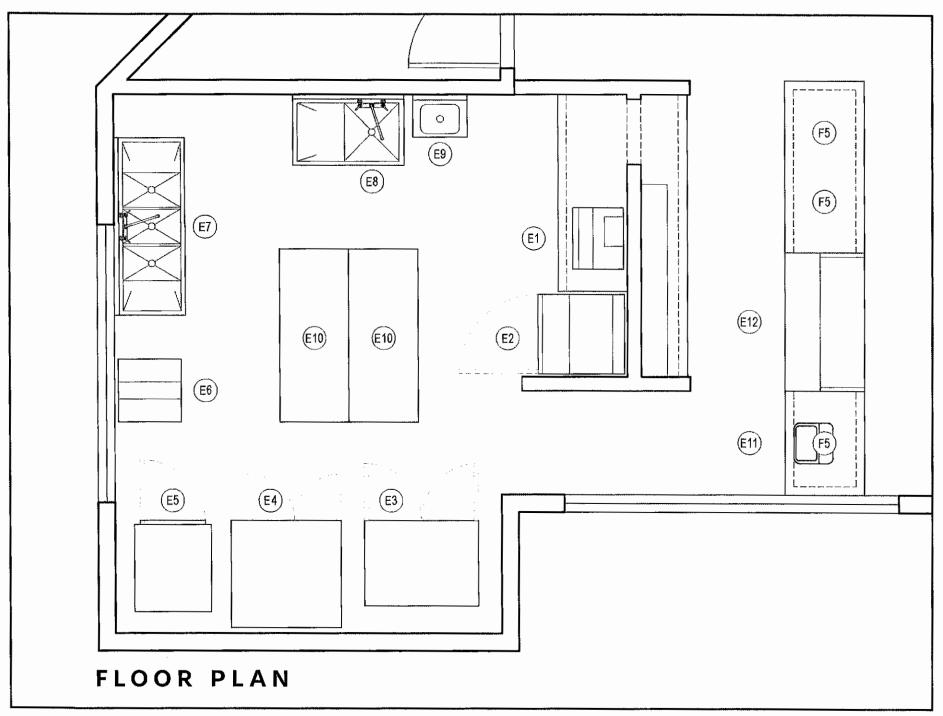
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## **EQUIPMENT SCHEDULE**

- E1- MANUAL SLICER
- **E2-** REFRIGATED SANDWICH PREP TABLES
- **E3** REFRIGERATOR
- **E4** ELECTRIC CONVENTION OVEN
- E5- PROOFING
- **E6-** PLANETARY MIXER
- E7- THREE COMPARTMENT SINK
- E8- ONE COMPARTMENT SINK
- E9- HAND SINK
- **E10-** STAINLESS STEEL WORKTABLE WITH BOTTOM SHELF
- E11- POS
- E12- REFRIGERATED DISPLAY CASE WITH CURVED GLASS
- F5- PENDANT LIGHT FIXTURE

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DESCRIPTION:

MANUAL SLICER: E1

MANUFACTURER: MODELS:

GLODE G10

DIMENSIONS:

17.5W x 21.25D x 14.5H

PRICE:

\$1.337.00

DESCRIPTION:

REFRIGERATED SANDWICH PREP TABLES: E2

MANUFACTURER: MODELS:

ATOSA USA, INC MSF8301GR

DIMENSIONS:

27.5W x 30D x 44.25H

PRICE:

\$1.932.00

DESCRIPTION:

REFRIGERATOR: E3

MANUFACTURER: MODELS:

TRUE T-35-HC

DIMENSIONS:

39.5W x 29.5D x 78.5H

PRICE:

\$0,000.00

DESCRIPTION:

ELECTRIC CONVENTION OVEN: E4

MANUFACTURER: MODELS:

**BLODGETT** 

DIMENSIONS:

ZEPHAIRE-100-E 38.25W x 37D x 57H

PRICE:

\$7,200.00

DESCRIPTION:

PROOFING: E5 MANUFACTURER:

MODELS:

CARTER HOFFMAN HL4-18 LOGIX4

DIMENSIONS:

26.5W x 31.5D x 70.5H

PRICE:

\$3,975.00

DESCRIPTION:

PLANETARY MIXER: E6

MANUFACTURER: MODELS:

WARING WSM20L

DIMENSIONS:

21.8W x 21.8D x 28.7H

PRICE:

\$2,180.00













DESCRIPTION: THREE COMPARTMENT SINK: E7

MANUFACTURER: REGENCY

MODELS: 94" 16 GAUGE STAINLESS STEEL

DIMENSIONS: 94L x 30W x 36.5H

PRICE: \$0.000.00

**DESCRIPTION:** ONE COMPARTMENT SINK: E8

MANUFACTURER: REGENCY

MODELS: 38-1/2" 16 GAUGE STAINLESS STEEL

DIMENSIONS: 38-1/2L x 23.5W x 34.75H

PRICE: \$0,000.00

DESCRIPTION: HAND SINK: E9 MANUFACTURER: **EAGLE GROUP** MODELS: HSA-10-FAW DIMENSIONS: 9.75W x 13.5L x 6.25D

PRICE: \$0.000.00

DESCRIPTION:

STAINLESS STEEL WORKTABLE WITH BOTTOM SHELF: E10

MANUFACTURER: ULINE MODELS: H-6911

DIMENSIONS: 60L x 24W x 36H

PRICE: \$395.00

DESCRIPTION: POS: E11 **TBD** MANUFACTURER: **TBD** MODELS: DIMENSIONS: TBD PRICE: **TBD** 

DESCRIPTION: REFRIGERATED DISPLAY CASE WITH CURVED GLASS: E12

MANUFACTURER: OMCAN 44502 MODELS:

48W x 27D x 56H DIMENSIONS:

PRICE: \$3.315.00



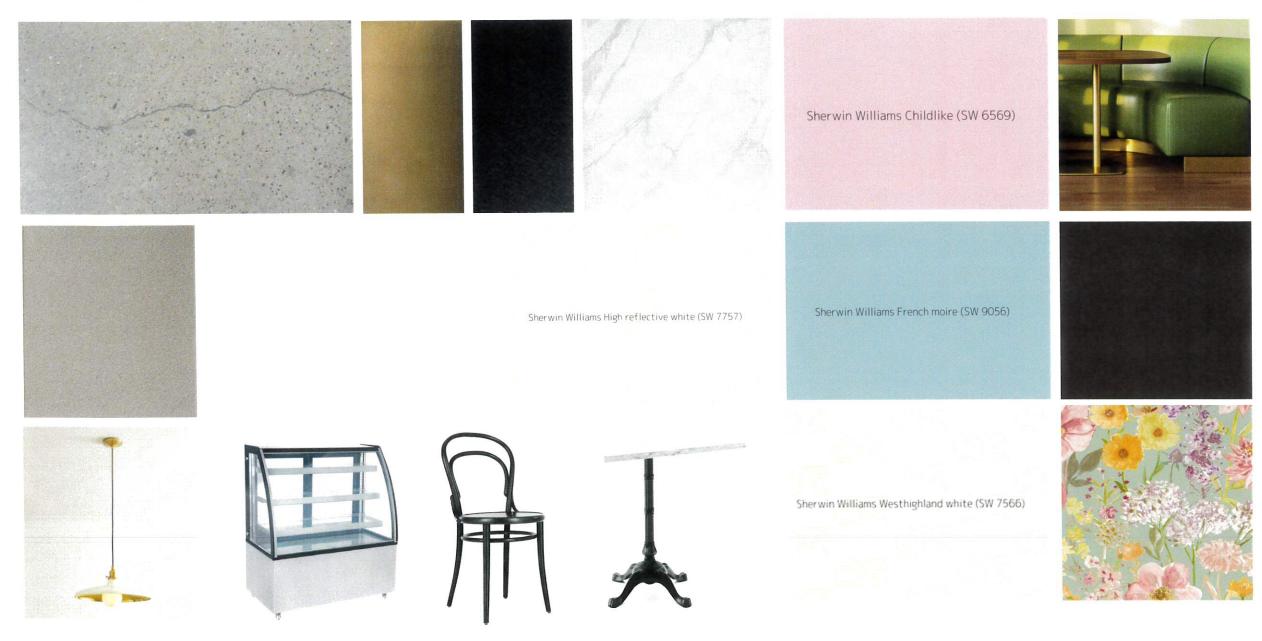








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MATERIAL BOARD

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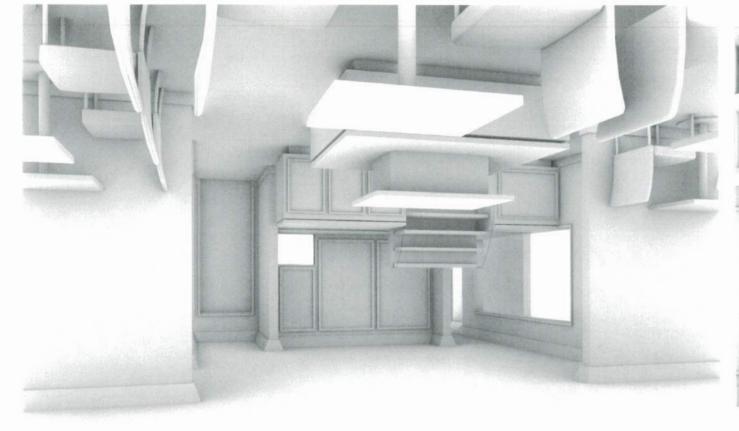
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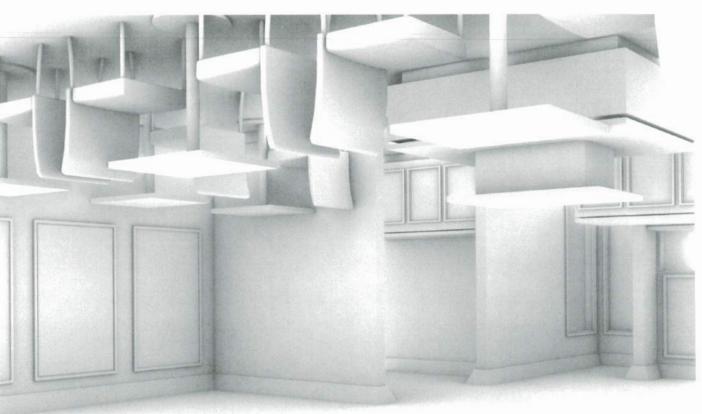


CONCEPTUAL DESIGN WHITE MODEL



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Alex-Boutista Design

# THANK YOU

Prepared by

Fran G. Bautista & Alex E. Bautista

(415) 613-0454 (Direct)

alexbautistadesign@comcast.net

# Alex Bautista Design

251 Monterey Boulevard

San Francisco, CA 94131

STATE CAPITOL P.O. BOX 942849 ROOM 8120 SACRAMENTO, CA 94249 (916) 319-2036 FAX (916) 319-2136



RIVERSIDE COUNTY DISTRICT OFFICE 48220 JACKSON STREET, #A3 COACHELLA, CA 92236 (760) 347-2360

IMPERIAL COUNTY DISTRICT OFFICE 1101 AIRPORT ROAD, SUITE D IMPERIAL, CA 92251 (760) 355-8656 FAX (760) 355-8856

October 17, 2024

To whom it may concern:

I am pleased to write this letter of support for Josie Gonzales as she applies for the opportunity to secure a building in Coachella to fulfill her dream of owning a bakery. I have had the distinct pleasure of knowing Josie for nearly three decades, and I can confidently attest to her exceptional work ethic, dedication, and passion for serving the community. Her distinguished career as a public servant has demonstrated her commitment to improving the lives of others, and I have had the privilege of working alongside her in her elected capacity.

Josie is not only a dedicated and hardworking individual, but she is also a talented baker who consistently delivers high-quality products. Her ambition to establish a bakery is not just a personal goal; it is a testament to her commitment to bringing a new, community-focused business to Coachella. I am confident that Josie will bring the same level of dedication, integrity, and attention to detail to her business as she has to her public service.

The opportunity to open her own bakery would be a transformative step for Josie and would undoubtedly benefit the community she loves. I am certain that her strong work ethic and proven track record of service make her an ideal candidate for this project. I wholeheartedly support her efforts to submit a comprehensive and competitive RFP, and I encourage your favorable consideration of her application.

Please feel free to contact my representative, Kimberly Barraza, at 760-347-2360 if you need further information.

Sincerely,

Assemblymember Eduardo Garcia

Enh for

36th District

October 23, 2023

Dear City of Coachella adminstrators,

I'm writing this letter to recommend Josie Gonzalez in support of her opening an establishment to fulfill her dream bakery in the City of Coachella.

I have known Josie Gonzalez on a professional level for 25 years. Josie has served the Coachella Valley Community and local families with the upmost professionalism and passion. I have always admired Josie's strong work ethic and passion for what she believes in. I personally have worked side by side Josie and in where she has demonstrated her to be responsible, reliable and trust worthy.

Throughout my time knowing Josie we have established a friendship as well. Josie has always shared her dream of opening her own bakery. I've had the privilege of tasting her tasty treats that I would consider "fine baked goods" of the upmost quality. Josie spoke of how she would make her baked goods from scratch and tried many recipes adding her own flare to her mixes that would make her baking exceptionally delicious.

I know the residents of the Coachella Valley will also enjoy Josie's bakery; her bakery will be a Jem in City of Coachella given the opportunity.

Sincerely.

Marsha Funez

October 23, 2024

City of Coachella

Reg: Josephine Gonzalez

I have known Josephine "Josie" Gonzalez for over 20 years. We met as I started my career with Riverside County Children Services Division. Josie was already a seasoned social worker as I began my career with the Department and quickly, she became my mentor. I knew her from the beginning as a social worker that not only helped families on her caseload but also helped families in the community of Coachella. However, after getting to know Josie, I learned she was a great cook, loved doing arts and crafts but most importantly, I learned she was a great baker. In these 20 plus years, not only have I been fortunate to taste and try her delicious bakery creations such as cookies, pies, cakes, cupcakes, homemade candy, homemade jams, homemade marshmallows and so much more. My family has also have had the privilege to get her yearly Christmas bake goods. My children fight every year during Christmas as they know Josie makes over hundreds of different cookies and candy's to give to her family and close friends. These packages of cookies have become a tradition in our household as there is no comparison to any other. I have always encouraged Josie that she needed to open her own bakery as she is widely known in the community of her outstanding skills of baking and now it appears she may have the opportunity to do so. I strongly recommend that Josie be given the opportunity to be given a space in the city to share her creations with the community.

Sincerely

Beatriz Contreras

48551 Camino Real

Coachella, CA 92236

(760) 899-1659

Bcontreras@dc.rr.com

To Whom It May Concern: Oct. 22, 2024

Re: Josephine "Josie' Gonzalez

This letter is my personal recommendation for Josephine "Josie" Gonzalez for a new bakery in the City of Coachella. Ms. Gonzalez and I have worked together for over 25 years. During Ms. Gonzalez work with Riverside County for over 20+ years I have found Ms. Gonzalez to have a positive up-beat attitude, caring deeply about her community and those she serves with always focusing on results.

In the many years I worked alongside Ms. Gonzalez I was able to see and taste first hand her extensive experience with baking and pastry. During social worker appreciation events, Ms. Gonzalez baked for about 100 staff, which was the most popular amongst staff, due to the taste and variety. During COVID Ms. Gonzalez continued to bake from home who is definitely experience in operating ovens, prepared and packaged baked goods because her baking went from excellent to beyond compare. Ms. Gonzalez is definitely gifted with ideas and hands to run and performed a variety of duties in a fast-paced kitchen environment. During events I got to see first experienced her kitchen baking in measuring, mixing, and baking ingredients, as well as decorating cakes and other desserts. I was taken away from how much experience and quality for baking and creating beautiful, delicious desserts that delighted everyone, whether it was a small or large gathering.

Ms. Gonzalez is highly organized and efficient when it comes to the tasks associated with baking. She has the passion and takes pride in the quality of her work and she definitely has a keen eye for detail. Ms. Gonzalez was definitely born to be a baker, but she is also a good student and she is able to follow recipes and directions precisely, and I she is always willing to learn new techniques and recipes. Ms. Gonzalez has a strong knowledge of food safety and sanitation practices and has experience with food storage and rotation. Something that is very important in the bakery business.

In addition to Ms. Gonzalez baking experience, she has excellent customer service skills and a friendly demeanor. She is comfortable interacting with customers to answer questions and provide recommendations.

I highly recommend Ms. Gonzalez application be consider because her bakery will not only bring good business to the City of Coachella, but will become a place where families, friends, tourists and visitors can gather and have a taste of the best baked goods made right here in the City of Coachella.

Sincerely

Juan Jaimes

83808 Corte Estivo

Coachella, CA. 92236

(760) 272-8117

Jaimesjuan006@gmail.com

FO: City Of Coachella FROM: The Radin Insurance Agency RE: 33-1568643 FEIN

Please be aware that TaTa's Bakery Co. a Sole Proprietor owner Josephine Gonzalez is an insurable risk. The business located at 790 Vine Ave. Coachella, Ca. 92236, has been classified as a insurable risk based on the line of work and the property location. Our agency acts as brokers and will be able to shop the market for the best policy to meet Ms. Gonzalez's needs. If there are any questions or concerns do not hesitate to reach out to me regarding this potential insured.

Regards,

Ramon Booth

Agent/ Broker

Ramon@radininsurance.com

The Radin Insurance Agency (est.1985)
CA. INSURANCE LICENSE # 1585225

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