



NEW PROJECT PROPOSAL

CITY OF COACHELLA
FORMER CHAMBER OF COMMERCE
BUILDING LEASE

SITE ADDRESS:
1258 SIXTH STREET
COACHELLA, CA 92236

APPLICANTS:

TEDDY LEE
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EXHIBIT A
EXISTING SITE MAP

Exhibit "A"

Site Map

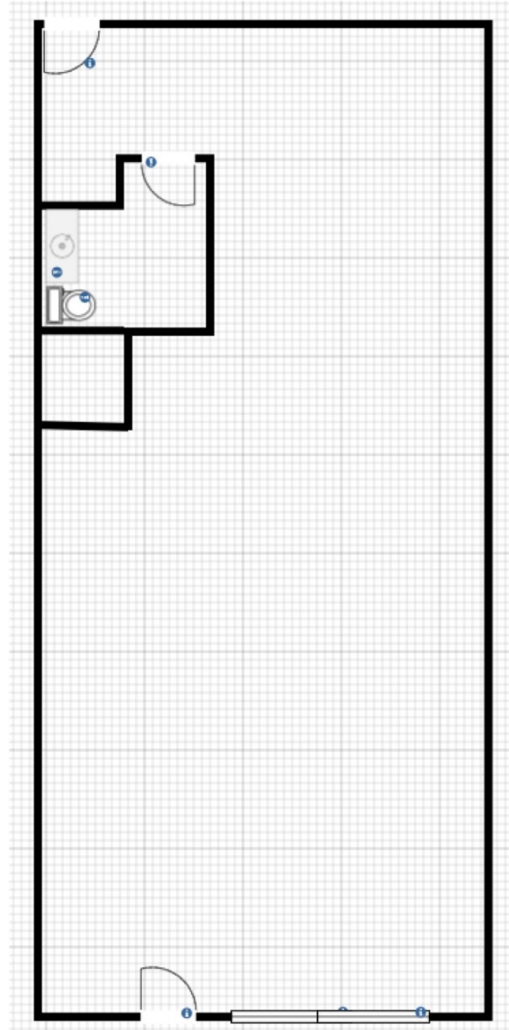
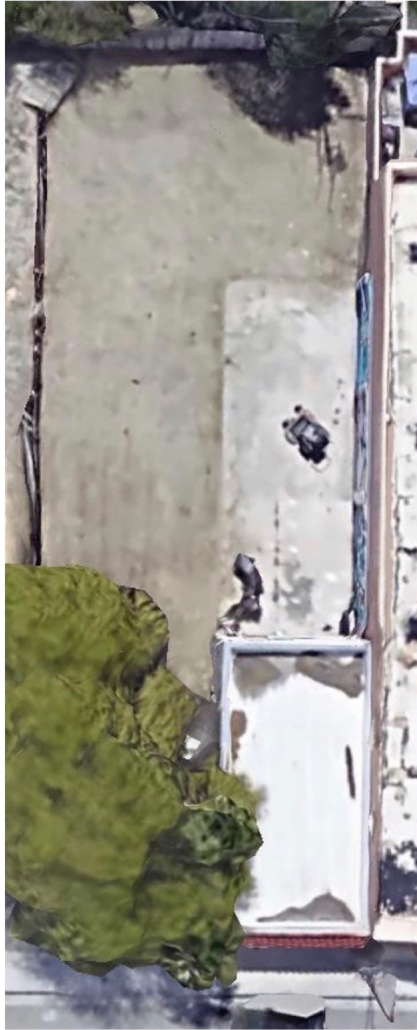


EXHIBIT B
EXISTING SITE PICTURES

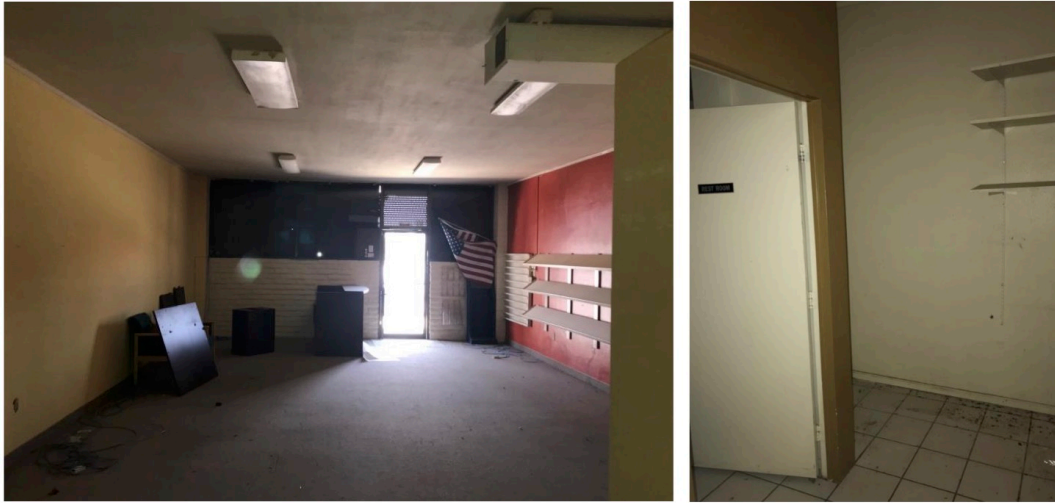
Exhibit "B"
Site Pictures

Outside:



EXHIBIT B
EXISTING INTERIOR PHOTOS

Inside:



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EXHIBIT C PROPOSAL

Executive Summary

Coachella General will be a thriving business in Coachella, California. Coachella General will be a multi-purpose space, utilizing both its indoor and outdoor spaces. Firstly, Coachella General will serve as a tap room, serving wine, beer, and small bites, as well as housing a coffee roastery. Coachella General will be the first public coffee roaster in Coachella. Secondly, Coachella General will host various activities in its large rear yard. Such activities include food truck vendors, farmers' markets, dry goods markets, and a place for eating, drinking, and gathering for the community.

Coachella General will help with the revitalization of the Downtown Pueblo Viejo District by providing a social space for members of the local community as well as a destination for visiting patrons. With an ode to the agricultural and Latino community, Coachella General aims to incorporate local craft beer and wine, vendors, and events that celebrate Coachella's rich history. Coachella General will implement various promotions and marketing strategies to bring new patrons and talent to the downtown area. The overall strategy is to create a strong long-term customer base that desires local beer and wine in a completely unique setting. Such special offerings will include beer and wine tastings and seasonal pop-up markets. Not only will new pop-up events drive visitor traffic, but being the only tap room on Sixth Street, Coachella General will be a uniquely local hangout.

The founders of Coachella General are Teddy Lee and Steve Garcia. Teddy Lee is the owner of CRA Management, a real estate development and hospitality company. Teddy and his family have projects in San Francisco, Los Angeles, and Palm Springs. They are current co-owners of AsiaSF, a 25,000 sq.ft. cabaret restaurant, and the Sonoran, a 1-acre event space in Palm Springs. Additionally, they are currently redeveloping a hotel, restaurant, and bar in Downtown Palm Springs, as well as a secondary bar, rooftop event space, and coffee shop in South Palm Springs. Teddy, with a degree in architecture, has extensive experience in acquisition, design, construction, permitting, and business operations and development. Having worked in New York and California, he is well educated on building codes and current safety practices. Steve Garcia is the current co-owner of the highly successful Sixth Street Coffee. Over the past three years he has owned and operated Sixth Street Coffee in the city of Coachella. Sixth Street Coffee has expanded its offerings to include an in-demand brunch menu, as well as implemented a highly popular online ordering system. He has over 14 years' experience in the restaurant industry and is highly skilled in sales, delegation, and system building aspects of the restaurant business.

The Company

Coachella General will be the premier tap room for Coachella, serving high-quality local craft beer and wine. Additionally, the other side of its operations will be roasting quality coffee beans that will be sold to surrounding cities, and eventually nationally. Coachella General will offer a safe and clean outdoor environment ideal for food truck service, dry good vendors, farmers' markets, and general gathering for the community. This space will showcase local and emerging small businesses, as well as attract new patrons into the community. Our goal is to create employment opportunities, as well as help grow other small businesses with partnerships and collaborative events.

Concept

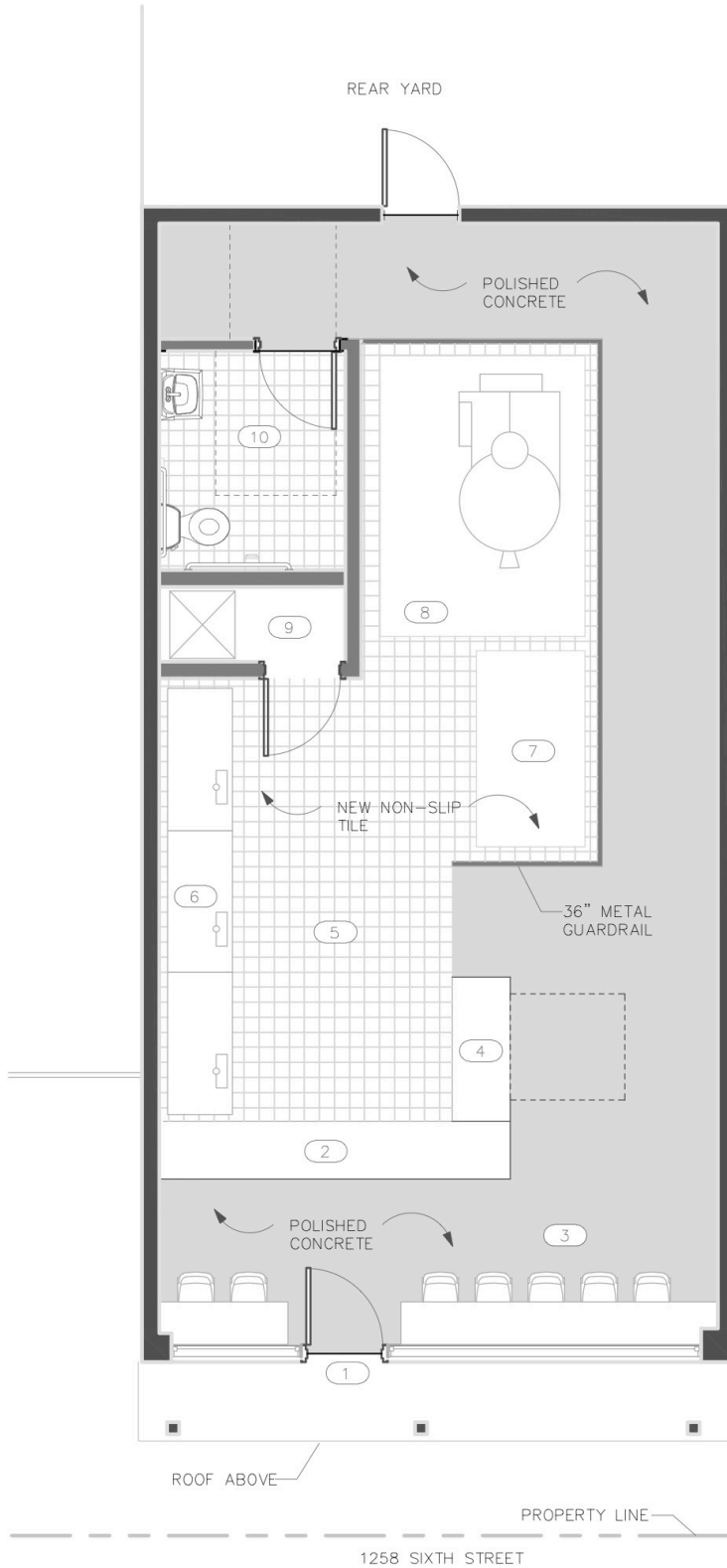
At Coachella General we strive to be a first-of-its-kind concept, combining both craft beer and wine, within a coffee roasting facility. The products, branding, and vendors will pay homage to Coachella's Latino roots with a modern twist. Our unique concept will be industrious and minimal. The atmosphere will reflect a relaxed, modern, and clean vibe, where the focus is on the patrons and the goods served and locally created. Additionally, we will be the first to offer an outdoor space incorporating food trucks, dry goods markets, farmers' markets, outdoor games, and a gathering space. We want our patrons to feel like they are part of our process and, in turn, part of the community.

CONITNUED ON NEXT PAGE...

RENDERING OF PROPOSED STOREFRONT



PROPOSED FLOOR PLAN



SCOPE OF WORK

REMOVE EXISTING INTERIOR PARTITIONS. RELOCATE EXISTING SINK TO ACCOMMODATE NEW ADA ACCESSIBLE RESTROOM. ADD NEW MECHANICAL AND STORAGE CLOSET. REMOVE EXISTING FLOORING. ADD NON-SLIP HEALTH DEPARTMENT APPROVED TILE IN BAR AND COFFEE ROASTING AREAS. ADD POLISHED CONCRETE IN WALKWAYS AND SEATING AREAS. REMOVE EXISTING REAR DOOR AND INFILL. ADD NEW CODE COMPLIANT EXIT DOOR TO REAR YARD. PAINT INTERIOR AND EXTERIOR. ALL NEW LIGHTING. ADD REQUIRED VENTING FOR COFFEE ROASTER.

LEGEND

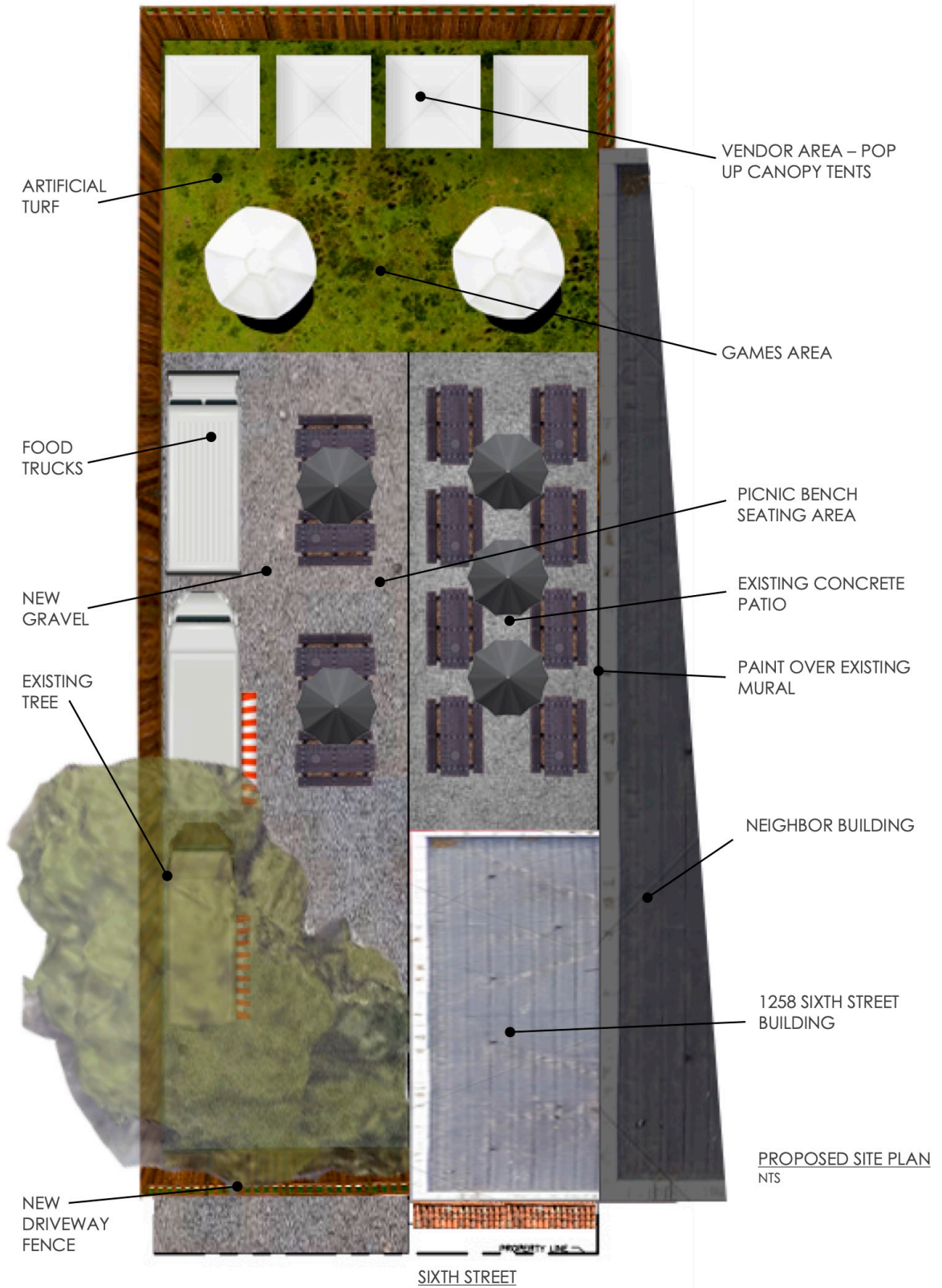
1. ENTRANCE
2. BAR (BEER & WINE ONLY)
3. SEATING
4. ACCESSIBLE SEATING
5. BACK BAR
6. KEG REFRIGERATORS
7. COFFEE STORAGE
8. COFFEE ROASTER
9. STORAGE / HVAC CLOSET
10. ALL GENDER ACCESSIBLE RESTROOM



PROPOSED FLOOR PLAN
 NTS



PROPOSED SITE PLAN



PROPOSED EXTERIOR DESIGN CONCEPT



SAMPLE MENU

CERVEZA

ALL HOUSE BEER 8

LAS PALMAS | 'Table' Petite Saison

4.1% is a crushable farmhouse ale fermented with Voss Kveik. Notes of citrus and straw.

LAS PALMAS | 'Fifty-Four' French Saison

5.7% is our house saison and fan favorite. Hopped with Wakatu, fifty-four has a great yeasty fruitiness & a tropical bitterness.

LAS PALMAS | 'Bloom' Unfiltered IPA

6.1% is a solera IPA that gives off a radiant orange glow. Cloudy yet crisp, Bloom is citrusy and floral on the nose, with a long grapefruit finish.

LA QUINTA | HEATWAVE DESERT ALE

5.9% Alcohol by Volume / 32 IBUs
 Gold - 2017 Best of Craft Beer Awards
 Toasty malt character with a hint of caramel, this beer is slightly darker than your typical amber ale. Generous amounts of Warrior hops provide the bitterness while Centennial and Chinook hops provide aroma.

LA QUINTA | DESERTFEST

(Autumn Seasonal) 5.9% Alcohol by Volume / 25 IBUs with a malty flavor and a clean finish, this traditional German Style Märzen Bier is the perfect thirst quencher for those warm days and cool autumn nights in the desert.

LA QUINTA | POOLSIDE BLONDE

4.8% Alcohol by Volume / 26 IBUs. Gold-2018 Los Angeles Int'l Beer Comp. Poolside Blonde has a light maltiness provided by the Pilsner and Vienna malts. Light straw in color, it has a moderately bitter finish. A true palate cleansing ale.

LA QUINTA | KOFFI PORTER

6.3% ABV / 20 IBUs. Gold-2018 Los Angeles Int'l Beer Comp. Our Koffi Porter is brewed with dark roasted, chocolate and crystal malts. After fermentation, we add locally roasted coffee beans from "Koffi" in nearby Rancho Mirage. If you enjoy coffee, you'll love this beer!

VINO NATURAL BY THE GLASS 13

AKASH | 2019 Estate Cabernet Sauvignon

Wild blackberries, warm from the sun + sweet spice and violet

AKASH | 2016 Cabernet Sauvignon

Deep wild raspberry and pomegranate notes with classic Cab Sauv spice on the back palate.

AKASH | 2020 Blended Rose

You'll find all the weight and complexity of a red wine in this bright, fresh rosé.

BOTTAIA | 2017 Cartuccia White

Medium Body + Well Balanced Acid, Clean, Floral, Rich

TAPAS

Guac and salsa flight 8

A flight of salsas and guac served with house made chips

Chips and salsa 6

House made salsa and chips

Hummus with crudites 6

Crostini With Ricotta 8

Honey and Lemon Zest ricotta with a sprinkle of zingy lemon zest and honey

Stuffed Avocado 7

Stuffed quinoa and black bean salad.

Lox and toast 7

Thinly sliced lox served with sourdough toast

Frijoles Negro 6

Small Bowl of black beans served with multi grain corn tortillas and cheese

Ceviche and tostada 6

Esquite 5

Chopped corn salad

Vision

Coachella General's focus is to prove the viability and success of this concept. Its goals would be to eventually expand throughout the Coachella Valley and beyond. We aim to be the hub of local artisans of beer, wine, foods, and crafts. Not only will there be an extensive vetting process for our vendors, but we also aim to employ like-minded team members who will assist the team and vendors in accomplishing the goals of the owners and the company. We believe that our company's success will be directly proportionate to our team members' work ethic, honesty, commitment, customer service and attitude. Because Coachella General will provide the space for new and exciting vendor showcasing, Coachella General offerings will constantly be evolving and growing, which in turn will attract new traffic and maintain returning traffic.

Management Philosophy

Coachella General believes that next to our customers, business systems are our most important asset. Transparent communication and the seamless transfer of information between management and staff is key to running a successful business. We will meet regularly to review operations and discuss ways to improve the quality of our services, our products, and how to partner with new and exciting vendors. Additionally, we will continually discuss ways to improve our business practices to attract customers, maintain high employee retention, ensure a positive impact on the local community; and we aim to accomplish all of this while reducing costs and increasing profits.

Advertising and Promotion

We will have a grand opening party to promote the opening of the tap room and roastery. We will do a direct mailing of 1,000 names, addresses, and e-mails that Steve Garcia has collected from Sixth Street Coffee and will also contact local businesses and offices. The grand opening will consist of an open house where people will be invited to visit the business, meet the owners/operators. During this event, samples of beer and wine will be served, along with food provided by local food trucks. We hope to utilize the City of Coachella's channels of marketing to get the word out to the local community and beyond.

Customer Service

We believe that our information-driven operation will result in the following benefits of the company;

- A feeling of pride and ownership in Coachella General from its employees
- Independent decision-making for employees requiring minimum supervision
- Highly involved and motivated employees = minimum staff turnover
- Maximum productivity and cost efficiency
- High customer loyalty
- Consistent customer experience, with a high-level of employee training
- Complete customer satisfaction = customer retention
- Maximum profitability

Sample Customer Retention Programs:

- Customer reward programs
- Private party events
- Wine and coffee tastings
- Customer demos and classes
- Free Wi-Fi
- Seasonal drink & menu offerings
- Discounts to members of public service and seniors
- Free access to tables for working and gathering

Sample Business Hours

Roaster (Coffee Roasting)

Monday-Friday: 8:00am to 5:00pm

Tap Room

Wednesday-Friday: 3:00 pm to 10:00 pm
 Saturday: 11:00 am to 12:00 am
 Sunday: 11:00 am to 9:00 pm

Food Trucks

Monday-Friday: 11:00 am to 3:00 pm
 Saturday: 5:00 pm to 10:00 pm
 Sunday: 11:00 am to 7:00 pm

Farmers Market / Vendor Markets (Seasonal)

Saturday: 7:00 am to 11:00 am
 Sunday: 1:00 am to 4:00 pm

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CAPITAL INVESTMENT

Based on historical data from bar sales at AsiaSF Palm Springs and traffic data from Sixth Street Coffee, Teddy and Steve are confident Coachella General will be a success. As the operator, Steve will put in the necessary hours to ensure the success of the business and will take his successful business practices from Sixth Street Coffee and implement them at Coachella General. The business will require no loans. CRA Management, owned by Teddy, will provide the funds for design, entitlements, construction, equipment, startup costs, and operating costs. CRA Management will tap into their professional resources, as needed, to ensure Coachella General is code-compliant, safe, and set up for success. As this is a large revitalization project for CRA Management in a new market, we will work with the City of Coachella to help us offset some costs for building improvements and aid in the local community's support. We estimate the cost of the improvements and startup costs to be approximately \$128,000.

Estimated Costs

Design / Permitting	\$7,000.00
Construction	\$20,000.00
Landscaping	\$8,000.00
Equipment	\$50,000.00
Supplies	\$8,000.00
Inventory	\$5,000.00
Startup Costs	\$30,000.00
Total	\$128,000.00