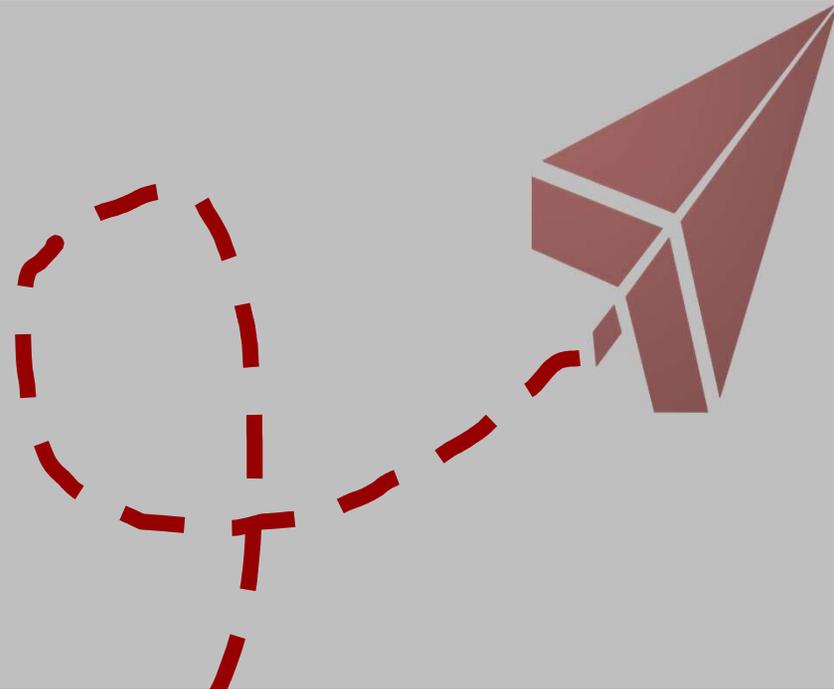


09/2020

# the cheel

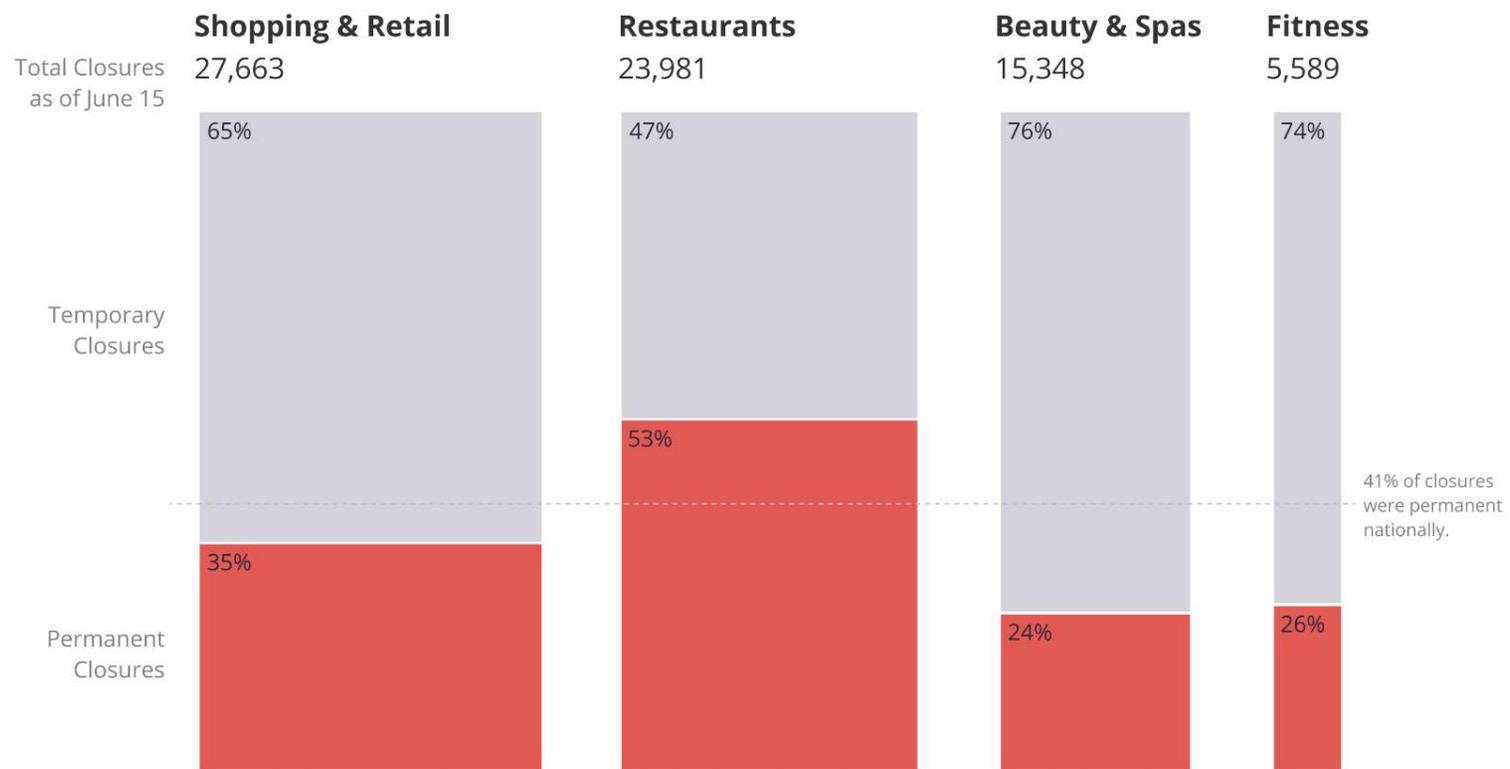
Surviving Through These Tough Times



In early June, we've seen diners seated come back substantially – now down 57% compared to pre-pandemic levels

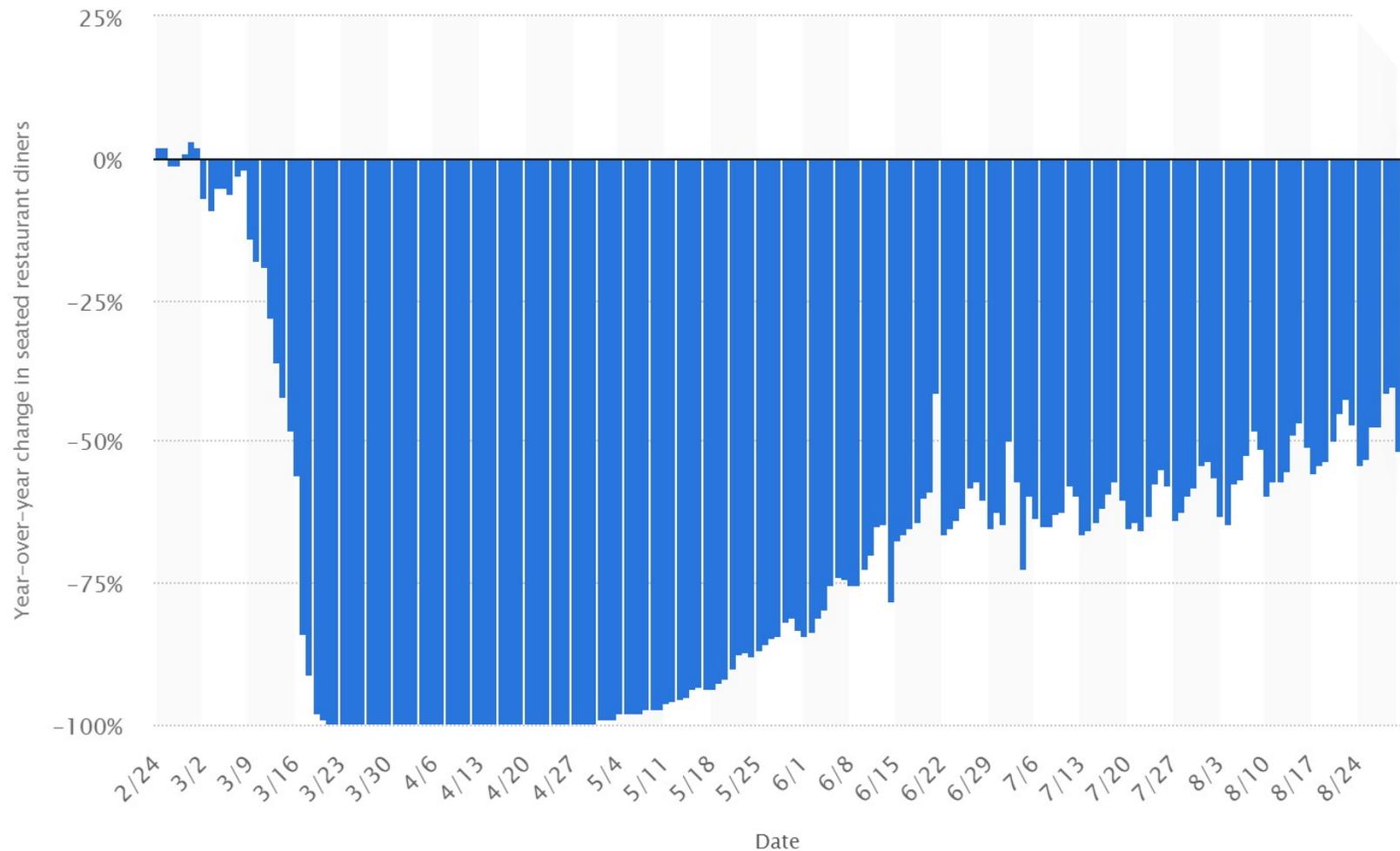
## Restaurants and Retail have been Hit Hardest

Number of businesses marked temporarily or permanently closed on Yelp that were open on March 1



Daily change in seated restaurant diners  
United States  
February 24 to August 30, 2020 - Statista

STATE OF THE  
INDUSTRY



- ✓ **52%** of Americans would feel uncomfortable dining in a restaurant/bar throughout the next season – Forbes/iAuditoe

✓ 85% of independent restaurants could permanently close by the end of the year - The Independent Restaurant Coalition

- ✓ Loss of revenue by 70%  
2019 vs 2020 March through May
- ✓ Socially distance dining – June 2020
  - ✓ Sustain our revenue 2019 vs 2020

## COST OF REOPENING

- ✓ Cost of lost inventory: 70%
- ✓ Opening cost – inventory & COD
  - ✓ \$30,000 (not applicable for PPP)
  - ✓ Plus other loans to cover operating expenses (PPP and EIDL)

# SOLUTION

- ✓ Selling a peace of mind
- ✓ Keeping socially distance dining
- ✓ Perception of outdoor dining
- ✓ Keep the current number of tables while maintaining social distancing

- ✓ Homage to current buildings:
  - ✓ Firehouse:
    - ✓ Diamonds
    - ✓ Door
  - ✓ Fiddleheads:
    - ✓ Same designer: Anna Burns
    - ✓ Taking similar design approach

DESIGN

- ✓ 100% non-combustible construction
- ✓ All egress when open
- ✓ Double access egress in months

DESIGN



DESIGN



# PARKING

- ✓ Required parking per capacity: 56
- ✓ Currently parking available: 54
  - ✓ North of Firehouse
  - ✓ Public Parking on Buntrock
  - ✓ Molyneux Park
  - ✓ Street Parking
- ✓ Additional parking space contract:
  - ✓ Gordie Boucher– 12 space

# DETAILS

- ✓ Bathrooms:
  - ✓ 2 at the cheel
  - ✓ 2 at the baaree
- ✓ Noise
  - ✓ Follow current commercial zone noise ordinance
  - ✓ Beams and Fabrics for absorbing sounds
- ✓ Neighbors

**VISION**

**“Create a safe  
space for guests to  
dine in the winter  
months.”**

**VISION**

**“Create a unique  
space whose usage  
goes beyond  
covid.”**

## RESOURCES

- ✓ [Yelp: Economic Impact Report](#)
- ✓ [Forbes: The COVID-19 Crisis Will Likely Lead To A Massive Shakeout In The Restaurant Industry](#)
- ✓ [iAuditor](#)

**CONTACT  
INFORMATION**

**Barkha Daily**  
**Jesse Daily**  
**Matthew Buerosse**