

# AMI Beachfront Resort and Restaurant

## CONCEPT DEVELOPMENT PRESENTATION





Anna Maria Island Resort

Bradenton Beach, Florida

Concept Presentation

# Introduction

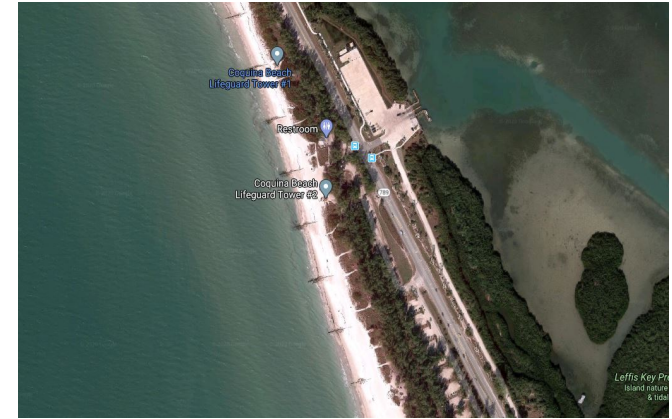
Brian Montanari and Mark-Allen Barnard have been serving up large doses of hospitality for over 35 years of combined experience throughout The Jersey Shore and Florida's Gulf Coast. Having built a reputation and loyal following of designing and operating restaurants that achieve design, function and outstanding service.

Now the journey continues with their first venture into another area of the hospitality field. They will be paying homage to food and beverage service both in casual waterfront sandwich –local seafood family oriented restaurant and an upscale seasonally driven restaurant set on the second floor of a 32 room boutique style resort complex.

The business plan and concept description that follows outlines strategy for this new business enterprise capable of producing a significant return on investment while dominating the Anna Maria beachfront as a destination known for only the highest quality food, beverage and service.

# The Location

- 1360 Gulf Drive South, Bradenton Beach, Florida 34217
- Building currently occupied by Ocean's Restaurant and Captain Jack's Surf Shack
- Proposed 23,585 sq. ft freestanding building with 10,000 sq. ft of outdoor resort amenities.
- 5591 sq. ft of space will house the proposed full service fine dining restaurant.(Includes private dining space.) The remaining 3119sq. feet of casual indoor/outdoor dining and event space fronting the Gulf of Mexico.
- Onsite and offsite parking for 125 spaces and 20 employee dedicated spaces within 2 blocks of the site.
- Located conveniently at the entrance to Anna Maria Island via the Cortez Bridge and Longboat Key Bridge it is only a short drive to all of Manatee and Sarasota counties hot spots.



# Business Goals

- Projected opening in October of 2021
- Establish the Sea Grill brand, products and create traditions on Anna Maria Island.
- Generate over 6 million in sales annually.
- Position as a leader in fine dining, casual dining and private events on Anna Maria Island.
- Achieve 4 Diamond AAA rating and other national accolades.
- Earn industry recognition through innovations such as James Beard and Jean Louis Palladin Foundation.
- Establish the Anna Maria Island location as the “home base / mother-ship” for further brand extensions and growth.

# The Concept

- Build a brand that encompasses the entire spectrum of food and beverage including incredible food and drinks for a number of guest occasions including brunch, casual lunch, full service lunch and dinner, cocktails, private event dining and off site functions. The goal is to serve the local market and to drive food tourism as a destination for high quality food.
- **NAME:** The Sea Grill and The Deck at Sea Grill
- **POSITION:** Top tier fine dining restaurant and casual seafood eatery focused on craft cocktails, artisanal beers and wines.
- **SIZE:** Approx. 5600 sq. ft full service restaurant, kitchen and private event space and 3100 sq. ft of beachfront and private event space.
- **OPEN:** “The Deck at Sea Grill” Monday thru Sunday 10:30 AM – 9:00 PM.  
“The Sea Grill” Lunch- Monday thru Friday 11 AM – 2 PM  
Dinner- Monday thru Saturday 5:30 PM – 10:00 PM  
Brunch- Sunday 11AM-2PM
- **CAPACITY:**  
Restaurant: 108  
Bar: 20  
Piano: 9  
Private: 36  
The Deck: 108
- **KITCHEN** 1st floor – mixture of mobile kitchen and prep/execution area to serve first floor only.  
2<sup>nd</sup> floor- Centrally located “show kitchen” in center of the dining room.
- **CONFIGURATION:** Separate entrances for first floor and second floor restaurants and shared back of house areas

# **Brand DNA**

Innovative

Warm, Full of Life

Seductively Floribian. French/Asian Inspired

Lasting Memories

Champions of Luxury

Gracious

# The Chef, The Bar

Short Bio on Chef and Bar Manager



# Leadership Structure

- The General Manager, Executive Chef, and Bar Manager will serve as the “faces of the brand” and will lead all culinary and beverage operations
- A dedicated operations manager will focus on the day-to-day management and absolute fiscal controls in conjunction with CFO and accounting department.
- Second tier management-sous chefs and restaurant managers will provide seamless execution and responsible controls.



# Competitive Analysis

No specific single competitive operation exists at the present time that offers the proposed mix, price point, or format.

Various business segments of the brand will compete directly with the neighboring business but only on a segment basis, and not as a complete package of products and service offerings.

A clear-cut aspirational model does not exist in the Manatee/Sarasota market, however, analogs by segments exist in parts of Tampa and in other markets through the country. This would include:



There is an excellent opportunity and a market void to be filled by each of the segments of the concept.

# Competitive Analysis Chart

# Competitive Analysis Summery

**COMPETITOR STRENGTHS:** How can they compete, who is “capable” who else would are guest use or share time with us? NEED ANSWERS

**COMPETITOR WEAKNESSES:** How can we exploit what is out there, who can we man-handle in the market, what will we “own”? NEED ANSWERS

**BRAND RECOGNITION:** Which and who will continue successfully based on strength of brand (Colombia, The Sand Bar) and why discuss the strengths of The Sea Grill.

**The Sea Grill ADVANTAGES:**

1. The Gulf Drive Café and Kokonut’s is a heritage brand on AMI already; the brand is known and trusted.
2. The brand offers multiple occasion and dayparts for use. On-site parking and adjacent parking.
3. The Gulf Drive location is ideally positioned in the market.
4. The design, flow, quality of the physical space will be intuitive an loved.

**BARRIERS TO ENTRY:**

1. Significant capital will be required to replicate and complete.
2. The restaurant/bar/casual waterfront/boutique hotel will have significant push back from FEMA and local authorities.
3. We will be at the top of the quality standard with every product and service that we offer.

# Target Market / Needs

Our target market includes:

- Leisure Tourists
- Corporate Tourists
- Manatee/Sarasota Foodies
- Longboat Key Elite – professional and social
- Special Occasion and Private Events

The Heart of this market is comprised of men and women aged 30-65 who seek high quality products with flavors, flair, freshness and innovation.

On the other end of the heart of the market are students, children and families <25 and 50+ who are less often users of fine dining and more frequent users of the Gulf of Mexico view casual dining and bar. This audience seeks “affordable luxuries”, the nostalgia of the Florida Gulf Coast cuisine and high quality products at affordable prices and accessibility.

The AMI market audience members are attracted to local, independent and legitimate operations that can be “their place” in their city.



# Target Market / Needs

Out of town visitors share the same needs, attributes and values, however they seek the connection to both the historic side of “Old Florida” and what is new and hot in the ManaSota area.

All guests place a high value on quality service, design, food and beverages regardless of their occasion or motivation for visiting.

Guests seek to make and maintain connections and have the ability to use the brand as a point of social connection as well as for special food-as-fuel.

The concept provides a place for local ManaSota residents to “show off” what is the best in quintessential Anna Maria Island dining to their family, friends and out of town guests.



# Audience Definition & Motivation

Audience base includes hotel guests as social or corporate visitors to the Manasota area, local business men and women and local residents of both Manatee and Sarasota communities.

These are the people who love great food and who have a passion for eating, drinking discovery and sharing all of this with friends, family, and colleagues.

The guests, as local, are “AMI Proud” and embrace the heritage of our cuisine and Old Florida hospitality.

Guests have an opportunity to use the venue in a number of ways, for a wide range of occasions and at several different price points. It is a gathering point for that “special” treat and a destination for elevated food as fuel.



# Revenue Centers

Catering: TBD

Restaurants\*: Full service Lunch and Dinner: Tuesday-Friday

Full service Dinner; Saturday, Full service Brunch; Sunday

Full service Lunch and Dinner casual gulf view dining; Monday – Sunday

Bars\*: Full service Bar; Tuesday – Sunday & Gulf view Monday thru Sunday

Private Dining: Custom Events day or night seven days

The Chef Counter: Located in the heart of the second floor overlooking the open kitchen – Tasting Menus and Special Events

Dessert Patio\*: Dessert and Coffee; Tuesday – Sunday, Private Parties





# Price Point Assumptions

<b>Catering:</b>	\$TBD
<b>Restaurant Lunch:</b>	\$17 Per Person Average
<b>Gulfview Lunch:</b>	\$12 Per Person Average
<b>Restaurant Brunch:</b>	\$30 Per Person Average
<b>Restaurant Dinner:</b>	\$60 Per Person Average
<b>Gulfview Dinner:</b>	\$25 Per Person Average
<b>Bar:</b>	\$18 Per Person Average
<b>Private Dining:</b>	\$75 Per Person Average
<b>The Chef's Counter:</b>	\$55 Per Person Average
<b>Dessert Patio:</b>	Variable; \$4-\$12 Per Person Average

# Menu Strategy - Restaurant

- “Seductive Floribian, French Inspired” cuisine.
- Epic presentations on classic Floribian/French food you know and love.
- Sensible portions, impeccable quality, modern twist.
- Use of local products, farm to table producers and growers.
- Bias to healthy, fresh, all-scratch, best in class recipes.
- Separate lunch, brunch, Chef Table and dinner menus
- Menus evolve seasonally



# Beverage Strategy

- Dedicated main bar centrally located in the room.
- All menus available to eat at the bar anytime kitchen is open.
- Hand-crafted cocktails including a bias to Bourbons, spiked teas, infusions, stunning glassware and garnishes.
- Extensive Bourbon and Scotch List
- Premium well brands.
- Craft beer, local beer.
- Hand pressed juices and mixes.
- Curated wine list to compliment dinner menu.
- Premium espresso drinks and collected teas.
- Premium cordials and Cognacs.



# Restaurant Service Strategy

- Detailed 5 star service with an emphasis on southern hospitality.
  - Informed thoughtful and professional service team.
    - “Champions of Luxury”.
    - “Gracious and Breathtaking”.
- Clearly the high-water mark and gold standard in Florida dining.



# Captain Jack's Casual Dining Service Strategy

- Fast-casual service model: see it>>want it>>order it>>eat it.
- Clockwise (or left to right) service line for bar and beverage service.
- Beverages are dispensed.
- Intuitive & visually tempting.
- Direct cashier access for to-go ordering and pick up.
- All items are carefully and beautifully packaged for take out.

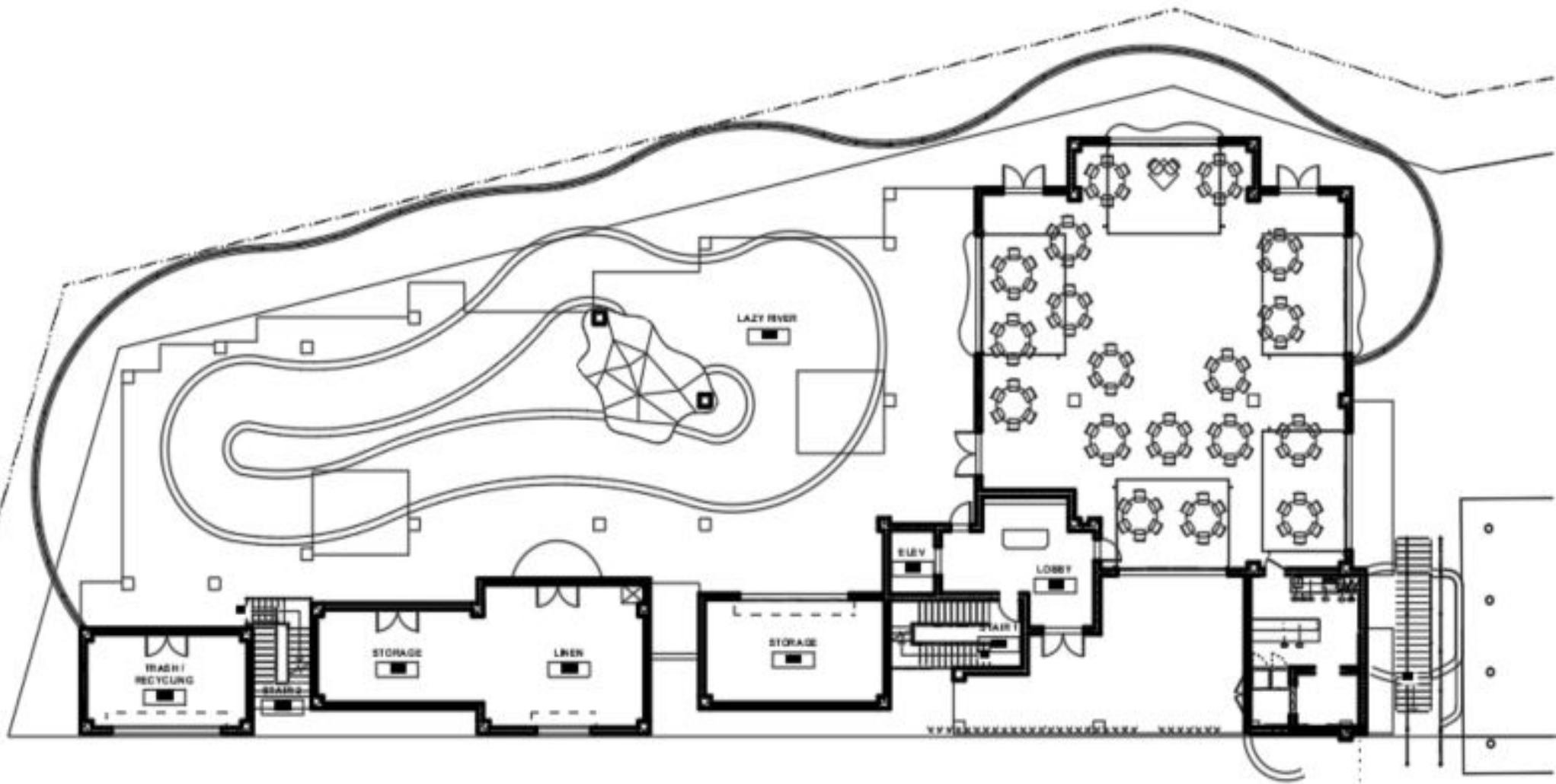


# General Design Intent

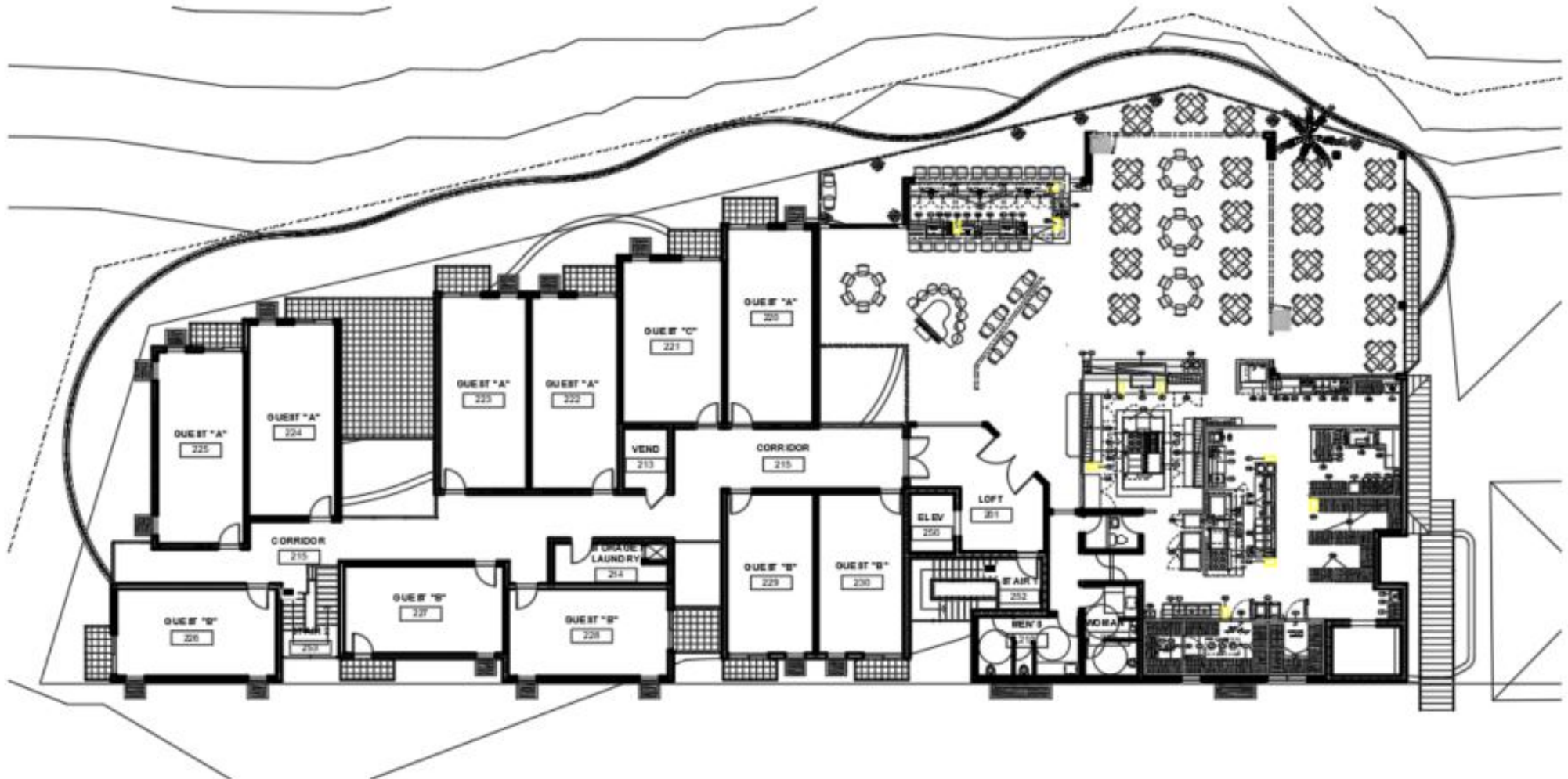
- Improve street presence; create intuitive access and inviting trade dress.
- Create outdoor dining on both restaurant levels.
- Create “one big room” in the restaurant with 360 degree show kitchen and dominate bar area.
- Incorporate reclaimed materials into the design and structural elements and salvaged wood, tin and steel.
- Improve natural light within the space and create inside-outside connection.
- Utilize soft, warm sophisticated color palette with tone treatments and natural gulf accent colors.
- Mix a variety of seating options throughout the space including soft seating options, private space, boardroom table, booths, flex tables, kitchen counter seating and bar seating.



# Floor Plan - Ground Floor

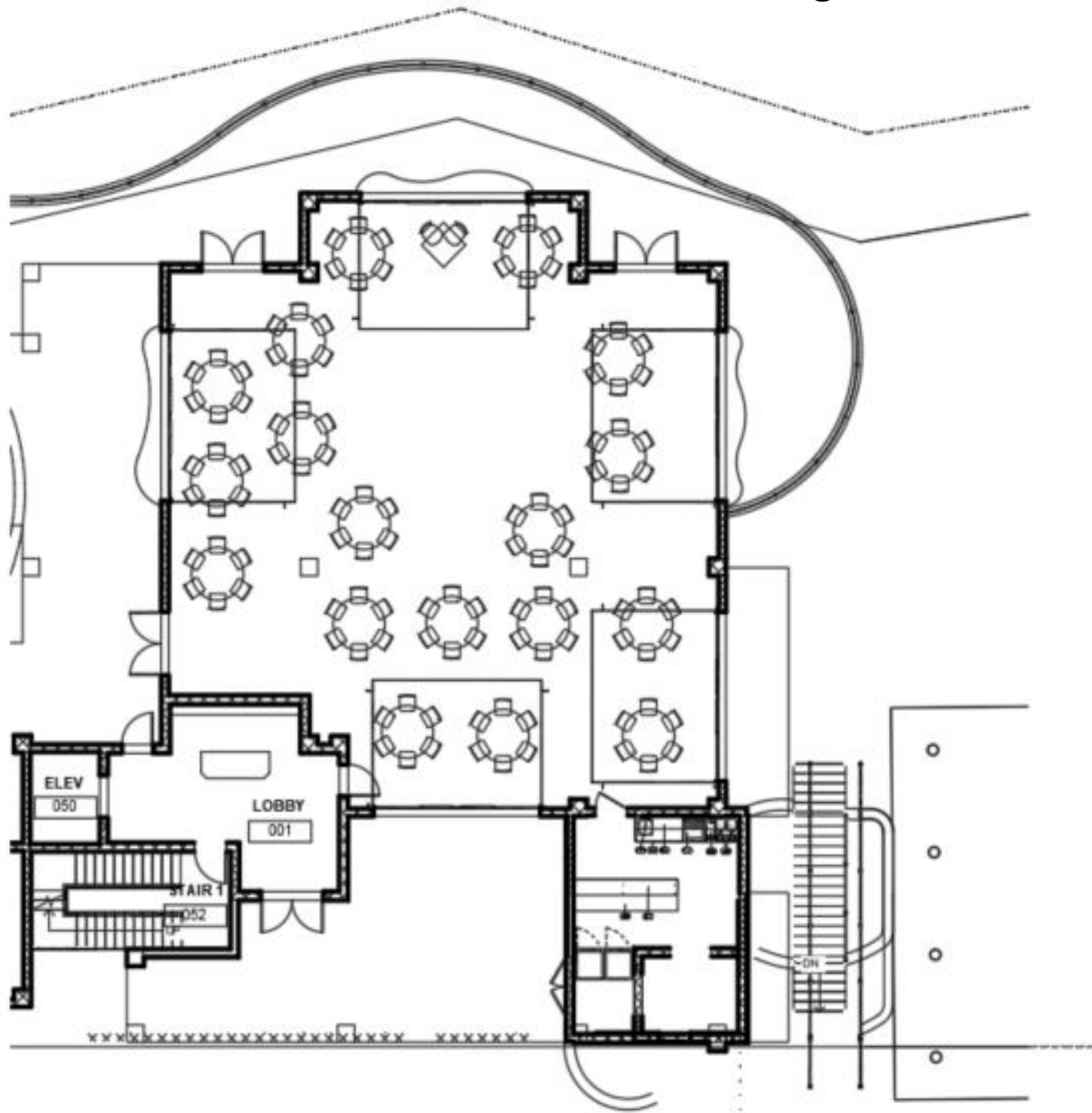


# Floor Plan – Second Level

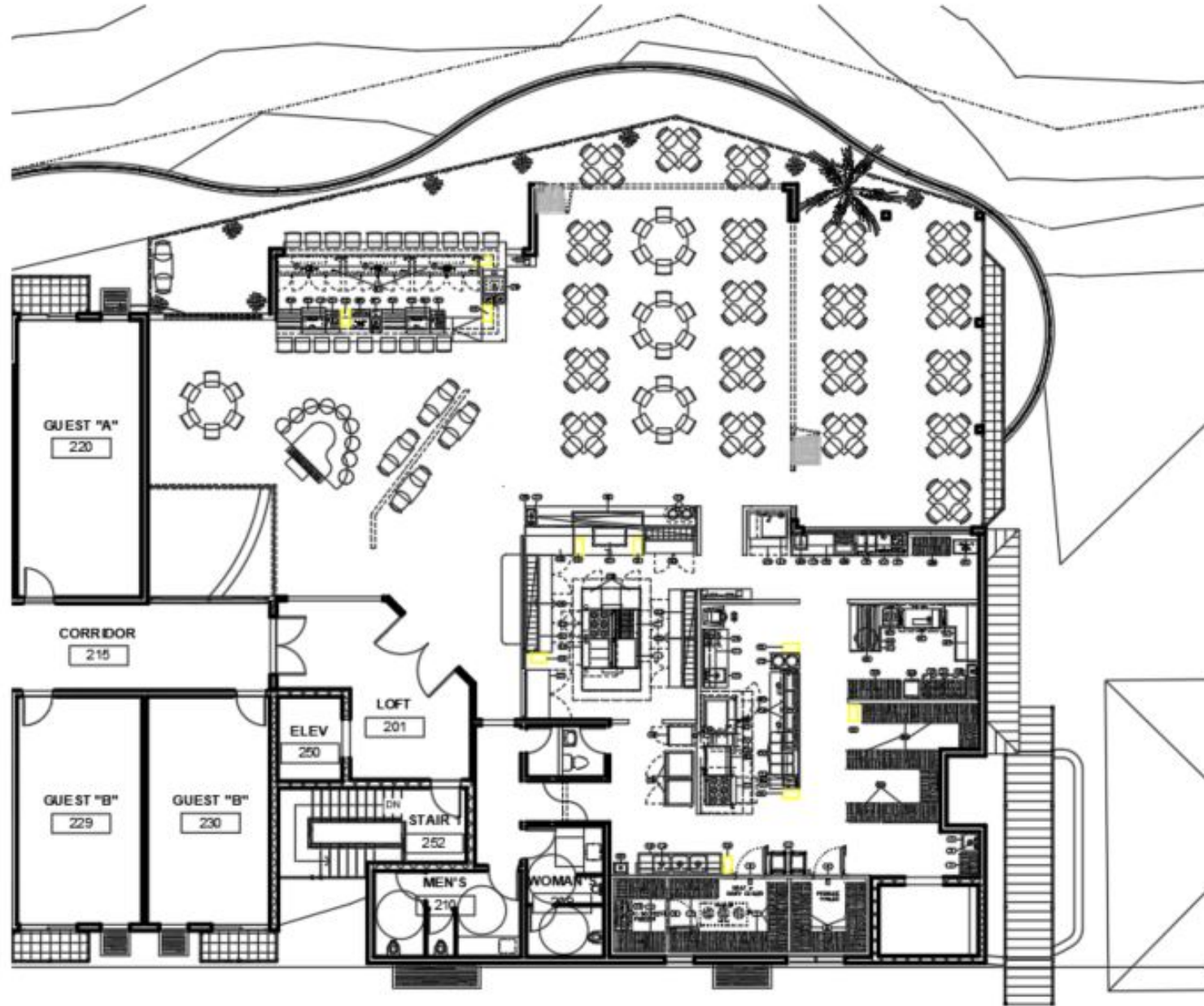




# Floor Plan – Casual Dining



# Floor Plan – The Sea Grill



# Design Elements: Restaurant Exterior



Exterior architectural elements of stacked brick, modern eyebrow treatment and neon sign create a masculine yet seductive façade for restaurants.

Pivot doors create a welcoming indoor – outdoor connection. Backlight metal letters are a subtle way to identify.

Utilizing the timeless design of an older style building also creates a great backdrop for your restaurant.



# Design Elements – Restaurant Interior



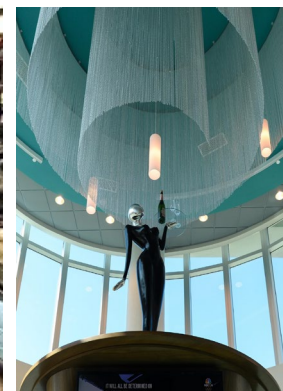
Ombre painted wood mixed with contemporary or reclaimed furniture create an airy yet fresh perspective on Florida style and a marriage between old and new. Wood paneling mixed with graphic treatments also create visual interest, when accompanied with velvet upholstered booths and contemporary marble table tops it creates a rich and sexy atmosphere.



Mood lighting and rich materials such as brass, marble and oil rubbed bronze come together for a sophisticated and decadent space. Incorporating an action station such as a raw bar, butcher, or a dessert station showcase the culinary craft and artisanship.



Dark space, dim lighting and white linens is a distinction of class and help create an intimate interior. Historic detail in millwork mixed with modern elements help create an interesting back bar.



# Restaurant Table Top Items

Style: Elegant, Gracious Luxury.

Glassware: Schott Zwiesel Crystal



Dinnerware: Villeroy and Boch



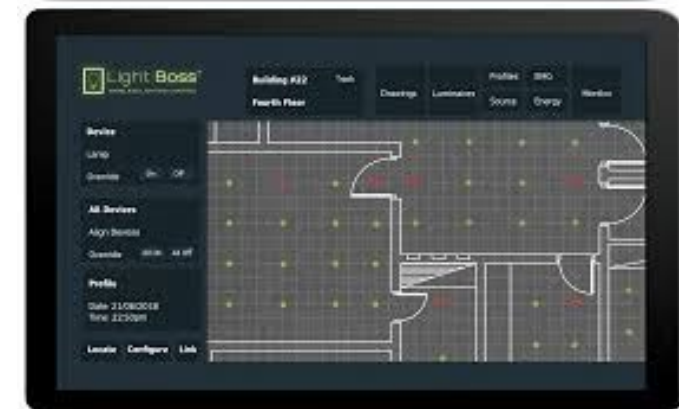
Silverware: Corbey Hall



# Technology and Sound

Seamless, state-of-the-art technology throughout the space including:

- WiFi
- Power outlets & charging points
- HD Flatscreens at outside bars only
- HD projector and screen in private dining room
- High powered sound system with zone and source controls
- All equipment slightly over engineered to produce exceptional quality
- Wireless controls on everything



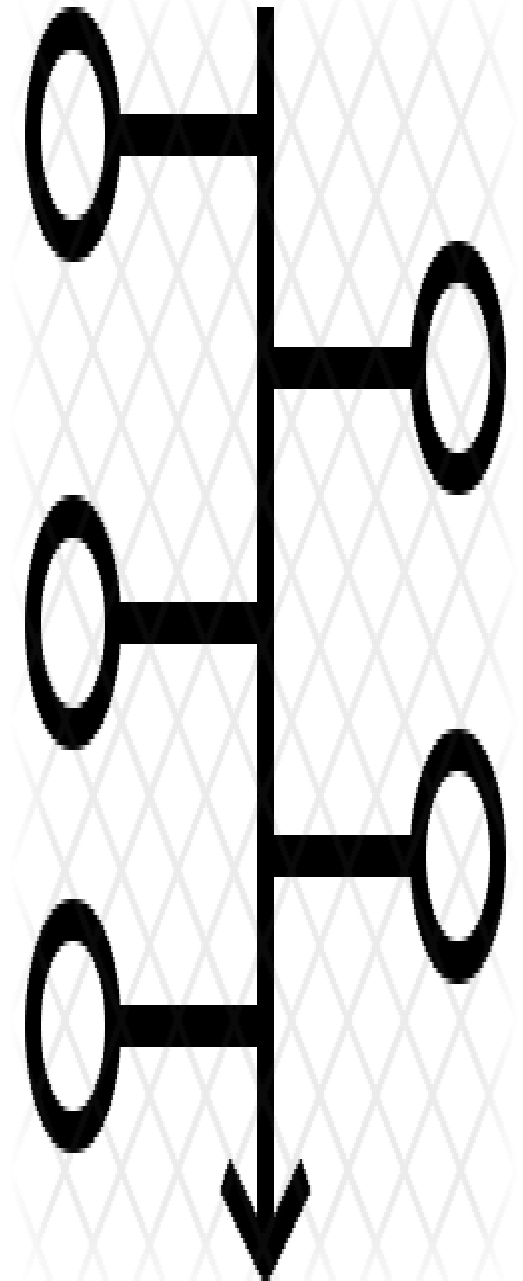
# Marketing Strategy

- Drive awareness through a dedicated public relations firm.
- Host events to showcase the venue with local influencers.
- Create constant presence in social media, blogs and websites.
- Focus limited print media in top two print publications for awareness and positioning.
- Develop comprehensive hotel concierge program to drive sales.



# Development / Construction Timeline

January	Concept Development
February	Design Development
March	Architectural / Engineering Plans
April	Permitting, Bidding
May	Construction
June	Construction
July	Construction
August	Executive Team Search, Installation
September	C.O. , Hire and Staff Training
October	Open to Public





# Key Assumptions

Square Footage (Restaurant Only)	8700
Average Annual Sales	\$6,000,000.00
Food / Beverage	57% Food / 43% Beverage
Sales Per Square Foot	690.00
Food Cost	29%
Beverage Cost	21%
Labor Cost	30%
Occupancy Cost	\$20 per foot (Annual)
Store Operating Profit	20%

# Financial Projections

A Financial Package will be distributed separately outlining:

- Financial Assumptions
- Project Costs
- Food and Beverage Summary
- Labor Model
- 10 Year Profit and Loss
- Balance Sheet
- Projected Cash Flows
- Capital Expenditures
- Income Statement

