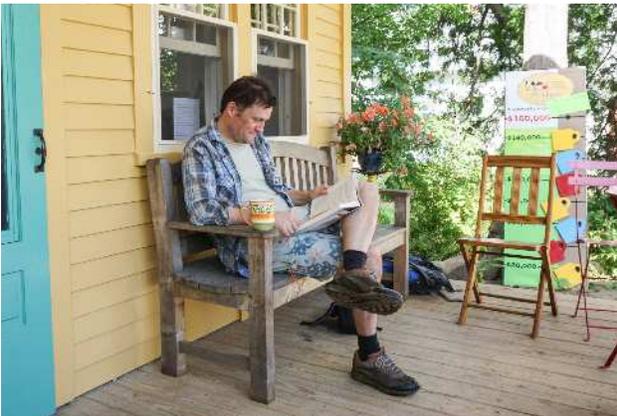


The Peacham Café

A Community Supported Enterprise



Peacham Café Lease Opportunity

Café Lease Available for Community Minded Individual Commencing September 1st, 2021

Introduction

Thank you for your interest in the Peacham Café. In Fall 2014 we opened this community-supported café. The town donated the building, residents gave most of the money to renovate and equip it, and tradespeople donated services from website design to construction.

With no debt, we are able to keep the rent very low to support a café that meets the needs of the community. By minimizing the financial hurdles we want to make it possible for you to both make a living and have a great time providing a vital resource to a small town.

This request for proposals describes the qualities we're looking for from the Lessee and how we will work with her or him. Have a look — and if you think you're right for it send us a proposal with the information we outline. Or feel free to contact us for information or a tour of the facility. Thanks!

Summary

- Café facility is beautiful, historic, and ready to operate. Owned by a local non-profit through a subsidiary created for the purpose,
- Permitted for 14 meals/week, 25 seats.
- Upstairs gallery offers rotating art exhibits and seats 8-10 diners.
- 2019 sales of \$103K. In addition we have identified opportunities for further growth.
- Has built a clientele around breakfast and lunch featuring local and organic ingredients, as well as fresh and frozen staples, snacks, vegetables, and prepared meals.
- Facebook page with 1.6K followers; Google rating 4.8 stars with 16K searches/month; web site with Café backstory, pictures, menus, and so on.
- Lease: rent is kept low to encourage success; 90-day cancellation notice by either party; Lessee pays utilities.
- Lessee and Café Board agree on various community-support parameters, such as offering winter hours.

Owner: Peacham Café LLC

The Peacham Café LLC was formed in 2011 to create a community-supported café and store in Peacham, VT. It is a for-profit subsidiary of Peacham Community Housing; for clarity we refer to the LLC externally as the Peacham Café Board. The mission of the Café overall is:

- To create a financially sustainable, community-supported café and store in Peacham that meets the community's needs for a local eatery, gathering place, and staples grocery; and
- To provide a market for local food producers in Peacham and surrounding communities by selling their produce and incorporating them as much as possible in the café menu.

The LLC consists of six local residents who volunteer their time. We see ourselves as a “nurturing landlord” — doing everything we can to make the Café business successful, and also representing the community's needs and wants.

The LLC:

- Maintains the facility including the equipment it owns and the Café website,
- Coordinates and publicizes exhibitions in the gallery,
- Sponsors advertising in local media such as the Kingdom Guide,
- Assists in setup and maintenance of utilities such as internet and phone service.

Lessee

The Lessee's role is to:

- Provide all food and consumables, locally sourced where possible,
- Clean and maintain the facility,
- Maintain wear items such as tables and chairs,
- Provide dish ware and service items (this is negotiable),
- Maintain an appropriate presence on social media such a Facebook,
- Pay rent to the Café LLC.

The Lessee is responsible for agreeing on key parameters with the Café LLC such as winter hours and Community use of the facility (other than the normal Café operation).

The LLC will review progress and performance at least annually with the Lessee, providing both written and oral feedback, and will touch base monthly.

Café Objectives and Results to Date

Before we opened we defined "success criteria" for the Café. We've listed them here with *comments on how we're doing*:

- "Good coffee, good food, good company". *The biggest deal. People really love their Café.*
- Offer staples such as milk, bread, eggs, and vegetables, as much as possible from local sources. *We exceeded this goal.*
- Offer at least 2 meals per day, with some winter hours. *Four days/week May-December was a good start. We'd like to see more days in summer, and at least 1 or 2 in winter. We're open to proposals to share the facility in order to cover some evenings, or other opportunities for increased revenue.*
- "Appropriate" for Peacham:
 - Embody values of thrift, respect for the earth, and support of local enterprises. *Yes.*
 - Patronized by a broad cross-section of Peacham's community.
 - Following Dept of Health recommendations, such as for COVID-19. *Vaccinated staff.*
- Sustainable:
 - Comply with relevant laws and regulations.
 - Cash-flow positive on an annual basis, at least after the first year. *Yes, IN the first year!*
 - Support a rent that covers direct expenses as well as upkeep of the facility; *Almost; still need additional maintenance reserve.*
 - A pleasant, safe place to work.
 - Provide income to the Manager that meets her or his objectives.

We have also identified opportunities for increased revenue and/or community support:

- Evening hours. Offering Friday dinners or "pub nights" would be both popular with the community and profitable.
- Subscription dinners and catering.
- Take-out and order-ahead. This is a simple extension to POS systems such as Square.

- Sundays In Peacham is a Town-wide initiative working to coordinate offerings such as music, Farmer’s Market, and other activities. For information see <https://peacham.org/portfolio/sundays-in-peacham/>
- Bicycling is a growing area of interest for visitors and locals, and offers possibilities for tie-ins and increased business. The Café has a good bike rack.

Lessee Qualifications

The successful Lessee will have the following characteristics and competencies:

- Experience in cooking and baking, food service operations, and marketing,
- Experience in working with local vendors,
- A passion for food and feeding people - “a Foodie”,
- A friendly, outgoing personality,
- Strong business acumen,
- A passion for the collaborative and cooperative nature of this project and its community-minded mission.

Proposal Guidelines And Requirements

Help us understand who you are, how you will make the café a success (as defined above), and how your experience, education, and personality equip you to do this. In particular:

- Your relevant experience, competencies, and relationships, including your key suppliers or partners if it’s relevant,
- References,
- The main elements of a business plan for your operation of the Café. Detailed Café financial information can be made available to assist you in analysis if you wish.
- Projected hours and calendar, including how you would expand on the past Café hours and seasons. We are open to creative ideas and would welcome discussing these with you.
- Sample menus and if possible, pricing,
- Your marketing strategy, including marketing assistance desired,
- Your commitment to the Café, including the minimum time you would commit to stay in the role.
- Your perspective on facility-sharing to cover increased hours.
- Your perspective on COVID-19 vaccinations for Café staff.

Evaluation Process and Criteria

Please submit your proposal by the close of business on **Friday, July 30, 2021**. The Café LLC will promptly acknowledge all proposals received by that date.

The Café LLC will select several proposals for in-person meetings with candidates. These can be via video if need be, but it would be preferable to travel to Peacham, meet the LLC members (referred to as LLC Managers for legal reasons), and tour the facility.

Contact Information

Please send your proposal to peachamcafe@gmail.com, or by US mail to:

Peacham Café LLC
PO Box 16
Peacham, VT 05862

For more information, such as to see the Café, contact us by email or call Jay Hessey at 802-227-2412.

We are implementing an online gallery of pictures of the Café facility. Check this web address for updates: <https://adobe.ly/3jpO5Mn>