

AGENDA
OCEANSIDE DEVELOPER'S CONFERENCE

Tuesday, June 19, 2012, 9:00 a.m.
Guajome Room

1. 9:00 a.m. - 10:00 a.m. Discussion of a proposed restaurant located at 1101 South Coast Highway.

Zoning: C2 (Commercial General)
Land Use: General Commercial
Neighborhood Area: South Oceanside
Assessor Parcel Number: 152-014-01-00
Contact Person: Kelly Deveney
Tel.: 760.721.2441
Email: kellydeveney@sbcglobal.net

Attachments:

1. Maps
2. Project Description Letter
3. Proposed Elevations

nana doyle's



✿ irish pub ✿

Company Description

Organization

Nana Doyle's Irish Pub will be owned and operated by Kelly Deveney, Angela McDowell and Roger and Aaron Browning. The Browning's bring a combined 45 years of restaurant experience to Nana Doyle's, and are the owners of another successful local pub – the Flying Pig Pub and Kitchen. Angela McDowell, an Irish National, has over 10 years experience managing Irish pubs in Northern Ireland. The business will be operated as either a Limited Liability Corporation (LLC) or an S Corporation.

Location

Nana Doyle's Irish Pub will be located at 1101 S. Coast Highway, Oceanside, CA. It is a free standing building located on the corner of S. Coast Hwy and Eucalyptus Street. The interior is approximately 2500 square feet. The property is owned by Tracy Scheidel and Kelly Deveney who are general partners. .

Capitalization

The proposed restaurant will cost an estimated \$150-200,000 to open.

Business Concept

Concept Description and Statement

Nana Doyle's Irish Pub will be a moderately priced, casual style restaurant serving traditional Irish food and drink with a fresh local approach. The service style of the restaurant will be table service featuring a professional wait staff. A type 47 alcohol license allowing entertainment will be sought. Entertainment would draw a diverse group of diners from the surrounding cities.

The proposed décor for Nana Doyle's Irish Pub can be described as Irish cottage style. The furnishings will reflect the projected image of

the décor and restaurant concept, with imported Irish art and furniture completing the comfortable, rustic feel.

Unique selling points of the restaurant include the fact that it will be the only Irish Pub in downtown Oceanside and the only restaurant/pub in Oceanside featuring Irish food, music and drink.

The planned restaurant will have approximately 50 seats in the dining room, 20 seats at the bar and an additional 10 seats in a proposed outside seating area. Parking for Nana Doyle's Irish Pub will be in the vacant lot located northwest of the restaurant and will include handicapped accessible parking in the existing parking area on the north side of the building. The owner of the vacant lot has been contacted and has agreed to lease space for parking.

Nana Doyle's Irish Pub will be open 7 days a week from 11 a.m. to 11p.m. The restaurant anticipates serving continuously during the lunch and dinner meal periods.

The restaurant should be perceived as a casual-theme establishment appealing to adults and families as well as business and residential customers. The atmosphere at lunch will be comfortable and informal. Average ticket prices for lunch are expected to run \$8-12. The average length of the dining experience at lunch is anticipated to be 40 minutes.

The atmosphere for dinner will vary from lunch by offering an expanded menu plus happy hour. Ticket prices for dinner are expected to range from \$12-24. The dining experience at dinner will be approximately 90 minutes.

As mentioned earlier, the menu will feature traditional Irish cuisine and Irish fare with an emphasis on using local products. Signature dishes will include Corned Beef and Cabbage, Steak and Guinness Pie, Fish and Chips, Boxtys, Irish Nachos and more. The menu will encompass several selections from each of the following categories:

Appetizers – A selection of 4 to 8 appetizers will be offered. They will be items that are quick to prepare. Presentation will be emphasized in a manner that is consistent with the image we are trying to project.

Soups and Salads – There will be one soup of the day, a house salad and 2 entrée style salads.

Sandwiches – We will offer 3-5 signature sandwiches.

Dinner - 5-10 dinner entrees will be offered.

Desserts – Nana Doyle’s Irish Pub will offer 2 to 3 house made desserts.

The owners of Nana Doyle’s Irish Pub intend to set an example for other businesses with regards to recycling. The Bio Fuels Company will be used to pick up and recycle used cooking oil, and every effort will be made to separate and recycle paper, cardboard, plastic, aluminum and glass.

Market Analysis

Stronger Sales

According to the National Restaurant Association, industry sales for 2012 are expected to reach a record \$632 billion dollars in the U.S. That figure represents a 3.5% increase over 2011 sales. Restaurant industry sales account for 4% of the GNP for the United States. In addition restaurant employment growth is predicted to rise by 2.3% - much higher than any other industry.

The financial and popular success of Irish pubs has been phenomenal and Irish pubs are now one of the largest and most prolific casual-dining concepts in North America. In an industry where profit margins can be low, margins in Irish pubs are significantly higher than those achieved within the mainstream casual-dining sector, mainly because of the very high and profitable ratio of beverage to food. Irish pubs also have the ability to attract business during periods when their casual-dining counterparts are traditionally slow.

SALES PROJECTIONS

Nana Doyle's Irish Pub is projected to earn approximately \$800,000 in its first year of business, with projected annualized increases of 4-5%.

Location Analysis

The location for Nana Doyle's Irish Pub was selected because of the market similarities that exist between the proposed location and the target market for the concept. The city of Oceanside has a population of approximately 170,000 according to the U.S. Census Report. The Coast Highway corridor includes a mix of businesses and residences.

The residential population surrounding the Nana Doyle's Irish Pub location is approximately 15,000, and is comprised of predominantly single family housing. Key neighborhoods that are considered vital to the success of Nana Doyle's Irish Pub include; the Seaside Neighborhood, South Oceanside Neighborhood and the beach residences. The average household income in the immediate area is approximately \$59,000.

In addition, surrounding businesses increase the daytime population. Tourism is also a major part of the local economy. The tourist market in Oceanside brings approximately 100,000 visitors annually contributing significantly to the overall economy.

Nana Doyle's Irish Pub should benefit handsomely from the tourist trade due to the unique concept intended to attract visitors.

Competitive Analysis

The proposed neighborhood for Nana Doyle's Irish Pub is occupied by several largely older restaurants. The majority of existing restaurants is comprised predominantly of fast food restaurants or restaurants that cater only to breakfast/lunch diners.

The following chart displays restaurants within approximately a 2 mile range. It includes most restaurants of significance including both limited service and full service establishments.

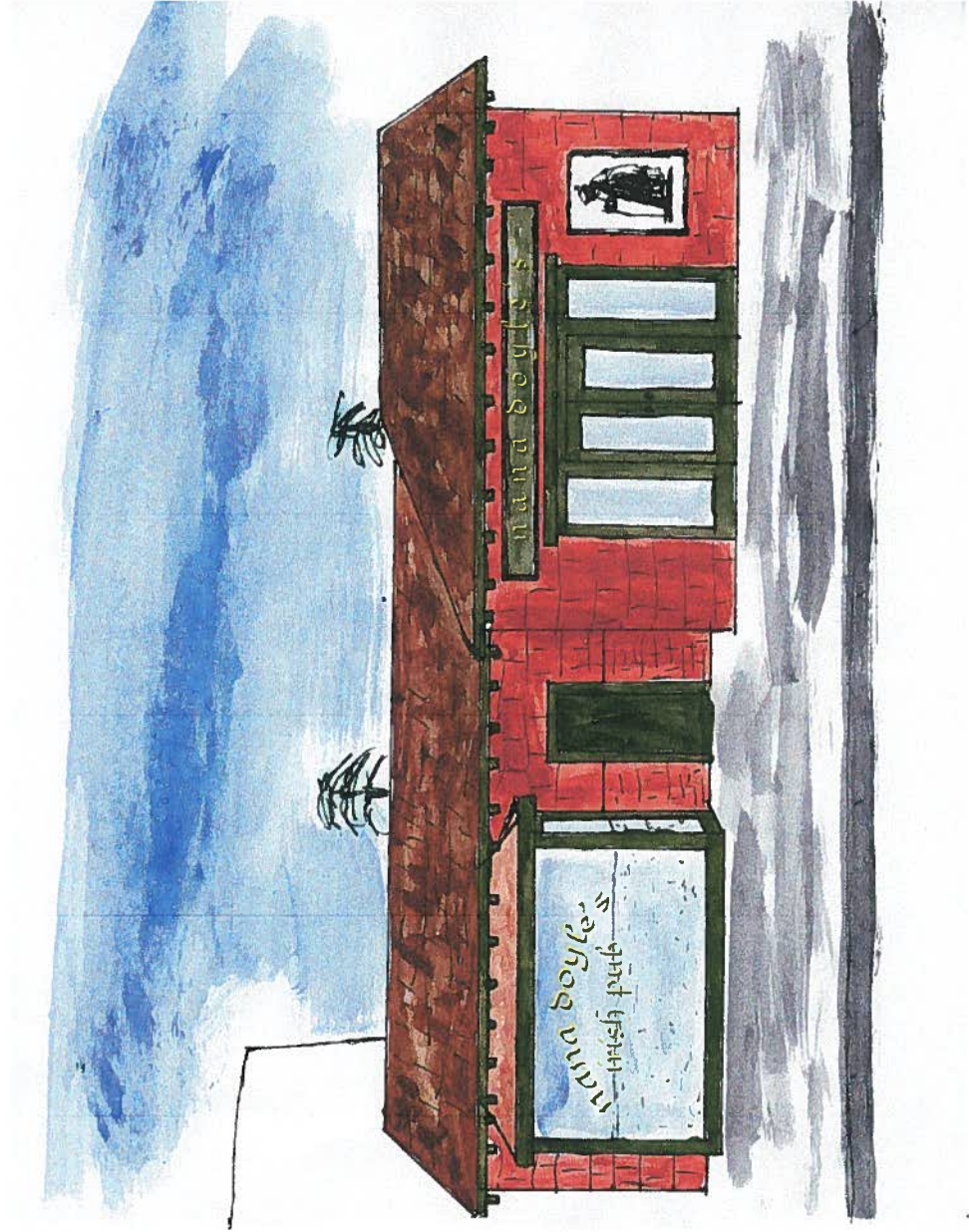
Area Restaurants within a 1 Mile Range			
Name	Type	Brkfst;Lunch;Dinn	Direct Competition
Larry's Beach Club	American bar food	B,L,D	Yes
El Ranchito	Mexican	L,D	No
Angelo's	Fast Food-hamburgers	B,L,D	No
Jennies Cafe	American cafe	B,L	No
Anita's	Mexican	L,D	Yes
Roberto's	Mexican fast food	B,L,D	No
Beach Break	Breakfast and lunch	B,L	No
Bessie's Café	Breakfast/lunch	B,L	No
The Flying Pig	California/slow food pub food	D	Yes
101 Cafe	Breakfast/lunch	B,L	No
Hill St. Cafe	Various,	B,L,D	Yes
Fish Joint	Sushi	L,D	Yes
Carmine's	Pizza	L,D	No
Hosie's Pub	Hamburgers/fries	L,D	No
Breakwater Brewery	Pizza, salad	L,D	Yes

Restaurants that might be considered direct competition for our target market customers are listed in the next table. It is important to note that the restaurants listed are not necessarily similar concepts to Nana Doyle's Irish Pub. However, we feel that we are competing for a similar customer base.

Name	Theme	B; L; D	Check Average	Proximity
The Flying Pig	California slow pub cuisine.	D	\$60	Less than 1 mile
333 Pacific	Fine dining focus on seafood	L,D	\$80	About 1 mile

Name	Theme	B; L; D	Check Average	Proximity
Anita's	Mexican	L,D	\$40	Less than 1 mile
Breakwater Brewery	Brewery featuring pizza, salad	L,D	\$30	1.5 miles
Hungry Hunter	Chain, featuring steak, American	L,D	\$50	About 2 miles
Cabo Grill	Mexican	L,D	\$50	1.5 miles
Veneto's	Italian	D	\$50	2-3 miles
Harney	Sushi	L,D	\$70	1.5 miles
The Lighthouse	Seafood	L,D	\$60	2-3 miles
Dominic's	Italian	L,D	\$60	2-3 miles
Rim Talay	Thai	L,D	\$30	1.5 miles
PCH Pub	Pub grub	B,L,D	\$30	1.5 miles
Hill St./FishJoint	Sushi /various	B,L,D	\$40	Less than 1 mile

Nana Doyle's Irish Pub should be considered unique to its competition because it will be the only authentic Irish Pub offering authentic Irish cuisine in Oceanside.

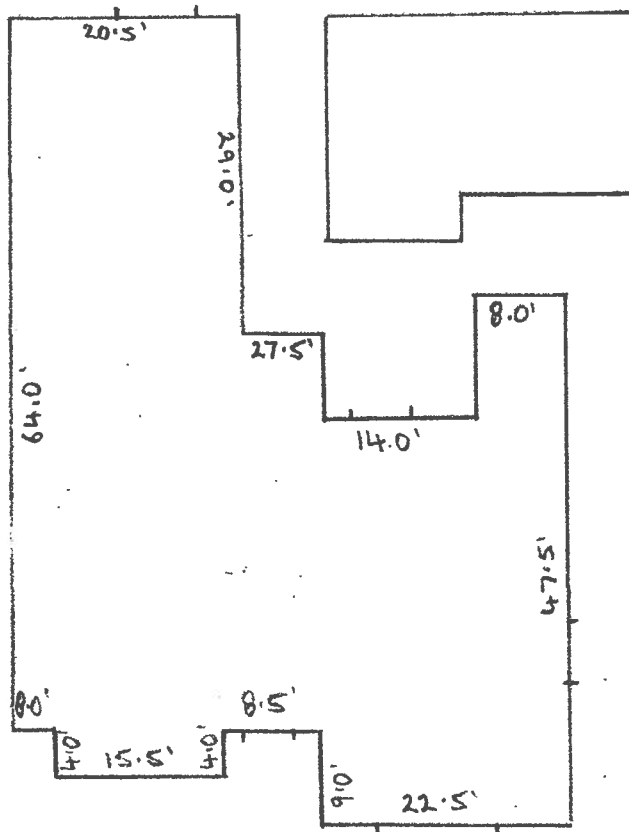


FACING EAST



FACING NORTH

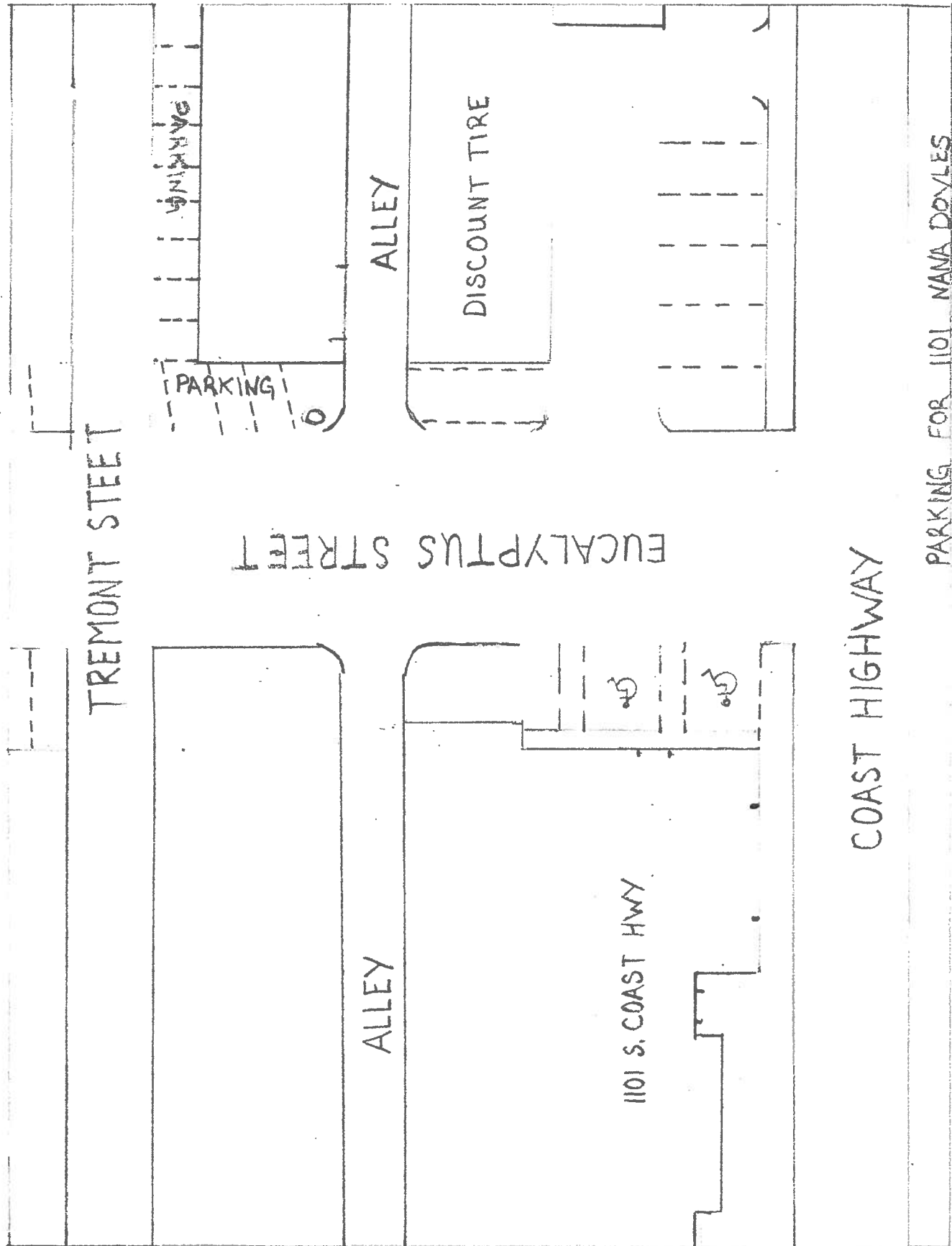
ALLEY



EUCALYPTUS STREET

COAST HIGHWAY

1101 S. COAST HWY



TREMONT STEET

EUCALYPTUS STREET

ALLEY

1101 S. COAST HWY

COAST HIGHWAY

PARKING FOR 1101 NANA DOYLES

N →

PARKING

PARKING

ALLEY

DISCOUNT TIRE