

**City Council
Study Session**

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**Restaurant & Food Business
Incubator Program**

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PROJECT SUMMARY



➤ What is a Restaurant Incubator?

- Business development training & support
 - Education & production space
- Shared commercial kitchen and commissary
- Public-facing dining facility

➤ Objectives

- Focus on Mesa food businesses directly impacted by COVID-19
- Economic development & job creation
- Improve resiliency, success & sustainability
- Provide a long-term pathway to success in Mesa for incubated businesses
- Community partnership

COMMUNITY PARTNERSHIP: LOCAL FIRST ARIZONA

- Developing a local environmentally sustainable economy with an emphasis on equity and resiliency
- Local First Community kitchen at El Rancho: Fuerza Local
 - 2,500 square foot commercial facility
 - Kitchen serves as a community space, incubator, and access point for healthy fresh foods
 - 35 participants currently in kitchen
 - 85 Mesa-based graduates
 - 93 on waitlist
- Restaurant StartUp Bootcamp
 - 120 AZ graduates, 55 Mesa
- Arizona Green Business Program
- Scale Up



LOCAL FIRST ARIZONA

- **Restaurant Incubator: The Community Kitchen**
 - Removing barriers to food business ownership
 - Offering access to commercial kitchen
 - Empowering entrepreneurs to inspire and create new food memories for themselves and their customers
 - Building a network of local producers, processors, artisans, restaurants and foodies
 - Creating a sense of place for Arizona foods
 - Shared sense of “being in this together”
- **Food Hall**
 - Diverse public dining opportunities
 - 5-7 restaurants: 2-3 anchor businesses, 3-4 rotating
 - Option for retail space



LOCAL FIRST ARIZONA

- **Additional Uses for Space that are Tied to Shared Goal**
 - **Classrooms**
 - Fuerza Local
 - Nivel Ejecutivo
 - Scale Up Sustainable Business Program
 - Restaurant StartUp Bootcamp
 - **Offices**
 - For Local First staff and instructors
 - For Food Business Owners
 - **Restaurants and Catering Uses**
 - Tasting rooms for chefs to demo catering packages



ARPA COMPATIBILITY

- **Directly address the negative economic impacts of COVID-19 on local food & restaurant businesses**
- **Qualified Census Tract**
- **Support resiliency & sustainable growth**
- **Increase local employment opportunities**
- **Leverage federal \$ to grow a proven success with non-profit partner**

- **Key Performance Indicators**
 - **Quarterly reporting & annual review**
 - **Job creation**
 - **Revenue growth**
 - **Rental & technical assistance**
 - **Capital investments**
 - **Business expansions**
 - **Food hall attendance**



BENEFITS TO MESA



- Addresses impacts of COVID-19 on local small food businesses
- Resiliency & stability of food businesses
- Promote entrepreneurship
- Local employment opportunities
- Expand micro & small business assistance in Mesa
- Access to culturally diverse dining options
- Contribute to vibrant, uniquely local appeal of Downtown Mesa community

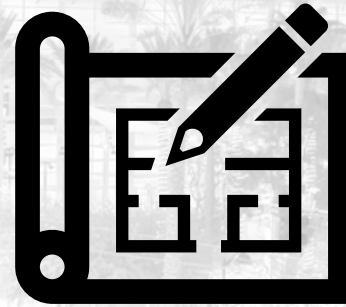
NEXT STEPS



**Identify & procure
property that meets
program requirements**



**Finalize agreement with
community partner
Local First Arizona**



**Complete design &
engineering scope and
cost estimates**



**Return to Council for
action**



DISCUSSION AND DIRECTION