



MERCADO OGDEN

east colfax

stage on which every kind of story has played out, where good and evil rub elbows,
where if you need it, you can find it.

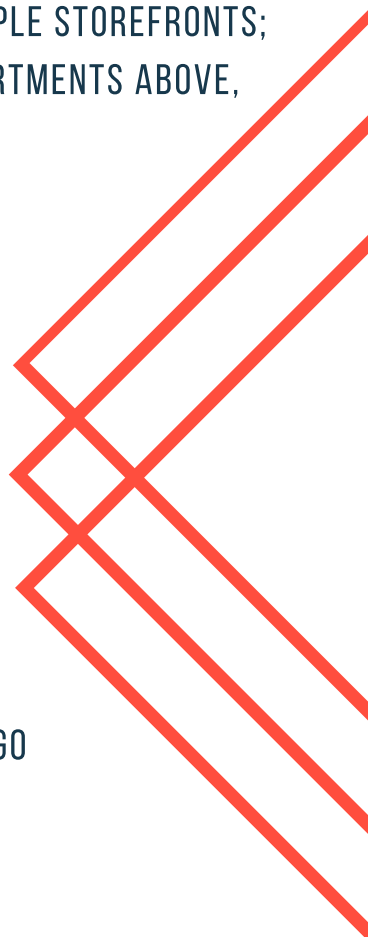
HISTORY

1920's

- AUTOMOBILE PLAYED A SIGNIFICANT ROLE IN THE DEVELOPMENT OF EAST COLFAX AVENUE
- CITY'S FIRST MASTER PLAN DOCUMENT IN 1929 DESCRIBED EAST COLFAX AS "FORMERLY A PRINCIPAL RESIDENTIAL STREET, AND NOW IN LARGE PART ZONED FOR BUSINESS AND THE PRINCIPAL ARTERY THROUGH THE CAPITOL HILL APARTMENT DISTRICT."
- BOOM IN COMMERCIAL BUILDING CONSTRUCTION ALONG EAST COLFAX. THIS EXPANSION WAS DRIVEN BY THE STREET'S STATUS AS A TRANSCONTINENTAL HIGHWAY, GOOD STREETCAR ACCESS, AND BUSINESS ZONING. A VARIETY OF COMMERCIAL STRUCTURES WERE ERECTED ALONG THE AVENUE DURING THE PERIOD: ONE-STORY BUILDINGS WITH MULTIPLE STOREFRONTS; MULTI-STORY BUILDINGS WITH STOREFRONTS ON THE FIRST STORY AND APARTMENTS ABOVE, AND MULTI-STORY BUILDINGS WITH OFFICES AND STOREFRONTS

1930 - 1950's

- RESTAURANTS INCORPORATED EYE-CATCHING ROOFLINES AND UNUSUAL ARCHITECTURE TO LURE PASSING MOTORISTS. SIGNAGE WAS ALSO AN IMPORTANT ELEMENT IN ROADSIDE PROMOTION AND EMPLOYED NEON AND FLASHING LIGHTS TO GIVE THE ILLUSION OF MOVEMENT, AND SYMBOLS (WESTERN THEMES, CROWNS, AND ARROWS) TO DRAW ATTENTION
- LOCALLY OWNED AND OPERATED BUSINESSES STILL PREDOMINATED ALONG THE AVENUE IN THE DAYS BEFORE FAST FOOD CHAINS. DRUG STORE LUNCH COUNTERS AND SODA FOUNTAINS ALONG EAST COLFAX WERE THE PLACE TO GO FOR A QUICK MEAL. THE EARLY POSTWAR ERA SAW A NEED FOR EXPANDED BUSINESS SPACE TO MEET THE DEMANDS OF THE AREA'S GROWING POPULATION



1960 - 1970's

- HEYDAY OF TOPLESS BARS AND SEXUALLY EXPLICIT THEATERS. COLFAX BECAME HOME TO MANY OF THEM.
- PLAYBOY MAGAZINE LABELED COLFAX "THE LONGEST, WICKEDEST STREET IN AMERICA." PROSTITUTION, DRUG DEALING, AND VIOLENCE OCCURRED ALONG THE THOROUGHFARE.

20th century

- COLFAX BUSINESS IMPROVEMENT DISTRICT, \$100 MILLION WAS INVESTED BETWEEN 2000 AND 2005 ALONG EAST COLFAX AVENUE BETWEEN BROADWAY AND COLORADO BOULEVARD, WITH AN ADDITIONAL \$100 MILLION PLANNED OR UNDER CONSTRUCTION
- THE FIRST COLFAX MARATHON TOOK PLACE IN MAY 2006, WITH MORE THAN 6,000 PERSONS PARTICIPATING IN THE TWENTY-SIX-MILE RACE FROM AURORA TO LAKEWOOD.





DEMOGRAPHICS

POPULATION	36,008
HOUSEHOLDS	16,162
FAMILIES	8,000
NON-FAMILY HOUSEHOLD	8,162
AVERAGE HOUSEHOLD SIZE	2
RENTED HOMES	6,548
OWNER OCCUPIED HOMES	9,614
MEDIAN AGE	36.5
MEDIAN HOUSEHOLD INCOME	\$69,967
AVERAGE HOUSEHOLD INCOME	\$119,088

TRAFFIC

EVENT	DATES	TRAFFIC
National Western Stock Show	January 8-27	701,656
Denver Familyfest	February 23	5,000
Rocky Mountain Horse Expo	March 1-3	15,000
Irish Fest Denver	March 15-17	16,000
St. Patrick's Day Parade	March 16	250,000
Collaboration Fest	March 16	5,000
Denver Auto Show	March 27-31	100,000
Rodeo All-Star Weekend	April 12-13	10,000
Monster Energy Supercross	April 13	60,000
Cinco De Mayo Festival	May 4-5	400,000
Five Points Jazz Festival	May 18	50,000
Colfax Marathon	May 18-19	6,000
Denver Day of Rock	May 25	100,000
Denver Comic Con	May 31-June 2	115,000
Denver Chalk Art Festival	June 1-2	200,000
Denver PrideFest	June 15-16	350,000
Series Fest	June 21-26	15,000
Independence Day Eve	July 3	350,000
Slow Food Nations	July 19-21	20,000

TRAFFIC

EVENT	DATES	TRAFFIC
Tasty Colfax	July 24	7,000
A Taste of Colorado	August 31-September 2	500,000
CRUSH Walls Festival	September 3-9	20,000
Great American Beer Fest	October 3-5	65,000
Boo n' Brew Colfax	October 27	5,000
Denver Film Festival	October 31 - November 11	186,722
Denver Arts Week	November 1-9	50,000
Veterans Day Parade	November 9-10	40,000
Denver Parade of Lights	December 6-7	400,000
Bluebird Theatre	January-December	165,000
Ogden Theatre	January-December	288,000
Fillmore Auditorium	January-December	327,600

TOTAL TRAFFIC:

5,524,634

MERCADO OGDEN DNA

BRAND IDENTITY FACETS

LOGO	MARKETING & ADVERTISING
ICONS	ARCHITECTURE & DESIGN
STYLE	OWNER PERSONA

HOME OF THE:

Unexpected, rich history, elevated standards, awe-inspiring, approachable, one-of-a-kind, vibrant, ineffable, masterfully executed, tantalizing, renowned purveyors, irresistible, uncharted, high-quality

WHAT MAKES IT:

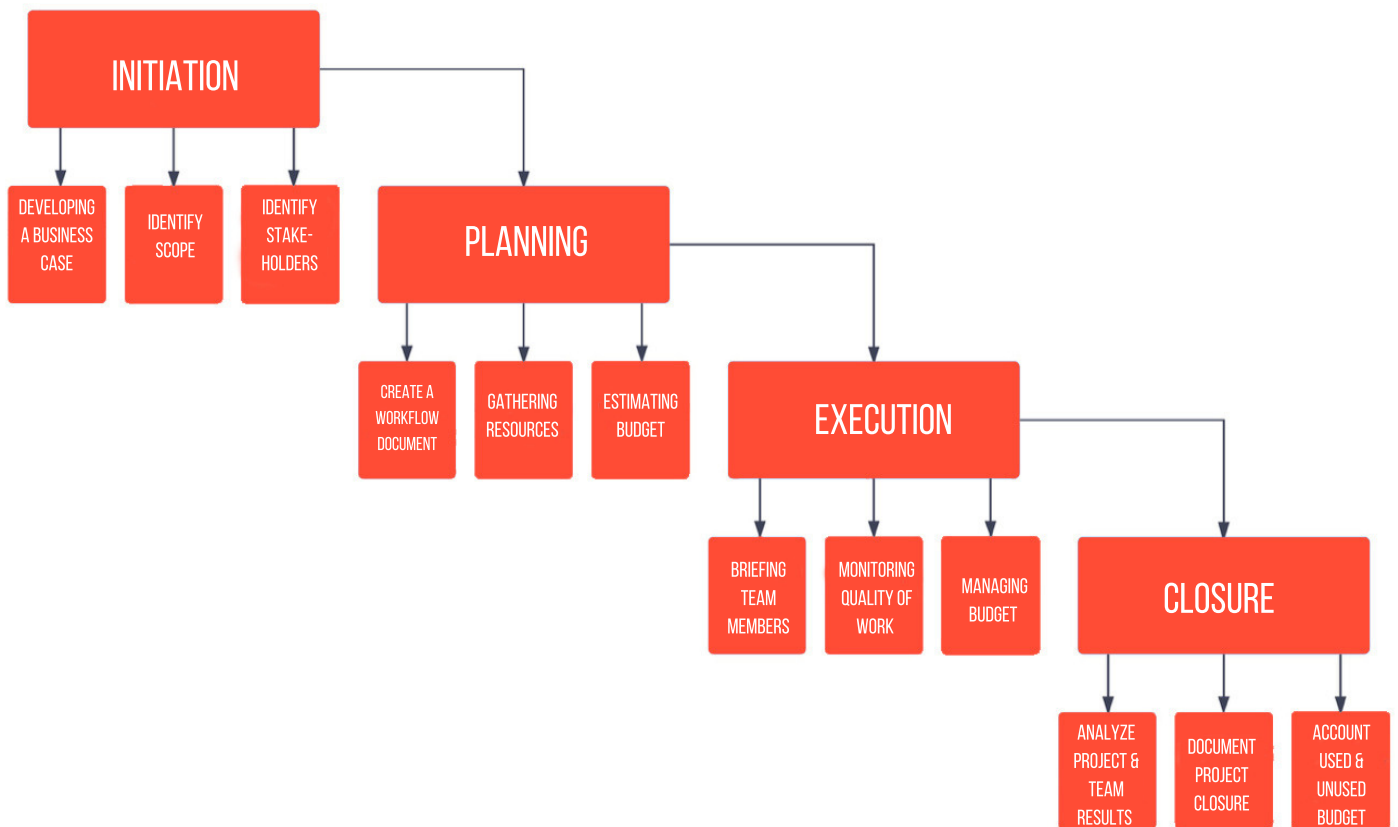
Incorporation of area history, details & design, fresh food, infectious energy, passionate leadership, consistency, diverse & inclusive options in food and beverage, architecture & overall creative design, unexpected details, the consistency/commitment of the brand partners, unexpected elements of change, variety & efficiency, easily accessible, contemporary, unique, original, reliable

WHAT BREAKS IT:

Inconsistencies, food & beverage “flow”, unfulfilled initiatives,

PROJECT MANAGEMENT LIFE CYCLE

No matter the type of food and beverage outlet, there are hundreds of tasks that must be complete before opening your doors. Throughout my career, I've learned that there are many intricacies to work through, so I've absorbed the complex and i've made it feasible. I grasp the project and compartmentalize it into administrative, culinary and beverage components in order to create a seamless result. When it comes to startups, I can instruct you through it, work side-by-side with you, or if you prefer, I can take on the entire project and just hand over the keys when I'm done. My project management cycle is broken down into four phases: initiation, planning, execution, and closure - this ensures the path from fruitful beginning to successful completion.



4 PHASES OF PROJECT MANAGEMENT

INITIATION

UNDERTAKING A FEASIBILITY STUDY – IDENTIFYING THE PRIMARY PROBLEM YOUR PROJECT WILL SOLVE
IDENTIFYING SCOPE – DEFINING THE DEPTH AND BREADTH OF THE PROJECT
IDENTIFYING DELIVERABLES – DEFINING THE PRODUCT OR SERVICE TO PROVIDE
IDENTIFYING PROJECT STAKEHOLDERS – FIGURING OUT WHOM THE PROJECT AFFECTS AND WHAT THEIR NEEDS ARE
DEVELOPING A BUSINESS CASE – USING THE ABOVE CRITERIA TO COMPARE THE POTENTIAL COSTS AND BENEFITS FOR THE PROJECT TO DETERMINE IF IT MOVES FORWARD

PLANNING

CREATING A PROJECT PLAN – IDENTIFYING THE PROJECT TIMELINE & ALL ASSOCIATED TASKS
CREATING WORKFLOW DOCUMENTS OR PROCESS MAPS – VISUALIZING THE PROJECT TIMELINE BY DIAGRAMMING KEY MILESTONES
ESTIMATING BUDGET & CREATING A FINANCIAL PLAN – USING COST ESTIMATES TO DETERMINE HOW MUCH TO SPEND ON THE PROJECT TO GET THE MAXIMUM ROI
GATHERING RESOURCES – BUILDING YOUR FUNCTIONAL TEAM FROM INTERNAL AND EXTERNAL TALENT POOLS
ANTICIPATING RISKS AND POTENTIAL QUALITY ROADBLOCKS – IDENTIFYING ISSUES THAT MAY CAUSE YOUR PROJECT TO STALL WHILE PLANNING TO MITIGATE THOSE RISKS AND MAINTAIN THE PROJECT'S QUALITY AND TIMELINE

EXECUTION

CREATING TASKS AND ORGANIZING WORKFLOWS – ASSIGNING GRANULAR ASPECTS OF THE PROJECTS TO THE APPROPRIATE TEAM MEMBERS, MAKING SURE TEAM MEMBERS ARE NOT OVERWORKED
BRIEFING TEAM MEMBERS ON TASKS – EXPLAINING TASKS TO TEAM MEMBERS, PROVIDING NECESSARY GUIDANCE ON HOW THEY SHOULD BE COMPLETED, AND ORGANIZING PROCESS-RELATED TRAINING IF NECESSARY
COMMUNICATING WITH TEAM MEMBERS, CLIENTS, AND UPPER MANAGEMENT – PROVIDING UPDATES TO PROJECT STAKEHOLDERS AT ALL LEVELS
MONITORING QUALITY OF WORK – ENSURING THAT TEAM MEMBERS ARE MEETING THEIR TIME AND QUALITY GOALS FOR TASKS
MANAGING BUDGET – MONITORING SPENDING AND KEEPING THE PROJECT ON TRACK IN TERMS OF ASSETS AND RESOURCES

CLOSURE

ANALYZING PROJECT PERFORMANCE – DETERMINING WHETHER THE PROJECT'S GOALS WERE MET
ANALYZING TEAM PERFORMANCE – EVALUATING HOW TEAM MEMBERS PERFORMED
DOCUMENTING PROJECT CLOSURE – MAKING SURE THAT ALL ASPECTS OF THE PROJECT ARE COMPLETED WITH NO LOOSE ENDS REMAINING AND PROVIDING REPORTS TO KEY STAKEHOLDERS
CONDUCTING POST-IMPLEMENTATION REVIEWS – CONDUCTING A FINAL ANALYSIS OF THE PROJECT ACCOUNTING FOR USED AND UNUSED BUDGET – ALLOCATING REMAINING RESOURCES FOR FUTURE PROJECTS
BY REMAINING ON TASK EVEN THOUGH THE PROJECT'S WORK IS COMPLETED, YOU WILL BE PREPARED TO TAKE EVERYTHING YOU'VE LEARNED AND IMPLEMENT IT FOR YOUR NEXT PROJECT.

DESCRIPTION OF SERVICES

RESEARCH

Industry and Market Landscape | Consumer Trends and Evolving Dining Behavior | Category and Competitive Landscape

ANALYTICS

Performance Measurement Systems | Matching Performance to Market Conditions | Projections and Forecasts

MARKETING

Strategic Plans and Budget Allocations | Go-to-Market Strategy | Toolkits and Playbooks

COMMUNICATION

Publicity and Earned Media | Reputation Management | Positioning and Key Message Development

OPERATION

Operations Audits and Assessments | Guest Experience Design | Sales Mix and Cost Optimization | Service Time Optimization

EXPANSION

Where to Play, How to Win | Business and Brand Strategy | Feasibility Studies and Business Plans | Investor Presentations and Models

TRANSFORMATION

Renewal and Revitalization | Brand and Portfolio Strategy | Concept and Prototype Development

TECHNOLOGY

Partner Identification & Sourcing | Establishing Business and Technical Requirement | Integration and Implementation Support

PRIVATE EQUITY

Sector Landscape | Investment Thesis Ideation | Commercial & Operational Due Diligence | Post-Acquisition Plans & Priorities | Operating Partner

PROJECT TIMELINE

MERCADO OGDEN OPENING PIPELINE																				
DAYS TILL GRAND OPENING TODAY	#REF!	STAKEHOLDER // SUPERVISOR	STATUS	WEEK #	52	51	50	49	48	47	46	45	44	43	42	41	40	39	38	37
	APRIL 28, 2019			STARTIN G ON	6/10/2019	6/17/2019	6/24/2019													
	DESIGN/CONSTRUCTION/PERMITTING																			
	INTERIOR DESIGN																			
	PERMITTING																			
	-WATER TAP/UTILITIES																			
	-BUILDING PERMIT																			
	-LIQUOR LICENSE																			
	-BUSINESS LICENSES																			
	-CITY SALES TAX																			
-WAGE WITHHOLDING																				
-SIGN PERMITS																				
-VALET PERMIT?																				
HIRE GC																				
CONSTRUCTION FULL (11 MONTHS)																				
Div 02 Demolition																				
Div 03 Concrete																				
Div 04 Masonry																				
Div 05 Metals																				
Div 06 Carpentry																				
Div 07 Thermal and Moisture Protection																				
Div 08 Doors, Windows and Glass																				
Div 09 Finishes																				
Div 10 Specialties																				
Div 11 Equipment																				
Div 12 Furnishings																				
Div 13 Special Construction																				
Div 14 Conveying Equipment																				
Div 21 Fire Suppression																				
Div 22 Plumbing																				
Div 23 HVAC																				
Div 25 Integrated Automation																				
Div 26 Electrical																				
Div 27 Communications																				
Div 28 Electronic Safety and Security																				
Div 31 Earthwork																				
Div 32 Exterior Improvements																				
Div 33 Utilities																				
INTERIOR MILLWORK																				
LIGHTING																				
AV ORDER AND INSTALL																				
SIGNS																				
SAFE INSTALL (CONSTRUCTION)																				

RECRUITMENT

1

SIGNING OF THE RECRUITMENT
AGREEMENT & START OF A
MUTUALLY BENEFICIAL
RECRUITMENT JOURNEY

2

FINDING OUT WHAT YOUR
RECRUITMENT NEEDS ARE
(POSITION, REPORTING LINE,
TIMELINE, SKILLS &
EXPERIENCES)

3

HAND PICKING QUALIFIED AND
MOTIVATED LEADERS &
EXECUTIVES

4

CONDUCTING IN DEPTH
PROFILE REVIEWS,
DISCUSSIONS & INTERVIEWS

5

SHARING SHORT LISTED
CANDIDATES WHO QUALIFY &
MATCH EMPLOYMENT CRITERIA

6

PROVIDING A BALANCED
INTERFACE BETWEEN YOU AND
THE CANDIDATE

PROPOSAL BREAKDOWN

PHASE	ESTIMATED BUDGET
PHASE 01 INITIATION	\$ 20,000.00
PHASE 02 PLANNING	\$ 20,000.00
PHASE 03 EXECUTION	\$ 20,000.00
PHASE 04 CLOSURE	\$ 20,000.00
GRAND TOTAL	\$ 80,000.00

HOW I WORK

projects

Short-term sprints that can be completed in 15-45 days. Strategy sessions, feasibility studies, second opinions, market landscape reports, assessments and advisory not requiring fieldwork, site visits, or more than three (3) Associates to be involved with deliverables presented electronically and telephonically or at my office.

engagements

Typically 6-12 weeks with me as a dedicated Engagement Manager and multi-disciplined team of 5 Associates with requirements for travel, fieldwork and site visits, in-person presentations, and comprehensive work product such as long-range corporate plans, commercial and operational due diligence, and enterprise-level diagnostics and performance optimization program development.

retainers

After the completion of a first phase project or engagement, I typically structure subsequent work for on-going advisory services and implementation support on a retainer basis in 6- 24-month commitments. Dedicated resources and support functions are applied (ranging from the assignment of a support coordinator to an outsourced C-suite executive or in-market practice area leaders stationed at the client location).

partnership

In select cases, I engage on a gain-share basis with blended compensation models that put some fees at risk in exchange for stock, equity, revenue, or profit share. These partnerships fully leverage my know-how and know-who and are often best suited when I serve as an operating partner. These arrangements can be complicated and time-consuming to co-create based on defined targets and timelines, so I usually only move forward with such an arrangement after first completing an initial project or engagement.