

Economic Development Revolving Fund (EDRF)

The Economic Development Revolving Fund (EDRF) for Maui County has been established to assist and help develop the county's economy for growth and the diversification of its job base. Please review the evaluation form prior to writing your application.

APPLICATION FORM

Applicant Name:	<u>Uptown Service Inc.</u>		Date of Application:	<u>06/25/2014</u>
Project Name:	<u>Uptown Car Wash conversion to "Da Car Wash Cafe"</u>			
Point of Contact:	<u>Alvin Makimoto</u>			
Address:	<u>2085 Main St. Wailuku 96793</u>			
Phone Number:	<u>244-0869</u>	Email:	<u>uptown@hawaiiantel.net</u>	
Amount of Funds Requested:	<u>\$225,000.00</u>			
Type of Applicant: (Individual, Corporation, LLC etc.) Check Boxes				
<input type="checkbox"/> Individual				
<input checked="" type="checkbox"/> Corporation				
<input type="checkbox"/> LLC				
<input type="checkbox"/> Other: _____				
Incorporated in Hawaii?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Month	<u>June</u>	Year <u>1980</u>
Do you currently have a presence in Maui County? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>				
If yes, date established	<u>1953</u>	Location	<u>Corner of Main & High Street</u>	

Please include your initial abstract with your completed application.

PLEASE NOTE, ITEMS SUBMITTED SHALL BE SUBJECT TO THE UNIFORM INFORMATION PRACTICES ACT CHAPTER 92F OF THE HAWAII REVISED STATUTES (HRS00092F).

County of Maui

Mayor's Office of Economic Development

RECEIVED AT PEA MEETING ON 7/17/17
from Committee Chair

Economic Development Revolving Fund (EDRF)
APPLICATION FORM

1. Are you currently conducting business in Maui County? Yes ☒ No ☐
2. Will you be conducting the project in Maui County? Yes ☒ No ☐
3. How many employees do you have in Maui County at time of application?
Full Time 22 Limited Duration ☐ Long Term ☒
Part Time 4 Limited Duration ☐ Long Term ☒
4. Hawaii Compliance Express Status: Compliant Yes ☒ No ☐
(Note: If not currently in compliance, your application will not meet funding approval criteria).
5. List other sources and amount of funding or investments you have received or are seeking for this project. Demonstrate proof of minimum one to one matching funds in cash.
6. What percentage of this funding will be used in Maui County? 100%
7. Please provide the Project Plan including the following areas: (10 page limit)
 - a. Goals and objectives
 - b. Statement of work
 - c. Detailed description of work to be performed
 - d. Key personnel and Management team
 - e. Facilities and equipment
 - f. Measures of success
 - g. Describe your marketing plan if needed for this project.
 - h. Describe the company's competitive landscape
 - i. Assessment of growth potential resulting from this project.
8. Which of the public purposes set forth in Maui County Ordinance 3.81.020 will this project address? Please check all that apply and **explain** how the project addresses the purposes checked. (1 to 2 pages)
☐ It will strengthen and diversify the County's economy
☐ Support existing County business
☒ Promote Job Creation
☐ Attract new business, industry, construction and events
9. Describe improvements if any that will create additional real property valuation.
10. Describe, if applicable, the impact this project will have on a geographically underutilized or underserved area in Maui County.
11. What are the key metrics in your organization and field, and how do you anticipate your project will compare to those norms?
12. Are you expecting to have patents, trademarks, copyrights or other intellectual property related to this project? Yes ☐ No ☒
13. Please attach Budget and in a Budget narrative please **explain** each Budget item. (1 to 2 pages)

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STAFF USE ONLY:

Date Abstract Received

4-24-14

Abstract Response Date

4-30-14

Application Received Date

6-30-14

Application Response Date

8-18-14

Uptown Car Wash Conversion Project

Da Car Wash Café

June 2014

I Introduction

Wailuku needs a good gathering place that serves local comfort food and this project will satisfy that need. This exciting project consists of closing the existing car wash tunnel building to house a sit down area. We will be extending the car wash building to create the kitchen area, and will also need to purchase additional kitchen equipment & furnishings.

Frank Makimoto (my father) started the business in 1953 with a (2 pump) gas station and repair shop. The original location was where the State building currently stands. We moved down to our current location on the corner of Church & Main St. in 1960. He built a full-serve gas station with a 5 bay repair shop. My father was always looking to diversify the business in order to satisfy his customers' needs. First, he added a towing service. Then he added a U-Drive service. He wanted to give tourists a less expensive option, when renting a car. He even added rental campers for a time.

In 2005, I renovated the repair shop building to the convenience store w a kitchen and a separate car wash, again to meet our customer's needs. We currently serve, take-out breakfast and lunch. We also make to-go bentos, salads, sandwiches, desserts and other prepared foods. We have established a strong and loyal customer base. Our customers have been asking for a place to sit down and eat, for years. This expansion will allow us to do that and more.

II. Job Impact of Project

Creation of Jobs

Uptown Chevron Food Mart currently employs 24 great people. The expansion to the will create at least 15 more jobs. The positions would include: a restaurant manager, chefs, prep and line cooks, shift supervisors, along with kitchen help, cashiers/order takers, and servers.

Type of Jobs

Uptown Chevron offers competitive pay, medical benefits, employee discounts, and profit sharing. Most importantly, we have created a clean, fun, friendly, family feeling place to work. The existing kitchen in the food mart will require an assistant manager responsible for creating grab and go along with healthy food offerings. We will need 6 more kitchen help people to prepare the food and take orders, in the existing kitchen.

The Car Wash Café will have a manager and shift supervisors to run the operations. We will need 12 kitchen help people to prepare the food and 6 cashiers/servers who will take orders and attend to the customers. We plan to hire a baker who currently uses the Pono kitchen and sell her products at our café. Our cashiers/servers will also be required to serve beer and wine. We anticipate hiring more staff as we grow. The manager position will be a living wage job and I anticipate creating more living wage positions, as we grow.

III. Project Plant

Business Plan

Our project plan will consist of adding a 1,200sf building extension to the car wash entrance (Please see drawing). This extension will house our kitchen, storage area and restroom. This will create more space than we currently have which will allow us to increase our production and efficiency. We also plan to upgrade our existing kitchen equipment, which will help us expand our menu offerings. We will need a 6-burner stove w/grill, larger flat top, double stack baking oven, refrigerators, freezers and prepping tables.

We also plan to add a 350sf screened outdoor seating area to the car wash exit to give our dining customers a choice to sit outside. We will need to decorate and furnish the sit down area.

We plan to serve breakfast, lunch and dinner in the restaurant. This expansion will allow us to expand our menu offerings, create a catering menu, and come up with take home prepared meals.

The tentative name is "Da Car Wash Cafe". Some other plans are to offer the cafe as a meeting room and to host private events.

The kitchen in the convenience store will become our quick serve kitchen. This will allow us to offer 2 different kinds of food offerings to our customers. The convenience store kitchen will offer grab & go items along with healthier options such as a juice bar, and made to order sandwiches and salads. This expansion will also allow us to respond better to customer requests for snacks, to take on field trips, and sporting events. We will then be able to work on producing our own signature food items, such as lunchables, wraps, sushi rolls, and specialty desserts.

(Please see Budget document)

Financial Strength

Since the beginning of our 2012 fiscal year to today, we have increased revenue produced from our kitchen by 40%. This is due to making changes in our management team and hiring another experienced cook.

We are currently installing a Point of Sale system. This system will speed up our order taking and give us the ability to measure, monitor, and manage the kitchen sales and inventory.

Our goal in the next 6 months is to implement an afternoon/dinner menu, which will increase our revenue. This is in preparation for the opening of the Café. Insuring that we have our staff hired and trained. Also to have our customers aware that we will have the same schedule when we open the Café.

Our financial assets are the land valued at \$1,210,300 and building valued at \$450,700.

Competitive Landscape

Our greatest competitive advantage is our central location and friendly service. We have a high volume of walk in traffic along with drive in traffic. Wailuku has very few dining options and our Café will fill that need. We offer great value as we serve good portions and competitive pricing. Our other strength is our menu. We have a variety of local food that our customers like and we can change our menu quickly to offer new dishes or food fads. Proof of that is positive comments on social media on our food and service along with people coming up to us as we go about the community and telling us how they love our food.

Customers coming in our store to purchase our food offerings also help to increase our store sales.

Target Market

Our customer base is made up of parents and children on the way to school, people going to work for coffee and breakfast, people from nearby office buildings getting lunch and snacks, people driving in to pick up their lunch, afternoon people going home getting food and drinks. The café will allow us to greatly increase our lunch customers'. We will finally provide our customers with a comfortable place to sit and eat, something they've been requesting, for years. We also plan to expand our breakfast menu, this will allow us to become a popular breakfast option and attract new customers.

Our future target will be: tourists', small and private parties, meetings, venue to host non-profit organization fundraisers, and a centrally located social gathering place.

Marketing Plan

We have been advertising on the radio for over 10 years and currently announce our daily menu along with weekly contests that give free plate lunches and gas as prizes. We will use the airtime to announce our café and daily offerings. We are already informing customers of our plans for the café and everyone is favorable and excited about the idea.

We already have an Uptown Chevron website which we will modify to showcase the café. Face Book is already used for announcements and daily lunch specials. I plan to purchase ads in Face Book and Yelp to announce the café. I will also explore other means of social media to spread the word.

Long Term Growth & Success

We already have a strong loyal customer base and hope to grow that by being able to accommodate customers with food allergies such as gluten free menu items'. We would also like to be able to offer a health conscious menu. In the future, we would like to be able to use local farmers and vendors to supply our kitchen.

We are always changing our menu to accommodate customers' requests and will continue doing so. We are installing a Point of Sale system for our current kitchen. This will speed up our order taking. It will also provide valuable, accurate information that will be used to plan our menu and will also increase our efficiency.

Our current management team is responsible for our 40% growth in kitchen sales and we plan to train and hire supporting staff to fulfill our transition to the Café. We are already working on plans and procedures to maintain our food quality and service so that we may continue to satisfy the needs of our customers. We are excited, thinking about working in a spacious, efficiently planned kitchen, and seeing our customers enjoying our food sitting down in our Cafe. We project our sales to double in 1 year, with our increased efficiency, ono food, and comfortable seating.

IV. Management Team

We have a strong management team that works well together. Alvin Makimoto has been the owner/manager since 1990. Cindy Makimoto was the manager for Pizza Hut restaurant in Kahului.

Cheryl Mendez has been the manager for various retail stores. Ava Kin Choy has worked at Dani's Catering. We use our different strengths to make a strong team. This team and the changes we implemented have allowed us to increase our kitchen revenue by 40% since the beginning of our 2012 fiscal year.

V. Proof of Matching Funds

We have already started the process to secure the matching funds with Scott Sakakihara of Central Pacific Bank. Scott also feels that this project is great addition to our business and Wailuku Town.

(see attached letter from Central Pacific Bank)

VI. Community Impact

We are working on revitalizing Wailuku and hope this addition of Da Car Wash Café to Uptown Chevron is a step in that direction.

It will provide a good, family owned, local restaurant to serve their dining needs now and in the future

VII. Property Tax impact

Improvements will increase the property value and tax base.

Uptown Chevron Food Mart & Car

BUDGET

6/30/2014

Planned project capital costs	Expenses	County	Matching	Total
Point of Sale equipment	\$ 9,000	\$ 4,500	\$ 4,500	\$ 9,000
Construction costs	\$ 180,000	\$ 90,000	\$ 90,000	\$ 180,000
Design	\$ 40,000	\$ 20,000	\$ 20,000	\$ 40,000
Engineering	\$ 90,000	\$ 45,000	\$ 45,000	\$ 90,000
Permits	\$ 25,000	\$ 12,500	\$ 12,500	\$ 25,000
Equipment all kinds	\$ 80,000	\$ 40,000	\$ 40,000	\$ 80,000
Furniture & Fixtures	\$ 11,000	\$ 5,500	\$ 5,500	\$ 11,000
Insurance & soft costs	\$ 15,000	\$ 7,500	\$ 7,500	\$ 15,000
		\$ -	\$ -	\$ -
Total	\$ 450,000	\$ 225,000	\$ 225,000	\$ 450,000

Budget Narrative for Uptown Chevron project:

Construction cost will consist of the following:

- Removing the car wash equipment
- Closing and sealing the drains
- Leveling of the floor
- Constructing the 1,200 sq ft addition for kitchen area
- Constructing the 350 sq ft outdoor sitting area
- Constructing the interior of the café
- Constructing the connection to the existing grease trap
- Constructing the connection to the sewer

Design Cost:

- Kitchen consultant to design kitchen equipment interior
- Interior consultant to design café layout & design

Engineering Cost:

- Architect fees
- Structural, Mechanical, Electrical, Civil, Landscape Engineer fees

Permits:

- County Permit Fees
- Consultant for MRA Review Process

Equipment:

- Exhaust hood
- Fire Suppression System
- 3-compartment sink, table, hand sink
- Hot water heater
- Stove, Oven, Griddle, refrigerators & freezers

Furniture & Fixtures:

- Tables & Chairs
- Interior lighting &

Insurance & Soft Costs:

- Additional restaurant & liquor insurance
- Licenses
- Legal fees to form new LLC & liquor license

JUNE 16, 2014

