



City of Columbus Redevelopment Commission



Application For Columbus Riverfront District Permit

This ownership entity is: (Check one)

- Ownership options: Sole Owner, Simple Partnership, Corporation, Limited Partnership Municipality, Limited Liability Partnership Club Association Refund, Limited Liability Company Club Corporation.

Information Type: (Check all that apply)

- Applicant types: Property Owner, Tenant/Lessee.

Name: Le Petit Caraibes
Address: 412 Washington St, Columbus, IN 47201

Phone No.: 812-374-8096 Fax No.:

E-mail Address: dennis\_r26@yahoo.com

FOR OFFICE USE ONLY
Date received: 5/11/15
Reviewed by: [Signature]
Date reviewed:
Local Board hearing date:
Commission approved:
Remarks:



Additional Types: (Check all that apply)

- Applicant types: Property Owner, Tenant/Lessee.

Name: Douglas Roberts LLC (Dennis Roberts + Rawle Douglas)
Address: 3367 Berkshire Pl, Columbus IN 47201

Phone No.: 812-374-8096 Fax No.:

E-mail Address: dennis\_r26@yahoo.com

- Applicant types: Property Owner, Tenant/Lessee.

Name: William Greg Fox
Address: 9891 W Shore Dr Columbus IN 47201

Phone No.: 313-6310 Fax No.:

E-mail Address: the.foxes@comcast.net

**Property Information:**

Property Size: \_\_\_\_\_ acres or 2950 square feet

Zoning: CD

Address: 418 WASHINGTON ST Columbus IN 47203  
(number) (street) (city) (state) (zip)

Or General Location (if no address has been assigned provide a street corner, subdivision lot number, etc):  
\_\_\_\_\_

Property ID Number: 03-95-24-340-001.100-005

**Please answer the following questions as Appendices:**

1. Describe how the restaurant will draw people to Columbus and, specifically, the riverfront area?
2. Describe how the restaurant focuses on a dining and entertainment experience rather than an alcohol consumption experience?
3. List the number and the nature of the jobs added to or retained in the Columbus employment base?
4. What type of reputation does the Applicant have in the Columbus community and, if from other than Columbus, the Applicant's reputation in other communities? Explain.
5. What kind of control and participation do the owners have in the day to day operation of the business?
6. What is the history of the operation?
7. Please include a business plan that includes financial and ownership strengths.
8. Submit a plan that includes the size, floor plan, and layout of the restaurant and exterior dining areas, if any.
9. What, if any, plans are there to improve the facility in which you will operate with the nature and architecture of the riverfront area?
10. What physical improvements, if any, are you making to the restaurant?
11. What is the expected timetable for work and business commencement?
12. Please outline any other factors which may aid the Redevelopment Commission in the consideration of your application.

## Appendices

1. We believe our restaurant concept is the only one of its kind in Southern Indiana.
2. Our restaurant will provide a festive atmosphere that's main focus will be on the delicious food combinations we will have. We are also going to be bringing in live Caribbean bands.
3. We plan to employ 6 to ten people with 4 full time and six part time.
4. I have been involved with the Columbus Enrichment Program at 2<sup>nd</sup> Baptist. I was born and raised in Columbus Indiana and am looking forward to promoting more charities and fundraising through our business.
5. We will be involved in day to day activities and actual training of employees along with all of the book keeping. We will be directly participating in day to day operations every day.
6. We have been developing the plan for this restaurant for 7 years. This is our first venture.
7. Attached
8. Attached
9. As we get up and running our plan is to continue to improve the landscape of the business. We plan to use new art and up to date design in order to enhance the district.
10. We have upgraded paint, flooring, walls, and outside sitting area will be completely redone.
11. Expected timetable for opening is May 28<sup>th</sup>.
12. We are just extremely excited to give this experience back to the community that has given us so much. Looking forward to using this business to add to the already thriving downtown Columbus area and giving back to the community.

Permits are not transferable, not portable within or without the district and any renewal are subject to compliance with the terms of these local rules and any agreement negotiated with the Redevelopment Commission. The permits shall not be pledged as collateral or subject to any lien, judgment, property settlement agreement, or third party claim.

Applicants receiving three-way licenses within the District will be required to sell a minimum of \$150,000 in gross food sales annually. As part of the yearly license renewal, applicants will have to demonstrate that this requirement has been met at the location for which the license has been granted.

**Supporting Information:**

- please include 8 hard copies of the application for review.
- Include appendix
- complete the checklist.

**Applicant's Signature:**

The information included in and with this application is completely true and correct to the best of my knowledge and belief.

  
\_\_\_\_\_  
(Applicant's Signature)

5/11/15  
\_\_\_\_\_  
(Date)

**Property Owner's Signature** (the "owner" does not include tenants or contract buyers):

I authorize the filing of this application and will allow the Columbus Redevelopment Commission to enter this property for purpose of analyzing this request.

  
\_\_\_\_\_  
(Owner's Signature)

5/11/15  
\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Owner's Signature)

\_\_\_\_\_  
(Date)

**Columbus Redevelopment Commission  
Columbus Riverfront District Permit Checklist**

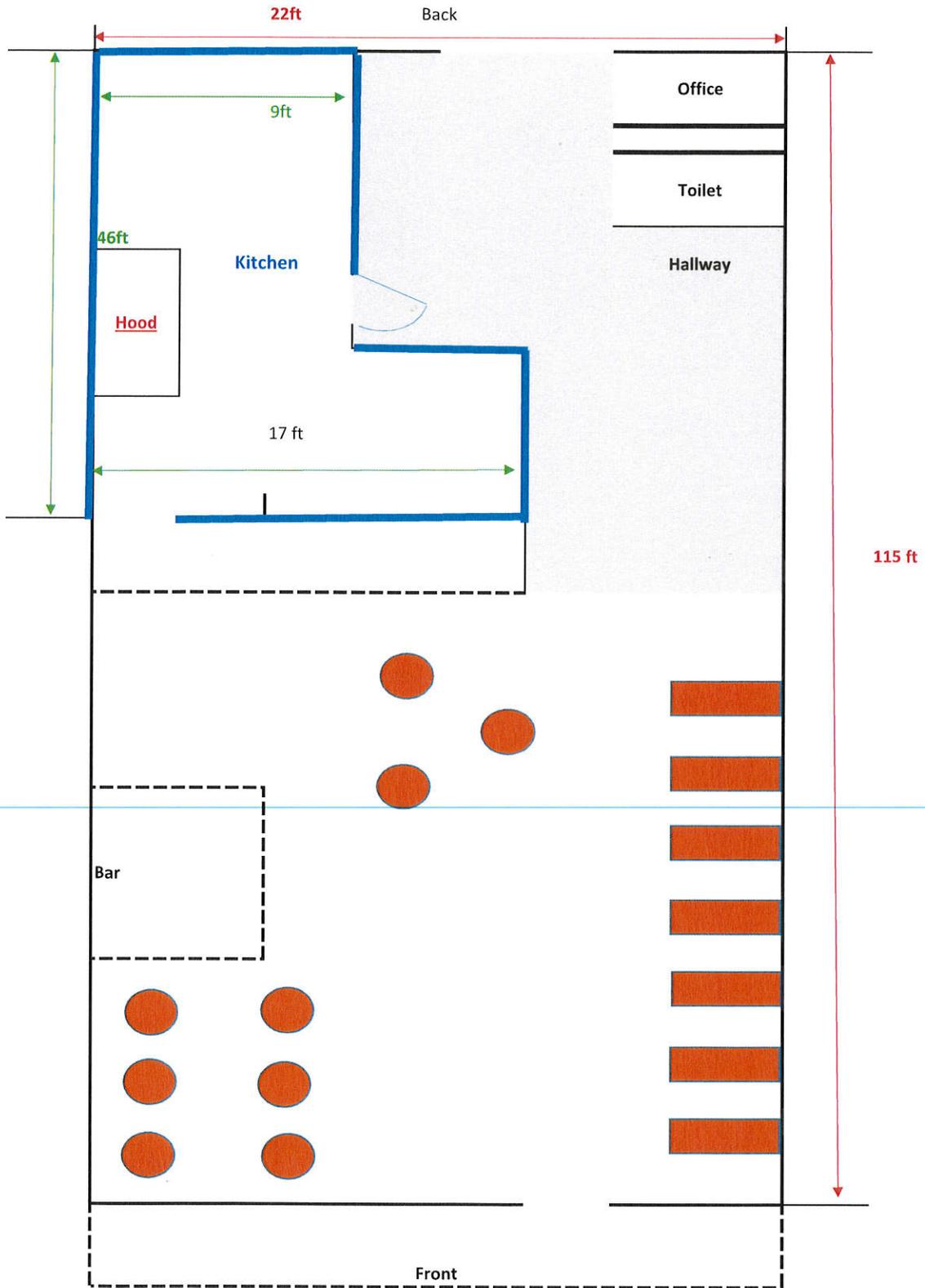
All Columbus Riverfront District Permit applications will be under review by the License Review Committee and the Columbus Redevelopment Commission. The application shall be accompanied by a total of 8 copies to be submitted.

The applicant is responsible for contacting the Columbus Redevelopment Commission to mutually identify any information that is not applicable. The applicant is required to provide any other information requested by the Redevelopment, Redevelopment Commission members, and the license review committee to demonstrate compliance with the requirements of the Riverfront District Permit.

1.  the ownership entity.
2.  information type;
3.  contact information;
4.  property size in acres or square feet;
5.  property address or general location stating street corner, subdivision lot number, etc;
6.  property ID number;
7.  history of the operation;
8.  number of jobs and nature of jobs added to the community;
9.  type of reputation and explanation;
10.  detailed site plan that includes the size, floor plan, and layout of the restaurant and exterior dining areas; 7
11.  plan of any improvements to the facility;
12.  plan of physical improvements to the facility;
13.  timetables for work and business commencement;
14.  owner's day to day operations of the business;
15.  business plan that includes financial and ownership strengths;
16.  other factors to consider;
17.  restaurants focus;
18.  restaurants ability to draw people;
19.  sign and date of applicant and property owner(s);
20.  eight hard copies of application; *electronic copy / 1 hard copy*
21.  filled out Application for New or Transfer Permit from the Indiana ATC
22.  envelope addressed to Heather Pope, Director of the Redevelopment Commission (address below)

**SUBMIT TO:**

**Heather Pope  
Director  
Columbus Redevelopment Commission  
123 Washington St.  
Columbus, IN 47201**



**La Petite Caribe's  
Required Start-Up Funds**

Required Start-Up Funds	Amount	Totals	Depreciation	Notes	
<b>Fixed Assets</b>	\$				
Real Estate	-				
Buildings	-		20.00 years		
Leasehold Improvements	15,000		7.00 years		
Equipment	7,500		7.00 years		
Furniture and Fixtures	2,500		5.00 years		
Vehicles	-		5.00 years		
Other Fixed Assets	-		5.00 years		
<b>Total Fixed Assets</b>		<u>25,000</u>			
<b>Operating Capital</b>					
Pre-Opening Salaries and Wages	-				
Prepaid Insurance Premiums	500				
Beginning Inventory	1,500				
Legal and Accounting Fees	500				
Rent Deposits	5,800				
Utility Deposits	750				
Supplies	300				
Advertising and Promotions	-				
Licenses	500				
Other Initial Start-Up Costs	-				
Working Capital (Cash On Hand)	-	<u>9,850</u>			
<b>Total Operating Capital</b>		<u>34,850</u>			
<b>Total Required Funds</b>		<u>\$ 34,850</u>			
<b>Sources of Funding</b>	<b>Amount</b>	<b>Totals</b>	<b>Loan Rate</b>	<b>Term in Months</b>	<b>Monthly Payments</b>
Owner's Cash Injection	28,69%	10,000			
Outside Investors	143.47%	50,000			
Additional Loans or Debt	-72.17%	(25,150)	9.00%	84.00	\$404.64
Commercial Loan	0.00%	-			\$0.00
Commercial Mortgage	0.00%	-	9.00%	240.00	
<b>Total Sources of Funding</b>		<u>\$ 34,850</u>			<u>\$404.64</u>
A line of credit is also required in the amount of					
		\$			5,673

**La Petit Caribes  
Fixed Operating Expenses**

#####

	Monthly	Year One	Year Two	Year Three	Notes
Fixed Operating Expenses					
Percent Change		3.00%		3.00%	
Expenses	\$				
Advertising	250	3,000	3,090	3,183	
Car and Truck Expenses	250	3,000	3,090	3,183	
Commissions and Fees	-	-	-	-	
Contract Labor	-	-	-	-	
Credit Card and Bank Charges	-	-	-	-	
Customer Discounts and Refunds	-	-	-	-	
Dues and Subscriptions	-	-	-	-	
Entertainment	-	-	-	-	
Insurance (Liability and Property)	300	3,600	3,708	3,819	
Internet	55	660	680	700	
Legal and Professional Fees	50	600	618	637	
Office Expenses	25	300	309	318	
Postage and Delivery	10	120	124	127	
Rent (on business property)	2,880	34,560	35,597	36,665	
Rent of Vehicles and Equipment	-	-	-	-	
Repairs and Maintenance	500	6,000	6,180	6,365	
Supplies	250	3,000	3,090	3,183	
Telephone and Communications	300	3,600	3,708	3,819	
Travel	-	-	-	-	
Utilities	700	8,400	8,652	8,912	
Total Expenses	5,570	66,840	68,845	70,911	
Other Expenses					
Depreciation	310	3,714	3,714	3,714	
Interest					
Commercial Loan	179	2,154	1,900	1,623	
Commercial Mortgage	-	-	-	-	
Line of Credit	57	688	-	-	
Total Other Expenses	546	6,556	5,615	5,337	
Total Fixed Operating Expenses	6,116	73,396	74,460	76,248	

**La Petit Caraibes  
Salaries and Wages**

#####

Salaries and Related Expenses	#	Assumptions	Wage Base	Monthly	Year One	Year Two	Year Three
Percent Change						3.00%	3.00%
Salaries and Wages							
Owner's Compensation	0		\$	-	-	-	-
Salaries	0			-	-	-	-
Wages							
Full-Time Employees	3	40.00		7,800	93,600	96,408	99,300
Estimated Hours Per Week		15.00					
Part-Time Employees	2	20.00		1,733	20,800	21,424	22,067
Estimated Hours Per Week		10.00					
Independent Contractors				-	-	-	-
Total Salaries and Wages	5			9,533	114,400	117,832	121,367
Payroll Taxes and Benefits							
Social Security		6.20%	\$ 94,200	591	7,093	7,306	7,525
Medicare		1.45%		138	1,659	1,709	1,760
Federal Unemployment Tax (FUTA)		0.80%	\$ 7,000	23	280	280	280
State Unemployment Tax (SUTA)		2.70%	\$ 7,000	79	945	945	945
Employee Pension Programs		0.00%		-	-	-	-
Worker's Compensation				90	1,080	1,112	1,146
Employee Health Insurance				-	-	-	-
Other Employee Benefit Programs				-	-	-	-
Total Payroll Taxes and Benefits				921	11,057	11,352	11,655
Total Salaries and Related Expenses				10,455	125,457	129,184	133,022

La Petit Carribes  
Projected Sales Forecast

11-May-15

Products and Services Assumptions %

SALES

Price Per Unit \$ 1.00 100.00%  
Variable Cost Per Unit \$ 0.33 33.00%  
Gross Margin Per Unit \$ 0.67 67.00%

Projected Unit Sales  
Seasonality Factor  
Year One  
Year Two Growth 12.00%  
Year Three Growth 18.00%  
Fixed Expense Allocator 100.00%

Projected Revenue \$ 374,371  
Variable Costs 123,542  
Gross Margin 250,828  
Fixed Expenses 73,396  
Profit 177,432  
Breakeven Sales Revenue \$ 109,546.86  
Breakeven Sales Units 109,547

Sales

Price Per Unit \$ 1.00 100.00%  
Variable Cost Per Unit \$ 0.25 25.00%  
Gross Margin Per Unit \$ 0.75 75.00%

Projected Unit Sales  
Seasonality Factor  
Year One  
Year Two Growth 8.00%  
Year Three Growth 8.00%  
Fixed Expense Allocator 0.00%

Projected Revenue \$ -  
Variable Costs -  
Gross Margin -  
Fixed Expenses -  
Profit -  
Breakeven Sales Revenue \$ -  
Breakeven Sales Units -

	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	Totals
6.28%	6.60%	6.93%	7.27%	7.64%	8.02%	8.42%	8.84%	9.28%	9.75%	10.23%	10.75%	100.00%	
23,520	24,696	25,931	27,227	28,589	30,018	31,519	33,095	34,750	36,487	38,312	40,227	374,371	
26,342	27,660	29,042	30,495	32,019	33,620	35,301	37,066	38,920	40,866	42,909	45,054	419,295	
31,084	32,638	34,270	35,984	37,783	39,672	41,656	43,738	45,925	48,222	50,633	53,164	494,768	

	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-

#DIV/0!

# Mission

- The mission will be to exceed our customer expectations in every sense by providing ambiance for every sensory perception. The atmosphere and the food will please the customers hearing, taste, smell, touch and sight and provide an exciting creative environment. The employees would be well trained with exceptional customer service and will be empowered to make decisions based on the business philosophies.

# Product Definition

- Le Petit Caraïbes-
- **Caribbean cuisine** is a fusion of **African**,<sup>[1]</sup> **Amerindian**, **European**,<sup>[1]</sup> **East Indian**, **Arab** and **Chinese cuisine**. These traditions were brought from many different countries when they came to the Caribbean.<sup>[1]</sup> In addition, the population has created styles that are unique to the region.
- Ingredients which are common in most islands' dishes are **rice**, **plantains**, **beans**, **cassava**, **cilantro** (coriander), **bell peppers**, **chickpeas**, **tomatoes**, **sweet potatoes**, **coconut**, and any of various meats that are locally available like beef, poultry, pork or fish.

# Communication Strategies

- Messaging by audience- Creation of a Facebook page which would show progress of interior of restaurant , also featured dishes with bright vivid pictures and taste description
- Target consumer demographics- Target group business professionals who are looking for a choice between the Fine dining restaurant experience and the local bar scene

# Success Metrics

- First year goals -
  1. Grow customer base by 20%
  2. Add additional menu items
  3. Create a feedback database
- Additional year goals
- Measures of success/failure
- Requirements for success