



FISHBONE

CULINARY CONCEPTS





FISHBONE RESTAURANT GROUP & CULINARY CONCEPTS WOULD LIKE TO TAKE THIS OPPORTUNITY TO THANK THE TOWN OF AURORA FOR THE CONSIDERATION.

WE ARE CONFIDENT IN OUR ABILITIES AND BELIEVE WE HAVE BEEN HOSPITALITY LEADERS IN YORK REGION AND SIMCOE MUSKOKA BY PROVIDING STANDARDS, VALUES AND EXCELLENCE.

AS IN ANY HOSPITALITY, TOURISM OR SERVICE DRIVEN INDUSTRY, DELIVERING CONSISTENT GUEST SATISFACTION IS INVALUABLE AND WE HAVE ACCOMPLISHED THIS OVER THE YEARS.

HAVING STARTED RIGHT HERE IN AURORA IN 2007 WITH THE CHICKEN PLACE, TO FISHBONE IN STOUFFVILLE OR EVEN FISHBONE IN LAGUNA BEACH CALIFORNIA.

THEREFORE, AS A PROVEN RESTAURANT OPERATOR, CATERER, EVENT PLANNER AND PHILANTHROPIST, I BELIEVE THIS PROPOSAL FOR THE ARMOURY WOULD FURTHER ENHANCE THE VISITOR AND RESIDENT EXPERIENCE IN AURORA.





CORPORATE INFORMATION

FISHBONE IS A MULTI CORPORATION STRUCTURE, OWNED SOLELY AND OPERATED BY HUSBAND-AND-WIFE TEAM, PEDRO AND LILIANA PEREIRA. WE HAVE BEEN IN OPERATION AND PART OF THE AURORA COMMUNITY FOR NEARLY 18 YEARS.

FROM CATERING TO CELEBRITIES IN MUSKOKA, TO SERVING OUR LOYAL GUESTS AT OUR MULTIPLE LOCATIONS, WE ARE GRATEFUL FOR THE CONTINUED SUPPORT AND APPRECIATION FOR WHAT WE OFFER.

WE CURRENTLY OPERATE ;

FISHBONE KITCHEN & BAR IN AURORA

FISHBONE KITCHEN & WINE BAR AT FRIDAY HARBOUR RESORT IN INNISFIL

FISHBONE BY THE LAKE AT MUSSELMAN`S LAKE IN STOUFFVILLE

LOLLI & POPS SNACK SHACK — OPENING APRIL 2025

FISHBONE CATERING & EVENTS

WE BELIEVE THE ARMOURY WOULD ENHANCE OUR OPERATION BY FACILITATING A YEAR ROUND EVENT SPACE, THAT DOESN`T IMPACT THE RESTAURANTS DAY TO DAY OPERATIONS WITH CATERING PREPARATION, BUYOUT AND EVENT REQUESTS, ETC.

WE HAVE UNFORTUNATELY TURNED AWAY HUNDREDS OF EVENT REQUESTS OVER THE PAST FEW YEARS DUE TO OUR LACK OF EVENT SPACE WITH PROXIMITY TO OUR RESTAURANTS, SO WE BELIEVE THERE WILL BE A GREAT DEAL OF CONTINUED INTEREST AND DEMAND FOR OUR BRAND IF WE HAVE A PROPERTY THAT COMPLIMENTS OUR PRODUCT AND HOSPITALITY PHILOSOPHY.

WE ARE CONTINUOUSLY HUMBLLED BY HOW LUCKY WE ARE, TO BE IN WHAT IS KNOWN AS ONE OF THE MOST DIFFICULT INDUSTRIES TO SUCCEED, LAST AND REMAIN RELEVANT, IN THE WORLD.





OPERATIONAL APPROACH

AS AN INDEPENDENT OPERATOR AT THE ARMOURY, FISHBONE WOULD LIKE TO MERGE THE ABILITY TO EMBRACE A SENSE OF COMMUNITY WITH THE ABILITY TO HAVE A FINANCIALLY VIABLE EVENT SPACE BUSINESS MODEL.

IT'S IMPORTANT TO UNDERSTAND THAT FINANCIAL SUSTAINABILITY WILL DRIVE MANY FACTORS IN THE SUCCESS OF THE SPACE AND IT'S OFFERINGS TO THE COMMUNITY.

SERVICES TO BE RENDERED:

- PERSONAL, CORPORATE AND GOVERNMENT EVENTS AND MEETINGS
- CHARITY EVENTS
- COMMUNITY COOKING CLASSES FOR ADULTS AND CHILDREN
- WINE, BEER AND SPIRITS EDUCATION SESSIONS
- OFF SITE CATERING SERVICES
- SPECIAL HOLIDAY EVENTS AND OFFERINGS

WITH A TEAM OF 300 STAFF MEMBERS IN OUR CURRENT OPERATIONS FOR THE YEAR OF 2024, WE KNOW WE ARE ABLE TO FURTHER DRAW SKILLED CULINARY AND HOSPITALITY PROFESSIONALS TO JOIN OUR TEAM AND HELP MOLD AND MENTOR NEWCOMERS INTO OUR SETTING.

OUR REPUTATION AND SUCCESSFUL STAFF RETENTION IN THE INDUSTRY WILL CONTINUE TO MAKE US A PREFERRED DESTINATION FOR THOSE LOOKING TO LEARN, GROW AND PROSPER.

WE WILL OFFER DIVERSE PRICING STRUCTURES AND PRODUCTS, WITH A CUSTOM BUILD FOR YOU APPROACH, WITHOUT EVER COMPROMISING THE QUALITY AND VALUE WE ARE KNOWN AND STAND FOR.

7 DAY A WEEK AVAILABILITY FOR EVENTS.

THE ARMOURY WOULD COORDINATE WHEN POSSIBLE AND AVAILABLE, TO OFFER PRODUCTS AND SERVICES DURING SPECIAL EVENTS BY THE TOWN OF AURORA HAPPENING AT AURORA TOWN PARK SUCH AS CONCERTS IN THE PARK.





FINANCIAL INFORMATION

TENANT PROPOSED TERMS

- 5 YEAR LEASE AGREEMENT WITH 1 OPTIONAL 5 YEAR TERM
- BASE AND PERCENTAGE RENT FREE FIXTURING PERIOD FROM JUNE 1ST TO AUGUST 31ST 2025
- BASE RENT RATE OF \$80,000 A YEAR INCLUSIVE OF TMI PAID OVER 12 MONTHS.
- ANNUAL BASE RENT INCREASE OF 2% IN LINE WITH INFLATION TARGETS
- ADDITIONAL RENT AS REVENUE PERCENTAGE RENT RATE AT 5% (REVENUE REPORT FOR THE MONTH TO BE PROVIDED WITHIN 15 DAYS IN FOLLOWING MONTH, FOR INVOICING BY TOWN) E.G ANNUAL REVENUE OF \$3,000,000 WOULD PROVIDE AN ADDITIONAL \$150,000 IN RENT TO THE TOWN.
- TENANT IS RESPONSIBLE FOR UTILITIES, GENERAL MAINTENANCE & CLEANING. MAINTENANCE AND REPAIR OF EXISTING KITCHEN EQUIPMENT.
- LANDLORD IS RESPONSIBLE FOR MECHANICAL/HVAC MAINTENANCE AND/OR REPLACEMENTS. EXTERIOR BUILDING REQUIRED MAINTENANCE AND/OR REPAIRS OR REPLACEMENTS. LANDLORD RESPONSIBLE FOR REPLACEMENT OF KITCHEN EQUIPMENT GIVEN THAT ALL REPAIR MEASURES BY TENANT HAVE BEEN EXHAUSTED AND DAMAGE IS NOT CAUSED BY TENANT NEGLIGENCE.

THESE TERMS HAVE BEEN CALCULATED BASED ON:

- THE DEPRECIATION OF THE EXISTING EQUIPMENT, AND CURRENT OPERATIONAL/FUNCTIONAL LIABILITY OF SUCH EQUIPMENT
- RELINQUISHED RESPONSIBILITY OF THE TOWN IN PROVIDING SERVICES TO THE SPACE SUCH AS UTILITIES, CLEANING SERVICES ETC, OTHER THAN MAINTENANCE OF THE OVERALL SURROUNDING PROPERTY
- PROVIDING THE AURORAN TAXPAYER A NEAR NET ZERO COST AND LIABILITY





COMMUNITY AND SOCIAL IMPACT

SOME OF OUR PROPOSED COMMUNITY AND SOCIAL INVOLVEMENT MISSIONS

- OFFER EMPLOYMENT OPPORTUNITIES TO COMMUNITY MEMBERS LOOKING TO ENTER AND LEARN THE HOSPITALITY TRADE, SHORT AND LONG TERM
- CONTINUED INVOLVEMENT WITH LOCAL CHARITIES AND SUPPORT GROUPS AS WE HAVE.
- SUPPORTING THOSE IN NEED WITHIN THE COMMUNITY BY PROVIDING MEALS AND SOUP DRIVES, ORGANIZING FUNDRAISING EVENTS THROUGH OUR NETWORK, CREATING AWARENESS EVENTS FOR COMMUNITY BASED ISSUES.
- POTENTIAL LUNCH EVENTS FOR LOCAL RETIREMENT HOME RESIDENTS

OVER THE YEARS WE HAVE SUPPORTED AND PLANNED COMMUNITY ENGAGEMENTS, FOR AND WITH, LOCAL ORGANIZATIONS SUCH AS VICTIM SERVICES OF YORK REGION, AURORA FOOD PANTRY, JENNIFER ASHLEIGH CHILDREN`S CHARITY TO NAME A FEW.

REGULATORY REQUIREMENTS

THESE SHALL BE DETERMINED BY AN OFFICIAL LEASE AGREEMENT AND ESTABLISHED BY SUCH CLAUSES. INSURANCE COVERAGE REQUIREMENTS, ETC.

WE AS A CURRENT BUSINESS OPERATION, HOLD IN GOOD STANDING, LLBO LICENSES, WSIB CLEARANCE CERTIFICATES, PROVINCIAL TAX CERTIFICATES, INSURANCE CERTIFICATES TO NAME A FEW.

PRELIMINARY DRAWINGS AREN`T INCLUDED.

WE BELIEVE THE SPACE DOESN`T REQUIRE CHANGES OTHER THAN COSMETIC, WITHOUT COMPROMISING THE INTEGRITY OF IT`S HISTORICAL COMPONENTS OR STRUCTURE.

