

HEARINGS, MEETINGS, LICENSES

3-3-14

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To: Middleborough Board of Selectmen

2/26/14

From: Arthur Battistini

Battistini's Bakery, Inc.

Re: 1 South Main Street Lease Proposal

Board of Selectmen Meeting: Monday, March 3rd, 2014

Since our last meeting on February 10th, 2014, I have been busily acquiring additional materials to present to the Board for the lease proposal for 1 South Main Street.

I received the detailed existing floor plan from the Building Commissioner, Bob Whalen, and went into the space to create a potential new floor plan with my contractor. Based on the location of the building supports (column and brick wall), we created a design for the kitchen, front counter, and customer seating area. [See attachments: Present Day, Demolition, Construction, and Equipment]

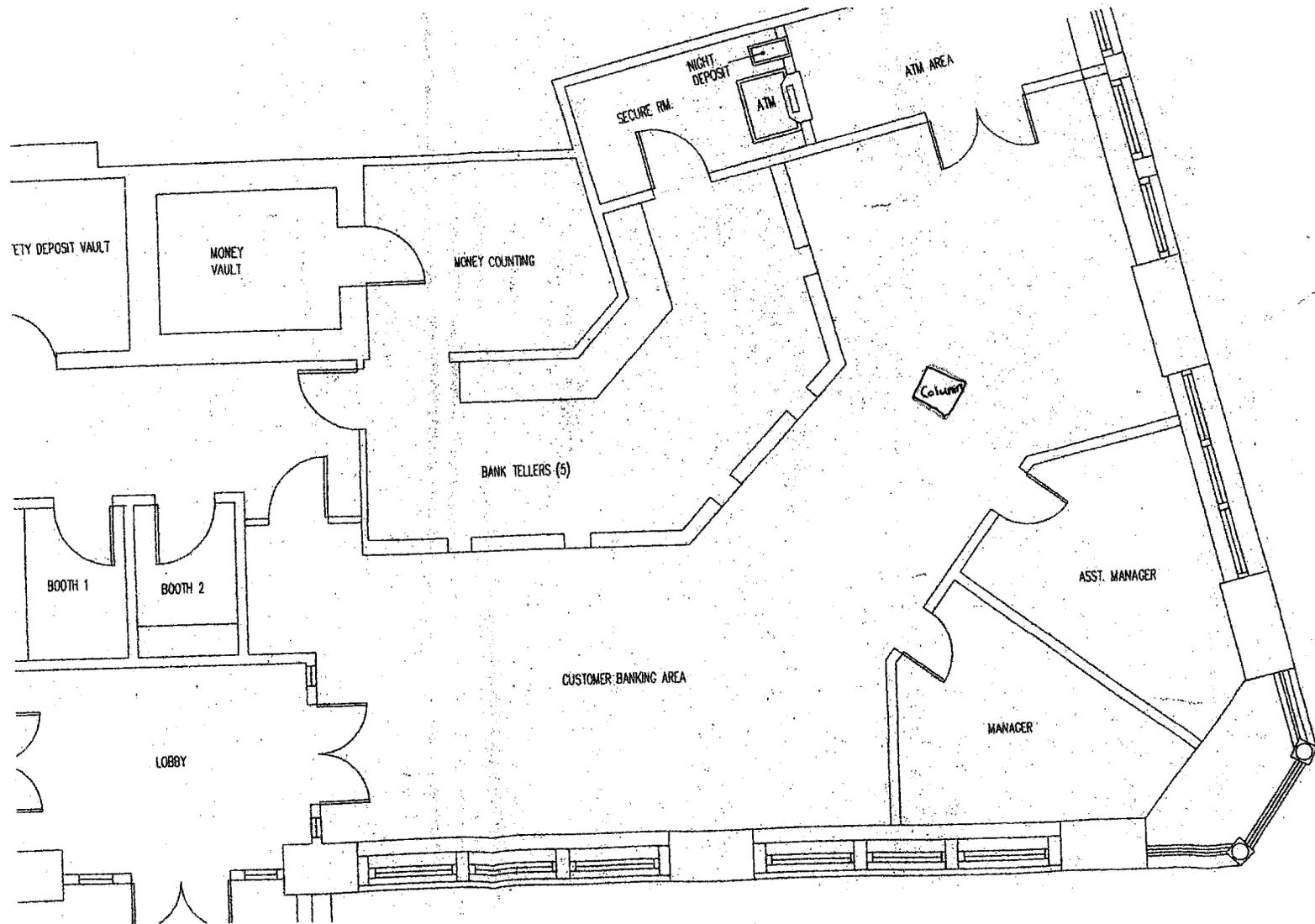
I also met with Captain Burke at the Middleborough Fire Department to discuss the needs of the space based on the new design. [See attachment: Fire Department Plan for 1 South Main Street]

For my financing needs, I have been working with Santander Bank. The plan is to use an Equipment Leasing Program (available to me up to \$150,000) to cover the cost of acquiring equipment/fixtures and the installation of said equipment. Currently, I plan on only needing \$60,000-\$80,000 of those possible funds, depending on actual equipment cost at the time of purchase. Additionally, I will be securing a \$100,000 Line of Credit which would be used for renovations, startup, and held as a reserve for future expenses. [See attachment: Letter from Barry Reagan at Santander Bank]

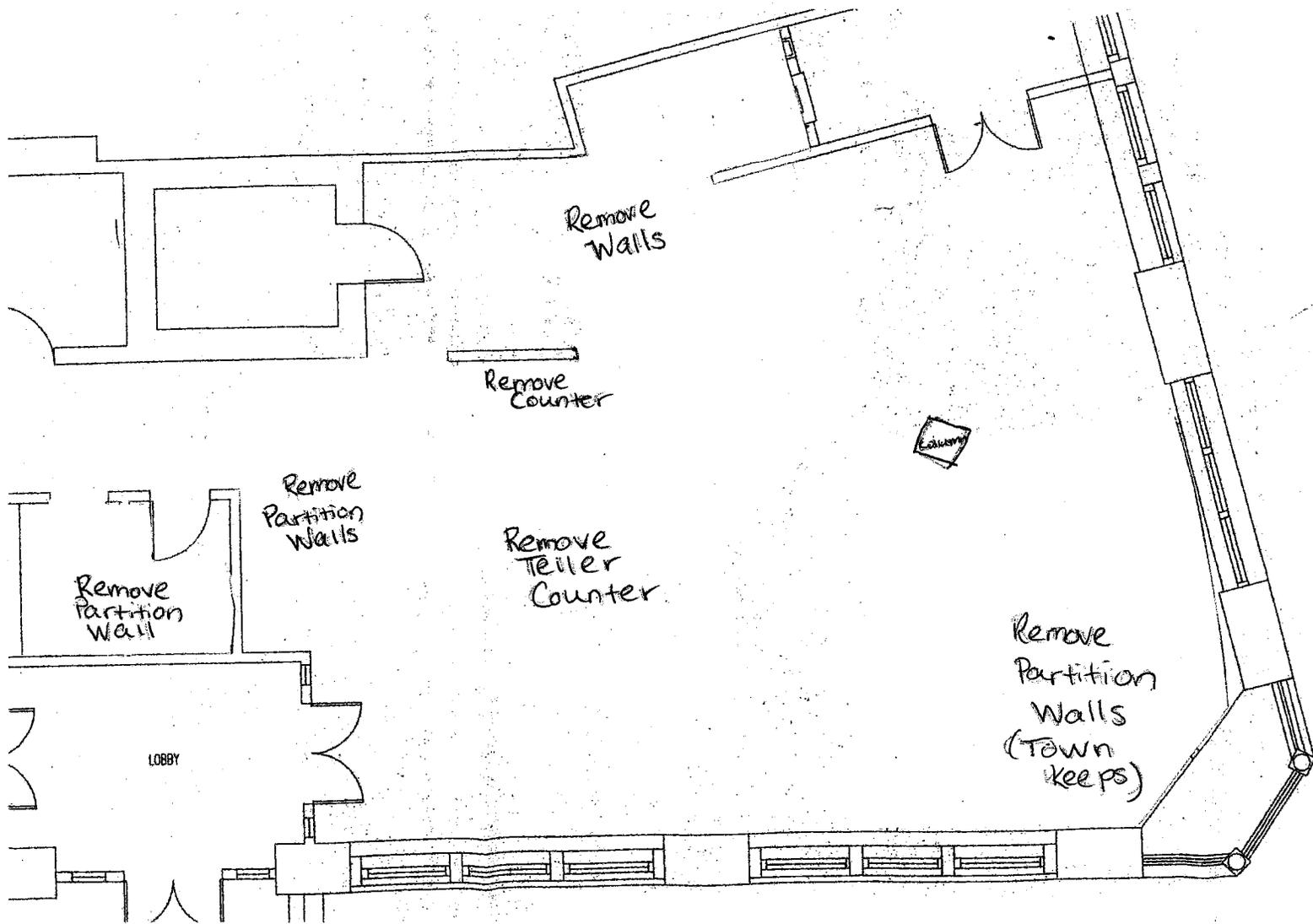
After our last meeting, I was also interviewed by the Middleborough Gazette and the Brockton Enterprise. The next day, I decided to create a Facebook page for Battistini's Bakery so curious townspeople could find updates on the progress of the bakery. Within four hours over 400 people "liked" the page, and within three days over 1,000 people "liked" the page. Since then, I have received plentiful feedback from the community and have been able to answer some of the questions from people in town. I also was invited on "Middleboro Mid-Day with Ed Rand" on WVBF 1530 AM on February 21st, 2014. Since starting the Facebook page, I have received over 20 requests for employment consideration (both front-of-the-house and back). Other local businesses have also contacted me, including a print shop, several marketing firms, many designers, and potential for wholesale to local restaurants. With such great feedback from the town, I am wholly optimistic in the success of Battistini's Bakery at 1 South Main Street. [See attachments: Facebook Comments and WVBF Blurp]

In the interest of time, I would ask that the Board of Selectmen approve Battistini's Bakery, Inc. as the lessee of 1 South Main Street at the March 3rd, 2014 meeting. I would further request that the specifics of the lease be negotiated in executive session by March 15th, 2014 and that occupancy would begin on that date. [See attachment: Proposed Timeline]

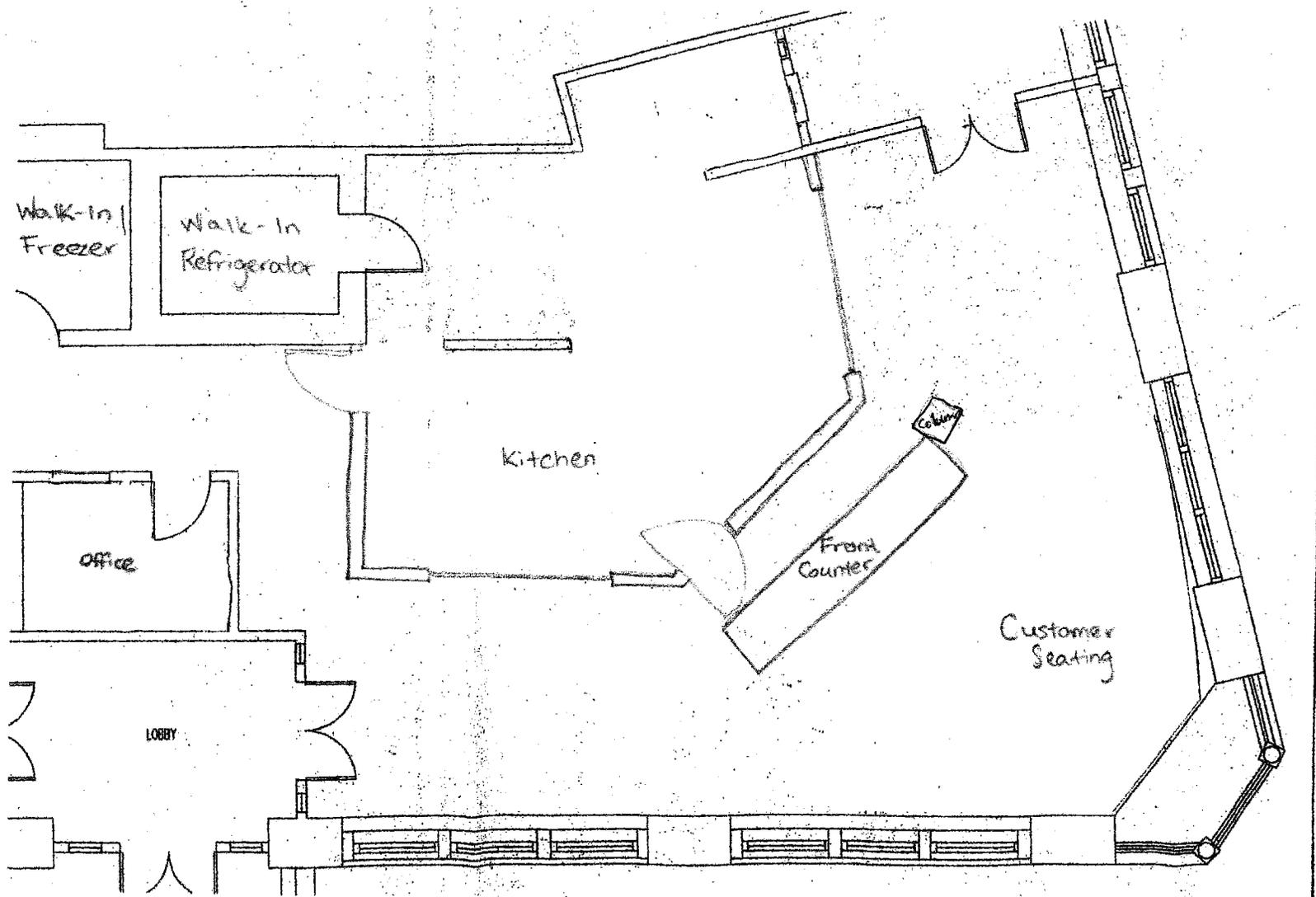
① 1 South Main St - Present Day



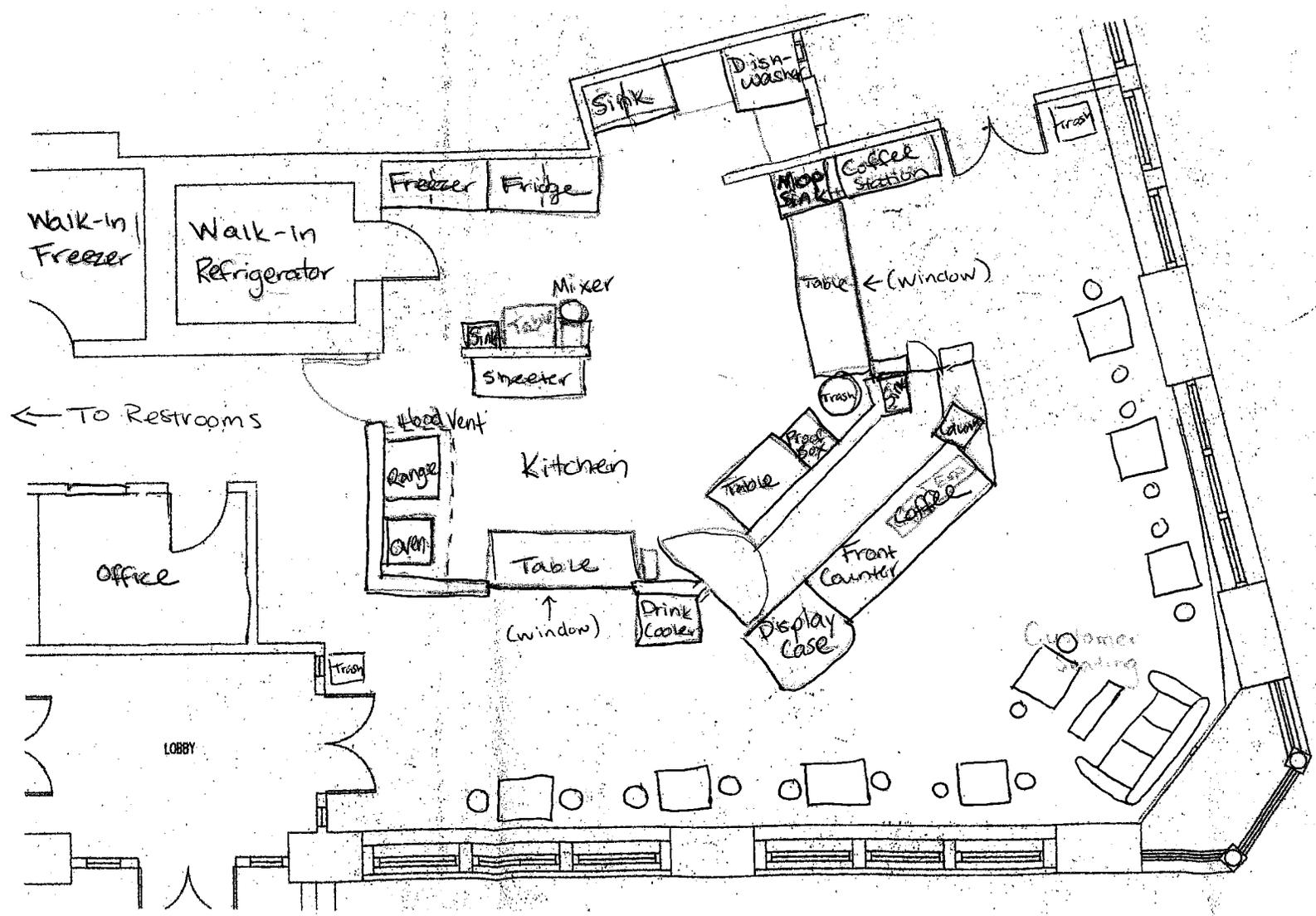
② 1 South Main St. - Demolition



③ 1 South Main St. - Construction



④ 1 South Main St. - Equipment/Furniture



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Fire Department Plan for Battistini's Bakery at 1 South Main Street

In conversation, the following preliminary plan was discussed by Arthur Battistini of Battistini's Bakery, Inc. and Captain Debra Burke of the Middleborough Fire Department.

- Check emergency lights, exterior lights, and exit signs.
- Install vent hood with Ansul fire suppression system.
- Upgrade existing radio/alarm system to include:

	Kitchen	Customer Area	Restrooms	Hallway	Conf. Room	Exits	Storage
Heat Detector	✓		✓				
Smoke Detector		✓		✓	✓		✓
Strobe	✓	✓	✓	✓	✓		
Horn	✓	✓		✓	✓		
Pull Station (within 5 ft)						✓	
Extinguisher	✓				✓	✓	

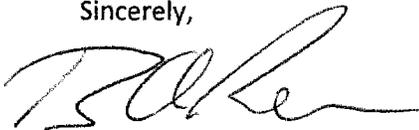
- Electrician will call Middleborough Fire Department to schedule final plan review for permit.

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To The Middleboro Board of Selectmen,

Santander is in the process of trying to secure financing for Arthur Battistini in his pursuit of opening Battistini's Bakery. We are doing this by financing the necessary equipment as well as working with a third party that would secure a line of credit for renovations as well as all startup costs. If you have any questions or need any other information please feel free to contact me.

Sincerely,



Barry A Reagan
Sr Small Bus Specialist II
NMLS ID:1089057

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⑦ Sample of Facebook Page Comments (Town Feedback):

Battistini's Bakery

1,184 likes · 335 talking about this (as of 2/26/14)

<http://www.facebook.com/battistinibakery>

-I love the idea of renting the building to a small business and to a person who has ties to Middleboro. The bakery uptown will bring foot traffic to the area which will benefit other businesses in the area. Also, I love the idea of incorporating volunteer and work training opportunities for the students of Middleboro.

-I hope that we will have the opportunity to have Battistini's Bakery in our lovely downtown! What a wonderful way to encourage more foot traffic! I also think of how lovely it would be to perch in one of those lovely, large bank building windows and watch our little corner of the world grow while enjoyed some fresh baked goodies!

-I'm all about how you want to have open mic nights and such. Personally, if you had an appropriately themed night I would love to do improve there. This gives the younger population in Middleboro another tie to the arts and something to do that can broaden their talents and keep them from drowning out their boredom in less preferable ways.

-A local resident living their dream is exactly the type of addition to the town we need! Go for it!!

-The Pros are endless. Another anchor business downtown increasing foot traffic at that corner. A business that wants to inhabit a vacant building. A vital service that the town is lacking. These are just a few of the things i can think of right now. Also, the owner's proposal of a long term lease means that there is a long term commitment.

-I love your idea - would be a much needed injection of culture to the center of town. My son loves learning all about cooking and the thought of a bakery close to home sounds wonderful! I look forward to being a regular customer!! Good luck!!

-I look forward to getting every birthday cake there. And building a relationship with a bakery that will hold a major part in all our family holidays and special occasions. Or getting a box of cookies to take to someone's house, or a special treat for me for being a busy mom! LOL Nothing says love like a quality pastry!!

-I think the bakery could help stimulate our downtown. More importantly I want to support a local business run by someone who has strong ties to the community. I think it's great that you want to start your business here, and I wish you all the luck in the world!

-I love the idea of having a bakery right here in town. I try to shop local and support small business, but have to drive to other towns to get good bakery items. I also am looking forward to classes such as cake

decorating and pastry making. I would love to see coffee house style entertainment too. The downtown would benefit greatly with businesses like this. Good Luck!!! I really hope they approve your plan!!

-We are very fortunate as a community to have a business like yours take an interest in building up our downtown area. We need more business in downtown not an empty store front.

-The bakery will be great to have when we try to get tourism in Middleboro. Always great to come to a place where you can enjoy a decent cup of coffee and a delicious treat, while you are checking out the sights in the town.

-Love the ideas especially the cooking classes!!

-We NEED a good bakery!!!!

-Would love to have a nice bakery here in town. Currently drive to Plymouth or Hingham.

-Yes, yes, yes!!!! I want...ok, ok, I need a bakery in town!



WVBF 1530 AM "MIDDLEBORO MID-DAY WITH ED RAND"

FEBRUARY 21, 2014

Battistini's Bakery

by Ed Rand • Guest Interview, Radio Shows

On today's show, Ed talks about the latest on the local elections. He also recaps last night's fundraiser at Alley Theatre for Build It For Robin's Children. Theatre One Productions' "Maltese Falcon" was performed and it was a lot of fun. Ed also touches on the Men's and Women's USA Hockey Teams.

Arthur Battistini, of the proposed Battistini's Bakery, is in studio. He talks about his history with baking, his favorite things that he has baked, and why this is the perfect location for Battistini's Bakery. Arthur sheds some light on the negotiation process and his hopes for the timeline for opening the bakery. He also talks about some of the things Battistini's Bakery will bring to the community beyond the baked goods.

Ed wraps up the show with this weekend's events and a crossover with Johnny Rey Justus.

<http://www.middleboromidday.com/battistinis-bakery/>

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Proposed Timeline for Battistini's Bakery at 1 South Main Street

March 3rd

Discussion and clarifying questions by Board of Selectmen.

Approval of Battistini's Bakery, Inc. as lessee of 1 South Main Street by Board of Selectmen.

Scheduling of executive session to negotiate lease terms.

Financing process can fully commence (4-6 weeks).

March 3rd – March 15th

Executive session to negotiate exact lease terms.

March 15th

Signing of the lease and occupancy of 1 South Main Street by Battistini's Bakery, Inc.

Further assessment of space with renovation team, Health Dept., and Fire Dept.

Begin drawing up final plans of space.

April 1st – April 15th

Financing process complete and total funds available.

Renovation/Construction begins.

June – July

Renovation/Construction complete.

Hiring and training of new employees.

Grand opening.