

Eats|URBAN

Restaurant and Culinary Arts Workforce Training Program

August 15, 2019

Carol Davis
S.G. Atkins CDC
1922 S. Martin Luther King Jr. Drive
Winston-Salem, NC 27107

Dear Carol Davis,

I am excited to express our interest in leasing restaurant space in Union Station and providing management services for the Union Station transportation museum.

Overview

The working name for the proposed restaurant is Eats|URBAN. Eats|URBAN will be a full-service restaurant and catering service specializing in southern comfort food. Eats|URBAN will simultaneously serve as a training program for the culinary arts and restaurant/food services management. Eats|URBAN will be staffed by fellows in the Eats|URBAN Culinary Arts Workforce Training and Restaurant Management Program. Each program participant will receive a stipend for their service in the program.

Eats|URBAN will be a for-profit/non-profit partnership between Providence Culinary Training, the Winston-Salem Urban League, and Wharton Gladden & Company.

Need

The communities that surround Union Station are marred by a myriad of social and economic challenges. Union Station is located in Winston-Salem/Forsyth County census tract 7.0. More than 51% of households in the neighborhoods surrounding Union Station live in poverty. The median household income is only \$13,181. The area abuts census tract 8.01, for which 73% of households live in poverty and compete for a mere 841 jobs.



For comparison, consider that Winston-Salem/Forsyth County Census Tract 14 boasts a median salary of \$287,048 with approximate half the poverty rate of census tract 8.01 (34%).

Successful ventures at Union Station and in the surrounding community will require substantial public and private support, investment and subsidy to survive and assist in overcoming social and economic challenges in the community.

Proposal

The Eats|URBAN partners request to lease all restaurant and kitchen space available Winston-Salem Union Station. Under the lease, the partners will operate the Eats|URBAN Restaurant and Culinary Arts Workforce Training and Management Program from the space. Eats|URBAN will be the largest and highest quality restaurant operating east of Highway 52.

Additionally, the Eats|URBAN partners seek to manage all matters relative to event rental and catering at the Union Station Transportation Museum. The partners are open to a discussion regarding providing facility management services for Union Station Transportation Museum.

In recognition of the unique financial challenges that affect east Winston-Salem in general and the Union Station site in particular, the partners request that the City of Winston-Salem support Eats|URBAN by providing the following:

- Significant discount or write down of leasing rate/costs;
- Build out, construction and installation of any commercial kitchen equipment or infrastructure;
- Build out, construction and installation relative to any plumbing or electrical needs;
- Management of permitting related to the historical nature of the site, commercial kitchen installation, plumbing, electrical and construction needs; and
- Financial support of Eats|URBAN Culinary Arts Culinary Arts Workforce Training and Restaurant Management Program.

About us

Eats|URBAN is for profit/non-profit partnership between that brings together three uniquely qualified entities to provide a level of restaurant quality and workforce training never before seen east of Highway 52 in Winston-Salem. The partners are as follows:



- Second Harvest Food Bank of Northwest North Carolina's Providence Culinary Training;
- The Winston-Salem Urban League; and
- Zestos Burgers & Ice Cream.

Providence Culinary Training is a program of Second Harvest Food Bank of Northwest North Carolina, the second largest non-profit in North Carolina. Second Harvest Food Bank serves an 18-county area from 107,000-square-feet of warehouse space located in Winston-Salem. In 2016-17, Second Harvest Food Bank distributed 30 million meals or 36.9 million pounds of food. Led by Chef Jeff Bacon, an ACF Certified Executive Chef and member of the American Academy of Chefs, Providence Culinary Training is a certified model program of Catalyst Kitchens, that graduates 60-80 culinary arts trained students per year.

The Winston-Salem Urban League is non-profit community service and civil rights advocacy organization focused on challenges affecting minority and low-income communities. Winston-Salem Urban League promotes socioeconomic progress and parity through education, training and civic engagement.

Operating from two Winston-Salem locations, the League manages nearly \$2 million dollars in programming and volunteer activities to assist residents across 13 North Carolina Counties. Led by CEO, James Perry, J.D., the League provides workforce internships and training to more than 300 teens and seniors across 13 counties and connects approximately 150 people to permanent job opportunities each year.

Wharton Gladden & Company is the master licensee for Zesto Burgers and Ice Cream. Algenon Cash serves as the managing partner at Wharton Gladden & Company, a uniquely designed boutique investment banking firm that specializes in providing strategic advisory services, underwriting, capital placement and private equity for a diversified client base that includes corporations, real estate developers, financial institutions, investors, municipalities and high net worth individuals.

Closing

The Eats|URBAN partners are truly excited to present this letter of interest. We believe that we are uniquely qualified for this venture. Jeff Bacon, Algenon Cash and James Perry hold more than 50 years of restaurant leadership experience and workforce programming leadership. When combined our organizations have a workforce of more than 300 staff members and six (6) brick and mortar locations. Over our more than 70



years in existence we have collectively served more than 30 million meals and lifted tens of thousands of families out of poverty.

We will provide:

- An excellent, high quality restaurant;
- Severely needed workforce training; and
- Excellent systems and management services.

Please contact us with any questions or concerns at your earliest opportunity.

Regards,



Jeff Bacon, Algenon Cash and James Perry
Eats|URBAN|Partners

Cc:

Damon Dequenne, Winston-Salem Assistant City Manager
Annette Scippio, Winston-Salem City Council

