



27333 Old 41 Rd, Bonita Springs, FL 34135

## Frequently Asked Questions

### When will the Rooftop at Riverside have the Grand Opening?

ASAP! We face the same challenges as other developers regarding materials, labor, permitting, and weather, however, we are conscious of these challenges, so we are proactively ordering equipment and materials, even from out of state, and shipping them in to help get ahead of the material and equipment shortages. We are working hard to be open in by July 1<sup>st</sup>, 2023. Since we will miss season, we plan on having a grand opening during season of 2023 as well.

### How much are licensing fees?

The licensing fees help us cover a share of the property maintenance, entertainment, and promotion. We will use the POS reports to record your weekly sales and invoice you for the higher of 8% of your Sunday through Saturday gross sales, or \$100 / day, whichever is higher, based on a 6 week rolling average. You will have access to this information at all times through the POS, and we will provide you with the weekly report every Monday before we automatically withdraw the amount due from your account. Every week we will provide a reconciliation to confirm fee charges.

### What do my licensing fees cover?

Rooftop at Riverside will pay the master property and hazard insurance for the food truck park, the real estate taxes, landscaping maintenance, park lighting, sound and electricity, the property maintenance and cleanliness, trash and recycling, the cleaning of the grease trap, the entertainment, television and music subscriptions, the play area and its maintenance, marketing and advertising for the park, bussers, and grease disposal, among other common area maintenance and repair concerns. We estimate these costs to be in the hundreds of thousands of dollars annually. We are asking for a percentage gross sales split, or daily minimum, to help us keep the Rooftop at Riverside beautiful, entertaining, and well promoted.

### What is not covered in my licensing fees?

We require you to have your own commercial insurance, naming Rooftop at Riverside as additional insured. You will pay separately for all your normal operating fees for permits and inspections required by federal, state, and local agencies. Monthly charges for water, sewer and electric will be billed separately from Rooftop at Riverside. WiFi and POS hardware rental will be charged and paid separately to Rooftop at Riverside on a monthly basis. You will have your own accounts with TECO and Toast, and they will bill you separately.

## Will trucks rotate or be permanent?

We will issue automatically renewing 30 day licenses to operators to cook and sell food on site. Operators will have their own accounts with TECO, Toast, and other agreements that do not make truck turnover extremely easy, so we expect to perform annual reviews with operators to determine if the fit with Rooftop at Riverside is right for all parties. We also don't want to lock operators into a long-term contract, and then discover you're unhappy with your performance at our park. If it doesn't make sense for you, you'll be able to vacate with a 10 day notice. We are looking for the best operators who maintain their trucks, cook with the best ingredients, and have the best customer service. It is important to keep menus fresh and exciting, and to provide customer service that will inspire patrons to return with their friends and family. We are looking to develop long term relationships with like-minded entrepreneurs. We all must work together as a cohesive family unit to succeed together.

## What are the food trucks allowed to sell?

You sell the food, we sell the drinks. We will have 8 pads, but we are looking for 6 meal trucks and 1 dessert truck for right now. We do not think that more trucks equals more visitors, and we want those who lease with us to be extremely successful as opposed to diluting sales by maximizing the truck pad availability. It is important to us that a variety of different types of menu items will be offered at the park, and that the operators keep their menus fresh and exciting, however, we also want to make sure that each truck stays in their lane, so to speak. We will have mechanisms in place for truck operators to submit any menu changes to bar management to ensure that, for example, the seafood truck does not compete with the taco truck by shrimp tacos, or vice versa. The bar will never produce or sell any meals, and the food trucks will not be authorized to sell any beverages.

## How many trucks will bar ownership / employees / friends / business partners own or operate within the park?

None. You sell the food, we sell the drinks. All will be treated fairly and equally. We aim to avoid conflict of interest.

## What are the hours of operation?

The bar hours are 11am to 12pm every day of the week. In season, we will speak with the vendors to see if there is interest in opening early on Sundays to accommodate the large church service at Riverside Park. There will be flexibility in hours for the trucks, and we will work together as we learn how traffic to the premises is affected by season and hours of operation. Though you are operating a food truck, there are many aspects about this application that make the operation very much like brick-and-mortar restaurant. Just because your truck closes for the day, that does not mean that we do not have ongoing costs such as trash, recycling, grease trap cleaning, real estate taxes, insurance, entertainment, electricity, water, sewer, etc much like a brick-and-mortar restaurant. The 8% of gross or \$100 / day licensing fees are calculated and reconciled over a 6 week rolling daily average to accommodate days closed or time off, which is to be coordinated with Rooftop at Riverside management. We encourage you to hire staff to capture as many sales as possible.

## Where do I keep cold storage and do food prep?

We are currently working on some options to have a mailing address, shipping address, cold storage, delivery acceptance, and food prep stations available for lease in a nearby Bonita Springs location, but for now, you will need to find other accommodations for food storage and prep.

## Tell me about food truck/trailer sizes?

While we would love to tell you that we don't care, the fire department does. A truck or a trailer is up to you, but the food truck pads will be 10'x24', and trucks or trailers cannot be any longer than 24' including any BBQ pit, bumper or trailer tongue. Each truck must have 10' of separation to be code compliant, and the Bonita Springs Fire Department is extremely thorough. Please see, and comply with, the attached Food Truck Fact Sheet from the National Fire Protection Association (NFPA).

## Tell me about the utility hook ups?

We are currently waiting on the final utility plans from our utility contractor, FPL, and TECO. We will post the specs as soon as they are available. Once on site, you will call TECO to come and perform the hook up for the trucks and trailers. As of the time of this FAQ, conversion kits and labor for install are expected to cost around \$250-\$350 total for the parts and labor for natural gas hook up, and must be purchased and installed by a TECO technician.

## Where do we clean our vent hoods?

We will have a wash out station on site.

## What POS are we using?

We will all operate on the same POS system. By using the same system, we can help each other when there are issues, and we will have continuity of service throughout. By requiring all trucks to use the same POS system, we found we had greater collective bargaining power to reduce credit card processing rates and monthly fees. We interviewed and tested many systems, and found Toast to have the best customer service, low monthly subscription fees, to be the most compatible with the bar and food truck structure, to be the easiest to use, as well as the most economical for credit card processing as we work hard to keep your fees down.

For your convenience, we have purchased the Toast Flex terminals, receipt printer, cash drawer, kitchen stand, kitchen printer, router, and 8 port Ethernet Switch. The rental fee for this equipment is \$35 / month. We will own the hardware and replace if there is damage due to equipment failure or normal wear and tear. Should you damage the hardware, you will be responsible for reimbursement for new hardware.

Toast has offered 50% off optional training and install for a one time fee of \$99.50 which is up to you to pay and receive if you wish. Toast has great marketing capabilities through its reporting system, and also has inventory applications. For an additional fee of \$10 / month / employee, you can run payroll through Toast as well, but that is optional and up to you.

## Can I do any marketing I want?

You may make any offer you feel is best for your business in your marketing, however, all marketing material and images must be approved by Rooftop at Riverside management. We encourage, but do not require, collaborative marketing. Marketing helps bring more people into the park, and working collectively helps reduce marketing costs for operators by sharing the cost of the marketing.

## Contact Us

If you have any additional questions, please email Chris Magnus at [magnuscp@hotmail.com](mailto:magnuscp@hotmail.com) with Rooftop at Riverside Food Truck Operator Question in the subject line.

## Why are you charging a \$50 Application Fee?

Before applying, please be sure that you have the ability to provide, or purchase, and outfit a truck or trailer that will fit the pad dimensions of 10' x 24' for your use on site before July 1, 2023. The list of operators interested in

this venue is very large, and we want to ensure that we interview serious inquiries only. The \$50 application fee will help streamline the selection process by weeding out “kicking the tires” inquiries so we can devote our time and attention to serious operators like you.

### How am I notified of Truck Selection?

Operators selected for the food truck park will be notified individually by phone call on December 1, 2022. We will call the primary contact number on your application to congratulate you and move on to the contract and marketing phase of our discussions. Once we have signed all 7 spaces to licenses, we will update the website.