

EDIE'S CAFE & BAR

PROPOSAL

*Submitted for your consideration by
Lively Media, proprietor Leanna Crouch*





Edie's

A SMALL CAFE WITH A BIG IDEA

Lively Media is proposing to open a small seasonal outdoor Café and Bar that celebrates and showcases local culinary excellence in Port Colborne. We are asking for a one-time short-term lease (May- September) on Port Colborne City-owned property overlooking the lake with the option for renewal for next year. Opening day would be scheduled for June 15th 2022.

Featuring the best products and produce from the area, Edie's will work in tandem with local businesses and the Farmer's Market, raising both awareness of the bounty of our region and recalibrating the culinary bar.

Open from June 1st until Labour Day, Edie's will work with local students from the renowned Niagara College culinary programs who are interested in launching their careers close to home. We will pursue a symbiotic relationship with Niagara College's Canadian Food and Wine Institute as well.



There are very few restaurants on the beach with an unobstructed view of Lake Erie near Port Colborne that aren't privately owned or are accessible to the public. Edie's Café and Bar concept offers an alternative. Council could consider this as a pop up or test pilot for similar future endeavours.

Our food will be prepared and served onsite from an elegant mobile kitchen, with limited seating (a maximum of four tables) and a Bar with three or four bar stools; all seating will be outdoors under a white canvas tent and sparkling white lights. Hours will be limited; opening

at lunch and with a proposed last call at 10pm each day. Due to the intimacy of the setting, reservations are going to be encouraged although for the drop in crowd we will be serving light snacks during the day. This concept is on trend as micro restaurants have become a way to viably run a restaurant ¹.

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- 1. **WILL MICRO-RESTAURANTS REPAIR A BROKEN INDUSTRY?**
 - 1. **MICRO RESTAURANTS ARE THE LATEST DINING TREND**



The project aligns with the spirit of the Port Colborne plans for tourism and attractions.

We intend to be a part of that agenda, enthusiastically working with and supporting other local businesses.

Niagara on the Lake and St Catharines are major destinations for renowned cuisine in the Niagara Peninsula attracting Torontonians and tourists alike. The wineries are serving excellent food. But the south shore has not yet achieved that kind of attention. Edie's aims to be a bright light, as compact as it is, to be part of the exciting new developments happening here.

The Look and Feel of the Café:

Imagine the Lake Erie version of a beach restaurant/bar in Negril Jamaica; welcoming, casual and reflecting its surroundings. It will have a laid-back vibe with customers looking out at the water with a good glass of wine in hand. Outside seating only (with flaps at the ready on the side of a tent in the event of inclement weather).





Zero Environmental Footprint

The restaurant would be environmentally responsible, with no disposable cutlery, cups or plates. We are reviewing methods to provide takeout which could include selling refillable containers that can be refunded upon return or used as a discount for further purchases.

Everything will be removed from the property the week after Labour Day. At the end of the season, it will be fully dismantled and stored elsewhere for the winter. Edie's will be a good neighbour and corporate citizen.

Partnerships

Edie's, upon approval of this project and a successful negotiation for the seasonal lease by the City, will immediately reach out to small local businesses. Bakeries, butchers, cheesemongers, artisanal food producers of all kinds and of course, the vendors at the Farmers Market who will become our weekly suppliers. The farms and the stores contributing their products to the Café will be noted on the bottom of the menu each day.

The menu: Adjusted to what is in season. A classic Farm to Table philosophy ².

Cocktails, Wine and Craft Beers will be Served

Customers will have the opportunity to sip on a Dillions gin and tonic, a crisp glass of white wine from a local winery and sample award winning craft beer from local breweries including [the Niagara College brewery](#).

OUR ASK

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To enter negotiations to lease property from the City as a location for the café.

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The granting of a liquor license for the summer.

3

Working with the City to ensure proper bathroom facilities and electricity are available.





About Leanna Crouch

Leanna Crouch is a Welland born and raised entrepreneur currently based in Toronto. She has produced hundreds of hours of television, including two award winning culinary series – *Gold Medal Plates*; *The Quest for Canada's Best Chef* and *The Chef's Domain*, both of which aired on Discovery Channel and were sold worldwide. Her company, Lively Media, operating since 2009, has created a new division to pursue opportunities in the hospitality industry. Her family has deep roots in the region including spending their summers on Lake Erie for over 40 years. The Port Colborne area is where she wants to grow her business.

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