

Item 7.3.1

The Point Cafe

Point Pleasant Park Advisory Committee Meeting

07-03-2024



Owner Expertise

- Saint Mary's Grad, Bcomm
- Launched 3 seasonal businesses in HRM
- Launched Lakeview Café & Eatery at Kejimikujik National Park in 2023.
- Worked as a Small Business Advisor at Scotiabank
- Proudly Canadian as of 2023



**POINT PLEASANT PARK ADVISORY COMMITTEE
MINUTES
March 7, 2019**



THAT having heard the presentation, the Point Pleasant Park Advisory Committee supports the proposal as presented, and in particular:



- The Committee appreciates the environmental commitment to sustainable business models;



- The Committee appreciates the aesthetics of the structure's exterior construction; and



- The Committee appreciates the proposal's concern and awareness of seasonal issues pertaining to a proposed three-year business model

Issues with Point Pleasant Park

The Parks by-law, P-600 states “No person shall be in a park at any time during the period 10:00 p.m. till 5:00 a.m. without permission”. As his container would be there for months at a time, this would require special permission from the Parks Director.

The bigger issue may be in the Vending bylaw, C-501 where it says that PPP is a designated site for a “food service vehicle”. Under the Motor Vehicle Act, his container would not fit that description.

The by-law process for all of our food service sites is based on a bid/tender process. So even with the potential amending of the by-law to permit containers it would not guarantee that St. Mary’s would be the successful proponent.

Another option that Parks could consider is similar to what has been done at the Oval, separate from the vending by-law, Parks could go out to tender and request interested parties to submitted proposals to provide this type of service at PPP.

“We would operationally support having food/coffee vending back in Point Pleasant Park, it’s value added to the public experience and it would not impede our operation of the park”

“Our Flexibility is of course further limited by the fact that we don’t own Point Pleasant Park”



The Site

- Located at the lower parking lot

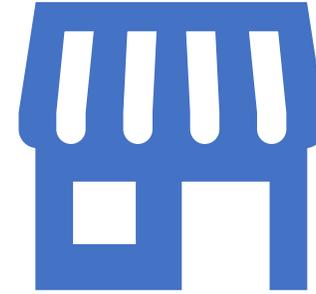
The Point Café Design



Executive Summary



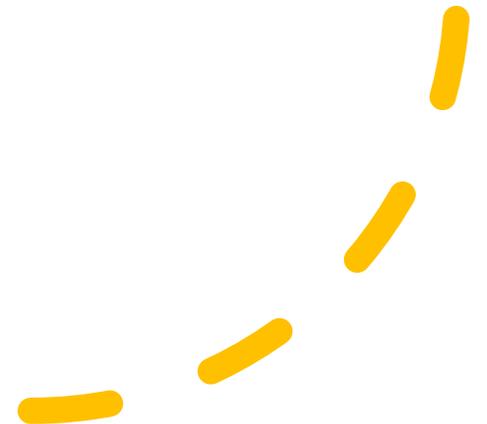
The Point coffee shop is determined to become a daily necessity for local coffee addicts, a place to dream of as you try to escape the daily stresses of life and just a comfortable place to meet your family and friends before heading for a walk at the park.



The Point coffee shop will be the main check in point for visitors to the park, where they will have the opportunity to grab a snack and a copy of the park map. The Point will also support special events taking place at the park such as Shakespeare by the Sea.

Operational Summary

- Our operation will run from April to November
- Open 11 hours a day during the spring (7 am - 6 pm)
- Open 13 hours a day during the summer (7 am – 8 pm)
- 3 full-time and 2 part-time staff



Offerings

High quality Ground Coffee

Espresso based coffee drinks

Fresh Juices

Pastries

Gelato Ice-cream

Dogs Treats

Keys to Success



Store design that will be both visually attractive to customers and designed for fast and efficient operations



High quality pastries, fair trade coffee-based beverages, and the unique flavors of our gelato ice cream



Employee training to insure the best coffee preparation techniques



Marketing strategies aimed to build a solid base of loyal customers

Sustainability

With so many people enjoying multiple cups of coffee every day of their lives and cafes and coffee shops booming, more and more people are finding ways to make each cup of joe cleaner, greener and more sustainable

- **Source Sustainable** Coffee Beans
- **Reusable Cups:** Customers will be offered Reusable cups inside the park with a small deposit and discount for bringing a reusable mug
- ***No to single use plastic:*** All coffee cups will be made of recycled content and is 100% recyclable
- ***Grounds for Grounds:*** Customers can request used coffee grounds for free. Can be used in the garden as a natural plant fertilizer or to add to a compost pile
- ***Machines:*** Machines are turned off when not needed to reduce carbon emissions



Ask

An RFP