



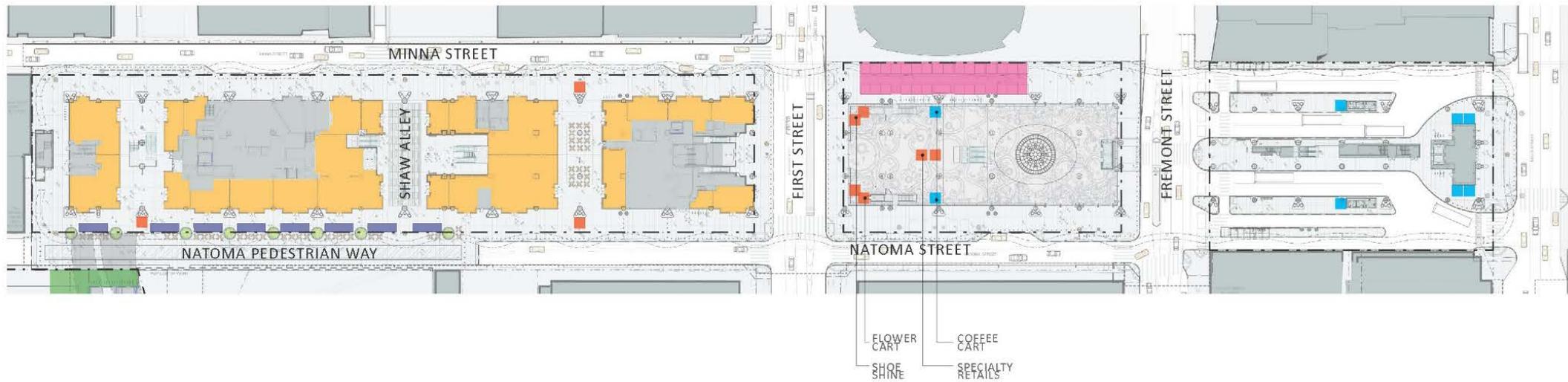
SALESFORCE TRANSIT CENTER Pop-Up Program Presentation



Ground Level Locations

POP-UP LOCATIONS

- LOCATIONS W/ EXISTING OUTLET BY WEBCOR
- LOCATIONS NEEDS OUTLET
- FARMERS MARKET
- TI RETAIL SPACES
- BEER GARDEN
- FOOD TRUCK



Food Truck Program



FOOD TRUCK PROGRAM: CONCEPT

- Branded concept with proprietary website for Salesforce Transit Center.
- A line up of up to 7 food trucks per day, based on time of year and day of week.
- A variety of cuisines will be offered with different food trucks everyday.
- Food trucks will be curated to ensure diversity of choices.
- Each food truck will have their own set of three waste bins:
 - Recycle
 - Landfill
 - Compost
- Food trucks will remove their own waste when they leave.

Ground Level- Natoma



FOOD TRUCK PROGRAM: OPERATIONS

Open 7 days a week:

Monday - Friday

Lunch: 11:00 a.m. - 2:00 p.m.

Dinner: 5:00 - 9:00 p.m.

Saturday-Sunday

11:00 a.m. - 5:00 p.m.

- Food trucks are self sufficient and will provide their own electricity and water.
- Food trucks will provide general liability and workers comp insurance.

Site Managers (1 full time per shift)

On-site 7 days a week, during operational hours.

Guide food trucks to load-in and load-out and upkeep common areas.

Manage food truck program.

Booking Manager (1 full time)

Curate lineup of food trucks..

Book and schedule food trucks.

Ensure food trucks are up to code with permits and insurances,

Liaison with the Salesforce Transit Center management.



Network of over 200 Trucks



FOOD TRUCK PROGRAM: FINANCIAL PLAN



COST TO OPEN for Operator

\$20,000

- Business license
- Health Department
- Temporary Occupancy Permit
- Portable Bathroom set up fee
- Marketing and website

COST TO OPERATE for Operator

\$190,000 per year

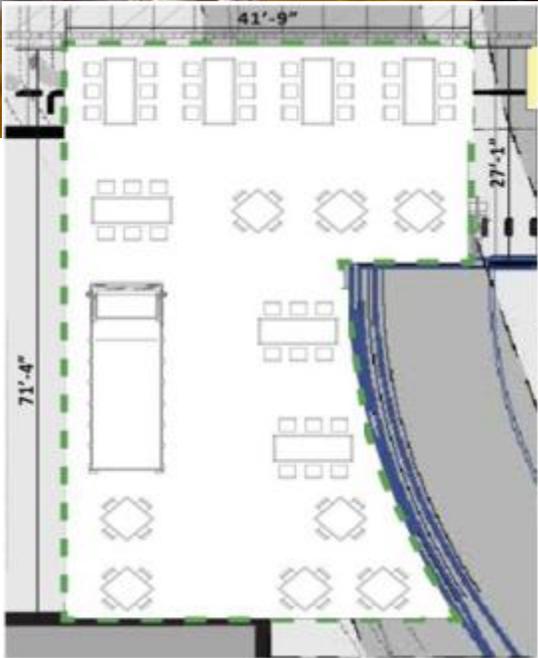
- Site managers
- Booking manager
- Portable Bathrooms
- Renewals for licenses and permits
- Marketing and website ongoing
- Rent



BAR DOWN: CONCEPT

- Drink truck will be a vendor designed to fit the aesthetics of the Salesforce Transit Center.
- Beverages will be served from a menu of non-alcoholic and alcoholic choices.
- Upon approval of a Full Liquor License, menu will include:
 - Craft beer
 - Wine
 - Sangria
 - Variety of other Cocktails
 - Open 7 days a week:
 - Monday - Friday
 - Lunch: 11:00 a.m. - 2:00 p.m.
 - Dinner: 5:00 - 9:00 p.m.
 - Saturday-Sunday
 - 11:00 a.m. - 5:00 p.m.

Ground Level: Bar



BAR DOWN: FINANCIAL PLAN

COST TO OPEN for OWNER

\$200,000 approx

- Business license
- LLC
- Liquor licenses
- Health Department permit
- Fire Department inspection
- Housing Development Department
- Drinkware
- Truck build-out

COST TO OPERATE for OWNER

\$300,000 per year approx

- Bartenders
- Insurance
- Products



CAFE: CONCEPT + OPERATIONS

- Cafe will serve specialty coffee drinks and offer baked goods.
- Hours of Operation
 - Monday - Friday 6:00 a.m. - 6:00 p.m.
 - Saturday - Sunday 8:00 a.m. - 6:00 p.m.
- Exterior will be customized to fit the aesthetics of the Grand Hall.
- Barista (3-4 full time)
 - On-site 7 days a week, during operational hours.
 - Welcomes customers.
 - Prepares and sells coffee drinks.
 - Maintains inventories.
 - Maintains safe and healthy work environment.



CAFE: FINANCIAL PLAN

COST TO OPEN

\$10,000 +

- Unit retrofit and design
- Marketing and website

COST TO OPERATE for OWNER

\$100,000 per year

- Inventory
- Baristas - plus benefits and insurance
- Renewals for licenses and permits
- Marketing and website
- Rent

Grand Hall: Shoeshine & Flower Market



Farmer's/ Pop Up Market



FARMERS/POP UP MARKET CONCEPT AND PLAN

Every Wednesday starting August 15, 2018

3:00pm- 7:00pm

10' x 10' areas/ 28 available

Rents from \$25-40 (area comps)

- Farmers
- Craft Foods
- Unique Retail/ Local entrepreneurs
- Opportunity for incoming inline merchants
- Services

Ground Level: Fashion Trucks



Ground Level: Reyes program on Bus Plaza

6 Machines for the Bus Plaza

First to Market 'Take a Better Break':

Features of the "Take A Better Break" Graphics

Prominent "take a better break" consumer messaging

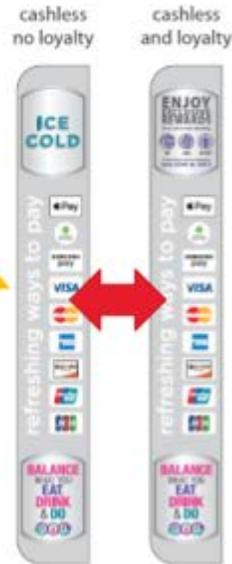
Exterior applied decal to improve graphic visibility

Eliminated ad card window to simplify exterior; supports ad decals when needed

1 piece door glass decal on thicker material makes installation simple



Optional payment zone decals inform consumers of payment options accepted



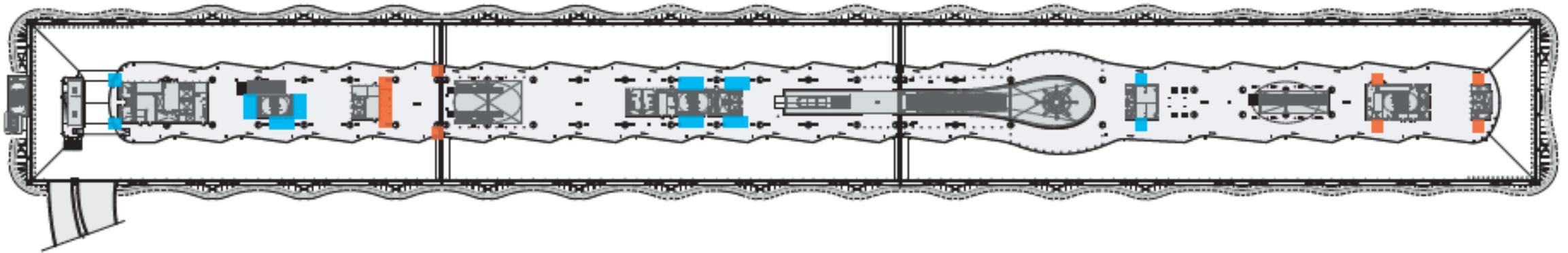
Integrated "balance what you eat drink and do" message



Bus Deck Locations

POP-UP LOCATIONS

- LOCATIONS W/ EXISTING OUTLET BY WEBCOR
- LOCATIONS NEEDS OUTLET



Bus Deck: Reyes Program



- ✓ **Brands Customers Know and Trust**
- ✓ **Water, Vitamin Drinks,**
- ✓ **Iced Coffee**
- ✓ **PowerAde**
- ✓ **Coca Cola Products**
- ✓ **First to Market Machines**
- ✓ **ENERGY STAR Certified**

Bus Deck: Reyes Program



Widest selection of Products for the Traveler/ Customer...

- #1 Sparkling Beverage in the U.S.
- Low-No Calorie Drinks
- Zero Sugar Drinks
- Juice's & Teas
- Energy Drinks
- Sparkling Water
- Enhanced Water
- Aloe Drinks
- Coconut Water
- Protein Drinks
- Ready to Drink Coffee

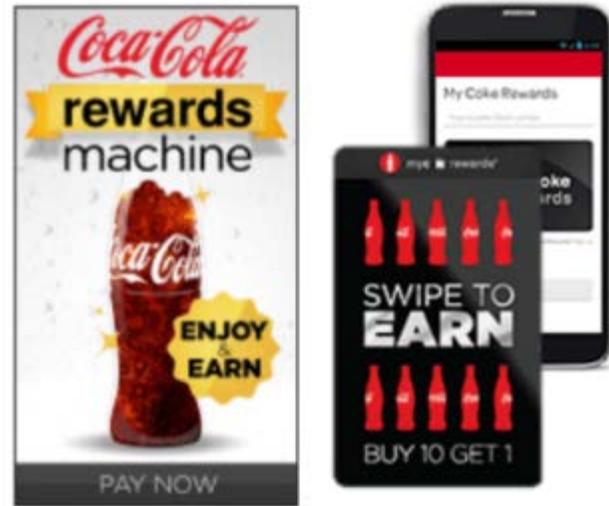
Bus Deck: Reyes Program

Bringing the most robust technology...

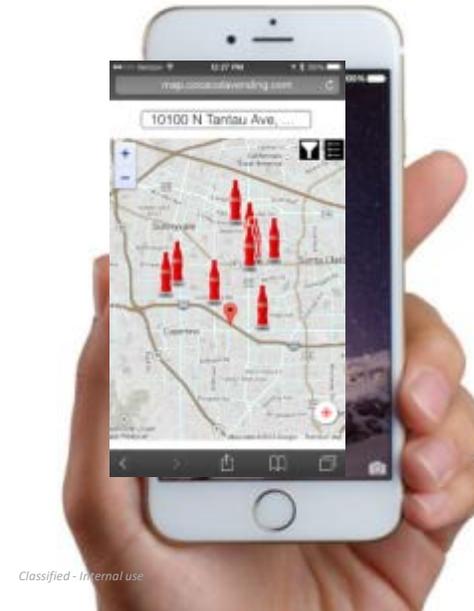
Diverse set of Payment Methods



Customer Rewards



Smart Phone Enabled



Classified - Internal use

Bus Deck: Reyes Program

Financials

Reyes Investment (all costs borne by Reyes)

Equipment Type	# of Units	Per Unit Cost	Equipment Cost	Tax	Estimated Freight	Install Per Unit	Total Cost
Glass Front Vender	14	\$ 3,546	\$ 49,641	\$ 4,507	\$ 993	\$ 120	\$ 56,821
Stack (Marketing) Vender	4	\$ 2,191	\$ 8,766	\$ 796	\$ 175	\$ 120	\$ 10,217
Credit Card Reader & Recycler w/RDP	18	\$ 725	\$ 13,050	\$ 1,185	\$ 261	\$ -	\$ 14,496
Total	36	\$ 1,985	\$ 71,457	\$ 6,488	\$ 1,429	\$ 60	\$ 81,534

Projected Yearly Revenue to TJPA

	Forecasted Annual Volume	Avg Vend Rate	Case Revenue	30% Commission
Conservative	4,000	\$2.25	\$216,000.00	\$64,800
Target	5,000	\$2.25	\$270,000.00	\$81,000
Aggressive	6,000	\$2.25	\$324,000.00	\$97,200

Standard commission is 20%

Bus Deck: Automated Retail

Vending daily necessities for the community & the commuter

- ✓ Quick Grab & Go Food/Beverage
 - ✓ Healthy Snack Alternatives
- ✓ Automated Retail Concepts
 - ✓ Makeup, Jackets, Gifts
- ✓ Convenience Needs for Work, Home & Play
 - ✓ Pharma, Shoes, Recharging/Chargers to go, and many more
- ✓ Activation on Grand Opening Day!



Bus Deck: Automated Retail

Electronics



Fitness Gifts



OTC Pharma



Travel Items



Forgot Mascara?



A Warm Jacket?



Need Flip Flops for the Park?



Or Shoes?

Park Level: Bar & Cafe



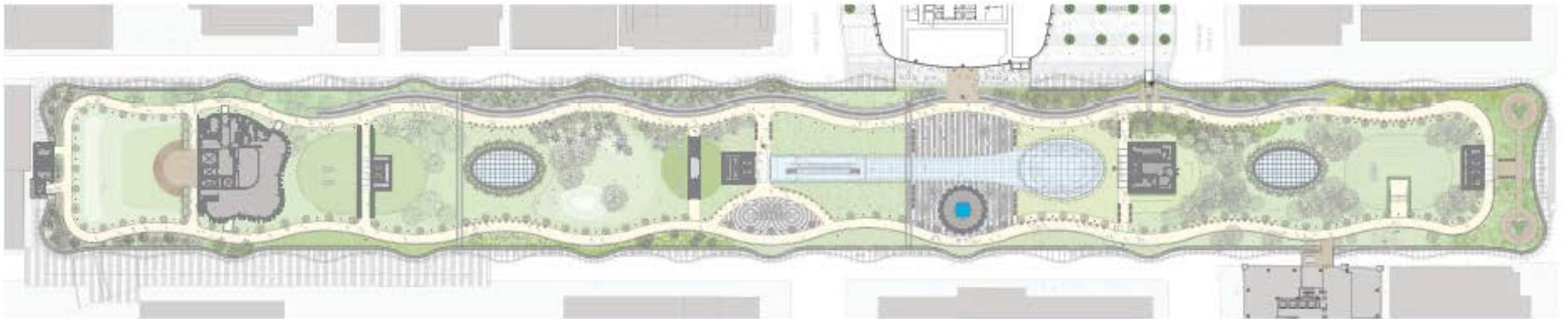
PARK BAR AND CAFÉ: TRAILERS

- Two trailers will team up to provide drinks and food on rooftop park.
- Drink trailer will serve non-alcoholic and alcoholic options.
- Café will feature:
 - Grab and go menu (sandwiches, parfaits, salad bowls)
 - Quick service hot menu
 - Interactive vending machine
- Bar and café trailers will fit the aesthetics of the Salesforce Transit Center park.
- Trailers will have complimentary menus.
- Vending machine will provide a healthy quick option for customers on the go.

Park Level Locations

POP-UP LOCATIONS

■ LOCATIONS NEEDS OUTLET





NOT DRAWN TO SCALE

PARK BAR AND CAFÉ: OPERATIONS

- Open 7 days a week:
 - Monday - Friday
 - 6:00 a.m. - 9:00 p.m.
 - Saturday-Sunday
 - 11:00 a.m. - 9:00 p.m. (adjusted seasonally; as needed)
- Bartenders + Servers
 - Based on demand.
 - On-site during operational hours.
 - Welcomes customers.
 - Prepares and sells drinks and food.
 - Maintains inventories.
 - Maintains safe and healthy work environment.



SAMPLE MENU

BREAKFAST

MORNIN' PUDDIN' // vegan, gluten-free
coconut chia seed pudding,
housemade granola, caramelized
banana on a sugar cane skewer,
wrapped in banana leaves

MO' MONEY, MO' MOCHI // gluten-free
mochi waffle breakfast sandwich with
choice of filling:
- longanisa, egg, swiss cheese
- tocino, spinach, tomato jam // vegan

ALL DAY

MY-SUBIS // gluten-free
housemade spam musubis:
- BLTAspam, shiso
- hawaiian garlic shrimp
- spicy tofu kastu // vegan

HAPPY BELLY BOWLS // gluten-free
cabbage salad or golden java rice with
choice of topping:
- pinoy bbq chicken
- pork belly adobo
- tofu sisig // vegan

CHICHACRACK // gluten-free
- pork chicharrones
- chicken chicharrones
- seaweed chicharrones // vegan

DOUGHNT SAY NO // vegan, gluten-free
housemade cookie dough in assorted,
filipino flavors: mango biko, toffee
sansrival, buko pandan, ube

SPECIALTY DRINKS // vegan, gluten-free
- halo halo milktea
- rose melon milktea
- sunshine cooler
- coconut coffee

PARK BAR AND CAFÉ

COST TO OPEN for OWNER

\$160,000

- Business license
- LLC
- Liquor licenses
- Health Department permit
- Fire Department inspection
- Housing Development Department
- Drinkware
- Truck build out
- Truck delivery to rooftop - unknown cost

COST TO OPERATE for OWNER

\$300,000 per year

- Bartenders + Servers:
- Insurance
- Products

Financial Estimates

CATEGORIES		Aug-18	Sep-18	18-Oct	18-Nov	18-Dec	19-Jan	19-Feb	19-Mar	19-Apr	19-May	Jun-19	Jul-19	TOTAL
GROUND LEVEL														
Ground Level sub-total		5,900	11,500	11,800	11,300	10,500	11,300	12,050	9,750	10,250	10,250	12,800	12,800	\$ 130,200
	BASE RENTS	4,670	9,290	9,590	9,340	8,290	8,590	9,590	7,290	7,790	7,790	9,840	9,840	\$ 101,910
	COMMISSIONS	1,230	2,210	2,210	1,960	2,210	2,710	2,460	2,460	2,460	2,460	2,960	2,960	\$ 28,290
PARK														
Park sub-total		250	250	100	100	100	250	250	100	250	250	250	250	\$ 2,400
	BASE RENTS													
	COMMISSIONS	250	250	100	100	100	250	250	100	250	250	250	250	\$ 2,400
VENDING														
VENDING sub-total		11,966	11,966	11,966	11,966	11,966	11,966	11,966	11,966	11,966	11,966	11,966	11,966	\$ 143,592
	BASE RENTS	5,216	5,216	5,216	5,216	5,216	5,216	5,216	5,216	5,216	5,216	5,216	5,216	\$ 62,592
	COMMISSIONS	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 6,750	\$ 81,000
TOTAL REVENUE w/added electrical \$ 18,116 \$ 23,716 \$ 23,866 \$ 23,366 \$ 22,566 \$ 23,516 \$ 24,266 \$ 21,816 \$ 22,466 \$ 22,466 \$ 25,016 \$ 25,016 \$ 276,192														
	TOTAL BASE RENTS	\$ 9,886	\$ 14,506	\$ 14,806	\$ 14,556	\$ 13,506	\$ 13,806	\$ 14,806	\$ 12,506	\$ 13,006	\$ 13,006	\$ 15,056	\$ 15,056	\$ 164,502
	TOTAL COMMISSIONS	\$ 8,230	\$ 9,210	\$ 9,060	\$ 8,810	\$ 9,060	\$ 9,710	\$ 9,460	\$ 9,310	\$ 9,460	\$ 9,460	\$ 9,960	\$ 9,960	\$ 111,690
	Electrical Installation Costs for Vending additions													\$ (66,000)
TOTAL NET REVENUE to TJPA \$ 18,116 \$ 23,716 \$ 23,866 \$ 23,366 \$ 22,566 \$ 23,516 \$ 24,266 \$ 21,816 \$ 22,466 \$ 22,466 \$ 25,016 \$ 25,016 \$ 210,192														

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