



GEEK EATS

CONCEPT PLAN FOR Geek Eats Deli and Boardgaming Café

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What is Geek Eats?

The Geek Eats Deli and Boardgaming Café will be Central Arkansas' next innovative restaurant. Our goal is to create a comfortable space for people to dine and drink, a place to take out or hang out. We will open a restaurant that fills the need for a solid neighborhood eatery with food that is passionately created with quality ingredients. The restaurant will also be a singular source for craft draught beers in the Park Hill neighborhood, focusing on the locally and perhaps in-house brewed, along with serving other drinks that complement the menu concept. It will be a place where people can stop in to grab something for dinner in an area nearly devoid of quality takeout. And it will be a place where people can stay for an extended time, whether to hang out with friends late night or play board games on a lazy Saturday afternoon.

For nearly two years, Geek Eats has been manufacturing hummus, pesto and granola for sale at farmers' markets and small-scale retail. We have always taken pride in using quality ingredients to make fresh food. We now want to extend this into a restaurant that does the same thing. While this trend has been spreading throughout the Little Rock area, we have had few good examples of this in North Little Rock. I want to be one of the first restaurateurs to expand to this side of the river. I am a resident of the city and have deep roots in the Park Hill neighborhood. As Park Hill grows and evolves, I know my enthusiasm can catalyze and enhance that evolution.

I believe that to successfully grow, Park Hill needs to engender a sense of community while simultaneously becoming a destination and Geek Eats can do that. As a café, Geek Eats will be able to bring in customers to sit, drink, play games and be happy. It will become a staple of the community. As a deli, Geek Eats will be able to provide delicious food for that community, but will also be one of the few gourmet delis in the Central Arkansas area. Many of the food critics and customers I have spoken to have long yearned for a good deli.

Why Geek Eats in Park Hill?

Park Hill is on the rise. Recently, there was a grant awarded to the community that has produced an amazing plan for growth and revitalization. Combine that with the recent transition of the area back into a wet district, and you realize that the neighborhood is ripe for new restaurants. The Central Arkansas area has seen a boom of locally owned, gourmet and quality restaurants, but the trend has not seeped too far into North Little Rock. Residents are craving something great. Park Hill is home to a strong community of people who would support a good restaurant. Quality restaurants in the area have already felt this support. Rosalinda Honduran Restaurant is a recent success story. This small corner restaurant was a hot spot for the community and eventually out grew their space and moved to bigger space outside of the neighborhood.

In 2014, as part of the revitalization effort, a Pop Up in the Rock event was planned for the neighborhood. The event spread over a 6 square block area on a Saturday in September and drew over 5,000 people. At that event, every food serving establishment, including Geek Eats' pop up restaurant, sold out of product. The beer garden was packed for hours and still retained people after the official end of the event.

While I believe that competition is inevitable, I also welcome it. I want to actively promote this area as a new frontier for restaurants and other businesses because there are enough people to patronize a food rich area that becomes a destination and therefore brings in even more traffic. Geek Eats supports socially responsible growth to better the community, and this includes welcoming new businesses.

Why believe in Geek Eats?

I have long believed that the customer is awesome. And I want to be awesome for the customer. I have built a company that brings the best products to the people and will continue to do so in a store front. In this establishment, customer service will be second only to the amazing food. I have long held positions in service and learned how to best communicate with the customers and find ways of fitting their needs. I will seek like-minded employees and train them so that Geek Eats will be known to have the best customer relations in the area.

These relationships will be the backbone of the Geek Eats concept. As the restaurant will be multi-faceted, my employees will find ways to fulfill the needs of every customer, from those who want to zip in for a bite or take out to those who want to find their new favorite beer, or those who want to learn how to play a new board game.

Geek Eats will also serve as a center for community involvement. We will strive to be a place where local meetings can be held and topics of interest can be discussed over evening beers. We will work to further evolve the Park Hill community by hosting neighborhood events and creating avenues for future ventures to come into the area.

Who does Geek Eats cater to?

Geek Eats is in a unique position to serve as a neighborhood deli and a regional destination. The 72116 zip code, which encompasses Park Hill, Lakewood and Indian Hills, is home to 21,000 residents. John F. Kennedy Boulevard, Park Hill's commercial corridor, is a major connector between Little Rock and points north with an average daily traffic count of 34,000. Additionally, the downtown areas of Little Rock and North Little Rock are within a five-minute drive. This density would support a neighborhood restaurant on nights and weekends while also making Geek Eats a convenient stop for lunch. On Sundays, three large churches empty out on to JFK, and a friendly deli would be a perfect post-church brunch stop.

Currently, the Geek Eats Facebook page has over 1,400 followers from all over Central Arkansas. Many of these fans have been eagerly awaiting our next step, making the deli a go-to destination for many locavores. The Geek Eats brand is already known among those who seek out locally owned businesses through our exposure at farmers markets and retail. We have also built good rapport with many of the food critics in town, who are eager to share the story of Geek Eats' evolution.

What will the Geek Eats Deli and Boardgaming Café look like?

We are envisioning a three-room dining space with counter service, consisting of

- 1) a 20-seat front room,
- 2) a 30-seat neighboring room that can be sectioned off for special events, meetings, or private parties, and
- 3) a 45-seat boardgaming room that can welcome any diner, but is specifically set up to comfortably accommodate groups of gamers and all their food. This room will also house Geek Eats' extensive game collection, which will be available for patrons to play in-house.

We expect this set-up to require 2,000-2,500 sq. ft.