



GEORGE RESTAURANT & LOUNGE

UPA NO. 23-00099 RESTAURANT 3

AGENDA

- 1- Who is George
- 2- Mission Statement
- 3- Target Market
- 4- Goal for Restaurant 3 designation
- 5- Conclusion



WHO IS GEORGE?

GEORGE LLC is comprised of a group of seven Virginia Baby Boomers and Gen Z and Gen Xer who were looking for a safe, enjoyable atmosphere where friendly conversations, good food and good music, feeds the mind, body and soul! They are military veterans, media personalities, healthcare administrator, real estate investors, DOD employee and a retired engineer.

George Garrison III was a very close friend to most of the members of George LLC. He was always the one to volunteer to help out the crew when others wouldn't, even when the odds of success seemed stacked against us. He always had great advice, a great sense of humor and a quick easy smile. He was also a Godly man of tremendous humility, matched only by his great physical stature.

In the midst of the pandemic, many of us all lost love ones. Sadly, it also claimed the life of our dear friend, George. We felt there was no more fitting an honor to name the place for him.

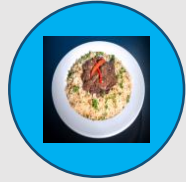


MISSION STATEMENT & CORE VALUES

- Mission: To provide our customers with an exceptional unique dining experience where friends, food and music feeds your mind, body and soul.
- Core Values: The core values of our business are service, integrity, respect, accountability, honesty, teamwork, communication, safety, and sustainability.



TARGET MARKET



We targeted military & professionals throughout the region, with median incomes of 40, 000. They are singles & couples between the ages of 30-80. Typically they dine out at least once per week for dinner and/or lunch. They have high expectations for their dining experience and have been dismayed that their standards, until now, have been sadly underserved. They appreciate a great value for their hard-earned money and are willing to spend it, should their expectations be met..

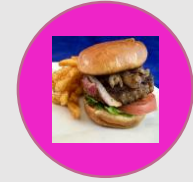
WHEN YOU'RE HERE FOR LUNCH,
You're Family!

A photograph showing the interior of a restaurant or lounge. The scene is lively with people seated at tables, some looking towards the camera. The lighting is dim and colorful, with blue and purple hues. There are large screens in the background displaying various images.

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GEORGE
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They want a place they can share the company of like-minded professionals to relax, network, make new friends, enjoy amazing meals and cocktails, hear great music, and watch sporting events. They want a place that's posh and comfortable, that's open late, that's affordable and offers terrific "take-out." They would like a place that treats them like they are truly valued and encouraged to return because of it.

RESTAURANT 3 DESIGNATION

STAGE EXPANSION



Our guests have made requests for accommodations that under our Restaurant 2 designation, we have not been able to provide.

- 1- Full use of our stage and limited dancing
 - A couple celebrating their 60th wedding anniversary could not dance to their song.
 - Sunday Brunch competition wants to include praise dancers
 - Allow bands to spread out instead of having to be bunched up together.
 - Teen and children talent showcase which could include modern, tap or ballet dance.

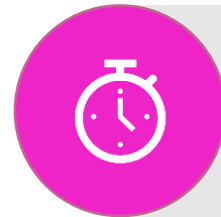
Please note, WE ARE NOT REQUESTING to be a “Dance club”. We would like the flexibility for ad-hoc events .

We would like the flexibility to open later for special events. For example, a few of our guests requested to make reservations for dinner and drinks after the Hampton Jazz festival.

Many of our customers wanted to make reservations for New Years Dinner with live music. Due to our restricted hours, we could not accommodate the request.

We’ve had a few military personnel from Langley request us to stay open later than what we currently do for “date night” on the weekends!

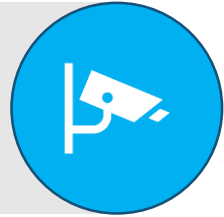
In order to offer our Target Audience a safe, comfortable place on the weekends or ad-hoc event, becoming a Restaurant 3 designation is imperative.



HOURS OF OPERATION

RESTAURANT 3 DESIGNATION

STEPS TAKEN



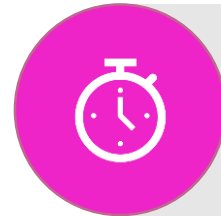
Below are the steps we have taken to date to ensure safety and cohesion with surrounding community:

- 1- Installed Security Cameras inside and outside
- 2- Provide security for parking lot during required events
- 3- Cater our evening events to our target audience.
- 4- Requested additional lighting for parking lot from the owner
- 5- Purchased a noise meter to validate music would not negatively impact the surrounding neighborhood.

We have had no incidences of violence, drug or any negative situations related to George Restaurant since we opened in March of 2023.

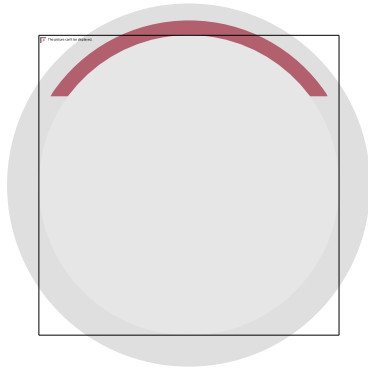
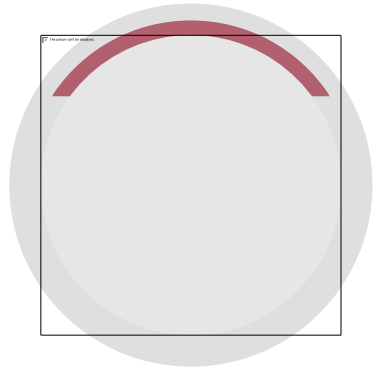
We have had no police calls, except one false alarm for our burglar alarm.

We have no complaints of excessive noise even in light of the live music events we have held to date.



OCCURENCES

CONCLUSION



- We have been open for 10 months as you can tell from our high ratings on YELP, GOOGLE, FACEBOOK and IG people are enjoying coming to Hampton just to visit George. We've had people come from NY, Philadelphia, Connecticut, just to name a few as well as traveling from all of the seven cities to taste our food and more so feel the vibe!
- We are not looking to become a dance hall or change our target audience. As stated by some the neighbors in the surrounding area who signed our petition in support of becoming "Restaurant 3". They are glad to have a positive, safe place to walk to for a little fun".

