



Hani Tua is a French Polynesian cocktail lounge and high-end eatery. Our main goal is to create innovative, ever-changing menus sourced from local, trusted partners in an immersive, relaxing environment. There is a void in North Lake Tahoe that we intend to fill and our impact will resonate throughout northern California and Nevada alike.

Business Description

Hani Tua shares a name with one of the original polynesian dancers to emigrate from the islands, who encapsulated the “joyful and kind” meaning of the name Hani. At Hani Tua we will reach our goals by cultivating a staff of creative minds, and will be allowing them to explore the vast possibilities of the food and beverage industry, while providing them all the tools necessary to keep us at the forefront. We are looking to break into North Lake Tahoe’s historic restaurant scene by providing a service experience unlike any around. While there are very popular pizza, burger, and Mexican restaurants, we are severely lacking options for upscale, approachable dining. We have spoken to many locals and travelers alike, the excitement for even the prospect of a space like this is tenable. We will be exploring traditional french, polynesian and asian cuisines, while also utilizing the most contemporary styles of cooking. Our bar program will include exemplary wines and liquors from all regions, and will showcase several inventive cocktail menus.

Management and Organization

Eric Fehringer -

Fruition Media House

Experience

Eric is a master mixologist, wine enthusiast, professional photographer, and service industry expert with numerous contacts in the Sommelier, Distributor, Winemaker, and Restaurateur world. Eric is an integral asset to the success of the operations of the business.

Eric also has a vision on the build-out of the bar and restaurant and has consulted on the construction, installations, and openings of multiple other properties. He has detailed knowledge of woodworking, tile and appliance installation, and overall maintenance. Efficient and safe day to day operations of the bar, kitchen, and meetings with distributors/ partners will be Eric's main focus.

Alexandra Gelardi

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Experience

Alex graduated college with Bachelors in Corporate Finance and Business Administration, she will use that knowledge with years of practical experience to help focus our vision in a profitable, pragmatic manner. Alex was an integral part of opening several restaurants from the ground up in Jacksonville, FL. She has managed high-volume bar style restaurants that bolster over 50 employees and average annual sales of about \$8 million at the time. She also has extensive training in fine-dining, luxury style brands and wants to combine the best of each of these styles together. Alex also grew up as a member of the original Mai-Kai family, her grandfather started the business in the 50's and she plans to continue his family legacy. As a person of Tahitian descent, there will be a major focus on cultural authenticity while bringing in the most contemporary and functional parts of the industry.

We plan to work together to build the most quality service experience by utilizing our own knowledge with that of other experts and creative thinkers that share our common goals. We are going to create an organizational structure where everyone can feel free to contribute to our day to day success, leading to a cohesive and perpetual team effort. We will be looking for the right people who want to be with us and are passionate about their respective roles.

General Manager - Alex Gelardi

Head Chef - TBD

Pastry/Sous Chef -TBD

Bar Manager - Eric Fehringer

Marketing Plan & Market Analysis

Taking care of our local, full time residents will always be first and foremost in our marketing strategy. We plan to create partnerships and incentives with other local businesses to drive year-round sales and a word-of-mouth strategy. We have already created a buzz in the area by discussing tentative plans with locals, who had incredibly excited responses. We will embrace our mountain community in a way that we will ease right into the gaping hole in this market. Geographically, our market has an endless supply of new customers who come from all around the world, as well as our steady core neighborhood of full time residents. This creates a unique opportunity for us to be the place for anyone to enjoy a sophisticated, elevated evening in North Lake. We also plan to serve food, as well as drinks until the mandated 2 AM close time, which will be very different from anything in the area. At this time, most kitchens are closed by 9 PM, with the exception of fast food being open until 11PM. We will be providing a substantial and delicious late night food menu to compliment our fantastic cocktails every night. We also plan to provide unrivaled seasonal experiences, such as apres ski, live music, guest chefs, guest bartenders, and deals for locals. Our goal is for our guests to spend an entire evening with us, and immediately feel excited for their next visit. We will be a destination, one not easily forgotten.

SWOT Analysis

Strengths - Location, Quality, Uniqueness, Experience, Difference from competition

Weaknesses - Parking, Indoor/ Outdoor opportunity, Initial Expense

Opportunities - Poised for rapid growth in an ever expanding community, with a draw towards people from all over the world with our existing connection to the Tiki Culture.

Threats - Snow Mitigation, [TRPA](#)., other permitting committee's

Product and Service Description

The cocktail program will have traditional tropical drinks, new and innovative barrel aging programs, experimental drink design, and curated classics all in a series of menus that changes 4 times a year. We will also have sponsored pop up events with unique menus catered to specific spirits. Tapas style plates and featured chef tastings allow for a casual, yet exquisite level of detail that is always evolving and interesting. We will be featuring at least three dynamic menus a night in the winter; Apres Ski, Dinner, Apres Dinner. Opening just before the lifts stop spinning, we will offer warm delights to quell the post-mountain cravings like a variety of soups and breads, cheese tastings and other pu pu platter style offerings. We will transition into a full dinner menu with our chefs carefully curated take on what he can procure fresh seasonally. Later in the evening, we will still have an interesting, robust menu available to keep the night going until the end. We believe our proximity to San Francisco's seafood industry will give us a leg up on fresh options throughout the year.

Competitive Analysis

In terms of competition in the area, few places compare to the concept proposed. The closest elevated cocktail lounge with decent food is in Reno with some close attempts in Tahoe City (30 min away) and South Lake Tahoe (60 Minutes away). The only other competitive place within walkable proximity is what's known as "The Grid" and is an establishment that serves food until 11PM and drinks until 2AM. Gar Woods is the most popular restaurant in the area, located in Carnelian Bay, it is still a 15 minute drive from our walkable beach town and closes at 10PM.

Gar Woods Grill & Pier
5000 N Lake Blvd. Carnelian Bay, CA 96140
Sq. Ft. - 8000
Employees - 50
Annual Revenue - \$10.4 million

The Grid Bar and Grill
8545 N Lake Blvd. Kings Beach, CA 96143
Sq. Ft. - 1200
Employees - 8
Annual Revenue - \$1.8 million

Location Analysis

North Lake Tahoe statistics:

Median Age - 51

Average Salary - \$145,174

Average Home Price - \$1,425,145

Median Rental - \$2,800

NORTH LAKE TAHOE: With 11 ski/snowboard resorts, 167 lifts, and more than 800 trails, there's a unique option for every skill set and traveler. Year-round resident population is around 40,000. Total population can reach 300,000 on peak days. About 15 million people visit Lake Tahoe each year. More of them are starting to see the benefits and shortcomings of visiting North Lake Tahoe over visiting South Lake. Opening a sophisticated and refined yet fun and immersive cocktail lounge experience is sure to be a staple for decades.

PLACER COUNTY: Owning commercial or mixed-use property in Placer County can be an appealing investment opportunity. As a region experiencing growth and development, Placer County offers a dynamic market for businesses and entrepreneurs. The county's strategic location, with easy access to both Sacramento and the Sierra Nevada, makes it a prime spot for commercial ventures. Additionally, Placer County has a strong commitment to economic development and a pro-business environment, which can be advantageous for property owners looking to establish or expand their businesses. With a growing population and a diverse economy that includes tech companies, healthcare facilities, and retail establishments, owning

commercial or mixed-use property in Placer County can provide the potential for long-term success and profitability.

Neighborhoods

Incline Village - With an average income of \$198,214 the prestigious Incline Village Community is a haven for billionaires, millionaires, and ski bums alike. The community offers two golf courses, Diamond Peak Ski Resort, and Private beaches all on the IVGID pass which is paid for yet only accessible to residents of Incline. The Lone Eagle restaurant is going to be converted into a Nobu or Matsuhisha, the attached Hyatt Regency is proposed to be renovated into a nicer Park Hyatt or Andaz property 2 years from now which will render them close competitors to the Waldorf Astoria going in 10 minutes down the street.

Crystal Bay - Among the most expensive zip codes in the United States and North Lake Tahoe. With many of the homes only 1.3 miles away from 8703 North Lake Blvd. The Crystal Bay communities do not have access to the IVGID pass reserved for Incline Village residents only. They will however be getting the new Waldorf Astoria. Also, the historic Cal Neva Lodge, once owned by Frank Sinatra, has been acquired, will be renovated, and operated by Proper Hospitality. All of this is scheduled to be open by 2026-27. Median home value remains the highest in the state of Nevada at \$2,490,000.

Glenbrook - The Nevada side of Lake Tahoe has two of the most expensive zip codes for residential real estate, 89413 in Glenbrook located in Douglas County and 89402 in Crystal Bay located in Washoe County. Glenbrook kept its title as one of the most expensive zip codes in the "Mountain States" with a median sale price of \$2,170,000. Even with Glenbrook being located 25 minutes away it still plays a role on the local visitors year round.

Kings Beach - With bountiful charm and endless potential, the Kings Beach area has been beckoning travelers since the 1950s. With a rough history and a very bright future it is the most primed community in the Tahoe basin for development. Historic motels and quaint dining alongside one of the largest public beaches on the lake have set it up to also be among the most liveable and walkable areas around the lake. Kings Beach is looking forward to a proposed development of The Waldorf Astoria Hotel that will have over 170 rooms and residences, as well as a 153 room hotel/ mixed use building with 10,500 sq ft of commercial use space in the center of town. Hence the average wealth of visitors and residents within the immediate area will grow exponentially over the next 5-10 years and continue on for years to come as Kings Beach becomes more and more developed. Only a 45 minute drive from Reno and its airport, exactly 3.5 hours from San Francisco, and about 2 hours from Sacramento makes it quite easy to travel to. The location, walkability, and proximity to the closest two highway access points to North Lake Tahoe makes this an unrivaled option in terms of investment, growth, and ROI.

Financial Projections and Needs

*Detailed addendum attached

Acquisitions

You can see why we've narrowed our view to Kings Beach, and we have found the perfect dual-income location. This property has so much potential for multiple revenue streams and growth, we believe it would be an amazing first acquisition for a long term foothold to expand in the area.

“Lakeside Commercial Space” + “Attached Beachfront 2x2 home”

8106 North Lake Blvd, Kings Beach, CA 1,231 sq ft home and 1000+ sq ft business

(prior to expansion)

\$1,750,000 *Negotiable (on market over 150 days) (MOTIVATED SELLER)

[REDFIN LINK](#)

[Property Information Packet](#)

8106 N. Lake Blvd is a unique opportunity to own a slice of Tahoe with lake views, while profiting from both a short-term rental in the back and a wonderful new Tiki Bar in front. Recent renovations to the home include an updated kitchen, bathrooms, flooring, and patio, making it move-in ready. However, with a few small updates and additions, we can turn this into a luxury lakeside wellness retreat for both summer and winter visitors. The property is grandfathered in against any new STR laws and has a proven track history (*see link to addendum above). The proximity to a local beach outlet is very attractive as a tenant and will create a substantial amount of foot traffic. The front commercial property will need to be expanded, we will add a second floor with large lake facing windows to create the most scenic, memorable experience in Tahoe. We will also add an exterior quick-service window towards the beachside to fulfill the volume of summer days while not compromising our internal integrity.

Pro's: Secondary income of rental property would be immediate

Proximity to the beach/highway would increase volume

Could package rental stays with restaurant for events

Con's: Major construction work / complete build out with additions

Initial Capital to be raised \$3,370,000 (Split Holding and Operating Companies)

Shares to be valued at \$50,000/each until completion of 67 shares

Initial \$20,000 investment from managing partners

Projections

Year 1: Revenues ~\$2.2 million ; Costs ~\$2.1 million

Year 2: Revenues ~\$3.4 million : Costs ~\$1.8 million

Year 3: Revenues ~\$3.6 million ; Costs ~\$1.78 million

Year 4: Revenues ~\$3.8 million ; Costs ~\$1.9 million

Year 5: Revenues ~\$4 million ; Costs ~\$2 million

*projected by addendum information

Possible additional outlets / revenue streams

- Second floor - live music, views
 - Separate area
 - Specialty hours
 - Fresh, varied choices
- Private event bookings
- Brand endorsed parties during peak tourism times

- **Non-monetary Contributions**

Furniture & Wares -

*Detailed on attached addendum
Estimated Value \$38,574

Decor -

Original Painted Portraits (including Hani Tua's) (8)
Original Painted Landscapes (6)
Antique Polynesian War Tools (4)
Antique Polynesian Artifacts (12)
Vintage Hand-carved Tikis (varying sizes) (10)
Decorative, vintage and modern display Tiki mugs (30)
Estimated Value \$413,000

Summation

We have a clear vision for this concept and are ready to execute it at the highest level and believe the community is ready for it now. We need to find the right partners to make this vision a reality and are willing to be flexible with investment strategies to build a strong relationship that will last through many projects and years.