

My culinary story began when I was born into a big Italian family, where cooking symbolized everything that I love. A family meal may last hours, but it is the love and commitment to the right ingredients and nuances of flavor that matter most.

I am the chef/owner of Bob Sferra Culinary Occasions. My company has two divisions-Culinary Occasions, established in 2007 and The Culinary Occasions Shop, opened in 2012. Bob Sferra Culinary Occasions brings a client vision for great food and a great time to life! As chef and owner every morsel and meal we prepare is brought to you via our creative team assembled by me. A spectacular dinner party, cooking class, fantasy wedding cake, cocktail reception, fundraiser or culinary trip is fashioned with the concept that good food is created from great ingredients; with a sense of pride in the details and passion for the finished product. At Bob Sferra Culinary Occasions we cook with the season in mind; if it is growing in the garden or available at market it should be on the table!

I was invited to contribute to several food articles and eventually was a published food writer. I won several local culinary awards and was hired for my culinary consultation services. I was an entrepreneur! and the demand for personal attention led to the idea of starting a business. By experimenting and charging for all of the culinary consulting services I could offer as well as relying on relationships I gained the confidence that I could survive as my own boss.

My company started very small with very little working capital, but lots of love and commitment from friends and family that encouraged me for years to work on my own. I started small catering just 60-70 parties in the first year. During that time I filed paper work to become a limited liability corporation; hired an accountant and most importantly enlisted the talents of a close friend to develop a website and marketing materials. The profit margin was low, but the earnings went into creating low cost or no cost marketing opportunities. I worked with non-profit organizations, local media for appearances on television and continued to contribute to culinary articles to get the word out that I was a solo act. I began to teach culinary classes to supplement my income and that strategy worked very well. Currently, I continue to teach at Gervasi Vineyard in North Canton and at the Wolf and Sub Zero Appliance Showroom on the westside of Cleveland which helps to cross-promote the brand that is Bob Sferra Culinary Occasions. The off-site culinary class instruction helps as a no-cost avenue to reach potential new catering clients. The model: Teach a new group at a culinary class and one or two will eventually come calling for a private catered event in the future.

My retail space and commissary are in South Euclid, OH. The experience of leasing the space and building relationships with South Euclid city hall has led me to meet with and participate with the local business development group; I joined the Heights-Hillcrest Chamber of Commerce and have met with the small business owners at City Hall on several occasions in an attempt to solidify relationships and understand the business growth and opportunities within the community.

The food scene is growing at a rapid and pace that is not entirely measureable. The advent of celebrity chefs, The Food Network, local artisans and farm markets have taken center stage with the average person and breakthrough pace for the experienced foodie. My arsenal to stay current includes regular conversation with the local, national and international food service industry. I have several long-standing relationships with local Cleveland caterers and chefs that I would refer a job to or vice versa if our schedule were too packed to accommodate a client. I remain current on food trends through food magazine subscriptions, am an avid collector of cookbooks, have traveled all over the country to take classes from the chef world that includes Patrick O'Connell, Lidia Bastianich, Nick Malgieri, Todd English and many other well-known celebrity chefs. For me the quality is in the breadth of the chef's work and commitment and not the latest reality show appearance. I profess to study

The new space will include: Catering Kitchen; Pastry Production Kitchen; Specialty Cake & Dessert Tasting Room; Prepared Food Take Away Case, Fast-Casual Café Bakery and European Coffee Shop (Patisserie)

I realize that the new location will be positioned near very strong competition by Stone Oven Bakery, On the Rise and Phoenix Café; however, I am confident that the financial strength of my catering business will allow the pastry and café to increase overall sales.

I feel I have done my research on the Lee Road property by speaking to local business owners; Adam Fleischer of the Wine Spot and Destiny Morgan of CLE Urban Winery. In addition I spoke to a property owner who asked to remain anonymous; he owns 4 other buildings on the same side of the street and gave me the low down on what to expect involving building maintenance, Lee Road Development Association, routine maintenance, etc.

I have a strong team of trades assembled to assist with the project including the following:

Brian Anderson, CH Business Development Manager

Dubick Fixture; Isaac Lewin-Structural Engineer; Todd Armfeldt-General Contractor

Steve Kodalski-Architect; Conor Coakley-Real Estate Advisor

Dawn Cook-Dawn Cook Interior Design & Linda Smith-Blue Lens Interior Design

I have also done my research regarding the current tax structure and anticipate that the upgrades to the property will result in 5-10% increase in the tax basis

Since I am a current business owner, I already own a great deal of the fixtures required to start the new business venture in addition to subcontractors for electrical work, HVAC, Sanitation Services, etc. I have a strong bookkeeper and accountant on my team as well. I am very ready for the growth of Bob Sferra Culinary Occasions

On a personal note, I am very passionate about Cleveland Heights; my husband and I own a home and have lived in Cleveland Heights for the past 25 years; we have twice been showcased on the Heights Heritage Home Tour. I have worked closely with Heights Arts on several annual fundraisers and was a feature contributor to the "At Table" exhibit at Heights Arts in 2016. I believe in this neighborhood and community and plan to be here well into my retirement.

### **Scope of Project**

The approach to the rehabilitation of 2275/2277 Lee Road is to pay respect to the bones of the main portion of the existing building; creating two distinct areas that will be defined by the existing support beams. From storefront view, the left side will be dedicated to prepared pastries/retail/production and the right side will be the public space with access from Lee Road and the parking lot behind the building.

### **Build out of the existing 2705 Square Feet**

#### **-Kitchen (left side)**

To be defined as follows:

- Remove all current interior walls, ceiling/wall treatments
- Rewire for commercial food service equipment (gas and electric)
- Pastry Display Cases
- Guest Point of Purchase Counter
- Coffee/Beverage Bar
- Café quick finish kitchen equipment
- Pastry Production Kitchen
- Cooking Class Kitchen Equipment Suite
- Catering Production Kitchen
- Sanitation and Ware Washing Area
- Walk-In Cooler

#### **-Public Space (right side) to be separated into 2 specific areas**

To be defined as follows:

##### **Area #1**

- Maintain current vestibule with rehab modifications
- Guest Common Area; view/order from pastry case/menu
- Seating for up to 30 guests

##### **Area #2**

- Flexible doors to separate guest seating from Cooking Class Area/Tasting Room
- Hallway to guest bathrooms
- Guest bathrooms
- Access to basement with partial privacy wall

### **Build out of existing 1650 Square Feet/Garage Area**

#### **Area beyond existing brick wall (garage)/left side-Kitchen**

- maintain current man door for employee entrance
- employee common area
- garage delivery vehicle space
- equipment storage area

#### **Area beyond existing brick wall (garage)/right side-Public Space**

- Rear entrance from parking lot
- Private Event space
- Common Area with attractive storage of catering supplies
- Access to basement walk-in freezer via garage for deliveries

## Basement

Basement walls and floor will be sprayed and steam cleaned

Walls to be tuck pointed and painted with Drylok Extreme Latex Masonry Waterproofer Interior/Exterior Smooth Finish, White  
(Note that the same treatment will be completed in the garage area at rear of building)

Possibly a Nature Stone finish on floor OR KILZ Part Epoxy Acrylic Interior/Exterior Concrete & Garage Floor Paint

The phone wiring system on north wall will be terminated

Two basement bathrooms will be maintained for employee use with modifications

- exhaust fans to be removed and replaced with Delta Breez Green Builder bathroom exhaust fans
- current paneling to be removed and replaced with Crane Composites wall liner panel

Single door basement bathroom will be terminated

Coal Room/Small nook area with hot water tank and partial wall will be cleaned, the wooden partition will be removed and replaced with cement block

Replace hot water heater with Rheem G100-200 Natural Gas Universal Commercial Water Heater, 100 Gallon

Center stairs on north portion of basement will be stripped and covered with safety stair treads

Stairs in south east corner will be removed and replaced with new, durable stairs and safety stair treads

Electrical panels will be updated once electrical pull from exterior is determined and complete

All non-essential electrical conduit terminated and removed

Basement ceiling to be cleaned; non-essential portions removed and consistent finish on all floor joists

Replace basement light fixtures with compliant 4foot/ 40W LED Utility Shop Lights- 4100 Lumens, Double Integrated LED Ceiling Fixtures

## **First Floor Main Room**

Gilmore Security to replace current security system and install state of the art Radio control security system with new smoke detectors

Gilmore Security Contact: UL approved 5 Diamond Central Station Provider  
*Michael Prendergast, Sales Manager-440-232-1000*

## **Kitchen Wall and Flooring**

Current flooring to be removed; all layers and replaced with new sub-floor and Ever-Last Epoxy flooring; appropriate floor drains

Kitchen walls to be combination of exposed brick walls sealed with KILZ Interior/Exterior Low Lustre Concrete, Brick & Tile Liquid Masonry Sealer

Lower portion of kitchen walls to be covered with Crane Composites wall liner panels

## **Kitchen Ceiling**

Kitchen Ceiling (Left Side) to be removed and; any remaining tin ceiling to be salvaged for public space (right side). Kitchen ceiling to be exposed/industrial steel ceiling joists  
Current ceiling to be cleaned; paint removed and coated with electrostatic spray paint.

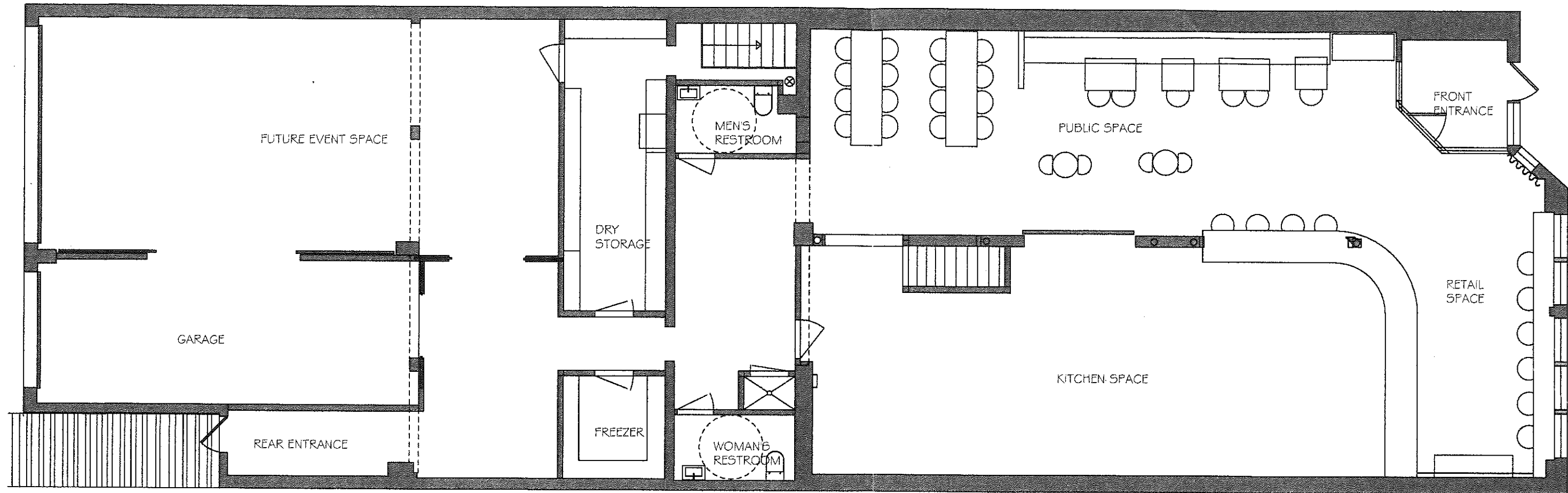
Kitchen lighting will be a combination of drop ceiling panels and LED 540 Lux Lighting Fixtures

Commercial Hood to be installed over hot cooking/prep area with Larkin 18' x 48" exhaust hood and fan with safety glass LED bulb lighting under hood

## **Public Space Floor and Ceiling**

Current floor to be removed; all layers and replaced with traditional hardware flooring or tile; TBA

Existing original tin ceiling to be repaired/small portions patched and replaced with panels from left side; all new drop low voltage lighting to be installed



REVISIONS		REMARKS
NO.	DATE	DESCRIPTION
1	11/01/19	CREATED
2	11/11/19	REVISED
3		
4		
5		

CULINARY OCCASIONS  
PRELIMINARY FLOOR PLAN

JORGE CASTILLO DESIGN, INC.  
216-991-9779  
WWW.JORGECASTILLO.COM

ID 01

SCALE: 1/8" = 1'-0"