



Food and Beverage Opportunities Available

1,339 - 6,068 SF



THE OPPORTUNITY



First Street Napa has a new story to tell. Downtown Napa is vibrant and full of life following the tide of change in many urban villages that attracted more locals and regionals to community driven streets — so much so that JLL featured First Street Napa as a retail success story on a **recent podcast**.

First Street Napa attracts families, explorers, regional visitors, multi-generational shoppers, “exurbanites,” and restaurant adventurers, as well as date-nighters and locals. A true community spirit fosters and lives here.

Lululemon expanded their test store to a permanent location.

Anthropologie and Free People are thriving, as is the food and beverage tenants at the center: Kitchen Door, Charlie Palmer Steak, Eiko’s, Chateau Buena Vista, Mayacamas, and Sky & Vine, the vibrant rooftop bar at the Archer Hotel.

Borne Consulting was engaged to evaluate high potential food and beverage opportunities for success at First Street Napa. Their findings reveal opportunity for:

Pub/Tavern Concepts	Craft Cocktail
Beer	Plant Based
Coffee/Cafe	Mediterranean
Salads, Soups & Sandwiches	Fast Casual
Jewish Deli	World Flavors
Burgers	Take Out and Delivery



FIRST STREET NAPA STATISTICS



2.1M

Total Visits

195 Minutes

Avg. Stay Time

85,839

Daytime Population

88,318

Local Population

Source: Esri 2022, 5-mile radius

VIEW VIRTUAL
BROCHURE
HERE

First Street Napa, a place for relaxation and innovation. A collective featuring great wines, unique culinary options, and a stylish set of retail and lifestyle concepts. Set in downtown and ingrained in Napa's story—thoughtfully updated and reimagined.



NAPA VALLEY STATISTICS



- Napa Valley welcomed a total of **3.85 million visitors**.
- The tourism industry generated **\$85.1 million in tax relief** to residents, an **increase of 5.8 percent** from 2016.
- The tourism industry generated **\$2.23 billion in total visitor spending** inside Napa County.
- Almost 70 percent is generated from overnight hotel guests, who **spend an average of \$446 in Napa County per guest, per day**.
- Direct visitor spending within the county **increased 15.9 percent** since 2016, outpacing visitor growth of 8.9 percent in the same time period.
- The **tourism industry remains the second largest employer in Napa County** (after the wine industry), supporting the livelihood of an estimated 15,872 people in the community, with a **combined payroll of \$492 million**.
- Overnight visitation **grew 13.7 percent from 2016 (1.2 million)**, outpacing day trip growth at **5.3 percent (2.4 million)**.

Source: Visit Napa Valley, Travel & Research Statistics 2018



FOOD AND BEVERAGE MARKET REPORT



- For this location, there is a 20k delta in disposable income between the local demographic and the actual restaurant consumer.
- Analysis shows the opportunity for unique cuisines with a bar.
- A beer garden model scored very well when partnered with different cuisines.

DOMINANT PATRON ID:
Exurbanites (Affluent and Urban)

COMPLEMENTARY ANTHROPOLOGIE SHOPPER:
Trendsetter
Urban Chic

TO ACTUALIZE REVENUE POTENTIAL:

- Destination Restaurant with Value Options
- Delivery Options
- Happy Hour
- Beer Garden
- Medium Check Average
- Vegetarian Options
- Brunch
- SEO with Chicken, Bar, Music

Source: BorneReport 2022

GAP ANALYSIS & POSITIONING



BASED ON A FOOD AND BEVERAGE MARKET EVALUATION, THE TOP REVENUE OPPORTUNITIES ARE IN THE FOLLOWING CATEGORIES:

- | | |
|----------------------------------|------------------------|
| 1. Beer Garden | 11. Korean |
| 2. Jewish Delicatessen | 12. Craft Cocktail |
| 3. Farmer's Market | 13. National Concepts |
| 4. Peruvian | 14. Takeout & Delivery |
| 5. Plant Based | |
| 6. 7 Bistros | |
| 7. Donuts | |
| 8. Gastro Pub | |
| 9. Salad, Soups, & Sandwiches | |
| 10. Hawker Fare / Street Vendors | |

39

OF THE TOP 50 NATIONAL CONCEPTS ARE COVERED WITHIN 2.5 MILES

12

OF THE TOP 50 NATIONAL CONCEPTS ARE COVERED WITHIN .25 MILES

\$87k

MEDIAN DISPOSABLE INCOME PER TRAVELER TO AREA

36%

OF PEOPLE WHO VISIT/WORK WITHIN 10 MILES AWAY

32%

OF PEOPLE WHO VISIT/WORK WITHIN 15+ MILES AWAY

18k

VISITS DAILY 1.5K ENDING IN A POS TRANSACTION

310k

TRIPS INTO AREA, 25k DAILY ENDING IN A POS TRANSACTION AT A RESTAURANT/ BAR

Data above based on January 2022 to November 2022 time frame, provided by Replica as part of Borne Report.



BORNEScore™

89%

The BorneScore™ is a Food and Beverage based food market consulting company, which evaluates the probability of a concept's success beyond 3 years of operation. Of course, success is highly dependent on sound operations, marketing, and financial acumen, so our report assumes these factors are in place.



Space B - **2,633 SF**

Can be combined for
6,086 Total SF

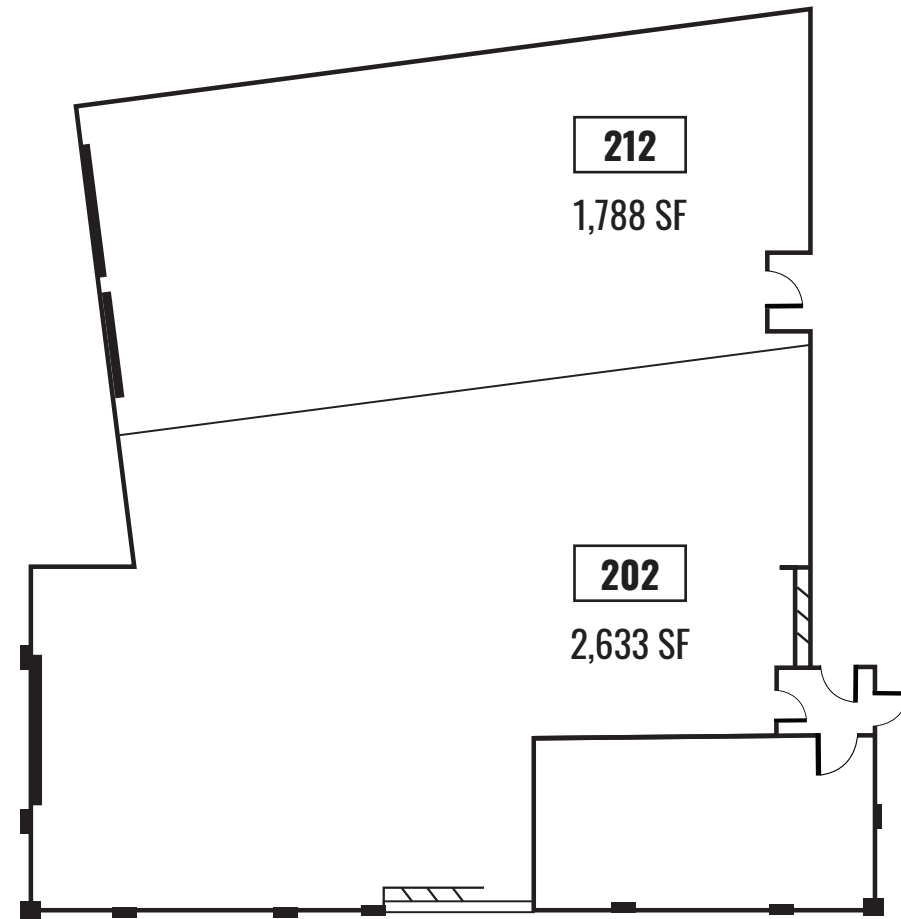
Space D - **4,747 SF**





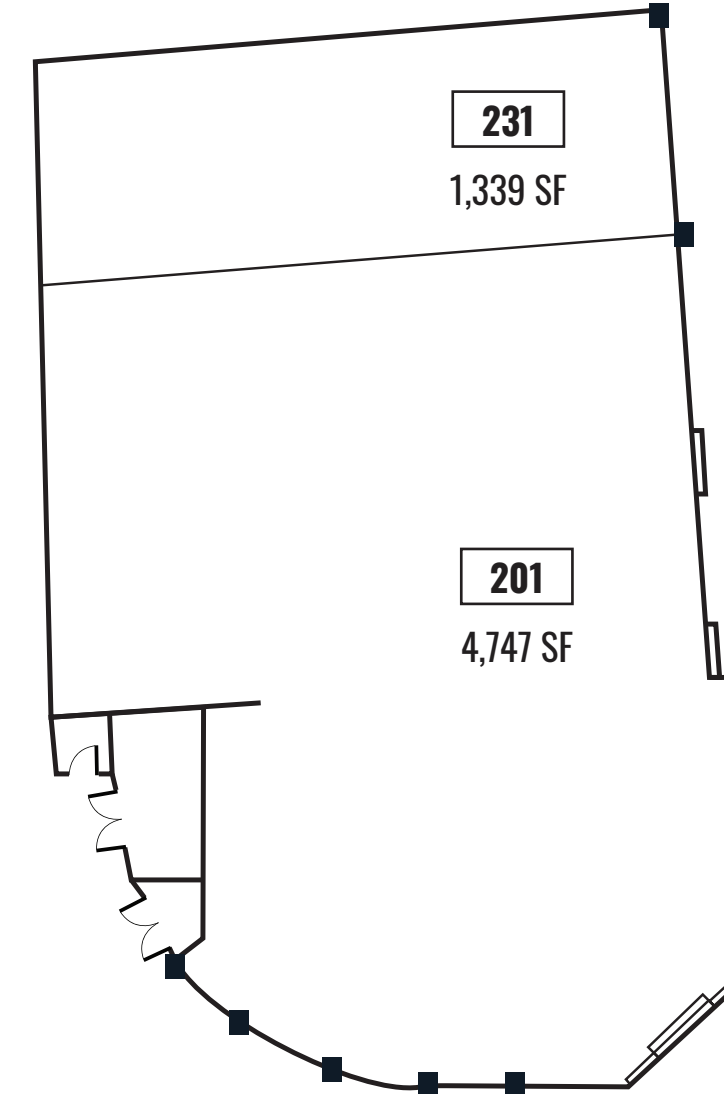
Option A

1,788 - 4,421 SF



Option B

1,339 - 6,086 SF
Plus Outdoor Seating



COOMBS STREET





Food and Beverage Opportunities Available

1,339 - 6,068 SF

CHECK OUT
ZAPOLSKI RE'S
PODCAST ON FIRST
STREET NAPA
HERE

Rhonda Diaz Caldewey

+1 415 271 1900

Rhonda.Diaz@jll.com

LIC #01072594

David Kessler

+1 925 478 0386

David.Kessler@jll.com

LIC #02112097



Although information has been obtained from sources deemed reliable, neither Owner nor JLL makes any guarantees, warranties or representations, express or implied, as to the completeness or accuracy as to the information contained herein. Any projections, opinions, assumptions or estimates used are for example only. There may be differences between projected and actual results, and those differences may be material. The Property may be withdrawn without notice. Neither Owner nor JLL accepts any liability for any loss or damage suffered by any party resulting from reliance on this information. If the recipient of this information has signed a confidentiality agreement regarding this matter, this information is subject to the terms of that agreement. ©2022 Jones Lang LaSalle IP, Inc. All rights reserved.

**The outbreak of the COVID-19 virus (novel coronavirus) since the end of January 2020 has resulted in market uncertainty and volatility. While the economic impact of a contagion disease generally arises from the uncertainty and loss of consumer confidence, its impact on real estate values is unknown at this stage.