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Village of Arlington Heights  
33 South Arlington Heights Road  
Arlington Heights, Illinois 60005

**RE: Arlington Ale House**  
**111 West Campbell Street Third Floor**  
**Arlington Heights, IL 60005**  
**Market Study**

#### Description of Business

The vacant space at 111 W. Campbell, unit 301, shall be described as Arlington Ale House.

The goal of obtaining this property is to utilize the space in a manner that will turn a 10-year vacant property into a vibrant community orientated atmosphere to help compliment downtown Arlington Heights. The plan is to utilize the existing layout with the aid of local restaurants to provide food and create an atmosphere where people can gather to eat, drink, and socialize. Our goal is to add entertainment such as pool, darts, music, etc. as well as an outdoor patio. The goal of having food delivered is two- fold. First it solves the need to build a commercial style kitchen that has been deemed financially and physically unrealistic. Secondly we will be able to utilize the great food of nearby restaurants that will help generate income for neighboring businesses as well as giving the customers the unique option of ordering food from multiple places. They will be able to order pizza from one place, a burger from another a burrito from a third. This can even solve the lifelong problem of where do we eat? Now everyone can order from where they want and eat it at the same place.

Arlington Ale House has been in contact with the owners of various local restaurants and taverns and has verbal agreements in place to work with each facility. We are now in the planning stages of creating menus from each partner to be presented to patrons of Arlington Ale House. We will have a main menu booklet which will be divided so each partner will showcase the food they will provide. Arlington Ale House will have a variety of food from each sponsor but not a duplicate of their entire menu. Our goal is to give their patrons a sampling of each sponsor and encourage them to dine at their facility to enjoy their full menu at a later date. This will be another way to cross promote neighboring businesses. Food will be offered from our partners and at this point will be the only food consumed on premises. There may be change in the future to allow other partners to participate but must be pre-approved. This will allow the safety and quality of food standards to stay at the highest level.

The auditorium will hold about 100 guest and will open up many opportunities for the local community. Arlington Ale House will work closely with Metropolis Theater and make sure the venues selected will compliment and not compete with the theater below. We have already started an

introduction/relationship and look forward to working together closely in the future. The goal of the Arlington Ale House auditorium will be mixed use. It will be available to the public for a variety of options. It could be live music, seminars, corporate events, lectures, wine tastings, fantasy football etc.

## **Sales Data**

The existing property has been vacant for 10 years. By allowing Arlington Ale House to open it will create jobs both full and part time for 15-20 employees. It will create tax income from both food/beverage sales as well as remove the vacant status regarding its property taxes.

## **Impact of Arlington Ale House on Area**

The impact of this new facility will be helpful on many levels and with little impact on traffic. Most of the patrons in the downtown area either walk, train, or even Uber. If driving is needed a public parking garage is located just south of building and therefor will have very little effect on the 2 hour street parking.

## **Conclusion**

By adding another destination spot to Arlington Heights will only help bring local as well as neighboring towns to visit. The new facility will help compliment such neighbors as Metropolis Theater, Peggy Kinnane's, Cortlands Garage, Mago's, and Armand's Pizzeria to name a few. This new facility will work hand and hand with its neighbors and make a great town even better!

Kevin McCaskey

President,CEO,MBM Realty