

# BRINKERHOFF

RESTAURANT GROUP

May 30, 2023

Marcus Notheisen, Vice President  
Castle Rock Economic Development Council  
18 S. Wilcox Street, Suite 202  
Castle Rock, CO 80104

Re: Financial Incentive Request

Dear Marcus:

By way of background my name is Mark Brinkerhoff, I am a Colorado native, and am proud to say that I was raised in the Town of Castle Rock and currently call it my home. The growth and development that the Town has experienced since the early 90s when I first moved here has been remarkable. I am also the co-founder and co-owner of Brinkerhoff Hospitality and our related restaurants Sierra and La Loma. La Loma has been in my family since 1981 and we have since achieved remarkable success with Sierra in Lone Tree and our expansion of La Loma in Castle Rock.

In the summer of 2020, I was approached by Alberta Development with notice that they had received a Letter of Intent from a quick-serve restaurant concept on the parcel adjacent to La Loma which similiary boasts tremendous views of the front range and the Town of Castle Rock. Upon internal review and armed with an intimate knowledge of our guests and residents we felt the site was too special for just another fast food restaurant concept. The community of Castle Rock craves authentic and unique dining experiences and as we began to explore possibilities for the site we also learned that there was a tremendous need for an event center that could act as a gathering space for the residents of our community and paired together with a dining space would provide a unique combination that would enhance an already amazing site.

We have recently received approval of our SDP that contemplates a 9,052 square foot restaurant and a 2,633 square foot event center. The financing for the construction of the restaurant is moving forward and our intent was to obtain traditional financing for the construction of the event center but in the current market that is proving impossible. We believe a first-class event center like the one planned will be a valuable amenity to the community and are committed to paying for the construction of the event center out of pocket if we can receive additional support and buy-in from the Town to close the gap and bring our vision to fruition. The financial incentive we are requesting (attached) is strictly related to the event center and as mentioned above financing on the restaurant is already in progress and we are moving forward.

Thank you in advance for your consideration.

Sincerely,



Mark Brinkerhoff  
Managing Member

# Castle Rock Performance Fund Application

Application Date: July 6, 2022

## 1.1 GENERAL INFORMATION

Company (Applicant) Legal Name : Brinkerhoff Restaurants LLC

DBA: Brinkerhoff Restaurants

Legal Entity (LLC, Sole Corporation, etc.): LLC State of Registration: CO

Contact Name: Mark Brinkerhoff

Title with Company: Managing Member

Phone Number: 310-804-7515 E-mail: mark@brinkerhoff.com

Address Street: 558 Castle Pines Pkwy. B4-101

City: Castle Pines State: CO Zip: 80108

Project Address Street: Castle Rock Promenade Lot 1A-3A, Block 2

City: Castle Rock State: CO Zip: 80108

Company Website: \_\_\_\_\_

### Applicant is:

☐

Existing Castle Rock Business

☒

New Business to Castle Rock

☐

Relocating from Another City In Colorado

☐

Relocating from Another City Outside Colorado

## 1.2 INCENTIVE REQUEST

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Job Creation

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Fee Rebates (building, development, etc.)

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Tax Rebates (sales, property)

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Other (please describe in attachment to this application)

Please provide a brief description/reason for the incentive request.

Requesting a 500k short term low interest loan.

### 1.3 PROJECT DESCRIPTION

Please provide an overview of the business: the product/service and client/customer. Also provide a description of the property including square footage of building and site (acreage). If new business to Castle Rock, specify whether you plan to lease or purchase the property, as well as the proposed lead or purchase cost. Please include the projected opening date. Please attach information to this application.

### 1.4 EMPLOYMENT IMPACT

**Current Number of Employees**                      **Full-time:** 80   **Part-time:** 20   **Contract:**                     

**Average Salary/Wage of Current Employees:** 75,000.00 USD

Please describe any expansion or reduction in force expected in the next two years.

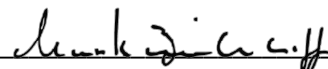
Please provide expected salary/wage of expected additional employees.

### 1.5 ADDITIONAL INFORMATION

Additional information may be requested by the Town of Castle Rock and/or the Castle Rock EDC. Questions regarding this application should be directed to the Castle Rock Economic Development Council, 303.688.7488.

### 1.6 APPLICANT SIGNATURE

**Print Name:** Mark Brinkerhoff

**Signature:** 

### 1.7 RETURN COMPLETED APPLICATION

Return completed application to:

Castle Rock Economic Development Council  
ATT: Frank Gray  
18 S. Wilcox St. Suite 200  
Castle Rock, CO 80104