

240Sweet

Proposal for Lease of
310 4th Street, Columbus, IN

April 17, 2015

240sweet, LLC
9600 N. US Hwy 31
Columbus, IN 47201
812.372.9898

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II. Proposed Uses

A. Proposed Use of Tenant Space

240sweet, LLC in partnership with Marcus Lemonis Enterprises, LLC proposes to create a dynamic and fun retail experience. The flagship store will showcase the Marcus Lemonis Enterprises, LLC holdings. This may include but not be limited to

- Sweet Pete's, www.sweetpetescandy.com
- Crumbs Bake Shop, www.crumbs.com
- Key West Key Lime Pie Co., www.keylimepieco.com

Retail Shopping:

Artisanal food and sweets from the businesses listed above are among the delicious items customers will be able to purchase and enjoy. Shoppers will be excited by bright colorful displays featuring brands they see on national television and other media. Our retail outlet will also reflect the modern design of Columbus's architecture that is known worldwide. By creating this flagship store, 240sweet and Marcus Lemonis Enterprises, LLC will capitalize on strong brand recognition that is known for excellence.

Creating Memories:

Visitors will be delighted by a complete sensory experience ranging from family friendly to sophisticated. Chef Alexa's already popular marshmallow making classes that draw people from across the country will be held along with Sweet Pete's signature confection classes. Our guests will be immersed in deliciousness that is both unexpected and unforgettable.

Other family friendly classes will include making hand pulled lollipops, taffy, chocolate bars, truffles, and gum. Adult classes will include luscious libations and seductive sweets for ages 21 and over. Field trips by grade level for school groups that include confectionary science and history relative to the age group. The field trips include hands on candy making sessions, production facility tours and shopping. In 2014, 240sweet welcomed over 500 visitors for classes and field trips to their current location. Sweet Pete's location in Jacksonville, Florida that opened just 4 months ago averages 400 people on field trips and classes each week.

Serving Sweets:

We propose to fully maximize both the indoor and outdoor seating. A gourmet beverage service will include hot chocolate, coffee, soda pop. Our *240sweet After Dark* will serve local beers and adult craft beverages featuring live entertainment.

Celebrating:

We will have additional space not only to be used for the classes listed above but also make it available for rental for parties and special events. Full service catering will be provided by Artisan Foodworks Catering, a division of 240sweet, LLC and lead by award winning chef, Alexa Lemley.

IV. Rent Proposal

A. Monthly and Annual Rent Breakdown

- Rent to be 10.00 per square foot, NNN annually
- 5 year lease, with two options to renew at 5 year increments

B. Rental structural changes

- No landlord improvements are requested
- Estimated tenant improvements to take 90 to 120 days
- Tenant to begin paying rent upon the beginning of business operation

V. APPENDIX



MY ACCOUNT

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ABOUT MARCUS

Many know him as the “*business turnaround king*” and star of CNBC’s prime time reality series *The Profit*, but his rise to stardom is no Hollywood construction. Lemonis’ notoriety has been established by his tenacity, shrewdness and determination. His biggest success is as the chairman and CEO of *Camping World*, the nation’s largest RV and outdoor retailer, and *Good Sam*, the world’s largest RV owner’s organization. While some may rest on their laurels with such a résumé, Lemonis’ ambition keeps him looking forward. On *The Profit*, he lends his expertise to struggling small businesses around the country, judging them with a “3P” principle: “*People/Process/Product*”. The first “P” for people - the right people are effective, the wrong people are destructive. The second “P” for process - the ways that organizations create, deliver and sell. Finally, the third “P” for product – whether or not what they’re selling is excellent and relevant. He continues his quest to help small businesses in new episodes airing May 2015.

Lemonis was born in war-torn Beirut, Lebanon in 1973; and, at nine months old, was adopted by a Lebanese couple living in Miami, FL. As a young child, his family owned Anthony Abraham Chevrolet, the largest Chevrolet dealership in Florida, exposing him to prosperous business values. His entrepreneurial spirit bloomed at age 12, when he started a lawn mowing service in order to generate money for a candy business. He graduated from Christopher Columbus High School in Miami and moved to Milwaukee, WI to attend Marquette University, where he studied Political Science, Criminology and Economics.

He returned to Florida after graduation and at age 22, with no political experience, ran for a seat in the Florida House of Representatives. While he gained the endorsement of the Miami Herald, he lost the campaign but refocused and held several roles in the automotive industry. Ultimately, it was a conversation with former Chrysler CEO Lee Iacocca, who advised him to embark in the camping and RV industry.

Through his chairmanship, Lemonis has purchased and developed more than 100 RV dealerships across the country and created new Camping World RV SuperCenters. After combining Camping World with Good Sam Enterprises in 2010, Lemonis now leads nearly 7,000 employees in over 100 U.S. cities, and recorded close to \$3 billion in sales in 2013. In 2014, Lemonis teamed up with NASCAR to renew Camping World’s sponsorship of the Truck Series through 2022, affirming the RV and camping company’s commitment by continuing a relationship as title sponsor that dates back to 2009.

Lemonis is also an award-winner who was named RV Business Magazine’s “Newsmaker of the Year” in 2007, landed on Crain’s Chicago Business “40 under 40” list in 2005, and named Ernst and Young’s “Entrepreneur of the Year” in 2008.

His philanthropy started in college, where he served as the president of Marquette’s Student Athletic Committee and planned a citywide clothing drive to help the homeless of Milwaukee. Over the years, he has also contributed time and money to various organizations including: St. Jude Children’s Research Hospital, NVEEE (National Voices for Equality, Education and Enlightenment), Ravinia Festival Association, the Joffrey Ballet Bridge Program and many more.

Lemonis’ success in business and philanthropy paved the way to a fruitful television career. Prior to *The Profit*, he appeared on NBC’s *Celebrity Apprentice* in 2011 and 2012 and was featured on ABC television’s *Secret Millionaire* in 2012.

Just when you thought his plate was full, Lemonis added real estate investments across the country and a variety of new product lines and services to his holding company *Marcus Lemonis Enterprises LLC*. Under his parent company, you will find a variety of companies such as: *1-800-Car-Cash*, *Amazing Grapes*, *AutoMatch USA*, *Bee’s Knees Food Co.*, *Betty Lou’s*, *COURAGE b*, *Crumbs Bake Shop*, *Coopersburg Sports*, *Dapper Classics*, *eNet IT Group*, *Erika Cole by Raquel*, *Key West Key Lime Pie Co.*, *Mr. Green Tea*, *Pie King*, *ProFit Protein Bars*, *Shuler’s Bar-B-Que*, *Sweet Pete’s*, *Simple Greek*, and *Wicked Good Cupcakes*.

Marcus Lemonis drives results through collaborations, partnerships and relationships and advises aspiring entrepreneurs to stay focused, work hard, know your numbers, and be disciplined.



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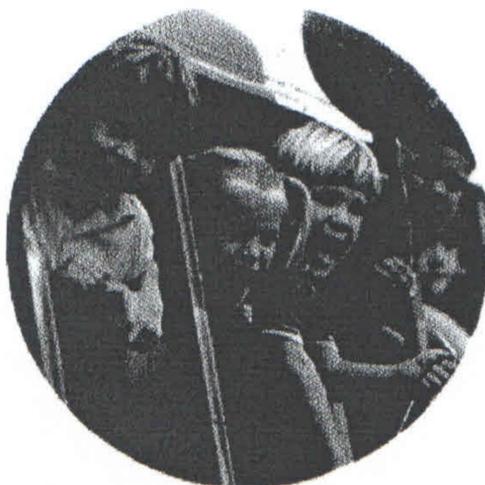
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Classes



Parties

For corporate events, weddings and other events please call (904) 376-7161

**All Children under 10 must be accompanied by an adult during classes.
All parties require at least 1 adult chaperone.**

CANDY & COCKTAIL

\$35.00 per person

All Inclusive

Includes:

4 Hors D'oeuvres from the Cocktail Hor D'oeuvres menu

2 drink per guest - house beer/house wine

+

Candy Du Jour

(candy maker's choice)

*Two hour event

Third Friday of each month @ 6:00pm

Private candy and cocktail packages available with a minimum of 25 guests

TODDLER TIMES

Toddlers will enjoy a brief chocolate demonstration. Each child will dip a cookie in chocolate and decorate it with fun candies.

The children enjoy a chocolate or candy themed story time while their chocolate is drying.

Hang out afterwards in Pete's Parlor & Dessert Bar! Comfy chairs, books and games.

\$7.50 per child, no reservations required.

(Private classes available for large groups. Email education@sweetpetescandy.com)

HAND PULLED LOLLIPOP CLASS

\$15.00 pp Ages: Four to Adult Learn the art of old fashioned candy making. Sweet Pete's confectioners turn boiled sugar into hand pulled lollipops. This is a hands on class and guests will shape lollipops to take home! *Sweet Pete's most popular class!

Reservations Required

Includes a one scoop ice cream.

Tuesdays, 5:30pm, Wednesdays, 6:00, Fridays, 2:00pm

GUM/LOLLIPOP CLASS

\$15.00 pp Ages 8 and up Do you love gum and candy? This is the class for you! Each guest will knead their gum and make it as sour as they want. After rolling the gum into gumballs, the guests will dip the gum in hard candy to make lollipops.

Includes a one scoop ice cream

Reservations Required

1st & 3rd Saturdays of each month 4:00

CHOCOLATE BAR YOUR WAY CLASS

\$18.00 pp Ages 6 and up This is a great class for chocolate lovers of all ages! Learn the art of tempering chocolate with a hands on demonstration. Choose from many decadent toppings to create three custom chocolate bars.

Includes a 1 scoop ice cream.

Reservations Required

Saturdays, 11:00am, Mondays, 3:30pm, Tuesdays, 4:00pm, Thursdays, 4:00pm

TAFFY CLASS

\$15.00 pp Ages 5 and Up An old fashioned taffy pull is fun for all ages! Watch as Sweet Pete's confectioners pull a sugar mixture into taffy. Each guest will pull, cut and wrap taffy!

Includes a one scoop ice cream.

Thursdays 6:00 pm

Reservations Required

2nd & 4th Saturday of each month 4:00 pm

1st & 3rd Wed. of each month 1:30 pm

2nd Friday of each month 5:30 pm

CHOCOLATE PIZZA PARTY

\$18.00 per person

Pizza, Pizza! Students help temper the chocolate, top their individual chocolate pizza with custom toppings and leave with a to-go chocolate pizza in a pizza box!

*Does not include ice cream

Reservations required

Sundays 1:00pm

TRUFFLE CLASS

\$22.00 pp Ages 14 and up Sweet Pete's truffle class is a two hour class that teaches basic chocolate techniques. Students learn tempering, shell molding and how to make a ganache filling. Each student leaves with approximately a half pound of truffles. *Does not include ice cream.

Reservations Required

1st & 3rd Wednesday of each month 1:30 pm

2nd Friday of each month 5:30

GRAND MARNIER CHERRY CORDIAL CLASS

\$25.00 per person and up (must have completed Truffle Class)

Sweet Pete's Cherry Cordial Class is geared toward home candy makers. Sweet Pete's confectioners teach students how to make fondant, temper chocolate, and create decadent cherry cordials.

*Does not include ice cream

Reservations required

About Us

Sweet Pete's

Sweet Pete's is a confectionery company. We have been in the confectionery business for over 20 years and believe that consumers deserve pure, simple, sweets made the traditional way using real cane sugar.

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