

POP-UP RETAIL FOOD TRUCK UPDATE

THG_{LLC}
JUNE 2023

HIGHLIGHTS

UPDATES

- City of Des Moines
- Cypress Pop-Up Village
- Seabrook
- Schweitzer Mountain Resort

NEW

- Podski Food Cart Lot (Bend, OR)
- Powder Mountain (Eden, UT)
- Foodhallen (Netherlands)
- Red Mountain Resort (Rossland, BC)
- Louis Vuitton Yurt Pop-Up (St. Moritz, Switzerland)

PRIOR POP-UP RETAIL MEMOS (CLICK TO VIEW)

- [July 2021: Pop-Up Retail / Container](#)
- [August 2021: Pop-Up Retail / Container Update](#)



PHOTO © GEOFF CROLL

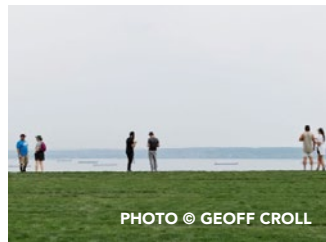


PHOTO © GEOFF CROLL



PHOTO © GEOFF CROLL



PHOTO © SEATTLE SOUTHSIDE

Update: City of Des Moines, WA Michael Matthias

With the success of the pop-up Quarterdeck, located at the Des Moines Marina as part of the overall Marina Steps Redevelopment, the City has hired a food truck operator to facilitate the planning and implementation of further trucks in the Marina District. This project has enjoyed the leadership of the City Manager and the support of the City Council.

Update: Cypress Pop-Up Village – West Vancouver, BC Bryce Tupper, British Pacific Properties

The Cypress Pop-up Village remains popular. Last year, we installed a larger timber structure over the dining/licensed area of the café, built with timbers from our site. If it wasn't already evident, winter weather protection in our locale has proved to be important. The space is heated with fire tables and overhead heaters.

This past holiday season, we also took our lighting plan to a new level and not only strung lights up on the Trestle Bridge, but added lights to all the structures at the pop-up, which included the new look out and historic (1950s) chairlift towers that we relocated to the site. We also expanded our parking.

As a tool for creating awareness, it continues to be excellent. It's great to meet stakeholders at a place that has a buzz and provides a sample of what is to come with the new village. We have a small Discovery Presentation Centre open by appointment and we're planning for a larger centre in the near future. We also allow charities to use the site for events like the Rotary Rescue bike ride up Cypress Mountain, which raises money for Northshore Rescue.



Update: Schweitzer Mountain Resort – Sandpoint, ID

Tom Chasse

Tom and his team used a Beer Cat pop-up to test consumer demand at various locations on the mountain.

They also installed a yurt they call the Rowdy Grouse at the top of the Chair 5 saddle (coming back from the Stella 6-pack lift). It has been so well-received, additional brick and mortar improvements are planned.

Update: Seabrook, WA

Casey Roloff

Seabrook continues to utilize new pop up and food trucks to facilitate growth, test new locations and concepts to meet consumer demand.

The pizza operation started with a truck, then moved into 1,500sf space and recently expanded to total of 4,000 square feet to keep up with demand. Kokos Latin restaurant started in trailer, then moved into 1,500sf space and is asking for at least 3,500sf now.

We will continue to fill cuisine voids with food trucks. Currently, we need an Asian option so we are contracting with a sushi restaurant who will provide fresh sushi daily out of a refrigerated case in our new grocery. We also need an Indian option and that will be the next truck in 2024.

With multiple restaurant expansions and a new 13k grocery store, we are pausing food trucks in 2023 so that we can monitor performance of expansions. If they all continue their strong sales, we will bring back a permanent truck next year and also have a new space that will host guest trucks to keep things more interesting.

We are also starting to design a steel building that will allow small vendors, but also provide indoor seating as outdoor trucks can be challenged by weather. They will share a commissary kitchen in the same building.



PHOTO © GOOGLE EARTH



PHOTO © RIC WEAVER

PODSKI Food Cart Lot – Bend, OR

Centrally located between the Old Mill and Downtown Bend (north of The Box Factory), The PODSKI offers up a wide variety of worldly food trucks, local beer, and live music.



PHOTO © BEND FOODIES

Guy Fieri filming Diners, Drive-Ins and Dives at Podski



PHOTO © RIC WEAVER



Powder Mountain – Eden, UT Chad Barron, Bacchus Holdings

The designer of the Schweitzer’s Humbird hotel (Skylab) also designed a yurt on top of Utah’s Powder Mountain called Sky Lodge, which functions as a meeting and catered group dining facility. In order to use Sky Lodge, you have to be a Summit homeowner or guest. Sky Lodge features a sitting area when you walk in, then kitchen/bar in the middle, followed by a dining area at the opposite end.



Foodhallen – Netherlands

Ian Thomas, Thomas Consultants

Founded in 2014, Foodhallen features three monumental venues (Amsterdam, Rotterdam & The Hague) with 47 stands.



PHOTO © FLYIN' PHILS HANGOUT

Flyin' Phil's Hangout at Red Mountain Resort – Rossland, BC

Having recently met Howard Katkov, CEO & Chairman of Red Mountain Resort, he's a kindred spirit in the real estate and experience business. Soon, we will be visiting Red Mountain Resort and experiencing Flyin' Phil's Hangout, which is Red Mountain's newest food and beverage hub.

- Located up the hill, steps from the Topping Creek chair, Flyin' Phil's Hangout opened last winter with great success. At just under 1,500 square feet, this facility is comprised of two modern prefab modules with connected decks.
- Guests and locals alike are able to use the new zone for a convenient "other base" with food, beverage, advance purchase lift ticket pick up (remote kiosk next to the Topping Chair), and a parking lot.
- Indoor/outdoor seating for up to 90 guests with incredible views of Granite Peak and the original Red Mountain, home of the first chairlift in Western Canada.

Also, please check out Howard's podcast. I'm confident you'll enjoy it as much as I did:

- **Howard Katkov: CEO, Dirtbag Skier, & Leader**



PHOTO © FLYIN' PHILS HANGOUT



PHOTO © BOB RAMSEY

**Louis Vuitton Yurt Pop-Up:
12/16/22 - 4/10/23
- St. Moritz, Switzerland**

Bob Ramsay, Ramsay Inc., The ultimate pop-up.