

## Chick-fil-A update from Jake Austin, EDC President

I want to thank everyone who came out to the grand opening of the pop-up Chick-fil-A yesterday in historic downtown. The hype is exactly what we (the EDC) were expecting and we are certainly raising some eyebrows. Many have been asking, “What exactly is the goal? Is CFA corporate involved? Are they testing our market? How long will this last?”

There have been multiple attempts throughout the years to entice CFA to build a restaurant in Plant City through petitions and other more traditional methods. The EDC’s goal is to earn attention through consistent demand in this market through non-traditional means. We want to stand out from the other communities after the same goal. Chick-fil-A corporate was not involved with our plan and this is not an official market test. That being said, I can guarantee people that corporate is now aware of what’s happening in Plant City, FL. We couldn’t say that last week.

Our guests from CFA Lakeland Square Mall are simply trying to make their products more accessible to Plant City by using the EDC office as an Additional Distribution Point (ADP). This concept is what you would experience at a fair or community event. They have strict food delivery and serving standards that allow them to offer high quality food outside of their restaurant.

The EDC office downtown was not our first choice for the project. Locally, we explored a few options but felt that the EDC office would be a safe place to ensure the concept’s initial success. From my understanding, CFA ADP’s are not historically used to serve an entire city so we wanted to ensure that we worked out any potential issues early on. In my personal opinion, this unique utilization of the ADP is another way to earn attention from CFA corporate. Once this ADP concept is established, we expect the concept to move to another Plant City location within the next few weeks.

The EDC is not guaranteeing that this idea leads to a standalone Chick-fil-A. We are simply using what tools we have to accomplish our primary goal which is to aggressively market Plant City for commercial, office, distribution, industrial, agri-business, and retail opportunities.

Thank you,

Jake Austin, President  
Plant City EDC