



Fynbos Group LLC

DBA KAROO CAFÉ

DBA PROTEA YOGA

Karoo Café

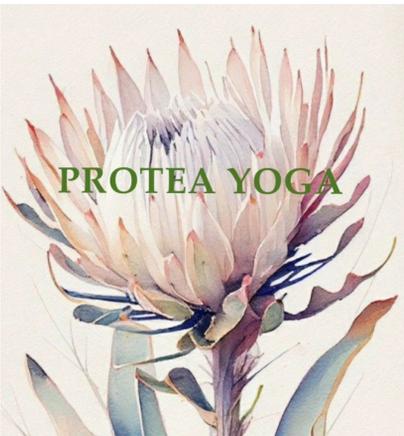


KAROO

CAFE



Protea Yoga



- d. Floor plan showing how people will get to the space from outside (with lobbies, elevators, building entrances, and other relevant features marked).



First Avenue access is the 3rd floor of the Butterworth building.

The East façade with building entrance and foyer is shown here.

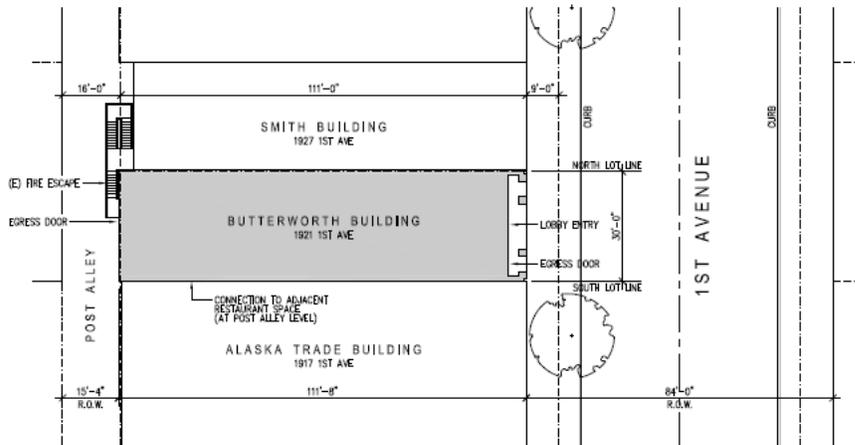
This building foyer provides access to both the 3rd floor Café (please see accompanying floorplan) and the 4th floor Yoga studio (please see accompanying floor plan).

The full building plan is provided as a separate attachment and provides the layout and scale of the lobby and elevator.

FYNBOS GROUP LLC

SITE PLAN

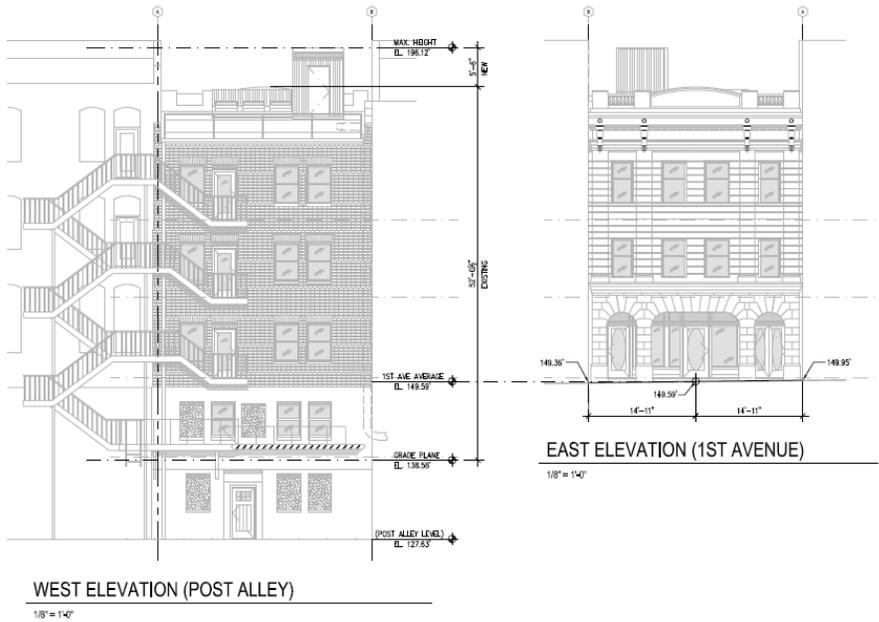
Provide a site plan showing the location of the proposed business in relation to surrounding businesses, streets, pedestrian ways, and other significant features.



SITE PLAN

1" = 20'

EAST AND WEST EXTERIORS:



WEST ELEVATION (POST ALLEY)

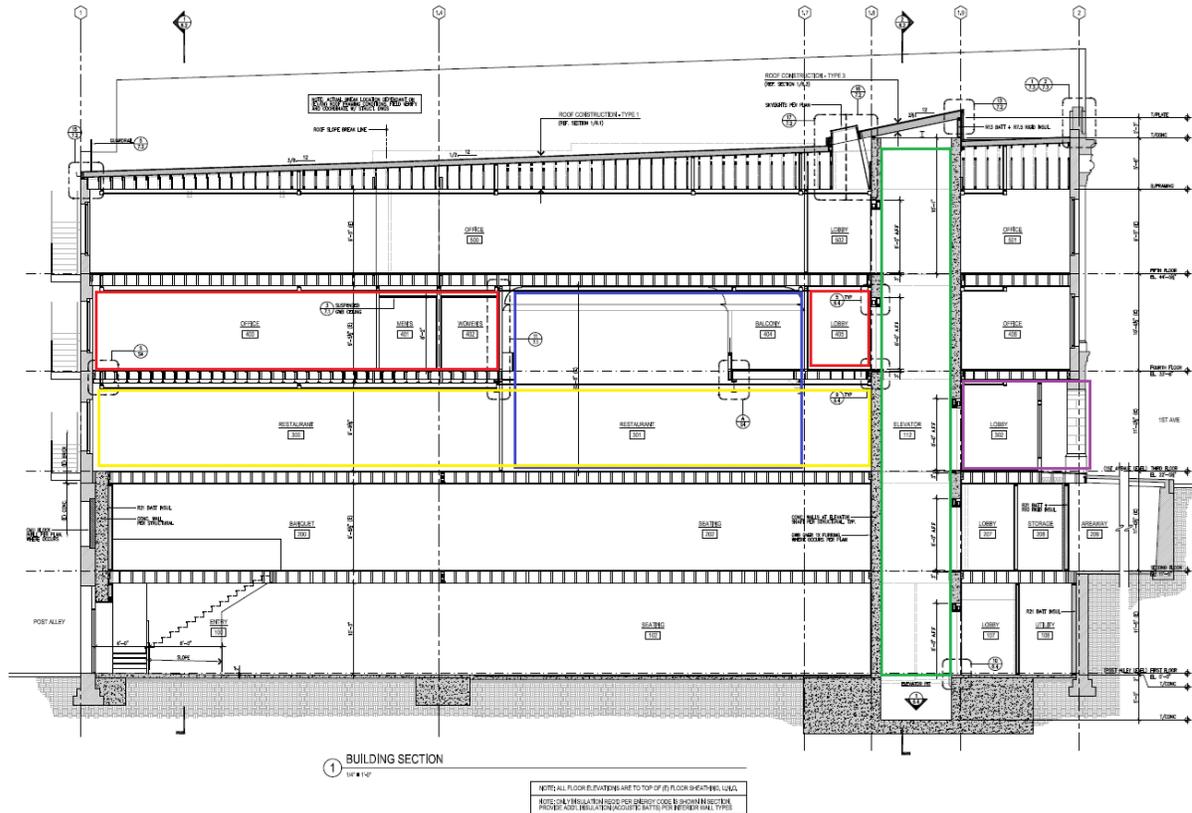
1/8" = 1'-0"

EAST ELEVATION (1ST AVENUE)

1/8" = 1'-0"

Floor plan showing proposed conditions of the space which include the scale, dimensions, and all features labelled (such as bar, stage, stairs, doors, windows, storage areas, placement of displays and furniture, etc.). Provide this for both of the spaces (levels 3 and 4).

OVERVIEW OF INTERCONNECTED 3rd AND 4th LEVEL SPACES:

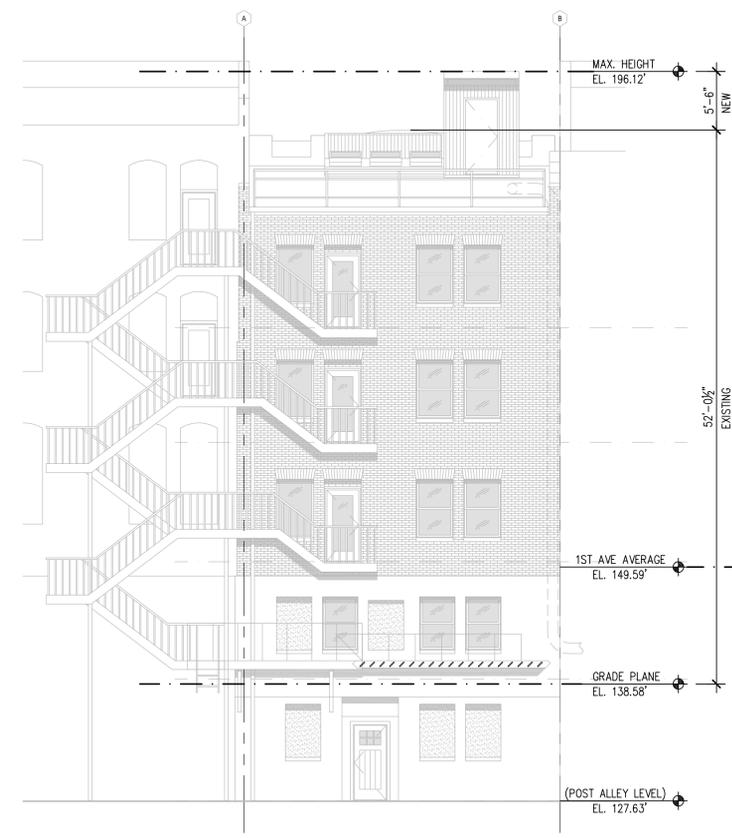


Key:

- Purple: 3rd Floor/1st Avenue entrance and Butterworth Building lobby
- Yellow: Café Area
- Orange: Yoga studio reception and studio
- Blue: Gallery/Open plan section connecting the 3rd and 4th floors

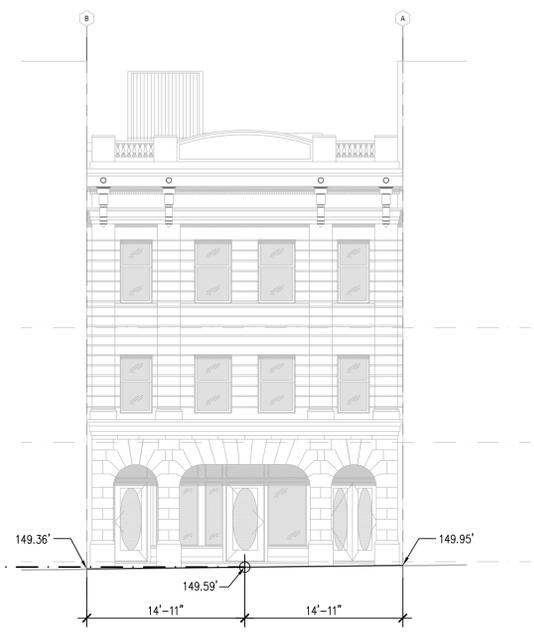
LEVEL 3 (CAFÉ):

- Existing plan is included in the Butterworth Building Plans provided as a separate attachment.
- Photographs:



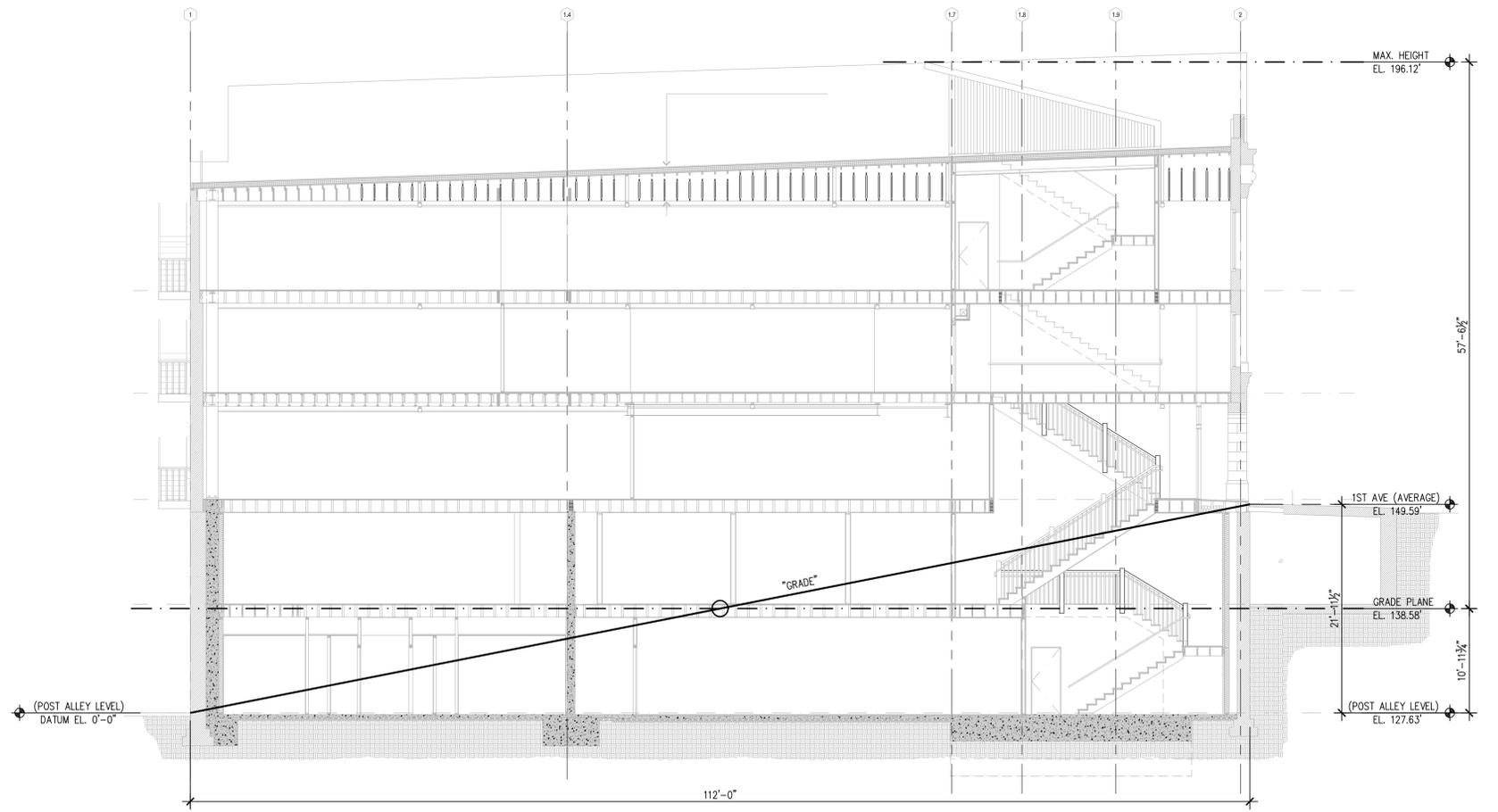
WEST ELEVATION (POST ALLEY)

1/8" = 1'-0"



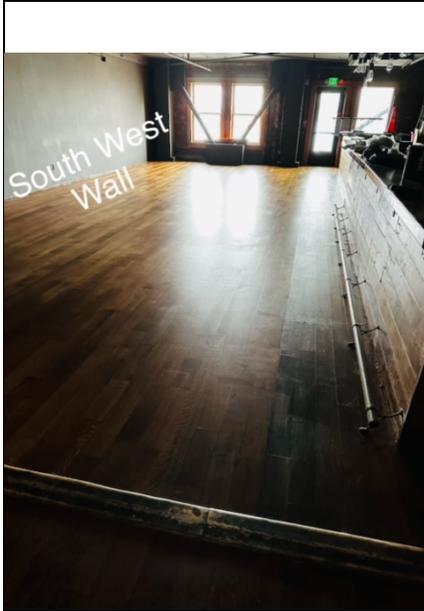
EAST ELEVATION (1ST AVENUE)

1/8" = 1'-0"

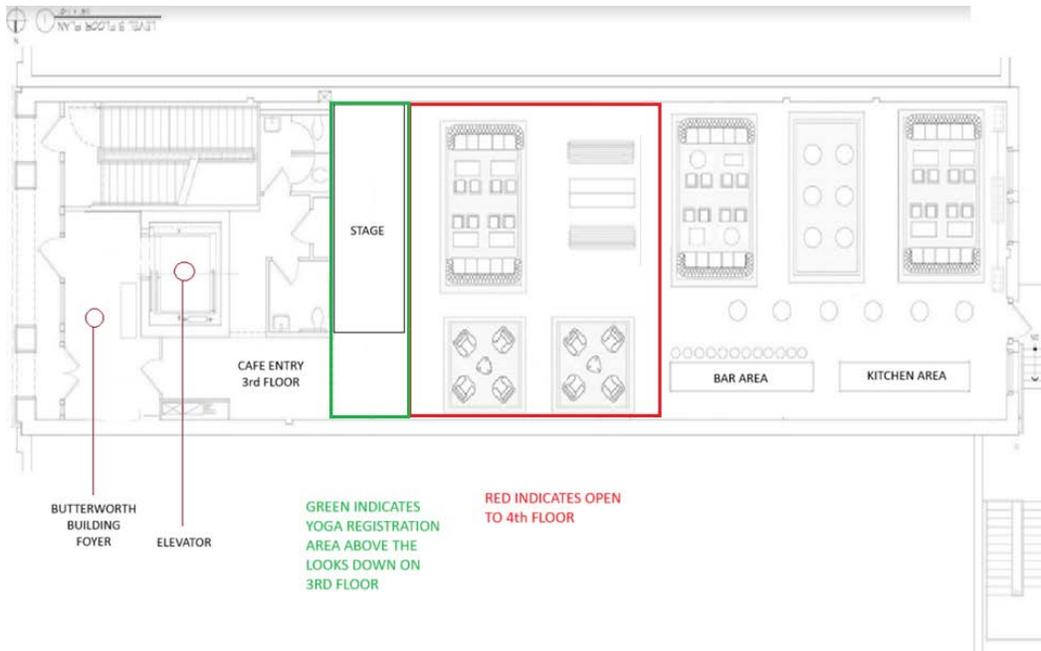


EAST / WEST SECTION

1/8" = 1'-0"

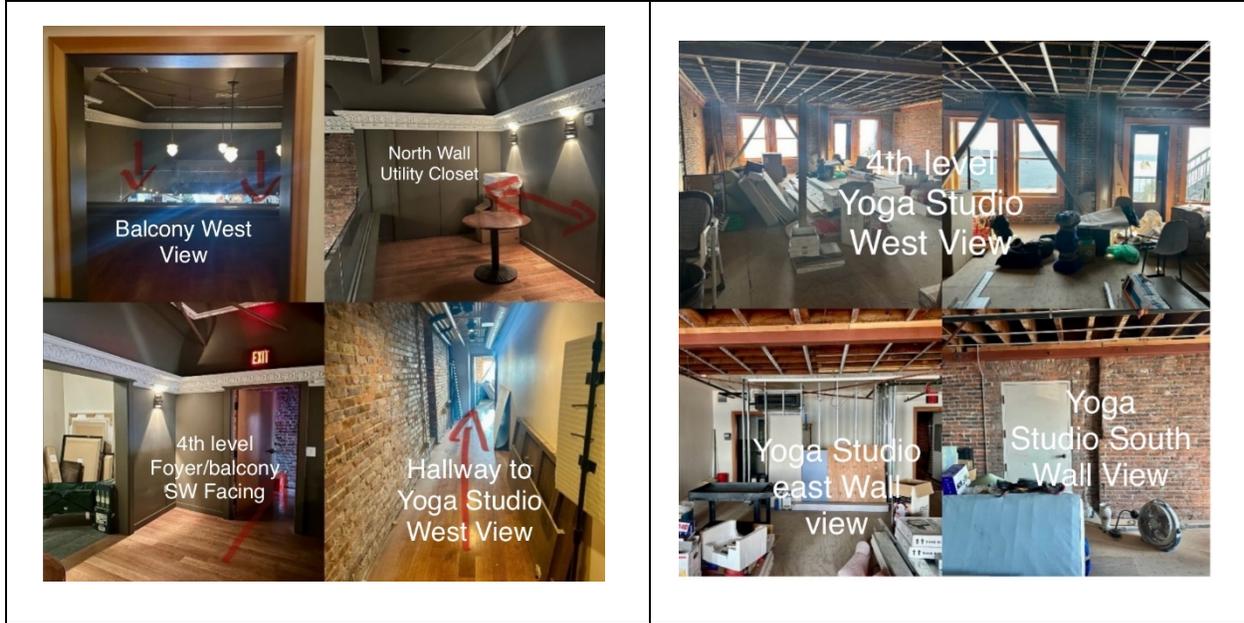


- Proposed floor layout:

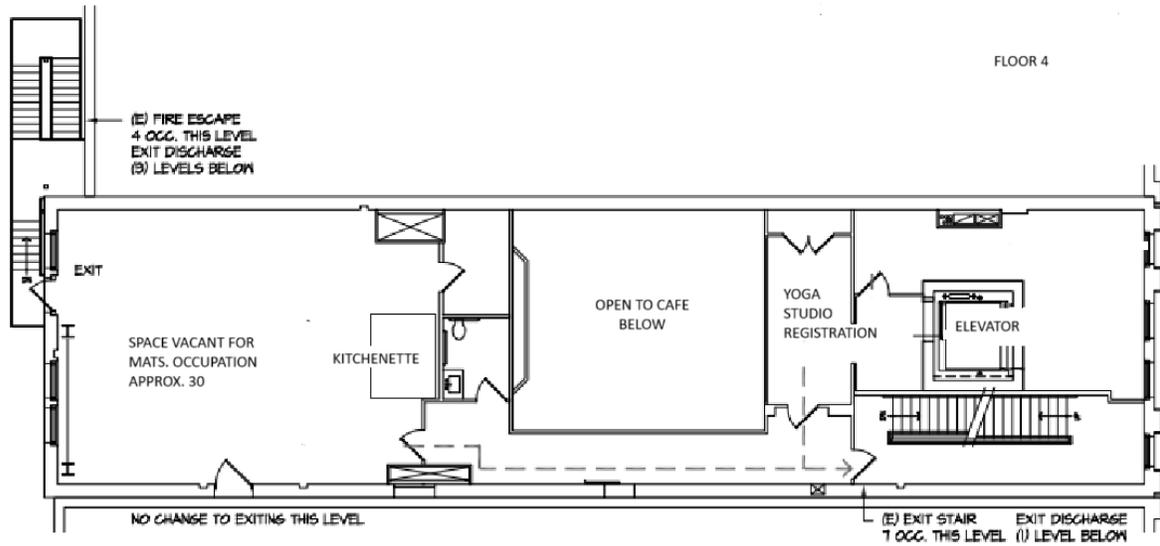


LEVEL 4 (YOGA STUDIO):

- Existing plan is included in the Butterworth Building Plans provided as a separate attachment.
- Current photos:



- Proposed floor layout:



FYNBOS GROUP LLC

1. Overview

Fynbos Group LLC (“Fynbos”) is poised to become a vibrant new cultural beacon in Seattle's iconic Butterworth Building, situated in the heart of Pike Place Market. This dynamic venue will feature two distinct yet complementary entities: Karoo Cafe on the 3rd floor and Protea Yoga and Lifestyle Studio on the 4th floor. Both spaces are designed not just to serve the community but to transform it, introducing a slice of South African culture to Seattle’s diverse tapestry.

Karoo Cafe will offer a "coffee to cocktails" experience, where visitors can start their day with robust South African coffee and end it with uniquely crafted cocktails inspired by the rich flavors of South Africa’s winelands. From the culinary delights of Cape Town to the vibrant street foods of Johannesburg, the cafe will serve as a culinary gateway to South Africa, providing an authentic taste of its diverse and flavorful cuisine.

Protea Yoga and Lifestyle Studio will embody the spirit of “*Ubuntu*”, a Nguni term meaning "I am because we are." This philosophy is a pillar of South African culture, emphasizing community, connection, and mutual caring for all. The studio will not only offer yoga and wellness classes but will also serve as a community hub where people can come together to share, learn, and support each other in growth and well-being.

Fynbos will not only preserve the architectural legacy of Butterworth Building but will also infuse it with new life, making it a destination for both locals and tourists. By integrating the essence of South African hospitality and community spirit, Fynbos Group LLC aims to create a space where culture and connection flourish, making the Butterworth Building a cornerstone of Seattle’s cultural and social scene.

2. Business Description

- Location: Historic Butterworth Building, Pike Place Market, Seattle, WA
- Name: Fynbos Group LLC
- Entities:
 - DBA Karoo Café and Cocktails (*floor 3*): A coffee to cocktail experience.
 - Proposed launch date 10 Aug, 2024.
 - Daytime Coffee Shop: Offers Southern African-inspired coffees and baked goods.
 - Nighttime Wine Bar: Serves a selection of fine wines and Southern African bites.
 - Flex Use Event Space: Available for private events and cultural gatherings.
 - Open Times: 8am to 11pm
 - 2200 square feet
 - DBA Protea Yoga Studio (*floor 4*): A flexible space for yoga, wellness, and cultural events.
 - Proposed launch date 1 Oct, 2024. This space will feature:
 - Yoga and Wellness Classes: Diverse classes that cater to all skill levels.
 - Event Venue: Ideal for art exhibitions, pop-up shops, and cultural events
 - 800 square feet
- Mission: To provide a unique gathering place that offers a taste of Southern African hospitality and culture through our diverse offerings.
- Vision: To become a landmark venue known for promoting wellness and cultural enrichment in Seattle.

3. Management Team

- **Olivia Vermaak (Owner and General Manager):** Olivia Vermaak is an experienced C-level executive with an excellent track record in professional services marketing and business development, complemented by experience in the hospitality industry. With an extensive background gained in leading global legal and actuarial firms, Olivia has driven operational innovations and client-centered solutions with a clear focus on strategic growth and sustainability. Throughout her career, Olivia has demonstrated an ability to navigate and influence at the C-suite and board levels, establishing herself as a trusted advisor and an entrepreneurial agent of change. Her strong business acumen is evident in her expertise in forecasting, developing financial models/tools to track ROI, and managing multi-million dollar

budgets and key accounts (including Fortune 100 and Fortune 250 companies). In 2020, amidst the COVID-19 pandemic, Olivia dedicated her time to supporting and managing the full operations of two restaurant entities owned by her husband, showcasing her adaptability and managerial skills in dynamic, fast-paced settings. As the owner of Fynbos Group LLC, Olivia looks forward to integrating her business acumen and leadership skills with her passion for food, community engagement, and wellness. As a South African native, Olivia is dedicated to bringing the spirit of “Ubuntu” to the heart of Pike Place Market and the Downtown Seattle community by creating a space that is multicultural, inviting, and collaborative. Her ventures are aimed not only at fostering a sense of community but also at enriching Seattle's cultural landscape with the essence of South African warmth and inclusivity. Olivia's ultimate goal is to make Karoo Cafe and Protea Yoga premier destinations for those seeking a blend of South African-inspired hospitality and wellness in Seattle.

- **Stephen Coughlan (Cafe Manager):** With over a decade of progressive experience in high-energy bar and restaurant environments, Stephen Coughlan is adept at crafting exceptional guest experiences from morning coffee to evening cocktails. His previous roles have honed his expertise in managing both daytime and nighttime operations, ensuring seamless service, outstanding hospitality, and a vibrant atmosphere. Stephen excels in curating and introducing new menus, specializing in crafting unique beverage options that cater to a broad range of tastes and occasions. His extensive knowledge includes coffee, craft cocktails, and a diverse array of beers and wines, making him well-equipped to oversee Karoo Cafe's multifaceted offerings. His managerial skills are comprehensive, encompassing event coordination, staff training, and inventory management. Stephen has a proven track record of successfully booking and promoting both local and international events, enhancing customer engagement and satisfaction. At the core of Stephen's professional journey is a commitment to building lasting relationships with guests, fostering a welcoming community of regulars, and enhancing the overall reputation of the establishments he manages. His approach integrates high-speed service excellence with strategic business development, positioning him as an ideal candidate to lead Karoo Cafe's dynamic environment.
- **Francois Van Zyl (Consultant Chef):** Francois Van Zyl is a distinguished chef with a rich heritage and culinary expertise deeply rooted in South African cuisine. Born and raised in South Africa, Francois has cultivated a profound understanding of the flavors and cooking techniques unique to his homeland, which he skillfully integrates into innovative dining experiences. In the United States, Francois has built a commendable reputation as a consultant chef and a private chef for High Net Worth individuals, showcasing his ability to tailor his culinary creations to suit a wide range of palates. His expertise spans a wide range of culinary styles, but he remains passionately dedicated to bringing the essence of South African culture to international dining tables. At Karoo Cafe, Francois will serve as the Consultant Chef, where he is instrumental in developing a menu that transitions seamlessly from coffee to cocktails, infusing each offering with a touch of South African flair. His innovative approach not only respects traditional South African dishes but also reimagines them for a global audience, ensuring a unique and memorable gastronomic experience for every guest. Francois's commitment to excellence, combined with his background in high-end personalized service, makes him an invaluable asset to Karoo Cafe. His visionary leadership in the kitchen is set to enhance the cafe's reputation as a premiere destination for those seeking an authentic South African culinary adventure from day to night.
- **Hannah Erasmus (Yoga Studio Manager and Course Coordinator):** Hannah is a dedicated yoga instructor and studio manager who brings a unique blend of South African vibrancy and serene discipline to the Protea Yoga Studio which will be located above the Karoo Cafe. Born and raised in Cape Town, South Africa, Hannah relocated to Seattle in 2022, where she deepened her yoga practice under the guidance of renowned instructors Brendan Smullen and Christiane Coste Cacho. She completed her 200-hour Yoga Teacher Training (YTT) and further specialized in Rocket Yoga, earning her Level 1 Rocket 50-Hour training as a Rocket Inspired Teacher. Yoga became a transformative force in Hannah's life, introducing routine and grounding during challenging times. Motivated by the profound impact yoga had on her wellbeing, Hannah is passionate about sharing these benefits with others. Her teaching philosophy is rooted in the belief that yoga is a precious gift that should be passed forward, emphasizing community building and inclusivity. As a studio manager and lead instructor, Hannah is responsible for overseeing all aspects of studio operations, from curriculum development to daily management tasks. She is committed to creating a warm, welcoming space that reflects the multicultural heritage of South Africa while catering to a diverse Seattle community. Hannah's approach to teaching focuses on kindness and authenticity, encouraging her students to embrace yoga as a holistic practice that nurtures the body, mind, and spirit.

Street Address:
1921 1ST AVE STE 500, SEATTLE, WA, 98101-1027, UNITED STATES

Mailing Address:
350 1ST AVE W APT 102, SEATTLE, WA, 98119-4139, UNITED STATES

EXECUTOR

Title	Executor Type	Entity Name	First Name	Last Name	Address
EXECUTOR	INDIVIDUAL		OLIVIA	VERMAAK	350 1ST AVE W APT 102, SEATTLE, WA, 98119-4139, UNITED STATES

RETURN ADDRESS FOR THIS FILING

Attention:
OLIVIA VERMAAK

Email:
OLIVIA@KELLSIRISH.COM

Address:
350 1ST AVE W APT 102, SEATTLE, WA, 98119-4139, UNITED STATES

UPLOAD ADDITIONAL DOCUMENTS

Name	Document Type
No Value Found.	

UPLOADED DOCUMENTS

Document Type	Source	Created By	Created Date
No Value Found.			

EMAIL OPT-IN

I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

AUTHORIZED PERSON - STAFF CONSOLE

Document is signed.

Person Type:
INDIVIDUAL

First Name:
OLIVIA

Last Name:
VERMAAK

Title:
CEO



STATE OF WASHINGTON
BUSINESS LICENSING SERVICE

Thank you for filing online

Our processing time generally takes up to 10 business days. Some endorsements may take more time for state or city approval. You will receive your business license with approved endorsements in the mail. An updated business license will be mailed to you when additional endorsements are approved.

Confirmation Number: 0-041-146-337

Filing Date and Time: 06/26/2024 07:33:21 PM

Payment Method: Card ending in 1002

Business Entity Information

Entity Type: Limited Liability Company
Name of Entity: FYNBOS GROUP LLC
UBI: 605531017

Business Location Information

Firm Name: KAROO CAFE
Phone Number: (206) 484-3360
Fax Number: None
Location Address: 1921 1ST AVE SEATTLE WA 98101-1027
Mailing Address: 350 1ST AVE W APT 102 SEATTLE WA 98119-4139

Trade Names Added

KAROO CAFE

Trade Names Added

PROTEA YOGA

Governing Person

VERMAAK OLIVIA T

Endorsement(s) Applied For	Begin	End	Count	Fee
Industrial Insurance	06/26/2024		1	\$0.00
Unemployment Insurance	06/26/2024		1	\$0.00
Tax Registration	06/26/2024		1	\$0.00
				\$0.00

Fee Type	Begin	End	Count	Fee
BLS Processing Fee	06/26/2024		1	\$50.00
Trade Name Registration	06/26/2024		2	\$10.00
				\$60.00

Third-Party Card Processing Fee \$1.61

Grand Total: \$61.61



FYNBOS GROUP LLC

PROPOSED MATERIALS, COLORS, FINISHES

- a. **Provide details about the materials, colors, and finishes for all proposed physical features. Example: “stained solid wood, brass, stainless steel, glass, marble, painted metal” etc. Note that synthetic materials which imitate natural materials and fluorescent colors are not allowed.**

Guests will be transported to the heart of the Savannah through decor rich in earthy neutrals, natural woods and leathers. Accents of prints, jeweled velvets, protea flowers, mirrors, and ostrich feathers will add vibrancy and authenticity to the experience. The hard wood floors across the two spaces will maintain the historic integrity of the building and complement the bare brick walls that are over 120 years old.

The existing light fittings will remain intact. Only decorative floor lamps and detachable string lights will be added. Where paint has peeled away and/or been damaged by the previous tenant, wallpaper that is in line with the theme will be used (See ‘sample visuals’ below).

- b. **Provide dimensions for the proposed furniture, displays, and other proposed physical elements.**

As mentioned elsewhere in the Fynbos application, the owner is originally from South Africa and will be moving into the living space on the 5th floor of the Butterworth Building with her husband and young daughter. Due to space constraints caused by the move, the owner will repurpose much of her existing furniture to populate the 3rd and 4th level spaces to add an authentic touch of South Africa and homeliness to the environment.

Items include:

- Carpets/rugs
- Appropriate decorative items that match the theme of the venues such as African pots, vases, candle holders, printed throws, etc.
- Furniture such as a hardwood kitchen table, hardwood and iron dining table, leather sofas, two leather chairs, coffee tables, a handful of pouffes, a wood

Reception Desk Style



Sample Décor and Rugs



- c. Floor plan showing existing conditions of the space which include the scale, dimensions, and existing features labelled (such as bar, stage, stairs, doors, windows, storage areas). Provide this for both of the spaces (levels 3 and 4), and mark where the spaces connect.

AND

and iron shelving unit and some velvet bar stools, a large wooden hutch/storage unit.

This will be complemented by new purchases such as:

- Velvet couches
- Additional pouffes
- Additional coffee tables
- Additional wooden storage cabinets
- Appropriate and complementary décor and florals for both the yoga and café spaces

Sample visuals and dimensions of new purchases for 3rd level include:

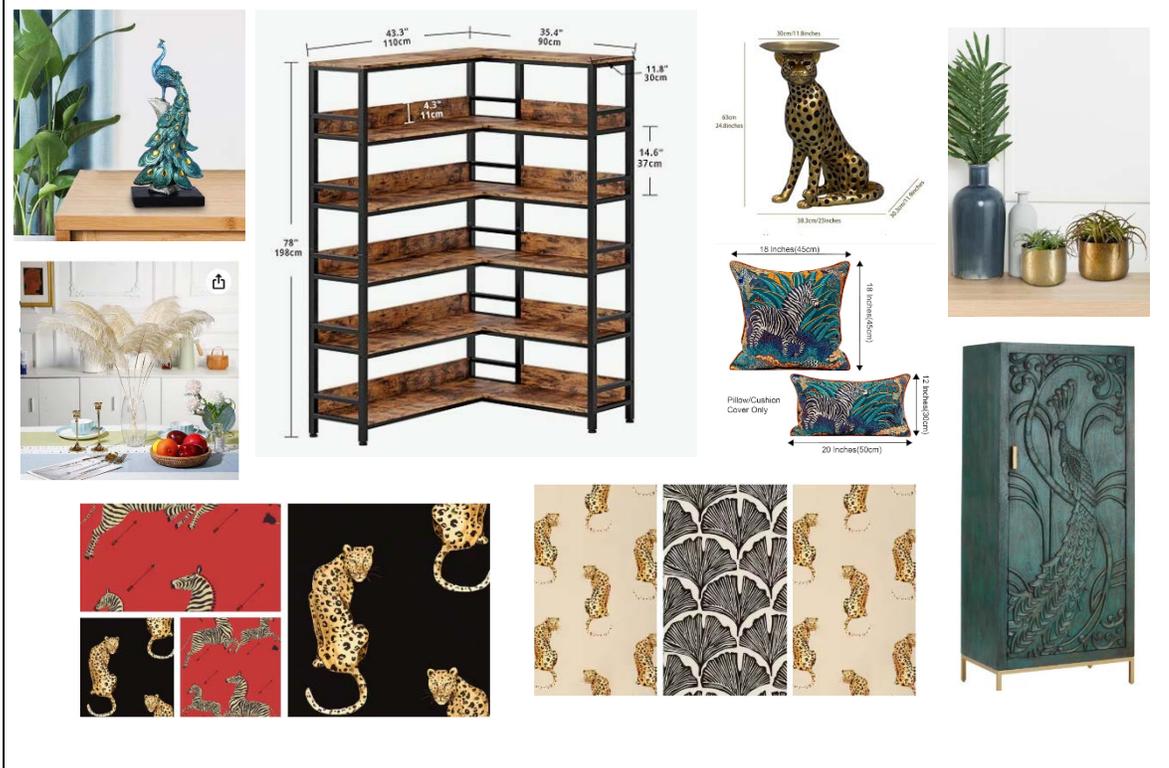
Selection of rugs ranging in size from 4x6 to 5x7



Selection of couches to complement the theme and owner's existing wood and leather furniture.



Sample displays and other decor



Sample visuals and dimensions of new purchases for 4th level include:

- The walls at the entry of the yoga studio will match the existing floral wallpaper on the 3rd floor to create a seamless visual effect as you look up into the 4th level space from the 3rd level space. The entry will be clean and sleek with a registration desk only and a few mirrors (non-permanent).
- The corridor leading to the studio will remain 'as is' to showcase the original brick work. No permanent fixtures or light fittings will be added.
- The studio will NOT be a hot studio. There will be no mirrors, added light fixtures or large furniture. Décor will comprise plants only and the space will be left open to accommodate the mats (which individuals will carry with them)
- Photographs on the following page.

FYNBOS GROUP LLC

SCOPE OF WORK

Confirm the full scope of work: the application materials show non-permanent fixtures and displays are the only proposed changes. If there are any other changes, please describe them and provide supplemental details. These might include signage, installed lighting, paint, flooring, and any other changes.

As detailed in the attachments accompanying this application, our modifications will employ non-permanent fixtures and displays. Due to damage from previous tenants, certain areas will require repainting and re-wallpapering. We have provided samples and color choices in a separate attachment. To preserve the integrity of the historic site, we will maintain the existing paint colors currently used in the building.

Regarding signage, our approach will be minimalist. We plan to place decals featuring our logo on the entry door glass and position a single A-frame sign outside the building.

