



## **Media Release**

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### **New Authentic Mexican Restaurant Will Diversify Flavor of Downtown Rockford** *Opening This Fall in Freshly Constructed Building at 123 Courtland Street*

Rockford, Mich., May 1, 2009---Rockford adds spice to its old world meets new world charm this fall with the addition of a new Mexican restaurant, Cinco de Mayo. Spanish for “Fifth of May”, Cinco de Mayo is celebrated as a regional holiday in Mexico and is finding another home (or casa) in Mich. through a family-owned business that oversees twelve other successful restaurants in the state. Rockford’s Cinco de Mayo represents the culmination of countless hours of planning and negotiations that spanned 18 months and three states.

“It’s thrilling to bring such a fantastic dining experience to our new building on Courtland Street,” said Tom Cronkright, owner of Cronkright Ventures LLC. “This is a big win for Rockford and the greater Grand Rapids area and we are confident our local communities will embrace this business as we have. Our pursuit for a Mexican-style restaurant engaged us in talks with three potential users from multiple states. We selected to partner with the owners of Cinco de Mayo based on their operating history and vision for the location.”

Diane Karns, Senior Associate Broker from Prudential Callander Commercial and representative for Cinco de Mayo, noted that Rockford’s bustling downtown district along with the unique aspects of the building prompted her clients to open a restaurant in the heart of the city.

“The building is very unique and the location is excellent. The owners are excited to become a member of the Rockford community,” enthused Karns.

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According to Cronkright, this commercial property project has been his most challenging by far. What started as a fire 18 months ago has created an opportunity to build a beautiful structure in the downtown district that will be home to a long-awaited food venue. Cronkright attributes vision, dedication and the help of many other parties to the success of this project.

“Our contractors built a beautiful structure and community advocates such as Dr. Michael Shibler, Rockford’s City Manager Michael Young, and many of his city staff assisted in painting the vision and extraordinary potential to the restaurant owners that led to their decision to select downtown Rockford over other potential markets,” said Cronkright. “I am very grateful to all who provided assistance and support to make this happen—it was truly a collaborative effort.”

Cinco de Mayo will occupy the entire 4,800 square foot building and will feature outdoor seating overlooking the downtown district, high ceilings, large bar, seating for over 100 people and authentic Mexican décor. Acceptance of a liquor license through the Rockford Downtown Development Authority is still in process. Cronkright plans to begin construction on the build-out in June and a sample menu will be posted on the windows of the building as an appetizer of sorts prior to the opening this fall.

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Additional information: Cronkright Ventures owns 12 downtown Rockford commercial properties along Main Street, Squires Street and Courtland Street.