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Reporter's Notebook

Three questions with Mark Falsetto

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Himmarshee Public House will feature one of Fort Lauderdale's largest center bars, with 40 beers on tap and more than 100 craft beers in the fridge.

Marc Falsetto and Charles Hazlett, the people who brought you ROK:BRGR, are bringing a new sports lounge concept to downtown Fort Lauderdale.

Himmarshee Public House will open Nov. 7 at 201 S.W. Second St., not too far from ROK:BRGR itself.

The restaurant will feature one of the city's largest center bars, with 40 beers on tap, more than 100 craft beers in the fridge and more than 30 flat-screen TVs.

I spoke with Falsetto about his plans:

SFBJ: How will Himmarshee Public House change the nightlife scene?

Falsetto: This is going to be an upscale sports bar that's more of a food destination than just your normal bar. Customers will sit in leather seating and have their own private waitresses who will serve craft beers and chef-driven global comfort foods from chops to steaks to gourmet flatbreads. This is not your sports bar where you get a drink in a plastic cup. It's a different animal.

SFBJ: Where does Second Street stand, as far as a South Florida nightlife destination?

Falsetto: Second Street is a historic area of Fort Lauderdale, but it's being bypassed for Las Olas Boulevard. In other cities like Charleston or Boston, their historic areas are hot spots. A lot of people don't understand that we're an entertainment district, and that it makes sense for this area to have trend-setting destinations and concepts that are producing gourmet food and fine spirits, instead of just pizza and a plastic cup of beer.

SFBJ: Now that you have two locations on Second Street, are there any plans for more properties in that area?

Falsetto: Let's just say that I have other concepts planned for Fort Lauderdale, but they're still in the works. We'll have more about that probably in the next 12 months.

TRENDS IN BUSINESS SALES:

BizBuySell, an online site for the sale of Main Street businesses, analyzed 67 transactions that closed in South Florida during the third quarter.

The median asking price for businesses for sale in the market was \$200,000. These businesses had median revenue of \$371,631 and a median cash flow of \$96,786.

Businesses sold for a median sale price of \$129,500. On average, this is 88 percent of the asking price. These businesses had median revenue of \$384,420 and a median cash flow of \$81,500.

Shaun Bevan covers tourism, hospitality, retail and restaurants.

Industries: Commercial Real Estate, Retailing & Restaurants

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