

Crown Advisory Group Completes the Design and Development of New Bonefish Mac's Sports Grille

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The development services team for a dazzling new restaurant in this charming Florida community is more likely to be wearing boots than flip-flops. To Bonefish Mac's Sports Grille owner Jane McLaughlin, it made perfect sense to hire a company from 1,500 miles away to help her realize the unique concept she wanted.



Crown Advisory Group, a restaurant development services firm headquartered in Austin, TX was chosen to design and manage the development process of the second of the Bonefish Mac's Sports Grille's in Port St. Lucie, FL. The 7,400 square foot restaurant will have a Florida Key West/Bahamian Village theme and reflects a unique collaboration between the owner and Crown Advisory Group.

Ms. McLaughlin said, "When I first met Hutch Utt, CEO of Crown Advisory Group, there was an immediate synergy. I knew that they were the perfect choice to help us realize this unique concept. My initial impression has proven to be correct. They have done a fabulous job!"

The location of Bonefish Mac's Sports Grille has a more than coincidental tie to South Florida's favorite fish and football team, the Miami Dolphins. The restaurant is located in "The Shoppes at Veranda Falls," an opulent mixed retail center located at the southeast quadrant of Becker Road and the Florida Turnpike in Port St. Lucie. This retail space is owned by the number one fan of the Miami Dolphins, owner Wayne Huizinga. It was Huizinga who lobbied McLaughlin to build the second Bonefish Mac's Sports Grille here. The first location of this enormously popular sports restaurant is located in Lighthouse Point, FL.

Immediately before the official grand opening of this spectacular sports restaurant, Trent Smith, Director of Development Services, noted, "This project has been a breath of fresh air! Its success is due to a combination of our extensive experience in the restaurant industry, the excellent communication of goals from the McLaughlins' and the exemplary collaboration between all involved."

Rey Abruzzi, the Director of Construction Services for Crown Advisory Group, played a critical role in coordinating with Ms. McLaughlin, from the space plan all the way through obtaining the certificate of occupancy. The turn-key approach that we employed in this property can be easily replicable in future projects," Hutch said.

The only true way to celebrate the grand opening of a grand sports restaurant is to throw a Miami Dolphins "Draft Day" blowout, and that's exactly what Ms. McLaughlin plans to do.

"We're the Official Dolphins' Draft Day Headquarters North location on April 26th," she said. "There will be lots of former and current players on hand for the festivities -- including Hall of Famer Dwight Stephenson and cheerleaders. Everyone will love our spectacular new sports restaurant!" Live broadcast of the event will be aired by ESPN radio.

Ms. McLaughlin noted that with over 50 flat-screen HDTVs throughout the venue blasting every second of action through a state-of-the-art sound system, Bonefish Mac's will be rocking. The experience will be further enhanced by the spacious 35-seat main bar, 15-seat sand bar/raw oyster bar and over 80 outdoor patio seats.

No doubt the Texas team of Crown Advisory Group will be joining Floridians in a toast to the first round draft pick of the Miami Dolphins. And as the sun sets over paradise, somewhere, Jimmy Buffett is smiling.

About Crown Advisory Group

Crown Advisory Group is an Austin, Texas-based company that specializes in national restaurant and entertainment concept development, operations and management. Visit www.crownadvisorygroup.com for a complete overview of this unique and innovative approach. The team of seasoned professionals at Crown Advisory Group brings more than 1,000 successful restaurant and entertainment venue openings from coast-to-coast.

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