



Latitude Digital  
Custom Technology Solutions

# Erie Coworking Proposal

Fan the flames of entrepreneurship in Erie.



**Coworking done the Erie way.**





# If life gives you a pandemic, make lemonade.

Tony Gambia, the owner of Latitude Digital, Woodward Barbers, and Happy Family Rentals, is also an investor in multiple other startups which are in various stages of growth. One such strategic alignment being with the local company CarePenguin.

Tony is inspired and motivated by the people and businesses that create this dynamic community of Erie. The idea of creating a place that is so much more than just a shared desk is both exciting and in line with his vision to foster greater opportunity.

Six Sixty Briggs Street was originally purchased and renovated to provide a new home for Latitude Digital. Due to a variety of factors, including spouse relocations and a *pandemic*, we find ourselves with more space than we have people to use it.

As we are seeing across the nation, the traditional workplace routine has been upended completely. In many ways the road of telecommuting was already under construction but as a result of the Covid-19 pandemic the remote workforce highway now has it's own traffic congestion. Many people are working remotely who never have or even previously considered it a possibility. While new technologies are paving this highway of communication faster than anyone could have predicted; and providing tools of collaboration which strive minimize the negative impact of our new distanced workforce, it is evident that this new model brings its own set of challenges. Whether it's slow or unstable internet access, young children, noisy pets or just an uncomfortable chair at the kitchen table we are dealing with new obstacles and productivity drains.

To be successful in the shift to remote working people need space and an environment that compliments the technology. Providing focus, reliability, social interaction, and that sense of engagement that comes from being in your workspace are the core of our vision. We know people will see the value in our offering and that natural collaborative synergies will surface amongst our members.



---

# TURN-KEY.... ALMOST

When first considering converting the building to a shared workspace, Tony was mindful not to intrude on the Cosolve partnership. Now that the relationship with Cosolve has ended, we believe it is the perfect time to pursue this idea further. Tony has sought input from various entities to inquire if a coworking space is still considered a priority need and what amenities are most important.

Overwhelmingly “yes” is the answer we keep hearing.

The 660 Building is ready for shared desks, but not quite ready for full-blown coworking.

What does that mean?

We have desks, but not enough. We have meeting space, but not exactly the way it would be needed. We have access control, but it needs to be better.

Public parking is available around town, but we can create spots in our space to help alleviate public space use.



# BUILT FOR ERIE

**It is easy to adopt  
somebody else's ideas, but  
it is better to create our own.**



# GOALS

**FACILITATE  
GROWTH**

**ENERGIZE  
INVESTMENT**

**ENABLE  
ENTREPRENEURS**

**STIMULATE  
DOWNTOWN**

**GALVANIZE  
NETWORKING**

**FERTILIZE  
IDEAS**

Creating an environment to encapsulate the ideals of these goals will bring an even more fruitful economy to the local businesses of Erie and draw investment from outside of town.

From fresh new efforts to building links between our existing enterprising people, there is no wrong way to be connected.



# THE CASE FOR 660 BRIGGS

660 Briggs is located in the dead center of the 600 block of Briggs Street. It is steps away from everything downtown Erie has to offer. The floorpan was originally designed as a home but can be easily setup as coworking with a few tweaks.

There are a dozen food/coffee/treat establishments that would be lifted up by an increase of daytime workers in Erie.

Our goals is to create desk space for approximately 20-30 additional people that would spend their days in downtown.

People who would eat, shop, and patronize our medical, salon, and other professional services.

660 sits on a 75' lot that is completely unused in the back and has plenty of space for casual outside work at picnic tables.

The lot is fenced in and our dogs love to run and play.

We have access to 1GB internet from Comcast currently. That service can be shared with the town public wi-fi if that project is approved also.



# FLEX. DEDICATED. PRIVATE.

Various solutions to fit a wide array of uses.

## FLEX

**\$175**

### FLEX PASS

This type of membership allows a person to come and go as needed with access to our flex workspaces. These may be large shared tables or unused desks.

They would also have access to the amenities like the conference room.

## DEDICATED

**\$300**

### DEDICATED DESKS

A reserved desk is always waiting for the member, day or night. They can leave possessions on the desk and in the private drawers.

## PRIVATE

**\$600+**

### PRIVATE SPACE

There are three spaces that can be used as dedicated offices. Those offices can be locked for privacy and setup as committed launch spaces for a small business.

The pricing will be based on size of the space and length of the term.



# SPACE MAKING

There are a handful of projects that would be needed to complete to create the coworking space. Here are the major highlights

## CONFERENCE

### **A private conference room.**

- A space that is large enough for 10 people.
- Technology for presentations, conference calls, etc.
- Welcoming for clients and guests.
- Available for use by any registered user in town.

## DESKS

### **14 additional workstations.**

- Stand up desks
- Large monitors
- External Keyboard and Mouse
- Comfortable desk chairs
- Convenient power connections

## ACCESS

### **Secure access control**

- Automated
- Trackable
- Easy to generate or revoke access.
- Scheduling/Booking tools for reserved amenities.

## FLEX

### **Dedicated space**

- Professional Environments
- Purposeful setup
- Flexible Amenities
- Maximized Square Footage
- Large table working areas





---

# RECIPE FOR SUCCESS

Ideally Latitude could completely fund and prepare the space for ideal use, but due to many factors, that is not the case. We could only proceed with a desk share space that has no conference room and amenities to complete the coworking needs.

Latitude cannot create the necessary modifications without partnership from the town. We are proposing a solution where:

1. Latitude provides the management, leadership, and oversight of the coworking space.
2. The existing building has already received a lot of investment in the form of ADA compliance, furnishings, and upgrades. The estimated investment to date is well over \$30k
3. The town provides funding to bring the space into form that can serve the business community best.
4. Latitude partners with the town to support and foster thriving business.
5. Latitude will work with the town to provide 15 flex desk passes to town staff.

We would like to become a hub of economic activity in Erie.

Taking our space to the next level will require outside funding to make the changes necessary to achieve the goals of the project.

There will be upfront costs as well as annual costs to help create and sustain the infrastructure around a space like this.

Costs include projects like the following list:

- Overall Build-Out
  - Glass divider wall for private space
  - Desk/furniture setup
  - Security hardware
  - Fees/licensing
- Conference room technology
- Access control and management tools
- Maintenance + Misc

Annual overhead is expected to be over \$20k. We would like a runway to get the word out and time to fill the space. We are asking for the first 6 months of overhead to be granted as well.



## Exhibit B

Construction and Build Out	Costs
Construction/Permits/Fees	\$34,000
Furnishings/Hardware	\$4,300
Entry/Access Updates	\$1,830
Technology	\$4,500
	<b>\$58,630</b>

Operational Costs	Cost
Internet connection	\$6,000
Water cooler service	\$960
Overhead	\$10,464
Utilities	\$4,224
	<b>\$21,648</b>



---

**Let's get rolling and be  
ready for those who come  
out of the pandemic with  
energy and ideas.**