

Bonita Bill's Mission Statement

“To consistently deliver an authentic local island dining experience with genuine and warm hospitality, fresh local seafood and quality ingredients, the best beer and wine selections on Fort Myers Beach, and a laidback atmosphere reminiscent of “days gone by” by embracing old Florida vibes while executing with a growth mindset to ensure future success.”

Bonita Bill's Guiding Values

- 1) **Health & safety first** - for yourself, our team, our guests, our vendors.
- 2) **Be customer centric in all we do** - be dedicated to genuine hospitality and creating memorable experiences. Strive to “surprise and delight.”
- 3) **Show respect** - for our team, our supervisors, our industry, and our guests. Understand and be responsible for the impact you make.
- 4) **Lead with integrity** – be truthful, sincere and upfront with everyone you interact with.
- 5) **Deliver consistency** – maintain our standard moment to moment, day to day, and year to year
- 6) **Pursue profitability** – we must sustain our business in order to continue to be a successful employer. Profitability leads to possibilities.
- 7) **Be good environmental stewards** – always working towards sustainability and reducing our footprint.
- 8) **Be passionate about your work** – love and believe in what you do. Have fun!





Great things in business
are never done by one
person. They're done by
a team of people.

– Steve Jobs



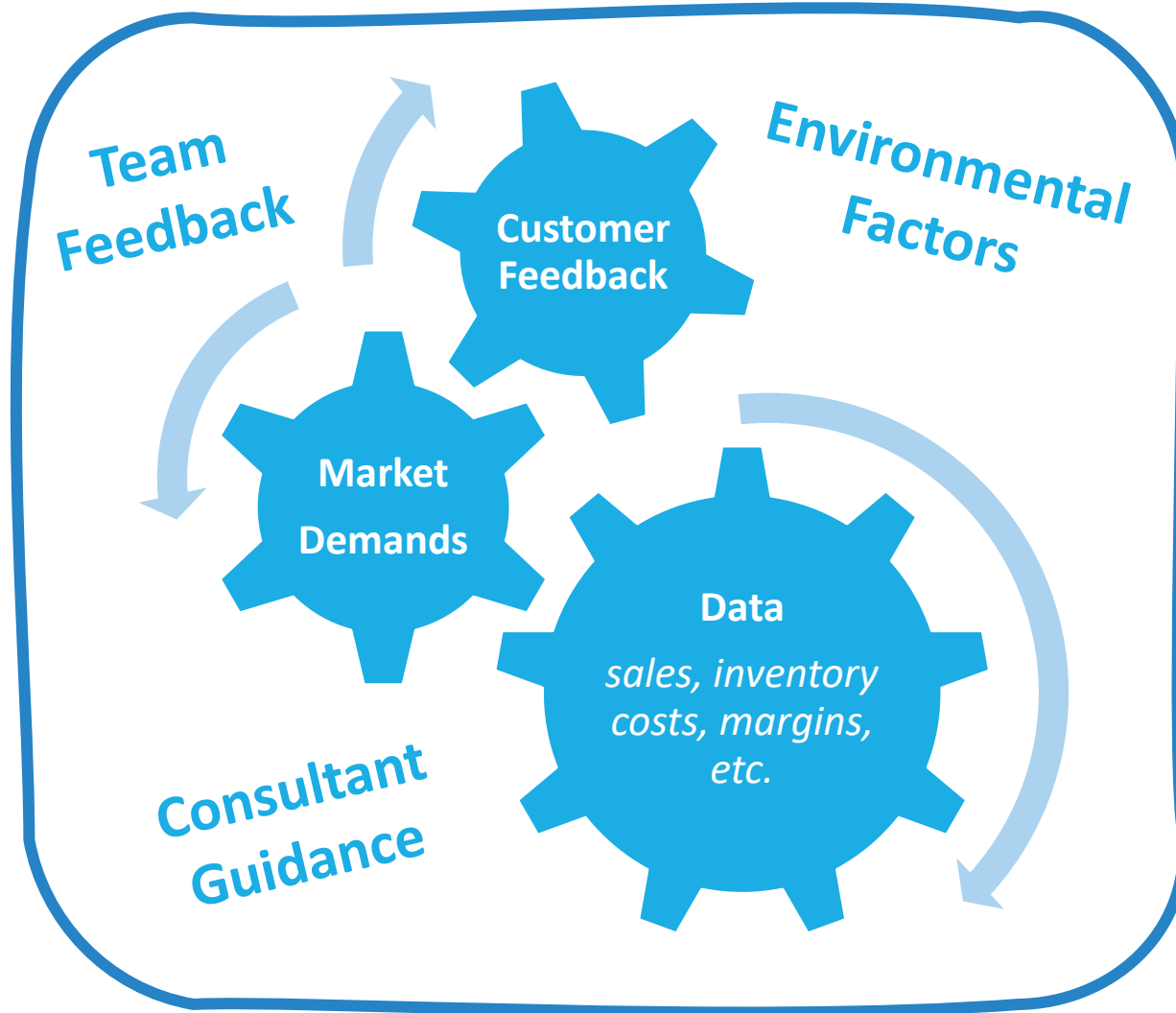
How Are Decisions Made?

Internal Influences

Vision

Mission Statement

Guiding Values



External Influences

Laws & Regulations

Industry Standards

Ethics

"Change is the law of life. And those who look only to the past or present are certain to miss the future."

JOHN F. KENNEDY

Observations

Continuous Improvement



**“Success is where preparation
and opportunity meet.”**

—BOBBY UNSER

Next Steps - 30/60/90 Day Outlook

