



An Open Letter to Contributors to Sunset Villa's GoFundMe Campaign

October 22, 2020

To those of you who donated to this summer's campaign, again we wholeheartedly say, thank you. Recently, you may have heard that the owners of The Danish Place restaurant at Sunset Villa have given notice and will cease to operate as of November 2nd, 2020.

WHAT DOES THIS MEAN?

When we first launched our Campaign, our intention was to save 'A' restaurant at Sunset Villa. Based on your overwhelming support, The Board of Directors entered an agreement with the current owners of The Danish Place in an attempt to prop them up and help them survive all that was unknown about the future of the restaurant industry in a Covid-19 world. The hope back then was that this would be over by now which we all know now is not the case. It was agreed that the best chance to survive the pandemic was to allow the family with decades of experience at our club to guide us through. Sadly, even that level of experience was not enough to offset the empty tables on a daily basis.

SO WHAT NOW?

Over the past seven decades, we have had many different owners / operators provide our Members and Guests with authentic Danish cuisine. This will not change. Our agreement provided a clause that should The Danish Place not be able to carry on and upon ceasing to operate, funds transferred to them up to that point would be considered '*payment in full*' for all furnishings and equipment inside the restaurant (less a few personal decorations and belongings) and good will along with the branding and social media rights to The Danish Place name. As of November 2nd, Sunset Villa will now own The Danish Place outright making it much easier to find a new management team to continue, and our search has begun, stay tuned.

TUSIND TAK (a 1,000 thanks)

Sunset Villa would like to thank Kristine, Jacob & Joanne for all their extremely hard work in keeping us open through the summer of 2020. Your efforts have served as a beacon of hope during these dim times and allowed Danes to feel proud of their heritage and yes even grow our Membership. We genuinely wish you all the best in your next steps.

GOING FORWARD

The Board of Directors will continue to communicate through posting on our Facebook Page(s) and direct e-mail as to the future re-opening of The Danish Place. While they understand the importance of doing so as quickly as possible, the decision must be based on sustainability and the right fit to best serve both our Members and our heritage. This is a difficult time to be undergoing these negotiations so please bear with us as we sort this out.

Sincerely,

Eric Skovsgaard
Director of Fundraising