

Happy Easter!

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Businessman hopes Montrose will run on Dunkin'



- **New Dunkin' Donuts only one on Western Slope**
- **Renfrow, city create perfect location**
- **Fellow donut shop not worried**

By MONICA GARCIA

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Montrose will be home to the first Dunkin' Donuts on the Western Slope because of an Arizona man's passion for business.

"For me it's about community, it's about the team that we have — system-wide we probably have (1,700-1800) employees — and the relationships that I have with the people I work with, the guests that we serve, it's a really fun business," said Bert Hayenga, CEO of First Cup, doing business as Dunkin' Donuts.

(Left) Walking around the recently sold property on the corner of Niagara Road and South Townsend Avenue, Adam, left, and John Renfrow talk about the new Dunkin' Donuts and Baskin-Robbins planned for the space in Montrose. (Sydney Warner/Montrose Daily Press)



Bert Hayenga. (Submitted photo)

"We make a lot of people happy being in the Dunkin' Donuts business."

Established in 1950, Dunkin' Donuts has over 12,500 restaurants in 36 countries. There are about 20 locations on the Front Range, but the Montrose one, set to open later this year, is unique in that it will also feature a Baskin-Robbins.

To find the appropriate location, First Cup enlisted the assistance of Renfrow Realty. Although some work is needed to prepare the building, the team settled on 1803 S. Townsend Ave. for the new business (next to Comfort Dental at the intersection of

South Townsend Avenue and Niagara Road).

Born and raised in Phoenix, Hayenga has been on the business scene since age 15 when he purchased his first company, which was a special events rental business that later grew to be the largest tent-rental operation in the Southwest, he said.

He studied business at Arizona State University and after another business venture, owning Creative Leather Furniture (a leather manufacturing and selling company), in 2008, he and a few investors started First Cup. The group committed to open 72 Dunkin' Donuts franchises in Arizona, but over time the reach went into other states.

Hayenga said he and his team have opened up about 60 locations in Nevada, California, Arizona and Colorado; another seven are in some form of development with 10 to 15 opening in the next 36 months.

Hayenga said he really likes everything about Colorado,

See **DUNKIN'** page A11

DUNKIN'

FROM PAGE A1

adding his company has another location in Colorado Springs and has plans to eventually open one in Grand Junction. Hayenga said the Colorado market has been watched for some time, and Dunkin' Donuts opened up the area for development. After getting the OK from Dunkin' Brands Group Inc., the parent company of Dunkin' Donuts and Baskin-Robbins, Hayenga said his company did research in Montrose and decided this would be the best location.

"It's just a great little town," Hayenga said. "... The more time I spend there, the more I like Montrose."

Realtor John Renfrow said he was happy the national brand was coming to town and filling a space that didn't have the best reputation years ago.

"I'm totally pumped. I'm excited that they're coming into Montrose," Renfrow said, adding the space will be remodeled by First Cup. "It's nice to finally see that corner cleaned up. Going from what it was to what it is today, it will be a destination for Montrose ..."

"Dunkin' Donuts and Baskin-Robbins arrival demonstrate the further evidence of Montrose's economy blossoming ..."

Because Hayenga does not live in the area he was reliant on residents and the city to help find the perfect location. The site chosen ended up being the most logical place, he said, adding everyone has been extremely helpful.

The location of the future shop was at one time the Q&T convenience store and gas station. After closing, the location remained vacant until 2015 when the property

What about the local doughnut shop?

The upcoming arrival of Dunkin' Donuts in Montrose isn't anything Montrose Donuts & Deli is concerned about, according to Manager Linda Taing.

"We don't have any like conflict or any obstacles because our shop is very unique, (how) we make our fresh doughnuts," Taing said. "(Customers) really enjoy our unique doughnuts that are coming out. So our doughnut is very different than the other shop."

The doughnut shop, 1011 S. Townsend Ave. in Montrose, opened last July and has had a very consistent business, especially mornings Thursday through Sunday, Taing said. But because the shop also offers sandwiches, there is a consistent flow of customers in the afternoon as well, she added.

The company, which brought its recipes over from California, makes its doughnuts fresh every day, Taing said. She emphasized the shop's customers really like the type of doughnuts offered.

Montrose Donuts closed down for about a month and people really missed it, Taing said. Customers have taken note of the customer service — the staff of four knows the regulars by name and friendly to everyone who walks in the door.

"We just want to thank all the customers who come in and support us," Taing said. "We love being here."

was purchased and remodeled. The south end of the establishment houses Comfort Dental, which will remain in that location.

Construction of the Dunkin' Donut/Baskin-Robbins side of the building will start this month; The building will also feature a drive-thru.

"John and Adam Renfrow ... have been absolutely fabulous to work with," Hayenga said, adding his thanks to City Manager Bill Bell and other city staffers for their efforts. "(They're) probably the most thorough real estate broker I've worked with. We are very pleased with the amount of information and help that we're getting from literally everyone involved."

This location will be the first Dunkin' Donuts/ Baskin-Robbins combo for Hayenga and his team, but they are excited. The Dunkin' Donuts and Baskin-Robbins location will offer the full line of products.

This is the second time a Baskin Robbins will be in Montrose. From the early 1980s to the 2000s, the

hard-serve ice cream spot was located across from Montrose High School.

Hayenga said his store will employ about 20 to 30 full and part-time employees. One employee who is familiar with the business will come in to help train and set up the shop but Hayenga said the company will be hiring local and is always looking for good managers/shift leaders/crew members to grow with the company.

Although there is no set open date yet, Hayenga said he's looking to move as quickly as they can.

"We are very excited to be opening in Montrose," Hayenga said. "For myself and our team we're looking forward to spending time there and everybody we've met in that community has been overwhelmingly nice, friendly and helpful."

Monica Garcia is the Montrose Daily Press' news editor. A Colorado native, she studied journalism at Metropolitan State University of Denver. Her experience includes time at the Montrose Daily Press and The Denver Post. Follow her on Twitter @MonicaGarciaMDP.



Governor candidate in Montrose

Montrose Daily Press Managing Editor Matt Lindberg, left, chats with Doug Robinson, a Republican candidate for Colorado governor, during a recent interview at the MDP's office. Look for the story in an upcoming edition. (Sydney Warner/Montrose Daily Press)