

# SURF CITY

BASED ON A TRUE STORY  
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Robert Breedlove in front of his cafe



## NATURE IN A BOX



### DOG JOG

Friends of Pets, a volunteer organization dedicated to finding homes for abandoned cats and dogs, holds its second annual Dog Jog 5-K and 1-mile benefit run at 11 a.m. Saturday, Aug. 3, at Kincaid Park. Registration takes place at 9 a.m. that day. Cost is \$15 for adults, \$3 for youth. Call 562-2525.

## FRESH



## AIR

## Sittin', slurpin' and surfin' the Net

By Cheryl

Kirk

Today's Special — Latte plus 1 hour of Internet Surfing.

There's only one place in Anchorage you can find that special on the menu: Surf City, a downtown coffeehouse turned cyber-cafe.

With powerful computers, a network server, a color scanner and an espresso machine, Surf City is a place to get wired on both caffeine and technology. Though other, more humble efforts have been made at mixing coffee and computers, the advent of Surf City firmly plugs Anchorage into the fast-growing, international cyber-cafe culture.

At last count, some 300 cyber-cafes were in existence in the United States, with another 400 scattered across the globe. Cafes like CyberJava in Venice, Calif., see 70 percent of their income from the on-line side, with the rest in coffee and food sales. The Edge, a new entrant in the heavily populated cyber-cafe market in England, saw 19,000 people walk through its doors in a single day during a recent grand opening, according to reports in Internet magazine, a British publication.

The idea is simple. People have been coming to neighborhood coffeehouses for years to share good drink, good food and good conversation. Add a few computers to

SPORTS  
HIKES  
ACTIVITIES

# LOGLINE

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In late-1990s Anchorage, a sharp-minded merchant and his partners launch Alaska's fastest public internet café — navigating media buzz, business battles, and personal ambition as they ride the wave of a digital revolution.

of World publishing, e-mail and Internet surfing. The cyber-cafes even have additional electrical outlets at every table for those who would rather bring in their own laptop computers. Surf City's wired menu includes a mix of e-mail, remote access, multi-player video games and a few other goodies, such as interactive games that can be played by several people at once and two QuickCam cameras attached to the top of the two Macs downstairs. People use the black-and-white cameras to "video conference" with other Net users around the globe. Cafes around the globe like the Interactive Bean in Chicago or Cafe Venice in Venice, Calif., offer real-time video conferencing so those connected to the Net can see what's going on or talk to patrons in the cafe.

"The draw is being able to hang out with your friends here and find new ones out in cyberspace," says "Ratbert," a frequent user of cyber-cafes interviewed over the Net from Canada.

"I've hooked up one guy in New York who gave me great information on some underground rock bands I plan on checking out next time I'm in the city," he said. "I never would have known about some of these places unless I had talked to a local. This is a great way to meet people. I mean, come on, I doubt I would ever pick up a New York phone book and start dialing asking, 'Do you know any good bands?' With this, it's like you are all part of some club or something."

On a simpler level, Breedlove offers more conventional forms of electronic communication, like e-mail. People come in and use their friends' e-mail. If they're here, they can use the computer to send e-mail to their friends.



Surf City owner Robert Breedlove helps customer Brant Pierce make a connection.

message. I'll print it out and give them the message free of charge."

He also sets up e-mail accounts for \$25. He described a college student working in Alaska for the summer using an account to keep in touch with her family down in the Lower 48.

"It's a cheap alternative for people who don't have computers or don't want to spend a lot of money on long-distance phone calls," he said.

Breedlove also has plans to host Web pages for anyone who wants to fork over \$90 a year to put up their own electronic billboard on the information superhighway. A Web page is a kind of electronic brochure that anyone with a computer, a connection to the Internet and a Web browser can see. Millions of Web users have put up pages on all sorts of topics, from pictures of their new baby to recipes for hot wings.

"We have all the tools right here for them to make their pages, and we'll help them if they need it," Breedlove said.

With Surf City's 56K link, a connection twice as fast as the average modem's 28,800

system is very fast. "I'd like to upgrade to a faster line when things really get going," he added.

For now, Surf City is the best kept cyber-secret in town. But the list of regulars is growing.

"I go there almost every day to check my e-mail and get a cup of coffee," said Debbie Atuk, a former Anchorage resident who is working in Alaska for the summer before heading back to school at the University of Chicago.

"I usually spend about 15 minutes every day there, checking e-mail and sending messages around the globe," she said. "I like it because it's so casual. I'll be sitting at the computer and yell, 'Hey I need another latte,' and they come running with another cup. I barely notice it's a coffeehouse."

Surf City, 415 L St., Anchorage, 279-7877, World Wide Web: <http://www.surfcave.com>

### OTHER PIPING-HOT LINKS

**Cafe Network**  
Good place if you are

clickable globe to help you find a cafe in the state you are traveling to.

<http://www.easynet.co.uk/pages/cafe/ccafe.html>

### Hooper's CyberCafe Salon

Has an interesting survey of cyber-cafe customers, plus lots of links relating to cyber-cafes.

<http://www.ucalgary.ca/~ichooper/>

### CyberCafe Guide

Boasts the biggest list of cyber-cafes in the world.

<http://www.cyberiacafe.net/cyberia/guide/ccafe.html>

### Cafe Magazine

An interesting on-line e-zine about cyber-cafes and cultures.

<http://www.gold.net/users/fy15/>

### Cyberia Edinburgh

Too lazy to get off your bum, but still want to see a real cyber-cafe? See what's happening at Cyberia Edinburgh in Scotland.

<http://www-edin.easynet.co.uk/home/cafe/grab.shtml>

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# SYNOPSIS

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Surf City is a dramatic comedy based on true events. Rob Breedlove, a seasoned merchant with a hustler's instinct, sees the internet wave coming and seizes the moment. With a team of sharp partners, he opens Surf City — Alaska's fastest public internet café, powered by a Fractional T-1 line and a vision for what's next.

As Surf City becomes a local sensation, Rob faces the real challenges of growth: media attention, financial strain, internal tensions, and the pressure of staying ahead in a rapidly evolving digital world. Through flashbacks and real-time drama, the story explores ambition, loyalty, and the cost of chasing a dream in a place where few dared to try.



# PROOF OF LIFE

Real location. Real press. Real people.



The deli at Surf City, next to "the closet to nowhere."



## Got Java???

...we do, and we're open 'til midnight!!!

# Surf City

an internet café

**415 L Street** **279-7877**  
(across from Simon & Scafort's)

Looking for java??? Look no further! Surf City is your one-stop Cyber-Caffeine connection...so, whether you need a double shot of espresso or a double dose of amazingly fast internet surfing (that's 128K of amazingly fast wireless digital cyber java, to be exact...), you're at the right place...

[www.surfcafe.com](http://www.surfcafe.com)



House	1.25	1.50	2.00	LET TIME	6.00/hr
LATTE	2.75	2.75	3.50	COMETIME	4.20/hr
AMERICANO	1.25	1.50	1.75		
BREVE	3.00	3.50	4.00		
STEAMER	1.75	2.00	3.00		
CAPPUCINO	2.25	2.75	3.50		
CHAI	2.50	3.00	3.50		

SOFT DRINKS 5.00/5.75  
MILK 5.00/5.75  
DUTCHIA 9.00  
MUFFINS 1.50  
COOKIES 1.50  
MILK BARS 1.50  
KAT THERM  
MILK  
MILK

# CHARACTERS

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Rob Breedlove — visionary merchant, hustler, and founder

Strategic Partners — each with distinct skills and stakes

Anchorage Locals — customers caught in the digital awakening



# tone & genre

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Genre: Dramatic Comedy / True Story / Period

Tone: Gritty, nostalgic, fast-paced, emotionally grounded

Comps: The Bear, Halt and Catch Fire, The Social Network



Sittin', slurpin'  
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By Cheryl

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