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Checkers restaurant reopening part of a larger plan

Tampa Bay Business Journal by Margaret Cashill, Staff Writer

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The stainless steel is polished and the neon lights are back on.

Checkers Drive-In Restaurants Inc. will hold a reopening celebration for its Clearwater Checkers location at 1595 S. Missouri Ave. on Saturday.

The restaurant, previously franchise-owned and operated, shut down in February 2010.

Although the restaurant has been a strong performer historically, the franchisee encountered tough times and filed for bankruptcy, said [Jennifer Durham](#), vice president of franchise development.

Since then, Checkers took possession of the lease, refurbished the interior of the building, updated the parking lot, landscaping and signage, and officially reopened the restaurant on May 22.

The reopening is part of a strategic expansion plan to promote the drive-thru chain's presence in existing markets as well as its growth in new regions.

A large part of this strategy involves restoring restaurant buildings that previously housed Checkers or other restaurants and closed, Durham said.

"The strategy is to make sure we get the best return on investment, however and wherever we can," Durham said. Checkers/Rally's, based in Tampa, has 300 company-owned and operated and 477 franchise-owned and operated locations located in 30 states around the country.