



MEDIA RELEASE

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Mayor Jacobs' Small Business Series Features Vida / The Vault

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviews Jim Klonaris, owner of Vida/The Vault, as part of his small business series.

Each week, the Mayor conducts interviews with small business owners, offering them the opportunity to talk about what they do; highlight their work; and share any future plans. A new vignette runs each Wednesday on the county and Mayor's various social media platforms.

Vida is a pan-Latin, shared plate tapas restaurant featuring food from seven Latin American countries. Below Vida, The Vault is a swanky cocktail lounge, reminiscent of old Hollywood, in the vault of the former Holston Bank.

Klonaris and his wife also own Kefi, Café Four, Square Room, Press Room and City Catering. During COVID-19, they furloughed 135 employees in March and brought them all back in mid-May.

"There's a lot of fear downtown," said Klonaris. "It affected us on the employer side. We were able to sustain and provide the right service and we've somehow, by the grace of God, made it all the way through."

The Mayor asked Klonaris to walk him through his creative process from conception to execution.

"I went to school as an architect and interior designer," said Klonaris. "Even though I never went into my field, it's my creative field, it's really my passion. My wife, Lori, she's a chef. She has this pallet that meets people where they need to be food wise. It is really a partnership."

To hear more of what was said, check out the [video](#).

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