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ATTACHEMENTS

- Letters of Reference
- Concept Drawings
- No Lobbying Affidavit



Introduction

Sam Chernin and John Ambrose are the principals of the starfish grill d/b/a/ Seaside Johnnies are proud to present our proposal for the restaurant operation at Rye Town Park.

Thank you in advance for your consideration.



Community Impact

We have operated Seaside Johnnies since the year 2000 - and we realize our place in the community and that is to be a complementary piece to our wonderful park and beach. We take our position in the community very seriously and only hope to enhance the residents and visitors experience when they come to use the park, beach and restaurant. We feel we have a leg up on any potential competitor as they may have ideas on running a business that might not take into consideration the best interest of the community. Over the years we have developed a strong bond with the community and look forward to continuing to strengthen that bond. We take great pride in the fact that in 17 years at the park we have never had an incident in terms of creating a nuisance the neighboring area - and that is because we are very diligent in the way we do business. We derive our greatest satisfaction when we hear from neighbors how much they love coming to Seaside Johnnies - because they feel like they are far away on a vacation to which we reply - great - AND THE BEST PART IS WE SAVED YOU THE AIRFARE.



Improvements

We will be addressing the points laid out in the RFP and our exciting plans will be illustrated in our renderings.



Operation

We will continue to operate as we have the last 17 years that being open 7 days a week from 10:30 a.m. till midnight. The only change we would propose is to be open more often at the north gate as we will give the north end a distinct identity and become a haven for our residents who tend to gravitate to that end of the beach. We are very excited about the prospect of breathing life into the north end - turning it into a true oasis - stay tuned!!!!!!



Maintenance

We have always prided ourselves with our maintenance program and it has paid dividends. We always exceed normal maintenance standards - some examples of this is - we have our grease traps cleaned out each and every week, we have every drain in the restaurant cleaned every two weeks, we have exterminating services each and every week and we power wash the whole restaurant every other week and weekly if necessary. We have run a very clean operation for the past 17 years and exceeded Westchester health department standards - something we are quite proud of. If there is ever an emergency we have our in house maintenance crew at our beckon call.



Experience

Sam Chernin and John Ambrose are seasoned veterans in the hospitality field for forty years. We have operated Seaside Johnnies for the past 17 years - turning a "greasy spoon" snack stand catering to bikers and thirsty college kids into a "family" oriented seafood restaurant. Thinking back - we brought civility to the building as it did not even have a rest room - incredible but true. In an effort to make it a full service restaurant we went through the channels and obtained a full liquor license to round out our restaurants appeal. We have gone through various stages of renovation to keep up with culinary trends and adding a sushi bar and always anticipating our clientele's desires. We fashion ourselves as a traditional "New England" style restaurant always buying the best of the best the sea has to offer. We like to say - "our seafood is so fresh the ocean hasn't missed it yet". In addition Seaside Johnnies we own and operate the Pier Restaurant and Tiki Baron the boardwalk next door at Rye Playland. A huge plus in operating both locations is that we are afforded the opportunity to cross promote our businesses. Outside of Westchester- to our south we own and operate several restaurants in City Island in the Bronx- Sammy's Fish Box, The Seashore Restaurant, and Sammy's Shrimp Box - the three highest grossing restaurants on the island. We have owned and now lease out the Crab Shanty and The City Island Lobster House - both also on the island. Once again, we promote Seaside Johnnies and Rye Town Park at our City Island locations. On our restaurant resume we have owned and operated the Crab Shanty Restaurant in Mamaroneck, Vincent Diorios - place for ribs and the Crab Shanty in Fort Lauderdale Florida. We also ran the food concession at Orchard Beach for ten years. The key to our successes are simply that we are 7 days a week hands on operators.



Organizational Strength

At the top of the food chain is Sam Chernin and John Ambrose. The managerial team of Tim Chokwe, Yolanda Ortiz, and Michael Sottile has been in place since Seaside Johnnies opened. In addition Ryan Chernin (Sam's son) and Kevin Ambrose (John's nephew) will be joining our team.



Business Plan

We have come up with a concept plan which will build on our current business model and create a huge buzz and a lot of excitement going forward. The planned renovations will create a whole new look and promises to be well received by the public. Aside from the restaurant renovation we are excited to tackle the task of bringing life to the north end snack bar. We plan to give it a tropical feel and expand the food and beverage options. Imagine sitting on the tranquil end of the beach noshing on grilled fish with a tropical fruit salsa and washing it down with a pina colada- in a word - AWESOME. The revitalization of the north end will make that part of the beach a real destination location for the locals who prefer that end of the beach and enjoyed by all. A big component of our business plan is to add a couple of seasoned culinary chefs who specialize in "floribbean" cuisine. At present we have one chef's commitment to come on board for the upcoming season. We will also look to create further excitement as we go forward with the introduction of various activities such as: A Beef and Brew Festival - This could be a major draw combining two proven attractions: a barbeque festival - featuring barbeque ribs and beef dishes with different state traditions for the sauces with a craft beer festival featuring the newest and most popular craft beer for tasting. We have relationships with organizations that specialize in these type events. Beach Volleyball Tournament - This is an event that can be done over several weeks with two person teams compete to represent their towns and the town winners compete for the final championship. Prizes will be awarded. Pro Beach Volleyball tournaments are tremendously successful in drawing people at Cedar beach and Long Beach. This could develop into the first major tournament on the sound. Oakland Beach Jazz Festival- There is a very healthy jazz market in Westchester, Putnam and Dutchess Counties with artists performing in multiple venues. This would attract local as well as national performers. This could be an annual weekend festival at the park and draw a substantial number of fans. Art in the Park - would be a weekend festival combining art exhibitors as well as a wine expo - prizes would be offered to the top artists. All of these activities will generate larger crowds and that will certainly increase the Rye Town Parks bottom line.



Funding

As has been the case since the year 2000 we have been and will continue to be self-funded. Starting with the restaurant renovation, the demolition and rebuilding a cutting edge snack bar and sundries shop and the building of the wrap around terrace on the upper level of the restaurant. In addition we rehabbed the historic pavilions which were in a state of disrepair. We are gratified by the positive responsiveness of our clientele made an enhancement and that makes it all worthwhile. In this spirit we look forward to take the next step on the journey in making our community proud.



Advertising

We believe in the power of advertising and how it helps the restaurant, the beach and the park. We advertise on cable television and reach Westchester, Putnam and Rockland counties as well as the Bronx, Manhattan and Queens. We also have a big presence in the Westchester visitor's guide who is in every hotel room throughout the county as well as the airport, doctors' offices and other drop-off points. We have been featured over the years in the journal news and participated in their dining guides. Please find enclosed a disc with some of our commercials. On average we spend \$30,000.00 per year just on the cable television ads alone. We always are open to new ideas of promoting our restaurant and beach- which we feel is very important in sustaining our growth.



Miscellaneous

One of our favorite clichés is -" it's the little things that mean nothing that mean everything" - that being said each day we have a hygiene check for projecting a clean crisp appearance. For 17 years we have never given a customer a beverage in a bottle thus eliminating discarded bottles and broken glass in the park. So too, in 17 years we have never sold one solitary cigarette to our customers and that can only help in the new policy about smoking in the park. We like to police our business in the restaurant as well as what goes on the beach and in the park. We do this because we care deeply what goes on at rye town park and always will.



Capitol Investment:

MAIN RESTAURANT AND BEACH FRONT SNACK BAR

Construction Cost for the Renovation of the Main Building and Snack Bar including HVAC.

Estimated at \$450,000.00

Equipment and Furnishings for the Main restaurant and beach front snack bar.

\$274,994.45 Estimates enclosed.

North End Snack Bar:

| | |
|-----------------------------|--------------|
| Estimated Construction Cost | \$150,000.00 |
|-----------------------------|--------------|

| | |
|------------------------------|-------------|
| Equipment Cost for Snack Bar | \$66,446.00 |
|------------------------------|-------------|

| | |
|---|----------------|
| Estimated Total Construction and Equipment investment | \$1,000,000.00 |
|---|----------------|

and miscellaneous costs

PROPOSED LICENSE FEE:

Term: Ten (10) Years with Two five (5) year Options

| | |
|---------------------------|--|
| Calendar Year 2017 - 2026 | Minimum Rent of One Hundred and Forty Thousand (\$140,000) or 8% of the gross sales. |
|---------------------------|--|

| | |
|---------------------------|---|
| Calendar Year 2027 – 2032 | Minimum Rent of One Hundred and Sixty Thousand (160,000) or 10% of the gross sales or 10% of the Gross sales |
|---------------------------|---|

| | |
|---------------------------|--|
| Calendar Year 2032 – 2037 | Minimum Rent of One Hundred and Seventy Five Thousand (\$175,000) or 11% of the gross sales. |
|---------------------------|--|



CLOSING COMMENTS

We have taken a tremendous amount of pride in each and every project we have ever undertaken. We are particularly proud of our work at Seaside Johnnies in making Oakland Beach, Rye Town Park a true destination point for Rye residents, Westchesterites in general as well as our neighbors to the north in Connecticut and to the south throughout the five boroughs. We are proud to be equal opportunity employers and are gratified that our employees return season after season in the name of efficiency and continuity. We derive a lot of pleasure on developing a lot of the area youth and putting them on the path to a successful future. As well we treasure the contributions our seasoned veterans make to assure our continued success.

Our promise to the commission and the community is to put our best food forward and make everyone proud of our park, beach and restaurant.

In closing, we would like to share with you one of our proudest moments- and that was when our shoreline was devastated by superstorm sandy. We were faced with \$900,000.00 in damages and had to make the decision: WAIT OUT RELIEF FROM OUR INSURANCE COMPANY (which took 14 months) or self-finance the restoration. Mind you 99 out of 100 concessionaires would have waited out an insurance settlement and not been open for the next season. Sam and I looked at each other and asked ourselves - what do we do and came to the conclusion to rebuild and be ready for the following season and that's just what we did. It took us all winter to get ready and thanks to our crew we accomplished our mission.

In closing, I, John Ambrose am a very prideful Rye resident and Sam Chernin another Westchesterite could not be more prideful in our efforts at Rye Town Park and look forward to take Rye Town Park and Seaside Johnnies to the next level for many years to come.

Thank you,

Sam Chernin and John Ambrose

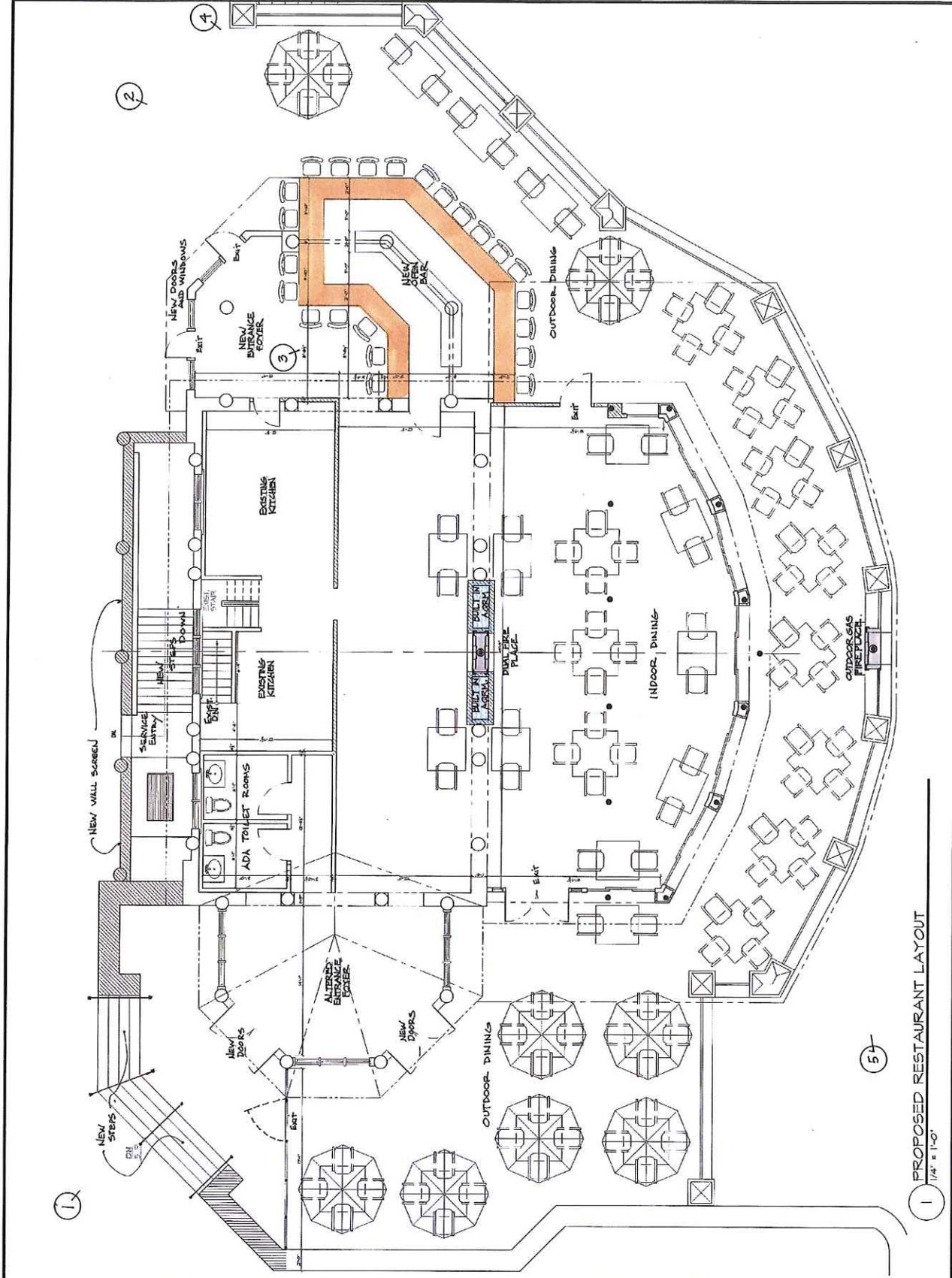


| | |
|---------|--------------------|
| DATE | REVISION / REMARKS |
| 8/25/04 | RTE. PROPOSAL |
| | |
| | |
| | |

PROJECT
RENOVATION TO SEASIDE JOHNNIE'S RESTAURANT
 95 DEARBORN AVENUE
 RTE. 108 PARK
 10 850

FOUNDING TITLE
PROPOSED LAYOUT

| | |
|-------------|---------------|
| PROJECT NO. | 5050- |
| DESIGNED BY | REX B. GEDNEY |
| DATE NOTED | AUG 07 |
| SCALE | 1/4" = 1'-0" |
| DATE | 8/25/04 |
| PROJECT NO. | A-100 |



1 PROPOSED RESTAURANT LAYOUT
 1/4" = 1'-0"

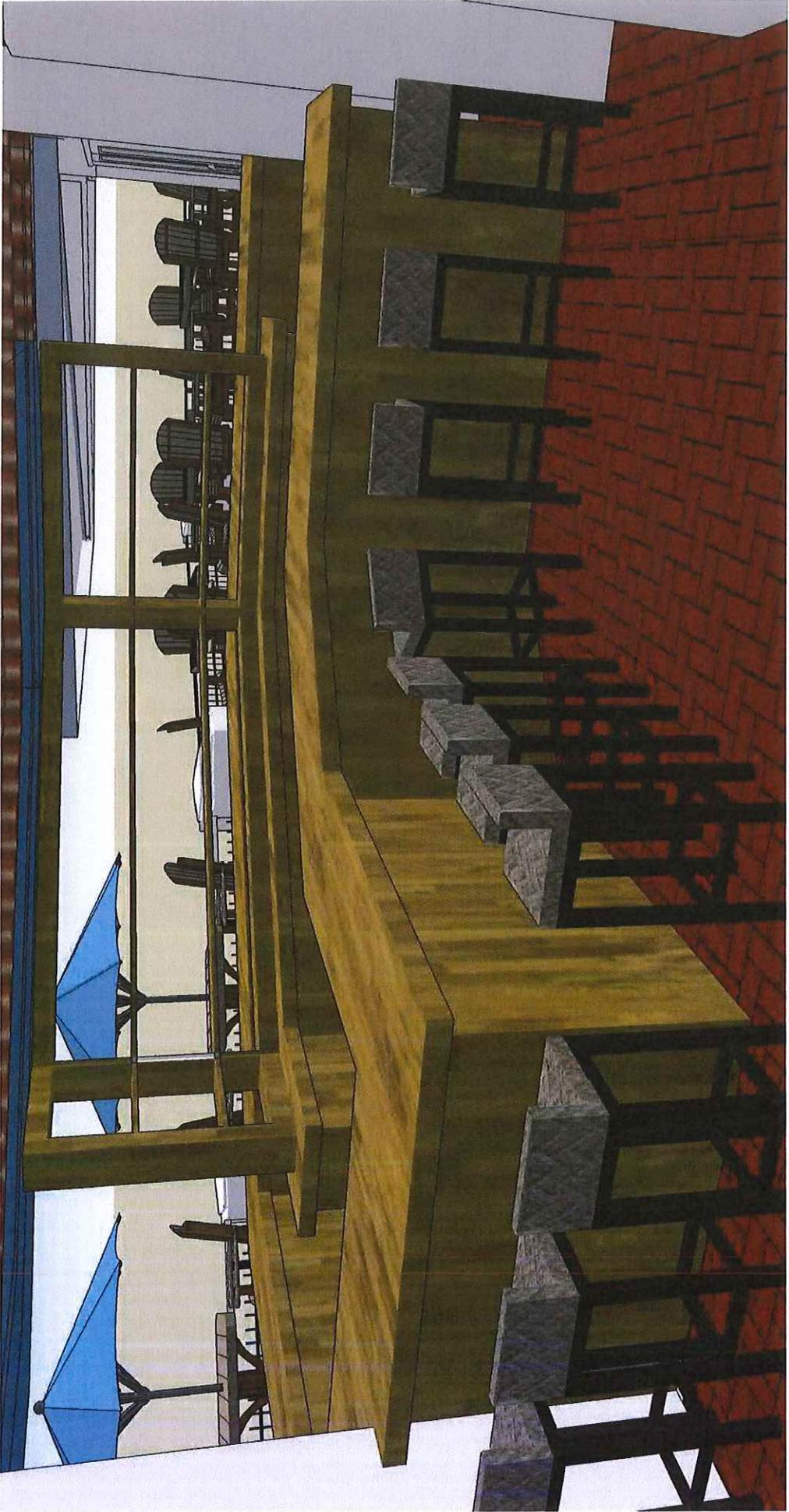
NO USE, REPRODUCTION OR DASSIMINATION MAY BE MADE OF THIS DRAWING AND THE CONCEPTS SET FORTH HEREON WITHOUT THE PRIOR WRITTEN CONSENT OF CROZIER-GEDNEY ARCHITECTS, P.C.



1 NEW FRONT ENTRY, STEPS AND WALL SCREEN



2 NEW OPEN BAR



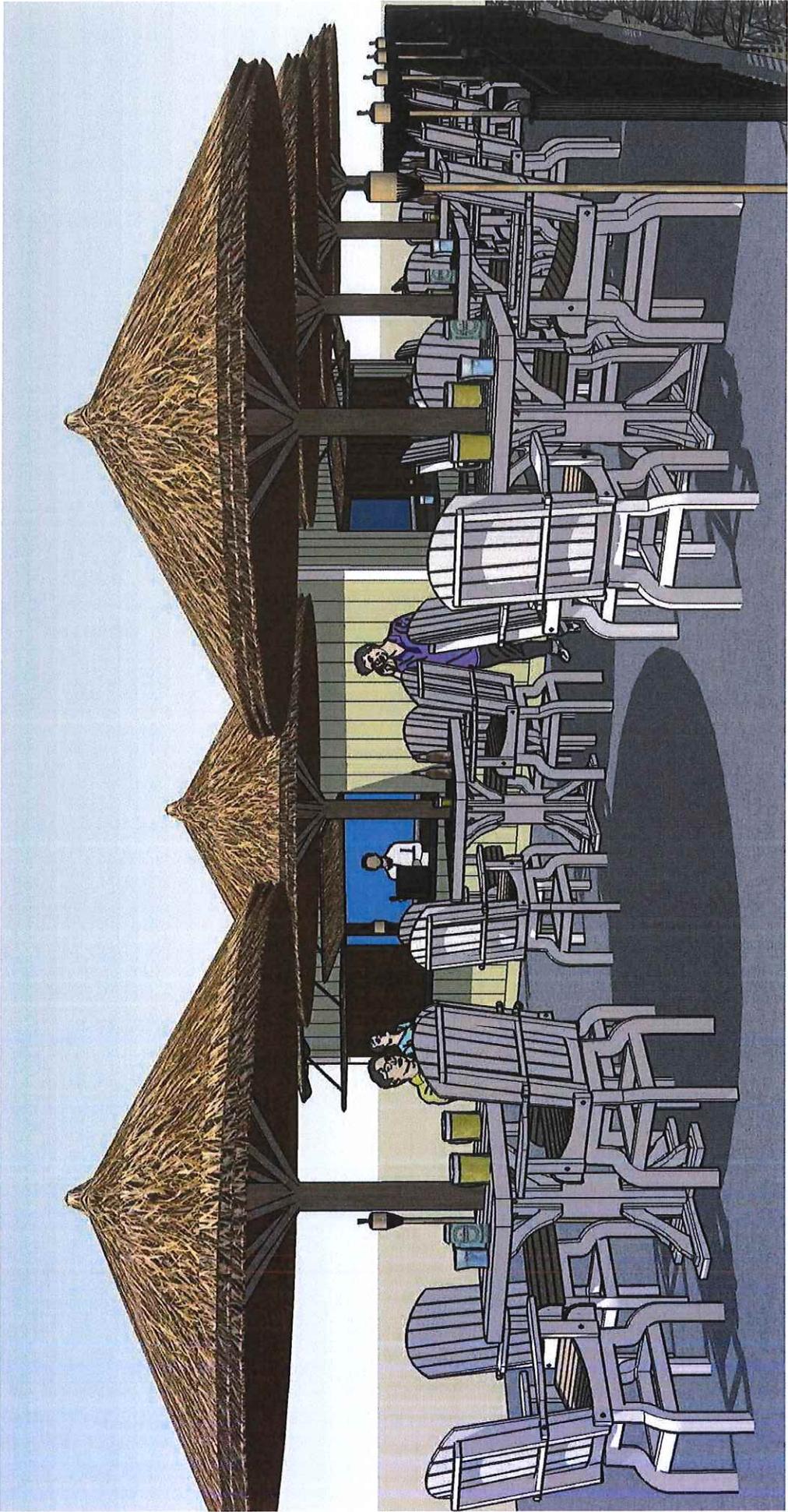
3 INTERIOR BAR



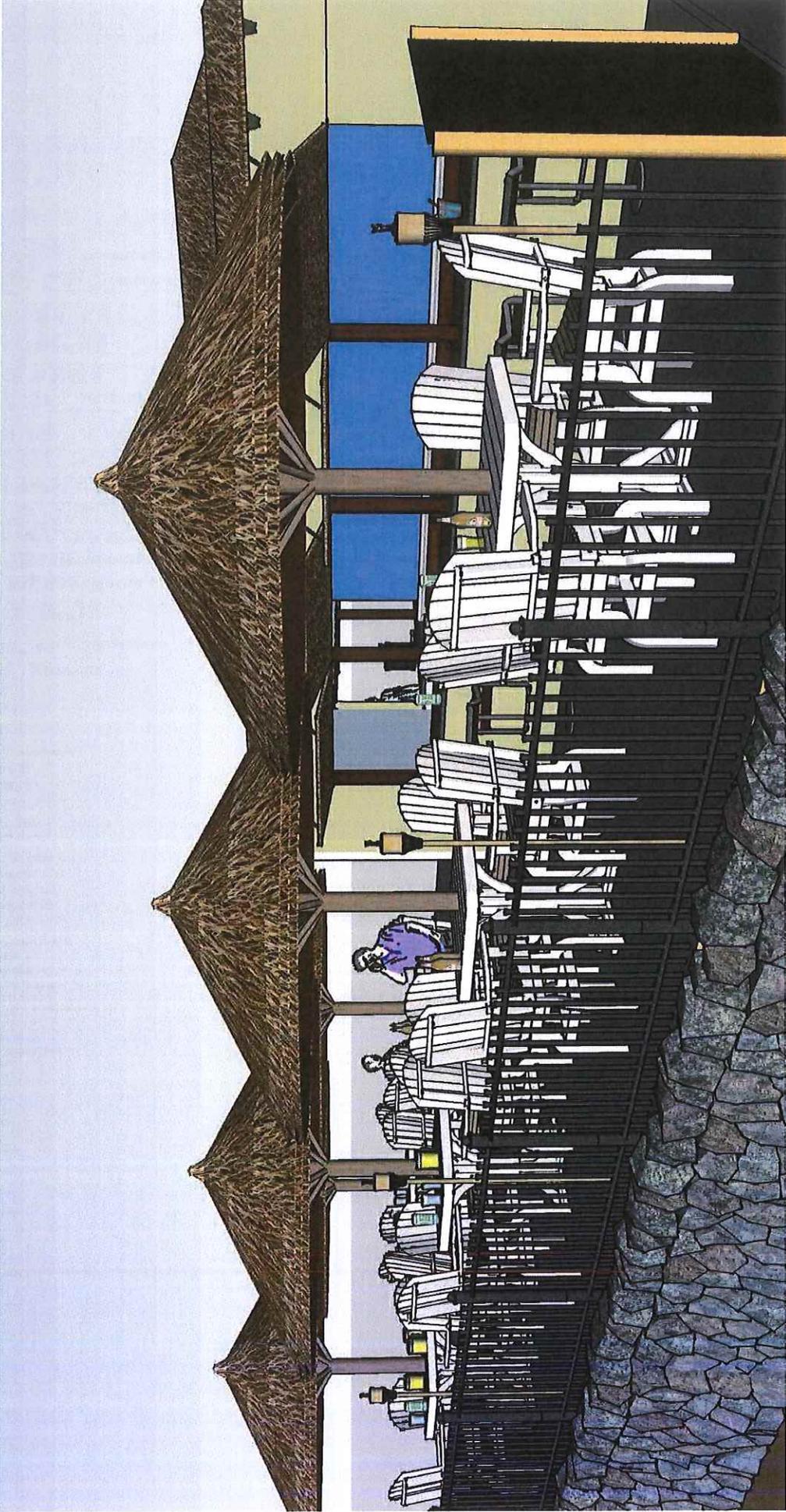
4 OUTDOOR BAR, DINING AND FIREPLACE



5 OUTDOOR DINING AND FIREPLACE



1 SNACK BAR



2 SNACK BAR



3 SNACK BAR