

Salt Creek Beach Concession Proposal Matrix

Exhibit A

PROPOSERS

Proposal Name	<u>Salt Creek Beach Café</u>	<u>Zack's</u>	<u>The Shack Grille</u>	<u>The Line Up</u>
Proposer	Salt Creek Beach Café (John Efstathiou)	Zack's Beach Concessions and Catering (Mike Ali)	Marion Schack	Kahele Project Company, LLC (Daniel Dvorak)
<u>FINANCIAL TERMS</u>				
Minimum Annual Rent	\$27,000 yr.	\$25,000 yr.	\$20,000 yr.	\$20,000 yr.
Percentage Rent	17% Food & Bev. & Merch. 22% Equip. Rentals 22% Vending Machines	12% to \$150,000 Food, Bev. & Merch. 15% over \$150,000 20% Equip. Rentals	12% to \$150,000 Food & Bev.& Merch. 15% over \$150,000 20% Equip. Rentals	15% to \$150,000 Food & Bev.& Merch. 17% over \$150,000 20% Equip. Rentals
Proposal Deposit	Yes	Yes	Yes	Yes
<u>FINANCIAL PLANS</u>				
Ability to Finance	Financial Statement Provided	Limited Information Provided	Limited Information Provided	Limited Information Provided
Pro-Forma	Provided Year 1 Revenues \$279,000 Year 10 Revenues \$365,000	Not Provided Year 1 Revenues \$250,000 (est) Year 10 Revenues \$300,000 (est)	Provided Year 1 Revenues \$250,000 Year 10 Revenues \$335,000	Provided Year 1 Revenues \$251,000 Year 10 Revenues \$357,000
<u>EXPERIENCE/QUALIFICATIONS</u>				
Experience	24 years independent owner, incumbent operator	Owners of Zack's and Zack's Two, City of Huntington Beach concessions	Varied food experience	Varied among LLC members (4 - 7 years food experience)
References Provided	Yes	No	Yes	Yes
<u>OPERATIONS PLANS</u>				
Days/Hours	Summer 8 am - 7 pm; Holidays 9 pm	Beyond 10 am - 4 pm	Memorial Day - Labor Day 7 am - 7 pm	High season 7 am - 9 pm Low season 10 am - 4 pm
Menu w/ Prices	Extensive	Traditional beach menu plus healthy alternatives	Extensive	Limited to tacos and hot dogs
Merchandise/Rental Equipment	Body boards, bikes, chairs, umbrellas	surfboards, beach chairs, umbrellas, body boards	Chairs, umbrellas, body boards	Limited
Employee Training	Yes	Yes	Yes	Yes
Beach Service to Customers	Mobile food cart, catering	Mobile food service carts, beach vending, catering	No Information	No Information
Shuttle	10 person vehicle, \$4 ride	Will consider	No Information	Maybe - in year two
<u>REFURBISHMENT/UPGRADE</u>				
Exterior Paint Scheme and Signage	Retain current color scheme, new signage and mural	States extensive remodel, Tiki theme	Clean, improve and refurbish	Clean, refurbish, includes flat screen TV w/surf videos and music
Interior improvements	Kitchen walls - white laminated panels	Yes - repainting, refurbishment of surfaces	Yes - moderately detailed	Yes - moderately detailed
Cost - Fixtures and Equipment	New + refurb. = \$46,790	No dollar figure provided, Equip. = \$4,070	Refurb. + equip. = \$44,480	Refurb. + equip. = \$41,500
Patio upgrades	New tables and 6 ft. dining bar. Resurface retaining wall with pebble texture.	Photos of Huntington Beach location showing tables, chairs etc.	6 commercial grade tables, chairs and umbrellas	6 tables - 3 front 3 side and umbrellas

Information compiled from written submittal only