

MEMORANDUM

To: Kathleen Gill, Village Manager
From: Jason Pinto, Superintendent of Recreation
Re: Harbor Island Park Waterfront Concession RFP –
Staff Review and Award Consideration
Date: March 13, 2026



Village of Mamaroneck
Parks & Recreation

914-777-7784
recreation@vomny.org
www.villageofmamaroneckny.gov

1) Purpose

This memorandum summarizes the two proposals received under the Village’s RFP for operation of the Harbor Island Park waterfront concession (bait shop) and any optional, Village-approved components, for review and award consideration by the Village Manager and Board of Trustees.

2) RFP Overview (Key Requirements/Terms)

- **Issued:** February 2, 2026
- **Proposals Due:** Wednesday, March 4, 2026, at 11:00 a.m.
- **Mandatory Site Visit:** February 12, 2026, at 10:00 a.m.
 - o Staff confirms both proposers attended.
- **In-person interviews conducted with both proposers:** March 11, 2026
- **Anticipated Term:** April 1, 2026, through April 30, 2027
- **Required Base Service:** bait and tackle retail operations
- **Optional Components (Village approval required):**
 - o Waterfront recreation/rentals/programming (e.g., skiffs, kayaks, SUPs, instruction)
 - o Food truck or similar mobile food facility adjacent to the bait shop

3) Summary Comparison of Financial Terms and Experience

The table below provides a high-level comparison of the principal financial terms, estimated percentage-based revenue to the Village based on stated projections, and key experience presented by each respondent.

<u>Item</u>	<u>Jack’s Bait & Tackle, Inc.</u>	<u>The Shack HI, Inc.</u>
Estimated gross revenue used for % share comparison	Waterfront recreation: \$150,000 estimated gross revenue; Food truck: \$75,000 estimated gross revenue	Food truck: \$70,000 estimated gross revenue
Estimated Village revenue from % share	Waterfront recreation: \$7,500 (5% of \$150,000); Food truck % share: \$3,750 (5% of \$75,000)	Food truck % share: \$2,100 (3% of \$70,000)

<u>Item</u>	<u>Jack's Bait & Tackle, Inc.</u>	<u>The Shack HI, Inc.</u>
Projected annual revenue to Village	Base bait/tackle fee: \$11,200 ; Estimated waterfront recreation % share: \$7,500 ; Food truck base fee: \$6,300 ; Estimated food truck % share: \$3,750 ; Projected total: \$28,750	Base bait/tackle fee: \$7,600 ; Food truck base fee: \$1,050 ; Estimated food truck % share: \$2,100 ; Projected total: \$10,750
Base annual license fee (bait/tackle)	\$11,200/year	\$7,600/year
Monthly payment amount	\$1,400	\$950
Waterfront recreation revenue share	5% (monthly reporting indicated)	Not proposed
Food truck fee / revenue share	\$6,300 seasonal base fee (\$900/month April–October) + 5% gross receipts	\$1,050 seasonal fee + 3% gross receipts (monthly reporting)
Key experience / operating background	<ul style="list-style-type: none"> • Family-owned bait and tackle business with 81 years of experience • Broader waterfront-oriented operating model • Proposed staffing cross-trained in bait shop, rentals, and harbor coordination • Includes skiff rental safety planning and community programming concepts • During the interview, offered to provide free fishing clinics for Village residents and other programming in coordination with Village staff 	<ul style="list-style-type: none"> • Six seasons operating The Shack HI at Harbor Island Park • Direct site-specific experience with Harbor Island concession and food truck operations • Experience with bait/tackle retail, food service compliance, and community programming

Note: The estimated percentage-based revenue and projected annual revenue to the Village shown above are based on gross revenue projections discussed during the proposal review/interview process and are provided for comparative purposes only.

4) Proposal Summaries

A) Jack's Bait & Tackle, Inc.

Operator information

- Primary contact / Owner: John DeCuffa

Experience / operating background

- Jack's presents an operating model centered on bait and tackle service together with broader waterfront-oriented activity.
- Jack's Bait & Tackle is a family-owned bait and tackle business with 81 years of experience.

- The submitted materials identify an operating team, state that two on-site employees would be present during operating hours with backup personnel available during peak periods and indicate that staff would be cross trained to manage bait shop operations, boat rental procedures, and harbor coordination.
- The supplemental materials also include a rental skiff safety plan, a request to operate a harbor tour/private charter vessel and proposed special programming such as a Harbor Island Snapper Derby for Kids.
- During the interview, Jack's also offered to provide free fishing clinics for Village residents and other programming in coordination with Village staff.

Proposed operations

- Season: April through November
- Hours: 5:00 a.m. – 6:00 p.m. (adjusted for weather/daylight)
- Staff: Joshua DeCuffa, John DeCuffa, Robert Comerico, Anthony Martin, and Colby DeCuffa; no minors listed as operators

Optional components proposed

- Skiff rentals: five (5) 15-foot skiffs with listed rental controls including valid ID, credit card requirement, signed waiver, mandatory safety briefing, rental boundaries, weather restrictions, and Harbor Master coordination
- Harbor tour/private charter vessel: requests approval to dock and operate a harbor tour/private charter vessel; states no alcohol sales or service by the operator and notes passengers may bring personal beverages consistent with applicable laws and regulations
- Food truck: supplemental food truck proposal dated March 12, 2026, describing a seasonal food truck adjacent to the bait shop, with operation from April through October, daily from 6:00 a.m. to 7:00 p.m., subject to Village approval and required permits

Compensation

- Base annual license fee (bait/tackle): \$11,200 per year
- Monthly payment amount: \$1,400
- Waterfront recreation revenue share: 5% of gross receipts; reporting/payment frequency marked monthly
- Food truck compensation: \$900 per month from April through October (\$6,300 seasonal base fee) plus 5% of gross receipts, with monthly reporting and payment

References

- Three references listed with contact information in RFP Proposal

B) The Shack HI, Inc.

Operator information

- Primary contact: Adam Mann

Experience / operating background

- The Shack emphasizes direct, site-specific operating experience at Harbor Island Park.
- In its narrative proposal, Adam Mann states that he has operated The Shack HI at Harbor Island Park for the past six seasons and describes the business as a trusted resource for anglers, families, boaters, and park visitors.
- The proposal states that the operation has maintained a clean and organized facility, provided reliable seasonal hours, operated safely and without incident, built strong working relationships with the Harbor Master, Parks Department, and Recreation staff, and received positive community feedback.
- The Shack also describes direct experience in bait and tackle retail operations, point-of-sale and revenue tracking, food truck operations, Westchester County Health Department compliance, staffing, and community programming.
- Overall, The Shack's experience profile is rooted in direct Harbor Island concession operations, continuity, and familiarity with Village coordination requirements.

Proposed operations

- Hours: 5:00 a.m. – 7:00 p.m., adjusted seasonally
- Bait & tackle offerings: live/frozen bait, tackle/terminal gear, rods/reels/accessories, basic supplies, fishing pole rentals, plus non-alcoholic beverages, snacks, and ice
- Food truck operating plan in narrative: May through November, weather dependent; Wednesday through Friday 11:00 a.m. – 7:00 p.m.; Saturday and Sunday 7:00 a.m. – 7:00 p.m., adjusted seasonally

Optional components proposed

- Food truck: proposes continued food truck operations; submission describes food truck operations and participation in Village events
- Waterfront recreation: states it is not proposed at this time and explains that the proposer's focus is on continued bait and tackle and food truck operations

Compensation

- Base annual license fee (bait/tackle): \$7,600 per year
- Monthly payment amount: \$950
- Waterfront recreation revenue share: not proposed
- Food truck compensation: fixed seasonal fee of \$1,050 plus 3% of gross receipts, with monthly reporting and monthly payment

Staffing statements (narrative)

- Narrative states the business will be owner-operated with staff as needed and that no minors will operate the concession without supervision
- Narrative also notes seasonal employment of local high school students and retirees

References

- Three references listed with contact information in RFP Proposal

5) Conclusion and Summary of Key Differences

Staff submits this factual summary for Board consideration in connection with an award under the RFP. Consistent with the RFP's award provisions, the next action would be for the Village Manager and Board of Trustees to determine whether to make an award and, if so, to select the proposer and authorize execution of a license agreement consistent with the RFP requirements and any required approvals for optional components.

In summary, the two proposals differ in financial structure, operating emphasis, and experience. Jack's Bait & Tackle, Inc. proposes a broader waterfront-focused operating model that includes skiff rentals, a requested harbor tour/private charter vessel, and a supplemental food truck proposal, together with a higher base annual bait and tackle license fee and a proposed waterfront recreation revenue share. Jack's also presents itself as a family-owned bait and tackle business with 81 years of experience and, during the interview, offered to provide free fishing clinics for Village residents and other programming in coordination with Village staff. The Shack HI, Inc., by contrast, emphasizes its six-season history of operating the Harbor Island concession and food truck, direct site familiarity, and continued focus on bait and tackle and food truck operations without a waterfront recreation component.

