

Jason Pinto
Superintendent of Recreation
Village of Mamaroneck
123 Mamaroneck Avenue
Mamaroneck, NY 10543

Re: Proposal – Harbor Island Park Waterfront Concession (2026)

Dear Mr. Pinto,

Please accept the enclosed proposal to continue operating the Harbor Island Park waterfront concession, including the required bait and tackle operation and approved food truck component, for the 2026 season.

For the past six seasons, I have proudly operated The Shack HI at Harbor Island Park. During that time, the business has operated safely, consistently, and in full compliance with Village and County requirements. The concession has become a trusted resource for anglers, families, and park visitors, and I remain committed to maintaining the professional and community-oriented standard that has been established.

As outlined in the proposal, I am not seeking to operate the waterfront recreation component. My focus remains on delivering the core bait and tackle service responsibly, along with continued food truck operations that enhance the park experience.

The compensation figures included in my submission are based on an eight-month operational season for the bait shop and a seven-month season for the food truck, reflecting the period during which water service is available (April through November). That said, I understand the Village's financial objectives and am willing to engage in reasonable discussion should adjustments be necessary.

Given my six-year track record of successful operation, I respectfully request consideration for a "last look" opportunity should another proposal present a higher financial offer. I believe continuity, proven performance, and reduced transition risk provide meaningful value to the Village.

I also welcome the opportunity to make an oral presentation if desired.

Harbor Island Park is more than a business location to me. Mamaroneck is my home community, with deep personal ties through family, friendships, and long-standing local relationships. My reputation here matters, and I take seriously the responsibility of operating a public-facing business in a Village I care about.

Thank you for your time and consideration. I appreciate the opportunity to continue serving Harbor Island Park and the residents of the Village of Mamaroneck.

Respectfully,

Adam Mann
Owner, The Shack HI

PROPOSAL FORM

Operation of Harbor Island Park Waterfront Concession and Recreation Opportunity (2026)

To Village Manager, Village of Mamaroneck

The undersigned proposes to operate the Harbor Island Park waterfront concession, including required bait and tackle services and any approved optional components, in accordance with this RFP, and agrees to all conditions herein.

A. Operator Information

Company or Individual Name The Shack HI, Inc

Business Structure S-CORP

Primary Contact Name and Title Adam Mann, President

Address 109 Pembroke Dr, Stamford, CT 06903

Telephone 914-260-1244 Email adam@theshackhi.com

Names of individual(s) who will operate the concession (no minors) Adam Mann

B. Proposed Hours and Operating Plan Summary

Provide a summary of proposed days and hours and seasonal approach

C. Term

May 1, 2026, through April 30, 2027, with optional renewal as described in the RFP.

D. Compensation Proposal

Base Annual License Fee (Required Bait and Tackle)

We offer to pay the Village as compensation for the bait and tackle license fee

\$ 7,600 DOLLARS (\$) per year

Monthly Payment Amount (if paid monthly) \$ \$950.00

Unless otherwise agreed in writing by the Village

Revenue Share (Optional Waterfront Recreation)

If waterfront recreation is proposed and approved, we offer the following revenue share to the Village based on gross receipts from recreation operations

N/A percent of gross receipts

Reporting and Payment Frequency (proposed) _____

Village preference is monthly

Food Truck Compensation (If Offered and Approved)

If a food truck or similar mobile facility is proposed and approved, we propose the following compensation structure

Food truck fee option

\$ 1,050 DOLLARS (\$ _____) per year or season

Proposed Payment Schedule monthly

Food truck revenue share option

3 percent of gross receipts from food truck operations

Reporting and Payment Frequency (proposed) monthly

Village preference is monthly

Proposer may offer one option or both options

E. Insurance

The proposer agrees to provide and maintain the insurance required by Section 9 (Insurance Requirements) of this RFP, including submission of a COI and any required endorsements, and to ensure any vendors or partners used for operations or programming provide acceptable insurance coverage as required by the Village.

F. Permits and Compliance

The proposer agrees to obtain all required permits and approvals and comply with all applicable laws and regulations, including Village approvals and Westchester County Health Department approvals and permits for any approved food truck or mobile food service operations.

G. Assignment and Termination

The proposer agrees that the agreement may not be assigned without prior written approval of the Village Manager and acknowledges the Village termination rights as set forth in the agreement.

Non-Payment and Responsibility

Failure to pay amounts due promptly according to the approved schedule shall result in forfeiture of the license. Vendors who are in arrears to the Village are deemed Not Responsible and their submission will not be considered.

Date 3/4/20

By (Signature) 

Print Name and Title Adam Mann

PROPOSAL

Operation of Harbor Island Park Waterfront Concession and Recreation Opportunity (2026)

Submitted to the Village of Mamaroneck

Submitted by:

Adam Mann

Owner, The Shack HI

A. Operator Information

Company Name: The Shack HI, Inc.

Business Structure: S-Corp

Primary Contact: Adam Mann

Address: 1 Harbor Island Park, Mamaroneck, NY 10543

Phone: 914-260-1244

Email: adam@theshackhi.com

Individual Operating the Concession:

Adam Mann (Owner/Operator)

B. Introduction

I respectfully submit this proposal to continue operating the Mamaroneck Harbor Island Park waterfront concession, including the required bait and tackle operation and approved food truck component, for the 2026 season.

I was a resident of Mamaroneck for 25+ years and have successfully operated The Shack HI at Harbor Island Park for the past six (6) seasons. During that time, the business has become a trusted and well-regarded resource for residents, boaters, and visitors as well as establishing an image of Mamaroneck that attracts visitors from across the region.

My operation has consistently:

- 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
- Earned positive feedback from the community

The Shack is not simply a concession — it is part of the Harbor Island experience.

C. Description of Relevant Experience

Retail Operations – Bait & Tackle

As owner/operator, I manage:

- Inventory procurement and vendor relationships
- Seasonal demand planning for Long Island Sound fishing
- Point-of-sale systems and revenue tracking
- Merchandising within a 300 sq. ft. facility
- Customer education and product guidance

The bait shop has operated without compliance issues or operational incidents during my tenure.

Concession & Municipal Park Operations

Operating within Mamaroneck's municipal waterfront park requires:

- Close coordination with Village staff
- Clean and orderly site management
- Early morning operations (often beginning at 5:00 a.m.)
- Professional public interaction
- Flexibility during Village events

I have demonstrated reliability, professionalism, and responsible oversight throughout six seasons.

Food Service – Mobile Food Operation

In addition to the bait shop, I operate a licensed and permitted food truck adjacent to the concession.

This includes:

- Full Westchester County Health Department compliance
- Safe food handling and inspection adherence
- Equipment maintenance and oversight
- Staff scheduling and supervision
- Event participation (including Tiki Night and other Village events)

The food truck has operated successfully and without health violations or incident and enjoys the loyalty of many local people.

Local Employment & Community Investment

The Shack HI and the food truck employ local high school students and retirees during the season.

This provides:

- First job experience and responsibility for young workers
- Supplemental income and meaningful engagement for retirees
- Community connection across generations
- Local economic support within the Village

Providing seasonal employment opportunities strengthens the local community and reinforces the concession as a community-based operation.

D. Required Base Service – Bait & Tackle

The concession will continue to provide:

- Live and frozen bait appropriate to Long Island Sound fishing
- Tackle and terminal gear
- Rods, reels, and fishing accessories
- Basic fishing supplies and convenience items
- Fishing pole rentals

Inside the bait shop facility, we will continue to offer:

- Non-alcoholic bottled beverages
 - Prepackaged snacks
 - Ice
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E. Optional Waterfront Recreation Component

After careful review of the RFP and thoughtful consideration of site conditions, I am **not proposing waterfront recreation operations at this time** (kayaks, paddleboards, skiff rentals, or instructional programs).

Harbor Island Park sits along an active and often busy navigation channel. Experienced professionals that I've contacted have expressed their concerns that kayak or paddleboard rentals in this specific environment could present avoidable safety concerns, particularly during peak boating traffic, shifting tides, and windy conditions.

While waterfront recreation can be valuable in the right setting, I believe introducing, at this time, unsupervised or beginner-level paddling activities in this specific location may create:

- Navigational conflicts
- Increased safety risk

- Liability exposure
- Reputational risk to both the Village and the concession operator

As a long-term operator who cares deeply about Harbor Island and Mamaroneck's reputation, I believe it is more responsible to now continue to focus on services that can be delivered safely, consistently, and without introducing unnecessary risk.

Should the Village wish to explore structured, professionally staffed waterfront programming in the future under a separate framework, I would be open to a thoughtful exploration and development of a safe program.

F. Special Events & Programming Coordination

Existing Programming

I currently organize and host the very popular:

- Youth Fishing Tournaments
- Blackfish Tournament
- Individual and group fishing lessons

I also coordinate with Marine Center programming and Fish Hut activities to promote youth engagement and marine education.

Expanded Programming (Proposed)

If selected, I would like to:

- Expand seasonal fishing clinics
- Offer beginner workshops aligned with Marine Center programming
- Coordinate with Village camp programs for structured youth fishing sessions
- Host introductory "Learn to Fish" days for families

All programming would be coordinated with Parks and Recreation for scheduling and approval.

G. Food Truck & Village Event Participation

The food truck currently participates in:

- Mamaroneck's Tiki Night
- Sunday night car meets
- Other Village-sponsored seasonal events

I am fully willing to coordinate with the Village on additional programming, adjusted hours, or community events as requested. The goal is to remain a cooperative partner supporting Village initiatives.

H. Proposed Operating Plan – Bait Shop

Season: April through November (weather dependent), with flexibility for early spring fishing demand.

Proposed Hours

5:00 a.m. – 7:00 p.m., adjusted seasonally based on daylight and weather conditions.

The business will be owner-operated with staff as needed. No minors will operate the concession without supervision.

Proposed Operating Plan – Food Truck

Season: May through November (weather dependent).

Proposed Hours

Wednesday – Friday 11:00 a.m. – 7:00 p.m.

Saturday – Sunday 7:00 a.m. - 7:00 p.m., adjusted seasonally based on daylight and weather conditions.

The business will be owner-operated with staff as needed. No minors will operate the concession without supervision.

I. Compensation Proposal

Base Annual License Fee (Bait & Tackle):

\$7,600 per year

(Paid monthly unless otherwise agreed)

Waterfront Recreation Revenue Share:

Not Proposed

Food Truck Compensation:

Fixed Seasonal Fee: \$1,050

PLUS

3% of gross receipts (monthly reporting)

J. Community Integration & Stewardship

Over the past six years, I have:

- Assisted local anglers with guidance and safe fishing practices
- Supported youth fishing participation
- Participated in park clean-up efforts
- Promoted stewardship of the harbor

As a local business owner, I have a vested interest in maintaining, on behalf of the good name of Mamaroneck, Harbor Island Park as a safe, welcoming, and well-maintained community asset.

My goal is not simply to operate a concession — but to remain a responsible and reliable partner to the Village.

K. Insurance & Compliance

I agree to provide all insurance required under Section 9 of the RFP, including:

- General Liability
- Automobile Liability
- Workers Compensation
- Additional Insured status
- Required endorsements

All required Village and Westchester County permits will be obtained and maintained.

L. References

Reference 1

Name: Wayne Ivines

Phone: 631-780-2717

Reference 2

Name: Rob English

Phone: 917-364-2677

Reference 3

Name: Jack Lusk

Phone: 917-836-5443

M. Closing Statement

For six seasons, The Shack HI has operated responsibly, safely, and in a manner that reflects positively on the Village of Mamaroneck.

This concession is not simply a seasonal business to me — it is a community presence built carefully over time.

Continuity provides solid regional public relations and a stability for Mamaroneck, for park visitors, and for the fishing and recreational community that relies on Harbor Island as a shoreline access point.

I continue to have strong ties within Mamaroneck through family, friends and Village employees. As an operator who has already demonstrated capability, responsibility, and community investment, I respectfully request the opportunity to continue serving Harbor Island Park.

Respectfully submitted,

Adam Mann

Owner, The Shack HI