



Proposal for Food & Beverage Concession Harbor Island Park



ABOUT US

Smokehouse Tailgate Grill is more than a restaurant group, it's a community engine. Founded in 2007 by Justin Zeytoonian and Michael Hofer, we operate three high-volume restaurants in Mamaroneck, New Rochelle, and Somers. With 18+ years of proven success and a loyal following across Westchester County, we bring serious operational expertise and cultural credibility.

Our Mamaroneck location is just blocks from Harbor Island Park. We serve Little League families, town employees, high school teams, and everyday locals. This isn't just our market, it's our home.

We are:

- Fully licensed, insured, and DOH-compliant
- Staffed with a trained team ready to deploy for seasonal service
- Deeply connected to the community and known for giving back
- Experienced in both permanent and pop-up/mobile operations
- Strong financial standing and operational infrastructure in place
- Access to commissary kitchen, mobile kitchen equipment, and experienced staff.





Salt Shack at Harbor Island

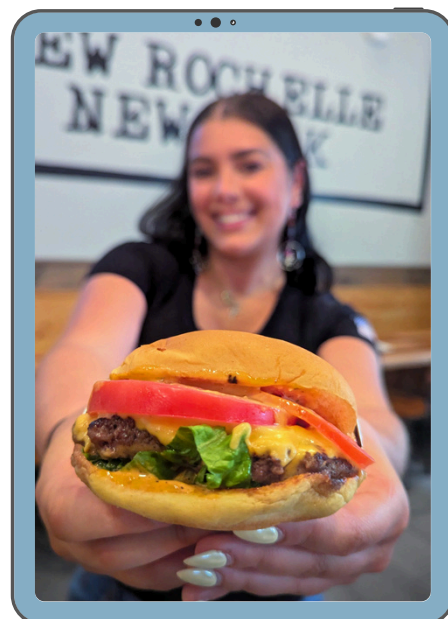
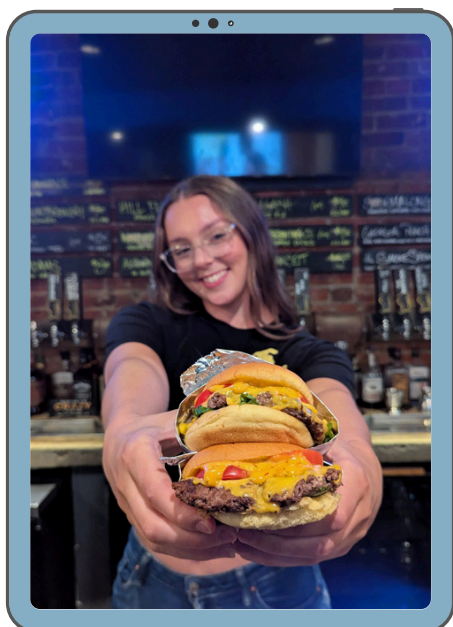
Coastal Smashburger + Craft Beverage Stand

We're proposing a seasonal food concession serving handcrafted smashburgers, buttermilk fried chicken, shrimp roll, salads fries, and refreshing non-alcoholic and alcoholic, beverages*, all with a beachside, marina-inspired flair.

The Harbor Smash, known currently as the Roadie Smash, is a

5x Westchester Magazine Burger Bash winner.

We will operate from a visually branded, low-footprint booth with vibrant signage and a Harbor Island-themed aesthetic.



Operations Plan

Setup: 10x20 booth with custom wrap and canopy

Power: Low-draw electric griddles + refrigerated storage (generator backup)

Water/Waste: Self-contained greywater system, compostable packaging

Hours: 11AM–8PM, 7 days/week (flexible for events)

Staffing: 3–4 team members per shift

Revenue Target: \$100k–\$130k for the season

Fee contribution: Open to standard seasonal licensing fee based on footprint and volume.

Harbor Island Intern Program

We'll hire **2–3 local high school students** each summer to gain **hands-on experience in culinary and hospitality operations**. Students will rotate through kitchen prep, guest service, and event support, **receiving mentorship, a certificate of completion, and a letter of recommendation**.

This program strengthens local ties, builds future talent, and supports the Village's goals around community engagement and youth development.

Marketing & Promotion Plan

- **Social-first campaign:** @shtailgate local spotlight for Harbor Island
- **Community-driven menu input:** Instagram polls for rotating “Burger of the Week”
- **Weekly Theme Nights:** Live music Fridays, Beach Clean-Up Wednesdays with free fries for volunteers
- **Weekly local spotlight feature:** ie., guest topping from purveyor, burger collab with local chef or local butcher
- **Park signage + QR-code** ordering on the beach or in the park.

Sustainability Plan

- 100% **compostable** packaging
- **Local suppliers** for beef, dairy, and buns
- **No plastic** utensils or bags
- Staff trained on **environmental impact**



Local Entrepreneurship

We are:

- Mamaroneck-based
- Sourcing from Westchester/NYS vendors
- Hiring local teens

We also plan to partner with:

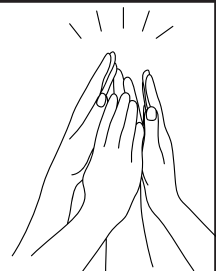
- Local artists for pop-up vendor features
- Local businesses for cross-promotions
- Parks & Rec on event activation

What This Means for the Village

- 8+ local seasonal jobs created
- \$15,000+ to local suppliers in summer 2025
- Enhanced park activation during evenings and weekends
- A highly visible, low-risk partner already trusted by the community

You're not just choosing a vendor. You're choosing:

1. A local business with deep roots
2. A community experience
3. A team that lives and breathes Mamaroneck & Westchester County





Pending Village Clarifications

- ✓ Alcohol service policy + SLA coordination
- ✓ Final operating season dates
- ✓ Utility access and waste protocols
- ✓ Seasonal license fee structure
- ✓ Overnight equipment policy

Attachments

- A. Proforma
- B. Proposed menu
- C. Sustainable packaging sample.

Exhibit A

Proforma

| Item | Monthly Estimate | 3-Month Total |
|-------------------------------|------------------|------------------|
| Gross Revenue | \$90,000 | \$270,000 |
| Cost of Goods Sold (33%) | \$29,700 | \$89,100 |
| Labor (4 staff, 7 days/week) | \$15,000 | \$45,000 |
| Overhead & Supplies | \$4,000 | \$12,000 |
| Marketing & Events | \$1,500 | \$4,500 |
| Licensing, Permits, Insurance | \$1,000 | \$3,000 |
| Revenue Share to Village (7%) | \$6,300 | \$18,900 |
| Total Expenses | \$57,500 | \$172,500 |

Exhibit B

SALT SHACK

THE HARBOR SMASH -9

smashed 1/4# pat LaFreida patty
shredduce, tomato, american, aioli

THE SQUAD SMASH -12

smashed 1/4# pat LaFreida patty
BBQ mayo, cherry pepper,
bacon, frizzled onion

THE BIRD -10

buttermilk fried chicken,
shredduce, tomato, american, aioli

CHIPOTLE BLACK BEAN -10

black bean-chipotle veggie patty
shredduce, tomato, aioli, cheddar

CHOPPED CHICKEN SALAD -10

SALT SHACK SHRIMP ROLL -10

CURLY FRIES

CURLIES -7

w/ old bay & lime

CURLIES -8

w/ cheese sauce

by SMOKEHOUSE

TAILGATE GRILL

SHACK KIDS -8

w/ curlyes

KIDS SMASH BURGER

GRILLED CHEESE

KIDS TENDIES

FRESH SHOOK LIMEADE -5

fresh squeezed lime,
cane sugar, water

SLUSH -8

frozen fruit & mocktails

POLAND SPRING -8



Exhibit C

Sustainable Packaging

Burgers

<https://www.goodstartpackaging.com/fiber-burger-box-clamshells-6x6x3-TO-SC-U15B-LFP/>

Fries

<https://www.goodstartpackaging.com/1-lb-notree-paper-compostable-food-trays-BT-NT-100/>

Combo Packaging

<https://www.goodstartpackaging.com/1-compt-fiber-clamshells-no-pfas-TO-SC-U85-3-LFP>

Beer/Limeade

<https://www.goodstartpackaging.com/greenware-16-oz-pla-cold-cups-9509106/>

Wine

<https://www.goodstartpackaging.com/10-oz-greenware-pla-clear-compostable-cups-9509102/>



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