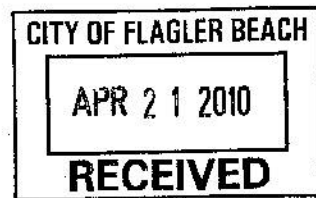


cc: Murphy  
Atty Smith

Flagler Beach City Commission  
105 S. Second Street  
Flagler Beach, FL 32136



Re: Request to lease Pier Restaurant

Mayor and Members of the Commission,

Having been before you as a group and met with each of you individually, I felt compelled to write to you and address several thoughts. I understand and can see how important the proper and effective disposition of the plans for the future of the pier restaurant and the pier property is to all of you. And, I would add, for many of the residents of the city, as well. Many of whom I know as friends, acquaintances or customers, having lived in this area for over 50 years. They have encouraged me to continue with my plans for becoming part of the Flagler Beach business community. I have listened to their comments and thoughts about the restaurant and pier facility and what it means to them as local residents. Granted some live in the county areas, Palm Coast and surrounding area, but like to come to Flagler Beach.

I left the work shop uncertain of what was to become of my request to negotiate a lease extension for the ongoing operation of the Pier Restaurant. Knowing that you want the best for the city, the residents and potential visitors to the area, I wanted to outline several thoughts regarding my potential involvement. Please know, that, it is difficult to communicate in a public meeting or in a short memo, what I feel is a more complex business plan and more importantly, a dream. I am passionate about what I do, simply because it is a huge commitment both in personal time and financial exposure. It is hard work and risky. In that regard, I am quite selective about the things I choose to do, simply because it has to be a life style. I have learned that doing what I do and succeeding is not easy or quick. There is no recipe to shorten the process, so I best love what I do. I will give you my best.

We have not gotten far enough into the process to discuss the prospects of what I would do with the property, given the opportunity. There is so much that goes into the idea, I don't believe I could do justice to any of us by going into lengthy discussions of my "plans" in this letter. I would, however, like to outline some important (even if general) thoughts, elements and aspects of the venture, as follows:

1. Bring a vision and personality to life that marries the history of Flagler Beach with the casual feel of a charming coastal community. This would be done with interior decor, exterior facade, building improvements, menu and operational style and improvements.
2. Bring the community together with the help of city, other business interests and other local restaurant operators in a way that adds value to the residential, as well as, the business community. Support of one another is tantamount to the vision. All boats float higher in a rising tide. Let's ride higher together. It's more fun that way.

3. Renovation/decor changes that are in keeping with things already happening in Flagler Beach. Some elements should include the use of materials such as; wood plank flooring, new carpeting, new wall covering and wood working, decor "themeing", new tables and chairs, rework floor plan, replace/add kitchen equipment and hopefully, make a few structural changes that enhance the dining experience, as well as, the look and feel of the entire pier facility.

4. Create a casual family style atmosphere, focused on all day dining, centered around breakfast, lunch and dinner. Bring to life an environment in which people can bring visitors and family, gather with friends and neighbors or just stop for drinks while taking in the spirit of the ocean.

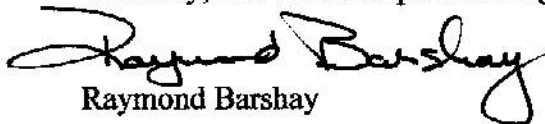
5. Develop a menu that embraces local and regional tastes (new southern) but is also well seasoned with favorites/styles from New England, New Orleans, The Islands, Italy and other tempting offerings we will continue to find and develop.

6. Hire, train and develop a great team of people. Hopefully locals, who are interested in being part of something special. The desire is to bring together a knowledgeable, professional staff that is friendly and patient. Going out is an experience and should be fun, enjoyable entertainment.

7. I project investing over \$500,000. during the process of developing the pier restaurant into something we can all be proud of. Between purchasing the business, the inventory, equipment and furnishings as well as the renovation plans and start up costs it could easily be more. I am prepared to do that during these very difficult times, lack of lender financing and extreme unemployment that trims family budgets so as to exclude the luxury of dining out.

In conclusion, I want to thank you for listening and considering this request. I can only give you my word that you will have someone both willing and capable of performing up to the standard that I understand you should and do want. Together, we have an opportunity to start something today, that you can be proud of for Flagler Beach. I am sure that you all want the entire pier facility to become something now that you can look back in 5-10-20 years and say " that was a good decision". I would like to be that decision and make you proud of the choice you make. I don't know if there have been others raise their hand since this has been in the news several times over the last 2 months, but I hope we can find a way to move forward, today, to spur a new feel at the Flagler Beach Pier And Restaurant. Let's launch something great for Flagler Beach.

Sincerely, and with best personal regards,

  
Raymond Barshay