



Janelle Perry <jperry.olive@gmail.com>

Revised application attached - Re: Site Plan application for 3998 Route 28 - General Store - submitted today

Keith Hernandez <keithrhernandez@gmail.com>
To: Janelle Perry <jperry.olive@gmail.com>
Cc: matthew mcdonagh <matthew.mcdonagh@gmail.com>

Sun, Feb 19, 2023 at 9:15 AM

Thanks Ms. Perry,

Below is the revised narrative. Please let me know if you need it in a word document or if this will suffice. As Matt mentioned, I am out of the country this week so the time difference might lead to some wonky hours on my replies.

The Catskills Beer Outfitters will be a retail and grocery store serving locally sourced packaged food, coffee, provisions, craft beer and supplies to enjoy all the Catskills has to offer. With over 400 breweries just in New York, our vision is to be the destination for beer lovers to try locally brewed beers for carry out and explore the diversity of our region.

We envision the store to be a spot for locals to convene and get their daily needs as well as for out of town guests to make a pit stop on their way to hike, ski, fish or bike. Unpretentious and accessible, our goal is to be a resource for knowledge for the community - where to hike for families with small kids, the best bike rides for those advanced cyclists, expertise in fly fishing - we want to be the place people are comfortable asking questions, which is why we will partner with local experts and artisans.

Local partners - we will connect our concept great local craft beer and provisions to the great local outdoor activities in our area. We have talked with amazing people who build custom snowboards, lead fishing trips, rent bicycles and create pottery who will not only enhance the retail floor experience but also add a level of local expertise not seen in typical general stores. The hope here is someone could come in planning to get a few snacks and beers for their house and end up leaving with a reservation for a fly fishing weekend or bike rentals to test out the Ashokan trail.

Employees - We plan on having two (2) employees on most days, one to run the register and assist with customers, the other to manage inventory, deliveries and other back office operations. Our current staffing plan is to be owners and operators as we get the business up and running, then eventually hire a general manager and cashier positions.

Hours of Operation

Wednesday - Friday - 12pm - 8pm
Saturday + Sunday - 10am - 8pm

[Quoted text hidden]