

September 21, 2021

Office of the Village Administrator  
1 Depot Plaza  
Tarrytown, NY 10591

RECEIVED  
SEP 22 2021  
TARRYTOWN VILLAGE ADMINISTRATOR

Dear Mr. Slingerland:

Thank you for the opportunity to share Barley House Restaurant Group's vision for developing a regional tourist attraction at 238 Green Street. It will be a place that brings happiness and enjoyment to tourists and Tarrytown residents alike.

Barley House Restaurant Group's plans to accomplish the following in its' response to your RFQ:

- Describe who we are and our experiences both with Tarrytown and surrounding communities
- Share our track record in developing successful projects
- Explain how we have worked closely with municipalities in the past on similar projects
- Briefly illustrate our initial ideas for the parkland
- Touch on how we plan to fund the project
- Express our willingness to work with the Village of Tarrytown as a partner

Barley House Restaurant Group is excited to express our passion for developing an incredible destination at 238 Green Street for all to experience. It is Barley House Restaurant Group's intention to develop the area in a way that will attract people of all ages and interests.

Thank you for your time and consideration,

Robert Harris  
Member, Barley House Restaurant Group

## **CORPORATE ORGANIZATION AND HISTORY**

Barley House Restaurant Group (BHRG) was established by the three partners Bobby Harris, Chris Surace and Liam O'Keefe when opening The Barley House in 2015 located in Thornwood, NY. Below is a brief bio of each partner. Since opening The Barley House, BHRG establishments have been recognized and/or featured by Westchester Magazine numerous times for various awards including Best New Restaurant in 2016.

In addition to The Barley House, BHRG has opened or played a role in opening successful businesses such as The Barley Beach House in Rye, NY, Barley on the Hudson in Tarrytown, NY, and American Draft Systems.

## **PARTNER BIOS**

### **Chris Surace**

Chris Surace is a seasoned restaurateur that has excelled at running high volume establishments. Most notably he was the General Manager of Bar Taco in Port Chester, NY which was accustomed to producing \$10 million in sales on an annual basis. Chris is adept at not only preparing a business to handle high volume but more importantly making each customer feel like they have received personalized service. Chris has spent the last 20 years in the restaurant industry. In addition to Chris' time with Bar Taco he opened Darien Social in Darien, CT, Bar Q in Stamford, CT as well as managing various other bars and restaurants in Westchester and Fairfield Counties. Currently Chris is a partner with BHRG and American Draft Systems.

Since starting American Draft Systems with Liam O'Keefe they have helped thousands of clients ranging from Metlife Stadium to Lefteris Gyro with opening new locations and servicing their accounts. Moreover, Chris is an expert in the field of setting up brewery tasting rooms having done work for Equilibrium Brewery, Boston Beer Co. (Samuel Adams), Anheuser Busch/Inbev and Captain Lawrence to name just a few.

### **Bobby Harris**

Bobby Harris has spent his entire career in the hospitality industry. Bobby's career started at the American Yacht Club (AYC) in Rye, NY. He also held roles at other Westchester County establishments such as Westchester Burger Co., Dooley Mac's and Sports Page to name a few. Bobby is currently a partner with BHRG.

As of today, Bobby is the acting Director of Operations for all three of BHRG's locations; Barley on the Hudson, The Barley House and The Barley Beach House. He handles all of the day to day needs that arise from each location which may include anything from working with vendors on costs and evaluating staffing needs and performance to keeping BHRG involved in its' communities. Recently Bobby launched an annual golf outing that raised \$14,000 for Blythdale Children's Hospital. As further proof of Bobby's commitment to the communities BHRG operates in, he is heavily involved in the Mt. Pleasant Chamber of Commerce currently serving as the president.

### **Liam O'Keefe**

Liam O'Keefe has had a role in the restaurant industry from the time he was 14. Although he held finance positions with both Morgan Stanley and AON Hewitt, it was the restaurant industry in which he has found his passion. In addition to being a partner at Barley House Restaurant Group, Liam has opened 16 other restaurants in his career ranging from Hartford, CT down to Charlotte, NC. This includes many venues that were opened in Westchester and Fairfield Counties. As Director of Operations and partner with Post Road Entertainment, Liam was responsible for 15 locations at one time totaling over \$30 million in annual revenue and 1000 employees, depending on the season.

Besides working directly in a restaurant environment, Liam along with Chris Surace, started American Draft Systems which has developed relationships with thousands of restaurant owners and brewery operators from Boston to Philadelphia.

These experiences and relationships will be utilized to help Liam and BHRG develop a regional tourist destination successfully. BHRG will draw on these relationships to bring in well-known industry experts to the 238 Green St project.

### **RELEVANT EXPERIENCE AND RESOURCES**

BHRG understands that when developing the parkland at 238 Green St there will be many different governing bodies and agencies that will need to be coordinated with and communicated with. This is not something new to BHRG nor will it be a challenge. A few projects are outlined below to help illustrate some of the partners of BHRG's experiences with this.

Most recently, BHRG opened The Barley Beach House in Rye, NY. This was a very similar process to the approach the Village of Tarrytown is taking with the parkland at 238 Green St. First, BHRG submitted a Letter of Interest to a hired consultant, JGL Consultants, who specializes in managing the process of

choosing developers and operators for high profile destinations. Upon BHRG being recognized as a potential fit for the Rye location we were asked to present our vision and plans for the space at Rye Town Park to the Rye Town Park Commission. This six member commission consists of the Supervisor of Rye Town and an appointee, the Mayor of Rye City and an appointee, and the Mayors of Rye Brook and Port Chester. It was after all the candidates made their presentations that BHRG was then chosen out of 11 other groups, some much larger, to work with the commission on the details of a lease and completion of the project. BHRG's relationship with the commission remains strong to this day and the business is very successful.

After signing the lease is when the real work began. BHRG worked with Pierre Sarrazin of Sarrazin Architecture on their initial design for the space and Dan Paniccia of Allied Construction on the buildout. When coming up with the design and deciding on the allowed changes BHRG and Sarrazin needed to comply with both FEMA and BFE requirements as well as adhere to any historical preservation considerations. Over the course of the last two years BHRG has continued to make improvements on the property. BHRG has currently spent roughly \$1.5 million of their own funds on reconfiguring and repairing The Barley Beach House location and the satellite operations that exist such as the beach concessions.

Other government agencies and/or large corporations that BHRG partners have worked with in the past include:

- TSA when opening Black Bear Saloon at Bradley Airport in Hartford, CT
- Port Authority when opening Wicked Wolf Tavern in Hoboken, NJ
- City of Stamford when establishing the Alive at Five concert series in Stamford, CT
- Westfield Group when opening Black Bear Saloon in Milford, CT at a Westfield Mall

Before developing the project in Rye, BHRG had the opportunity to open Barley on the Hudson at the Tarrytown Boat Club in 2017. While Barley on the Hudson has thrived and sales have grown year over year, it has not been without its' own challenges. Initially BHRG's goal was to develop the site into a destination unlike any others on the Hudson River. However that was never an option once the boat club decided to go another direction and dissolve its' organization. BHRG obviously had to navigate through the pandemic like so many other businesses and have come out of it very well.

Throughout BHRG's time operating in the Village of Tarrytown we have developed relationships with residents, town representatives as well as county employees. BHRG has maintained open lines of communication and has addressed each request when brought to our attention.

## **PROJECT CONCEPT/DESIGN**

On any given day at the newly developed parkland you may see families enjoying a free concert on the lush green grass of a large common or you may see a beautiful bride taking pictures on the rooftop deck of the new restaurant with the lit up Cuomo bridge and sunset in the background. Across the common there may be a Sleepy Hollow high school reunion taking place in the new state-of-the-art Hudson River Brewery. All the while, people enjoying the Riverwalk can peer in at the operations of the brewery through the large windows adjacent to the shared use path. Maybe after you enjoy a riverside lunch you would like to rent a kayak or paddle board at the upgraded Losee Park Kayak launch or take a bike ride to work off that buttery lobster roll. There will be endless possibilities for both the public and customers to enjoy the new amenities BHRG intends to develop.

BHRG plans to work with the premier architectural design firm, Austin Design to help create their vision. Austin Design specializes in creating community destinations which has included three of the most successful and beautiful breweries (Treehouse, Lawson's and The Alchemist) in the country. Austin Design also has experience developing restaurant/marina combinations. In their own words they believe in the importance of memorable community spaces and that throughout history, civic and municipal architecture has often been viewed as great works of public art. They take inspiration from each community's historic, contemporary and future visions to focus on the experience of the community and its' individuals. They strive to incorporate building materials and designs suitable to the surrounding environment for economic efficiency and sustainability. BHRG believes that together with the Village of Tarrytown and Austin Design we can create an incredible destination to be enjoyed by all.

In addition to the actual design of the parkland with a brewery and a restaurant BHRG would like to upgrade the kayak launch area as well as the marina. BHRG has already been in contact with Oasis Marina management about developing a plan to create a first class marina with top quality management. However, BHRG is also open to the idea of keeping the Washington Irving Boat Club. Also under consideration for the marina or surrounding waterfront is incorporating a historic paddle boat like one you would see floating down the Mississippi River. Although the boat would be stationary it could be used to host events.

BHRG envisions organizing community events, free concerts and festivals in order to engage the public and attract people to the parkland. BHRG plans to hold various banquets and affairs throughout the year keeping the area bustling with people.

## **FINANCES**

BHRG's stance on the finances of this project is that we are open to discussing all options with the Village of Tarrytown. There are many ways to make the project work for both parties. Of course if there is a way to co-fund this project BHRG is open to that as a preferred method. However, BHRG is also in a position to privately fund the project if we can work with the Village on some tax and/or lease concessions amenable to both sides.

Lease terms can also be negotiated but BHRG is looking for a long term lease of at least 30 years. At the same time BHRG is willing to include the Village of Tarrytown on the financial success this project could have if that is what the representatives think is best. For example, the agreement BHRG has with the Rye Town Park Commission for The Barley Beach House property is a hybrid agreement. The towns that make up the commission are guaranteed a minimum rent and they can share in the prosperity of a successful venture.

In addition, BHRG will be leaving no stone unturned when looking for applicable grants and or government funding opportunities for this project. An example of how BHRG has seen funds be utilized is in Rye, NY where a grant was awarded to make the beach handicap accessible thus resulting in a large undertaking of close to a million dollars to build an access ramp and reconfigure the existing entrances to the beach.

## **CLOSING SUMMARY**

Barley House Restaurant Group is grateful for the Village of Tarrytown's time and consideration. We are ready to develop and design a top of the line destination that will draw even more people to the Village of Tarrytown by foot, train, boat, bike or car. BHRG is confident in our ability to work with a municipality in tandem to ensure success as we currently do in Rye. BHRG is open to any and all feedback with regards to our conceptual design. More importantly we are willing to make adjustments to include anything the Village of Tarrytown feels is missing or not addressed. BHRG looks forward to the opportunity to share a more detailed proposal in the near future.

Included in our qualifications is a recommendation from the Rye Town Park Commission. BHRG has also include some photographs that were used as inspiration for this project's design as well as pictures of our most recent project at The Barley Beach House.

















