

Letter of Intent

“Last Stop Snack Shop”

To the Lawrence City Council,

My name is Jason Mandel. My business partner, Justin Sharkan, and I have been formulating a business plan for a new small business here in Lawrence. The two of us are college students who have previously run small businesses in the Chicago-land area. I originally decided that opening a late night food stand would be a commercially attractive and successful venture here in downtown Lawrence, much as it has been in numerous other college campuses around the country. Early on in the business development stages, we were alerted that two of our business features conflict with pre-set city ordinances. The first deals with the time at which the city has deemed appropriate for food stands to be off the streets. With our target market being primarily late night bar attendees, the 9 p.m. curfew is an issue. The second deals with the locations on Massachusetts St. where food stands are presently allowed. Due to the nature of our business, we feel that the optimal location for our stand would be on the sidewalk near the corner of 6th and Massachusetts/New Hampshire, in front of the entrance to Abe and Jakes and in close proximity of Quinton's and Dempsey's.

After meeting with Mr. Meyer at the business school at KU and then with Will Katz at the Small Business Development Center, we were ultimately directed to submit to your office this letter of intent. Having started and managed small businesses before, we can assure that this one will be run with utmost professionalism, not to mention that a business such as ours will undoubtedly add to the comfortable feel of our small, friendly, college town. The College Tuition Hot Dogs in Pittsburgh, Nate Dogs in Cincinnati, and Marco's at the University of Iowa, are some of numerous successful illustrations of the type of thoughtful and well-run convenience-food services we intend to offer. Quality, integrity and, with positive resolution of the above referenced ordinance conflict, convenience will be hallmarks of our operation.

Please feel free to contact us any time by phone or email.

Thank you,

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