

RECEIVED
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BY: *[Signature]*

Received by the Town Clerk: _____ Date: _____

Signed: _____

APPLICATION COVER PAGE

Date: 12 FEB 23 Date Received by ZBA: 2/16/2023

Name of Applicant and Mailing Address: BLU WATER CAPITAL, LLC

6 ROSEWOOD BLVD, WUDLOW MA 01056

Email Address: Kevin@bradleycloud.com Telephone Number: 413.275.5654

Name of Owner and Mailing Address (If not Applicant): MARTHA'S VINEYARD AIRPORT, 71 AIRPORT ROAD WEST TISBURY MA 02071

Map and Lot #: _____ Street Address _____

Applicant is: TENANT (Owner, Agent, Tenant, Purchaser, Other)

Nature of Application (Special Permit, Appeal, Variance): _____

Applicable Section of Zoning Bylaw: 3.1-1

Date of Denial by Building Inspector, Zoning Inspector, or Planning Board (If Applicable): _____

Plot Plan: Must provide a plan by a registered surveyor showing the total property with the existing buildings, including the proposed project, all setback distances and driveway access to road.

Floor Plans and Elevations: 2 sets of scaled drawings of floor plans that show total sq. ft. per floor (measured from exterior of wall), at least 2 elevations with one showing proposed height to ridge. If the project is an addition to existing structure please clearly identify proposed work.

Narrative: Detailed description of proposed project.

Application fee of \$200.00 payable to: The Town of West Tisbury.

I have read the overview of the ZBA process attached to this application, completed all sections of the application cover page and provided all required documentation and therefore request a hearing before the West Tisbury Zoning Board of Appeals with reference to the above noted application.

Signed: *[Signature]*
Title(s): MANAGER

received
2/16/2023

Application fee of \$200.00 is required. Date Paid: _____

CK #13272



February 9, 2023

West Tisbury ZBA
West Tisbury Town Hall
PO Box 278
West Tisbury MA 02575

RE: Airport Terminal Mixed Food/Retail Concession

Dear Ms. Leaird:

On behalf of Blu Water Capital, LLC, I would like to request your approval to offer a mixed food/retail concession experience exclusive to guests departing aboard commercial air carrier aircraft at the Martha's Vineyard Airport located at 71 Airport Road, West Tisbury Massachusetts 02575. (Map & Lot number unavailable)

Recognizing an opportunity to improve upon the customer service experience at the Martha's Vineyard Airport, we propose to offer quality consumable and material concessions while creating an engaging environment post security. A three-tiered, customer-centric, point of purchase system will be employed to simplify the transaction process while limiting labor burden. Locally themed products and design will be introduced to maintain the island culture through the departure phase of their journey, leaving final positive memories and a lasting desire to return - subsequently supporting the overall island economy.

Products and Services:

Consumable products with extended shelf lives will include chips, snacks, soft drinks, canned water, and assorted juices. Packaged perishable food items will also be available including sandwiches, wraps and salads. Additionally, various merchandise will be offered for purchase. A complete list of the proposed items for sale accompanies this letter and all of the items will be warehoused on-site.

Operations & Facilities:

Seasonal hours of operation will complement the majority of the airlines' scheduled activity and are anticipated to be 10:00AM-6:00PM, Memorial Day through Columbus Day.

The physical space is located outdoors, in an unconditioned area, immediately following security screening and is approximately 121 square feet (11' x 11') with a height to the roof of 12'.

Sales and Marketing:

Being a specialized concession accessible only to the ticketed travelling public, marketing will be focused primarily through social media channels on a pre-launch campaign driving excitement and buzz with ultimate word-of-mouth delivering anticipation through product quality, experiences offered, and most importantly engagement through the final phase of their island experience.

On a consumer basis, purchase behavior for airport concessions ranges from \$8-11 per enplaned passenger nationally. Provided our proposed concession offerings do not include high ticket hard goods, we conservatively anticipate per passenger revenue below the industry average but with modest returns given the high capture ratio.

Additional sales and marketing initiatives are being explored including brand reinforcement and future capture through various marketing medium.

Competitive Analysis:

There are no post-screen concession opportunities currently available to the passengers utilizing the Martha's Vineyard Airport with the exception of a vending machine. Pre-screen opportunities include an on-site restaurant.

In closing, I am grateful to have your consideration in expanding our business model to the Airport and community of Martha's Vineyard. We are excited for the opportunity and look forward to bringing a positive experience to the guest departing MVY.

Please do not hesitate to contact me if I can be of any assistance or provide any additional information or clarification.

Sincerely,



Kevin F. Bradley, Manager
(413) 275-5654

Advil 4CT
American Pull Back w/Lights & Sound
American Single Plane
Aquafina 16oz
Bang Lemon Drop 16oz
Bang Peach Mango 16oz
Bang Radical Skadattle 16oz
Blue 10oz Tumbler
Blue 12oz Wine Tumbler
Blue 20oz Tumbler
Bluey Invisible Ink Pictures Book
Boom Chicka Pop 1.5oz
Boom Chicka Pop Sea Salt 1.5oz
Cape Cod Chip BBQ
Cape Cod Chip Original
Celsius Kiwi Guava 12oz
Celsius Orange 12oz
Celsius Tropical Vibe 12oz
Celsius Watermelon 12oz
Celsius Wild Berry 12oz
Charcoal Blanket
Charcoal Neck Pillow
Cheez-It 3oz
Cheez-It Cheddar Jack 3oz
Cheez-It Extra Cheesy 3oz
Cheez-It Grooves Zesty Cheddar Ranch 3oz
Cheez-It Pepper Jack 3oz
Cheez-It Wht Ched 3oz
Chex Mix Cheddar 3.75oz
Chex Mix Traditional 3.75oz
Coca Cola 16oz
Combos Cheddar Cheese 6.3oz
Combos Pepperoni 6.3oz
Combos Pizzeria 6.3oz
Deep River Maui Onion
Deep River Mesquite BBQ
Deep River Original
Deep River Sea Salt & Vinegar
Deep River Sour Cream & Onion
Delta Pull Back w/Lights & Sound
Delta Single Plane

Diet Coke 16oz
Diet Pepsi 16oz
Ear Plugs
Flight Crew Doll
Fogbuster Black Nitro Coldbrew
Fogbuster Vanilla Cream Coldbrew
Frozen Invisible Ink Pictures Book
Gatorade Fruit Punch 20oz
Gatorade Lemon-Lime 20oz
Gatorade Orange 20oz
Haribo Gold Bears 5oz
Haribo Gold Bears Party Hat 4oz
Haribo Sour Streamers 3.6oz
Horizon Organic Low-fat Chocolate Milk
Horizon Organic Low-fat White Milk
Hummus Cedar Garlic Pita Snack Pack
Hummus Cedar Original Pita Snack Pack
Jack Link Beefsteak Peppered 2.6oz
Jack Link Beefsteak Orig 3.25oz
Jack Link Beefsteak Peppered 3.25oz
Jack Link Beefsteak Teri 3.25oz
JetBlue Pull Back w/Lights & Sound
JetBlue Single Plane
Kettle Chip Salt & Vinegar 2oz
Kettle Chip Sea Salt 2oz
Kettle Chip White Cheddar 2oz
Lunchables Chicken Dunks
Lunchables Ham & American Cheese
Lunchables Turkey & Cheddar Cheese
M&M Peanut Bag 5.3oz
M&M Plain Bag 5.3oz
Martha's Vineyard Etched Wine Glass
Martha's Vineyard Keychain
Mentos Gum Pure Fresh Spearmint
Mountain Dew 16oz
Navy Blue Blanket
Navy Blue Neck Pillow
Pathwater Alkaline 750ml
Pathwater Still 20.3oz
Pepsi 16oz
Pirates Booty White Cheddar 1oz
Planter's Big Bag Dry Rsted Peanuts
Planter's Big Bag Salted Cashews

Planter's Big Bag Salted Peanuts
Popcorners Kettle 5oz
Popcorners White Cheddar 1.75oz
Powerbank Charger
Pretzel Crisp Buffalo Wing 3oz
Pretzel Crisp Garlic Parmesan 3oz
Pretzel Crisp Original 3oz
Pure Leaf Lemon 18.5oz
Pure Leaf Raspberry 18.5oz
Pure Leaf Unsweetened 18.5oz
Rachael's Chicken Ceasar Wrap
Rachael's Fresh Garden Salad
Rachael's Fresh Italian on Onion Roll
Rachael's Fresh Mixed Berry Parfait
Rachael's Fresh Tuna & Cucumber Sandwich
Rachael's Fresh Turkey Club Wrap
Rachael's Fresh Virginia Ham & Cheddar
Sandwich
Rachael's Italian Sub on 5" Roll
Rachael's Turkey Club Wrap
Red 10oz Tumbler
Red 12oz Wine Tumbler
Red 20oz Tumbler
Red Bull Original 8.4oz
Red Bull Sugar Free 8.4oz
Reese's Pieces 6oz
Ritz Cheese Crispers 2oz
Rockstar Energy 16oz
Rockstar Punched 16oz
San Pelligrino .5L
San Pelligrino Blood Orange .5L
Simply Apple Juice 340ml
Simply Fruit Punch 340ml
Simply Lemonade 340ml
Simply Orange 340ml
Skittles Original 7.2oz
Skittles Original 9oz
Sour Patch Kids 5oz
Sprite 16oz
Stacy's Garlic & Herb Pita Thins 1oz
Starbuck's Coffee Frappuccino 13.7oz
Starbuck's Mocha Frappuccino 13.7oz
Starbuck's Vanilla Frappuccino 13.7oz

Swedish Fish 5oz
Takis Fuego
Takis Nitro 3.2oz
Terra Chips Original 1oz
Travel Safety Kit
Whisps Asiago & Pepper Jack Cheese Crisps .63oz
Whisps Parmesan Cheese Crisps .63oz
White 10oz Tumbler
White 12oz Wine Tumbler
White 20oz Tumbler