

Erkan Isiktel & Helen Moon.

BID NUMBER: 978-14  
BID TITLE: PIER ROUNDHOUSE

**CONCESSION**

Pier Cafe.  
Management Services  
Manhattan Beach.

REQUESTING DEPARTMENT:

RELEASE DATE: March 20, 2014  
DUE DATE: April 17, 2014 @ 3pm

PST

April 14th, 2014

To Manhattan Beach City Hall,

We purchased the Pier Cafe from Vera Janiscova, on June 1st, 2011 Vera had asked Erkan if he knew of anyone who may be interested in purchasing the cafe from her. Erkan told her he would be interested, and asked how much she wanted. A price was agreed upon, and we have included the agreement that was made between Vera and Erkan. Vera informed us at the time that she would contact the Manhattan Beach City Hall to make you aware of the change of ownership. We have only just recently been made aware that this never happened. As we have been paying the rent on a timely basis and no one had questioned the change until recently we presumed everything was as it should be.

When we took over the cafe our first necessity was to clean the entire place. It was in a very bad dirty state and there was no way we would conduct business like that. We cleaned, painted and installed new equipment and have maintained the same standard of cleanliness ever since.

We have been in the restaurant business since the year 2000. We previously owned an Internet cafe in West LA, on Overland near, Palms Blvd and another cafe simultaneously in Oxnard CA. We have known Vera as a personal friend and business acquaintance since 1998. Erkan actually ran the Pier Cafe for Vera for 2years back in 2003. Erkan and our son, Baris have been running the cafe since we purchased it from Vera in 2011. My sons first job was working part-time in Jamba Juice, where he learned excellent customer relation skills. He later went on to work as a busboy, then waiter at the restaurant Cravings on the sunset Plaza. Erkan was one

of the managers of the restaurant and Helen ran the catering side of the business.

We initially had a little challenge reclaiming customers, but once people saw how clean the business was, and the polite courteous service they were getting, business started to pick up. We upgraded the quality of the products we were using. We use top quality restaurant grade coffee, Lavazza. our hotdogs are Hebrew national kosher dogs and many other quality items. We lowered prices to attract the diversity of the customers that were coming to us, for example soda' snow cost \$1.50 including tax as opposed to \$2 plus tax that was being charged before. It made the customers happy and they keep coming back, and we are still happy with the profits.

We have been researching and asking what are customers are really looking for in a small location like this to develop its full potential. The customers that we have are very diverse, not just coming from Manhattan Beach, but all the surrounding neighborhoods and many, many tourists. We feel it is not only our position to offer good service and products, but we are representing the area we are in, we help and give advice to many for anything we may be asked, like where to get rentals, directions to places, and more. We often give free ice to the people fishing of the pier, in fact one of our biggest expenses is napkins as there is always a need for them. We truly understand and feel it is of vital importance to represent Manhattan Beach positively, so everyone has a good experience of the pier. Erkan grew up in a small touristic beach town in Turkey and Helen grew up in a small touristic beach town in England, so we have been exposed to what it takes to thrive and to please tourists and customers. Baris, our son has spent a lot of time in both of our home towns, so all three of us truly appreciate the beauty of a beach town, and this amazing location and want to keep making customers and the tourists happy with their experience in this area.

We have also tried really hard to create a menu that won't affect the surrounding restaurants and so crate unnecessary conflict. If we are approved to continue with this lease, we will be adding baked potatoes, and waffles to the menu, to build the business and encourage new customers. All the equipment we have installed is set to make these items without the need for ventilation or anything being added to the location. We were approved and added a prep sink thus making these changes to the menu possible.

We are very happy to be in this location and hope we can continue to grow this family business, so that when our daughter is old enough she can come and help as well. We also hope you feel we are a positive addition to the Manhattan beach community.

THANK YOU IN ADVANCE FOR YOUR CONSIDERATION.

Erkan Isiktel and Helen Moon

**PROPOSAL FORM**

Name of Vendor: Erkan Isiktel and Helen Moon

City of Manhattan Beach  
Attn: David C. Biggs  
Senior Management Analyst  
1400 Highland Avenue  
Manhattan Beach, CA 90266

Dear Mr. Biggs:

**PROPOSAL FOR THE OPERATION OF A FOOD CONCESSION AT THE  
MANHATTAN STATE BEACH PIER ROUNDHOUSE**

I have read the Sample Agreement and related information in this RFP. I am personally acquainted with the premises of the above named facility and acquainted with the uses to be granted as identified in the Sample Agreement.

I propose to provide the required concession services, at the Manhattan State Beach Pier Roundhouse as described in the Sample Agreement.

I propose to provide, install, maintain and replace as necessary all items listed on the enclosed List of Equipment and Inventory - it being understood that the title to said items shall remain in my name. I estimate that the value of those items is \$

I propose to pay the following minimum guaranteed rent:

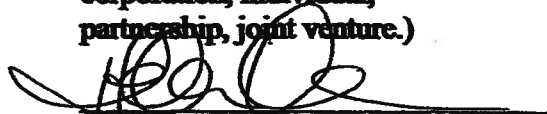
a. Minimum Rent: \$600 per month

In addition to the services required in the Agreement, I further propose to offer the following services to the public:

The undersigned hereby respectfully submits this proposal, including all required documents and statements.

Individual

(Indicate the form of business concern on the line above, i.e., corporation, individual, partnership, joint venture.)

  
Signature

2623 Huntington Lane #2  
Street Address

Redondo Beach, Ca 90278  
City, State, Zip

310 699 8149  
Telephone

\_\_\_\_\_  
Signature

3821 Overland Ave #11  
Street Address

Culver City, CA 90232  
City, State, Zip

310 936 6206  
Telephone

# Manhattan Pier Cafe Menu

(ALL THE HOT ITEMS TAKE 4 MINUTES COOKING TIME & TAX INCLUDED IN ALL THE PRICES)

<b>HOT DOG SPECIAL</b> Hebrew National Hot Dog, Soda & Chips	<b>4.50</b>
<b>HEBREW NATIONAL HOTDOG</b> (3.5OZ)	<b>2.75</b>
<b>POLISH SAUSAGE</b> (4.2OZ)	<b>3.50</b>
<b>SOFT KING SIZE PRETZEL</b>	<b>2.00</b>
<b>CHURROS</b>	<b>1.75</b>

## COLD DRINKS

<b>WATER</b>	<b>1.50</b>
<b>SODAS</b>	<b>1.50</b>
<b>APPLE JUICE</b>	<b>2.00</b>
<b>GATORADE</b>	<b>2.00</b>
<b>MONSTER</b>	<b>2.50</b>
<b>ICE COFFEE</b> REGULAR (16.OZ) <b>2.50</b> , LARGE (22.OZ) <b>3.00</b>	
<b>ICE LATTE</b> REGULAR (16.OZ) <b>3.50</b> , LARGE (22.OZ) <b>4.00</b>	

## HOT DRINKS

<b>TEA</b>	<b>1.50</b>
<b>DRIP COFFEE</b>	<b>1.75</b>
<b>APPLE CIDER</b>	<b>1.50</b>
<b>ESPRESSO</b>	<b>1.75</b>
<b>CAPPUCCINO</b>	<b>3.00</b>
<b>LATTE</b> EXTRA SHOT .75, FLAVORS (VANILLA, HAZELNUT, CARAMEL) .50	<b>3.00</b>

## PRE-MIXED DRINKS

<b>GHIRARDELLI HOT CHOCLATE</b>	<b>2.50</b>
<b>MOCHA</b>	<b>2.50</b>
<b>VANILLA LATTE</b>	<b>2.50</b>
<b>VANILLA CHAI</b>	<b>2.50</b>

## PRE-PACKED ICE CREAMS

<b>MAGNUM</b>	<b>3.00</b>
<b>GOOD HUMOR BARS</b> OREO, STRABERRY SHORT CAKE, CHOCLATE CHIP, KING CONE, SNEAKERS	<b>2.50</b>
<b>PUSH UP &amp; POPSICLE</b>	<b>1.50</b>

*Manhattan Pier Café*  
*additional summer items*

Stuffed Baked Potatoes, with an assortment of toppings ~~\$3~~ - \$6



No 1 Cucumber Salad: cucumber & tomato salad with dill, onions, red wine vinaigrette

\$5



No 2: Green Lima Bean salad with bocconcino, sun dried tomato, spiced oil and lemon

\$5



No 3: Calamari Salad with olives, green and red peppers, garlic parsley and lemon vinaigrette

\$8



Waffles on a stick, with unsalted butter, organic eggs, non fat lactose free milk. \$2 - \$4.50



We will also have daily specials of Panini's  
We will be bringing in Cranberry Juice, fresh brewed Ice Tea with an assortment of flavors, Orange juice and other Juices. Our plan is to bring organic, no sugar added healthier options instead of just sodas.





**Oceanographic Teaching Stations** A 501(c)(3) Non-Profit Corporation  
**Roundhouse Marine Studies Lab and Aquarium**  
P.O. Box 1, Manhattan Beach, CA 90267-0001 (310) 379-8117  
Federal Tax ID # 95-3409019

April 15<sup>th</sup>, 2014

The City of Manhattan Beach

To Whom It May Concern,

The Roundhouse Aquarium supports the café being located at the end of the pier. It is a great asset to the community and helps draw people to the end of the pier. Erkan Isikte and his family Helen Moon and Boris Isikte have always been generous in giving a 20% discount to all of our students who attend field trips. That is a wonderful gesture and so appreciated by the students of low income families. He also gives special discounts to our volunteers who are graciously donating their time. We believe the pier is a better place with the cafe. It is a pleasure to have him and his family as a neighbor.

Sincerely,

Eric Martin  
Co-Director

Valerie Hill  
Co-director

Dawn Eyre-Martin  
Administrator

**Directors:** Hillel Cohn, Gene Souva, **Board of Directors:** President - Matt Friedman, Secretary - Dick Fruin, Treasurer - Charles D. Milam  
David Lloyd, Lynne Gross, John Corrales, Janet Soliman-Suard, Richard Joel **Roundhouse Aquarium:** Valerie Hill & Eric Martin

Duane Bartsch  
212 7<sup>th</sup> Street  
Manhattan Beach, California 90266  
Tel: 310-939-0937

April 3, 2014

**VIA U.S. MAIL ONLY**

City Clerk  
City of Manhattan Beach  
1400 Highland Avenue  
Manhattan Beach, California 90266

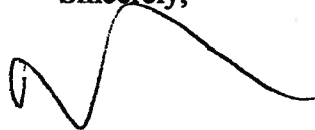
**Re: Erkan Isikial – Pier Concession**

Dear City Clerk:

I am writing in support of Erkan Isikial's bid to continue to work the pier concession stand. I see Mr. Isikial on a weekly basis and have observed his genial rapport with tourists and locals alike. My children and I enjoy his friendliness and the service he provides and we always find him to be a delight. We truly hope that Mr. Isikial continues to work the pier concession stand for many years to come.

Please feel free to contact me at (310) 939-0937 if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to be 'Duane Bartsch', written in a cursive style.

Duane Bartsch

cc: Erkan Isikial