



Proposal for the Paint Creek Cider Mill

Submitted by:

The Silver Shamrocks LLC

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The Silver Shamrocks LLC is honored to submit a proposal to rejuvenate the special building and beautiful setting that is the Paint Creek Cider Mill. Our guiding purpose is to provide reason and opportunities for all residents and visitors of Oakland Township and its surrounding communities to enjoy a unique experience at the Paint Creek Cider Mill. To achieve this ambitious mission, The Silver Shamrocks proposes a multi-purpose use within and surrounding the building, which use is tailored to the lifestyles of the community.

INTRODUCTION

Deb Silver, the owner of The Silver Shamrocks, is integral to the success of this vision. As a long-time Oakland Township resident, she is connected to the community and understands and influences the community's lifestyle. In addition, as a business owner focused in Oakland Township and the surrounding community, Deb benefits from relationships with residents and fellow business owners, with whom she would collaborate in connection with the Paint Creek Cider Mill. She believes the Paint Creek Cider Mill should be a community driven outlet, offering everyday convenience for Oakland Township residents with programmed events, daily food service, memorable catered celebrations, and an amazing attraction to showcase Oakland Township.

Deb Silver opened The Silver Shamrocks' Cuisine during COVID seeing a need in our community for a quality food option. She started the business offering from scratch meals to-go, then expanded into charcuterie and tray style catering as people resumed gathering in small groups. The Silver Shamrocks has since grown to include catering operations for corporate clients, serving events as large as 2000 persons, while still concentrating on social celebrations and always offering the highest quality and service.

Deb leverages The Silver Shamrock to pursue her deep passion for community involvement. Deb is an active member of the Rochester Regional Chamber of Commerce, Impact 100 Oakland County, and Friends of the Paint Creek Trail. In 2022, she was honored as Businesswoman of the Year at the Rochester Sunrise Pinnacle Awards. Additionally, Deb serves as a Board Member for the Paint Creek Center for the Arts. The Silver Shamrocks proudly sponsors the Paint Creek Trail Labor Day Bridge Run/Walk, the Rochester Festival of Trees, and Rochester Hometown Christmas Parade, and also provides support to multiple local organizations such as Meadow Brook Hall, Baldwin Elementary, Paint a Miracle, Notre Dame Preparatory and the New Day Foundation.

Current Businesses

Deb is the chef, owner, and operator of The Silver Shamrocks Cuisine, a successful multi-location business employing over 15 people. We just celebrated our 4th year in business.

The Silver Shamrocks includes:

1. **The Sham Shack**, a production kitchen in Oakland Township that creates made-from-scratch food for catering and retail sales, along with a selection of craft beer, wine, and liquor.
2. **Forks & Fetes**, an intimate event space located adjacent to The Sham Shack in Oakland Township. This venue hosts a variety of public culinary events, including the weekly "Thursday Night Bites" — a lively, happy hour-style gathering, as well as private rentals for events such as business team-building activities, baby and bridal showers, and more.
3. **Side Dish**, a grab & go meal takeaway location featuring kitchen retail, located on 4th Street in Downtown Rochester.

PROPOSAL OVERVIEW

There are two core business units that would operate at the Paint Creek Cider Mill, which we have tentatively identified as “Gatherings at Hemingway Hall” and “Goodison Goods +Eats.” This Section will provide a general overview, with more details in the subsequent sections.

1. Gatherings at Hemingway Hall. Whether planning a special birthday, graduation, baby shower or rehearsal dinner, Gatherings at Hemingway Hall is the perfect setting for a social gathering. Similar to the Rochester Community House and The Community House, Birmingham, Gatherings at Hemingway Hall will be available for private rentals. However, unlike the Rochester Community House, in order to ensure a distinctively high-quality experience and to maintain an exceptional reputation, The Silver Shamrocks will be the exclusive caterer, and all events with food or beverage service will require our service staff.

In addition to private rentals, The Silver Shamrocks will uniquely develop a wide-range of special culinary-themed events available to all.

2. Goodison Goods + Eats. For those less formal everyday needs, Goodison Goods +Eats will meet the everyday needs of the community, helping to return Goodison to the everyday bustling center of its historical past. The Silver Shamrocks will expand its operations to operate a neighborhood cafe offering coffee, on-site baked goods, casual dining, made-from-scratch carryout meals, ice cream, classic fall harvest treats, and a variety of options for trail-goers and young explorers.

Gatherings at Hemingway Hall

Gatherings at Hemingway Hall will focus on (i) private catering events and (ii) special culinary-themed events created by The Silver Shamrocks.

A. Private Events

The market for private catered events is competitive and subject to significant seasonality. During peak periods, local event spaces are frequently fully booked. Moreover, event organizers typically start planning and make contractual commitments significantly in advance of the event date. Key local competitors include: Twin Lakes (members only), Rochester Community House (public), Westwynd (public), Wyndgate (members only) and The Community House, Birmingham (public).

We will immediately begin an aggressive marketing plan to capture seasonal private catering events during the spring and early summer 2025 season. This period is typically a busy season for catering baby-showers and bridal showers, leading into graduation and wedding season.

The Silver Shamrocks has an extensive and strong internet and social media presence which it uses in a positive manner to develop goodwill, awareness and as a primary interface with its customer base. We will immediately update the website to promote Gatherings at Hemingway Hall. We will leverage both print and social media to build awareness of Gatherings at Hemingway Hall. Moreover, The Silver Shamrocks will provide on-line functionality at its website so that potential patrons can view space availability online.

B. Community Reserved Events

To increase brand awareness and visitor traffic to Goodison, we regularly host themed events for which patrons make online reservations. By expanding into the Paint Creek Cider Mill, we can amplify the scope, frequency, and impact of these special events. Our portfolio includes some highly popular and well-received events, such as:

- **Autumn Amore:** A rustic Italian dinner and wine pairing experience.
- **Sips, Soups & Stems:** A hands-on floral workshop combining creativity and enjoyment.
- **Charcuterie Board Making Workshops:** Crafting delicious, beautifully arranged charcuterie boards.
- **Cookin' & Bookin':** Our monthly cookbook club that merges culinary exploration with community connections.
- **Lobsterfest in February:** A popular winter event that brings warmth and excitement to the cold season.

In addition to these successful initiatives, we are committed to organizing 6-8 robust, affordable, and family-friendly events each year that will attract diverse participants, create lasting memories, and further enhance community engagement.

Our initial tentative plan for family-friendly events is included on the following page:

Indicative Family-Friendly Events for 2025

April	Spring Bunny Brunch
May	Memorial Day Bike Parade & BBQ
July	Art & Farm Market
August	Bikes, Brats, and Bluegrass
September	Michigan Harvest Dinner
October	Fall Family Festival + Chili Cook off
October	Halloween Pet Parade
December	Santa Brunch
January 2026	Paint Creek Cider Mill Restaurant Chef's Reunion Dinner

We would be thrilled to collaborate with local organizations, such as Paint Creek Trail Commission, Friends of Paint Creek Trail, Oakland Township Parks and Recreation, and Oakland Township Historical Society, as well as other nonprofit partners with whom we already have established relationships. By working together, we can increase awareness of Goodison, enrich the cultural and recreational landscape, and offer exciting experiences for all ages and interests.

C. Timing Consideration

Any delay in marketing and planning private rental events and these community centric events will further exacerbate the current "closed" status of the Paint Creek Cider Mill. Now is the time to plan and book events for the spring and summer 2025 season. All operations at the Paint Creek Cider Mill have been shuttered for nearly a year, with limited traffic and activity. The longer there is no activity at the Paint Creek Cider Mill, the more difficult will be the task of familiarizing the population to the opportunities at the Paint Creek Cider Mill and making it part of their daily routine.

Goodison Goods & Eats

We plan to operate Goodison Goods + Eats within the Concession Space. Goodison Goods +Eats will be anchored by the innovative made-from-scratch culinary expertise of The Silver Shamrocks. In addition, we intend to enlist Oakland Township baker, and owner of Brooksie Cakes and baked goods, Kim Brooks to become our resident baker. Brooks, formerly Bakery manager at Papa Joes, will introduce wholesome and rustic baked goods as supplemental offerings.

During weekends in the summer and fall, programming may include a schedule of outdoor barbecues with musical or artistic entertainment for all ages friendly events.

A general overview is as follows

A. Meals-to-Go. Daily rotating menu of made-from-scratch meals available for pick-up or pre-order online.

B. Breakfast and Bakery Menu

- Drip coffee, espresso/latte
- Oatmeal Bar
- Yogurt/Chia Seed Parfaits
- Classic Quiche
- Muffins, pastries and baked goods
- Breakfast sandwiches

C. Lunch

- Assorted sandwiches/wraps
- Hot Dogs
- Selection of rotating homemade soup
- Salads: Greek, Chef, Southwest, Maurice, Caesar
- Sides- Pasta Salad, Tuna, Egg, Potato, Gluten Free Grain Salad

D. Other Daily Offerings

- Hand dipped ice cream
- Assorted scratch made pies, cookies, brownies, seasonal desserts
- Chips, pretzels, granola bars, fresh fruit- apples, bananas, oranges
- Sodas, athletic drinks, chocolate milk, cocoa

Business Plan

Proposed Days and Hours of Operation

Tuesday-Sunday (Summer Hours) 8 am -7 pm

Monday through Saturday (Winter) 7 am -6 pm

Gatherings at Hemingway Hall will be open based on private and public event schedule, subject to a reasonable curfew.

Advertising and Promotional Plan

We intend to launch on-line and print media advertisement as explained above. In addition, we plan to expand our print advertising in Rochester Lifestyles magazine and will consult with them to run a special article about the historical significance of the Paint Creek Cider Mill and build excitement for the new business. We are also currently undertaking a direct marketing campaign for our affiliated businesses and will use this method to communicate the re-opening of the cider mill, and event space to homeowners in our community.

Management Structure

Deb Silver will be on-site to oversee operations. We have experienced chefs, a dedicated sales person and professional service staff..

Equipment Required for Business

Banquet furniture

Outdoor dining furniture

Outdoor grill

Commercial ovens, freezer, display coolers, ice cream cooler

Miscellaneous kitchen equipment

Casual dining furniture

Dishware, glassware, servingware

Special Need for Signage

We desire signage that would identify The Silver Shamrocks as the operator. We would work to align with the aesthetics that would fit with the historical character of the building.

Desired Time Period for Lease

Three-year lease with an option to extend for an additional five years.

Proposed Lease Payment

\$2000 a month beginning 90 days after occupancy

Other Terms

This strategy does not interfere with existing office space, preserves large portions of the site for public use, updates the prior so-called "concession area," including the kitchen, and includes non-exclusive use of the wood paneled room and the mill room as event space. The front porch will be open for public use and identified outdoor space will be reserved for The Silver Shamrocks.

Please note that each year we will allow tenants of the Paint Creek Cider Mill to advance reserve space at no room rental fees for public meetings. We will coordinate with the appropriate officials to continue their existing use of the space as partners and neighbors.

We intend to seek approval from the Michigan Liquor Control Commission to provide a Banquet Permit for the existing liquor licenses held by The Silver Shamrocks thereby preserving all remaining quota licenses for Oakland Township.