

SEABROOK™

A NEW BEACH TOWN

MERCHANT APPLICATION PROCESS

The application process includes the following steps:

1. Seabrook Merchant Application Questionnaire
2. Design Approval Process

Phase 1: Conceptual Review

Please use the merchant questionnaire to assist in the formulation of the concept for your shop or restaurant. It is important to think through enough detail for the Town Planning Committee to determine whether your concept matches the needs of the town. During the formulation of your answers to these questions it may be helpful to remember that each proposal will be reviewed for:

1. Uniqueness and Focus of Concept – each new Seabrook merchant should fill a unique niche in the town. Diversity is important to maximize the experience of the visitor to or the resident of Seabrook. Also, franchise business will not be considered.
2. Level of Involvement of Owner(s) – one of the important elements of the character of a small town is the personal attention to its merchants.
3. Quality of Proposed Merchandise – Seabrook has developed a well-known reputation for excellence.

Result: Decision of the Town Planning Committee to proceed to Phase 2.

Phase 2: Preliminary Review and Interview

Contingent on approval of Town Planning Committee, a prospective merchant will be asked to provide the following additional information:

1. A detailed business plan including proforma and information about how the business will be capitalized
2. A detailed description of the following:
 - a. Retail – all merchandise to be sold including brands, product lines, price points, etc.
 - b. Food and Beverage – a proposed menu showing menu items and pricing.
3. Sketches of interior design concept, with written explanation. Include photos of places which convey the feeling or ambiance that you want to achieve.
4. A sketch of the proposed logo graphic for the shop or restaurant. A sketch is necessary for preliminary review as changes may be necessary before final artwork is done.
5. For retail shops, a preliminary merchandising plan. This should clearly illustrate how your merchandise will be displayed. This can be done by photos or rendering.
6. Written authorization to obtain credit information (A \$100 charge for credit examination will be due at this time).

Result: An interview will be scheduled. Once the interview has been conducted the Town Planning Committee will render a decision to proceed to phase 3.

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Phase 3: Final Review

Once phase 2 approval has been obtained, any comments or recommendations made by the Seabrook Town Planning Committee should be incorporated into your final presentation.

For the final review, please submit the following:

1. Any necessary revision to the business plan
2. Final merchandise or menu descriptions (if changed).
3. Scale drawing for the interior design of the shop or restaurant including floor plan, elevations and material specifications, photos or catalogue sheets showing all fixtures to be used. For restaurants, information on complete table settings and engineered equipment plans will be required.
4. Final artwork for logo graphic. For restaurants, final graphics review will also be required for menus.
5. A final merchandising plan for retail shops.
6. Personal financial statement submitted to Seabrook Land Company's Controller's office.
7. Orientation meeting with Seabrook Town Planning staff. Please call 360-705-2303 to schedule a meeting.

Once this information has been received and approved, and if appropriate space is available, we will submit a draft lease for your review, and proceed with final negotiations.

Please send all application documents to:

Attn: Seabrook Merchant Application
PO Box 4404
Olympia, WA 98501

Or, if you have questions please call or email:

(360) 276-0099
SeabrookWA@SeabrookWA.com