



**FOUNDED BY FIREMEN**

To: Mr. Jeff Briggs  
From: Tom Calato  
Re: Park Avenue Firehouse Subs Project  
Date: April 16, 2013

Thank you for your input and assistance in making our proposed Park Avenue / Rollins Firehouse Subs Restaurant a reality. I appreciate the meetings you have granted us and relaying to us the necessary requirements to gain approval in order to move forward with this exciting project.

Based on the input you have provided, we will:

- 1) Provide full table service to everyone who wishes to be seated, order from our wait staff and to have the meal brought to them at their table. As this is not the required business model outlined by Firehouse Subs of America, Area Representative Mike Kelly has been able to secure written approval to change these rules from Meg Rose, Firehouse Subs of America Vice President of Field Operations (please see attachment). This concession from our Jacksonville, Florida headquarters will allow us to provide the table service element required by the City of Winter Park fine dining expectation on Park Avenue. We will comply with this requirement just as other restaurants on the avenue are required to.
- 2) Provide menus on all tables.
- 3) We will make it clear that we provide table service ordering with a sign incorporated on our door design as well as on a stanchion just inside the front door. This entrance stanchion will invite the restaurant guest to be seated for table service.
- 4) A dedicated and sufficient wait staff will be hired to greet and serve guests in the dining room.
- 5) A "To Go" pick up sign will be hung over the second cash register position and be visible from the door for guests who order on line, by phone or by fax in order to expedite order pickup.
- 6) Guests wishing to order themselves will be accommodated at the cashier station.
- 7) All meals will be personally delivered to all tables by a member of the Firehouse Subs team.
- 8) The wait staff will bus tables, refill drinks and provide customer interaction in addition to taking orders and delivering meals. There will be a strict no tipping policy. Any tips left behind will be donated to the Firehouse Subs Public Safety Foundation.
- 9) All team members will be informed that the Firehouse Subs policy regarding table service, while different from that of other Firehouse Subs Restaurants in the United States and Puerto Rico, is our culture. Any guest wishing table service will be accommodated by having their order taken and delivered.

I hope these items will show our sincerity and commitment to adhering to the Park Avenue fine dining regulations. Our meals feature the highest quality meats, cheeses and breads. Our service on Park Avenue will be second to none as well.

**FIREHOUSE SUBS  
5369 CYPRESS RESERVE PLACE  
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