

December 31, 2015

City of Barrie
70 Collier Street
Barrie, ON
L4M 4T5

To: The General Committee

My name is Rocco Fuda, I moved to Simcoe County in 1967 when I was 20 years old. My father and I opened a retail store on HWY 11, Simcoe County in 1967 until 1993. We grew from an open air Fruit Stand to a building of approximately 50,000 sq.ft. In the peak seasons we attracted 40,000 people a week of which 10,000 were coming through our doors in one day.

We started the family business in Toronto in 1957. We have purchased 200 & 204 Wellington Street West of which we have rented out to a Bakery and Restaurant. We have operated two (2) wholesale operations from this location as well. We took over the Bakery in 2007 as it was not profitable. From 2007 until now we have grown from 1,100 sq.ft retail space to 11,000 sq.ft. There have been a number of Bakeries open and close within this time frame, which I feel they did not have a grasp of the Market Place. We have overcome all the challenges and have thrived. So much so that we have been told by our suppliers that we have created a Bakery environment better than the GTA.

We have clientele that on a weekly basis come from Woodbridge, Toronto, Markham, Vaughan and Newmarket to Dine and Shop in our establishment.

We have been overwhelmed with requests to open a location in Barrie's South End as this area is developing at a high rate and would benefit from our Services.

Our Business Plan for Barrie is to create the best Bakery, Deli, Eatery, Restaurant and Wholesale Outlet in Ontario.

I am committed to purchasing this Property at \$630,000.00 and building an establishment of 100,000 sq.ft. for our Bakery, Banquet Facility, Restaurant, Wholesale Space and other Business opportunities. We already own the adjacent property of 5 acres. This will also increase the development charges to \$148,000.00 and the Annual Realty Tax Income to \$68,450.00. This will create at first between 200-500 new employments. In addition to having our Business located here will generate more tourism for the City of Barrie. We are also prepared to have this Building erected within one (1) year of closing.

In closing, I am looking for a consideration of our offer. I am willing to meet and discuss the details of this revised offer at your convenience.

Thanking you in Advance.

Rocco Fuda