



VALET PARKING PROPOSAL

PREPARED FOR:

LOUNGE GROUP CONSULTING (PLAYA MESA)

428 E 17th St, Costa Mesa CA 92627

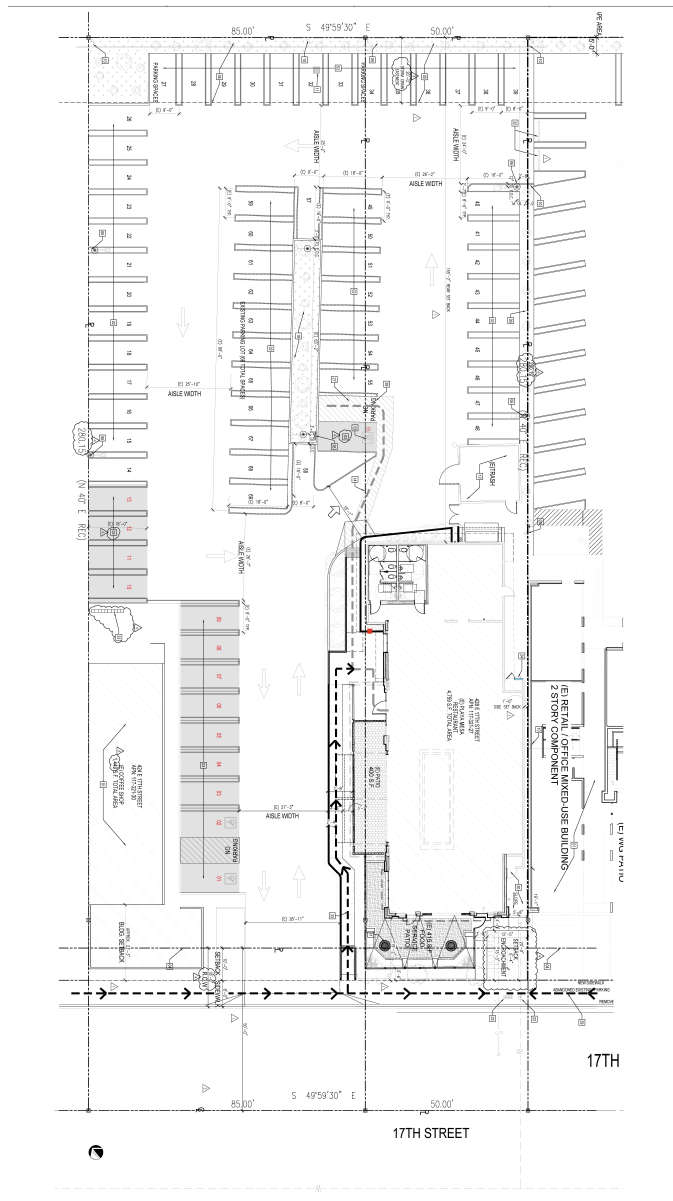
*Streamline Valet Inc. | 1278 Glennerye #190 | Laguna Beach | CA | 92651
1.888.71.VALET*

PURPOSE

Streamline Valet Inc. (SVI) is proposing to offer valet parking for the restaurants Playa Mesa restaurant located at the address **428 E 17TH STREET, COSTA MESA, CA 92627**. This will allow for more efficient parking in this lot and should reduce the strain on available parking for nearby businesses during peak hours.

PARKING AREA

AREA	COLOR	STALLS	NOTES
Valet	White	14-55 & 57-69 (55 total)	Valet for Peet's and Playa Mesa customers
Peets/Self Park	Shaded	1-13 & 56 (14 total)	Parking exclusive to Peet's customers. Not used by valet. (See page 3 for more information)



NEIGHBORING PARKING LOT IMPACT/DETAILS

PEET'S Reserved Spaces

There are 14 spaces at the entrance to the lot reserved for Peet's parking during and after their normal business hours (5:30am - 6pm). This area is shaded in gray on the image on the previous page. These spaces will not be used for valet.

Additional PEET's Parking

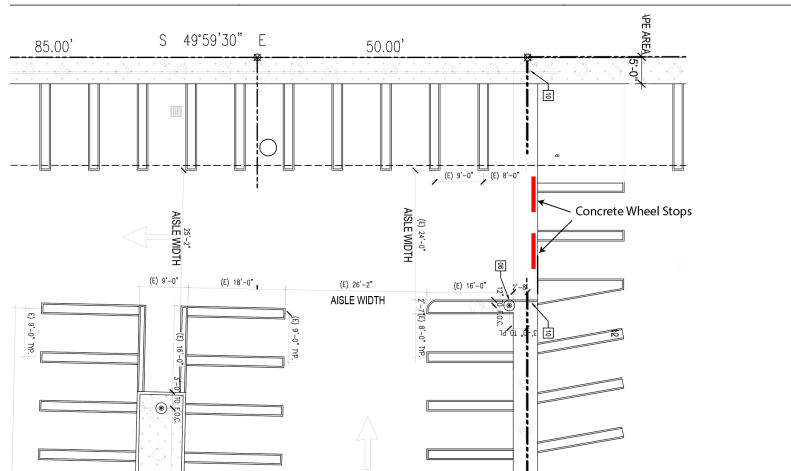
Valet will accommodate PEET's customers when necessary and will provide additional parking in the valet area at no charge when spaces are available. There will be a sign located at the valet entrance instructing PEET's customers to check in with valet attendants for additional parking in the valet area.

ADA / Handicap Parking*

There ADA stall in the designated valet area (stall 56) which will be left open for ADA usage only. This will ensure vehicles with ADA needs will be able to park and unload their vehicles based on their own specific needs. Valet attendants are trained to make special accommodations for ADA customers at all times.

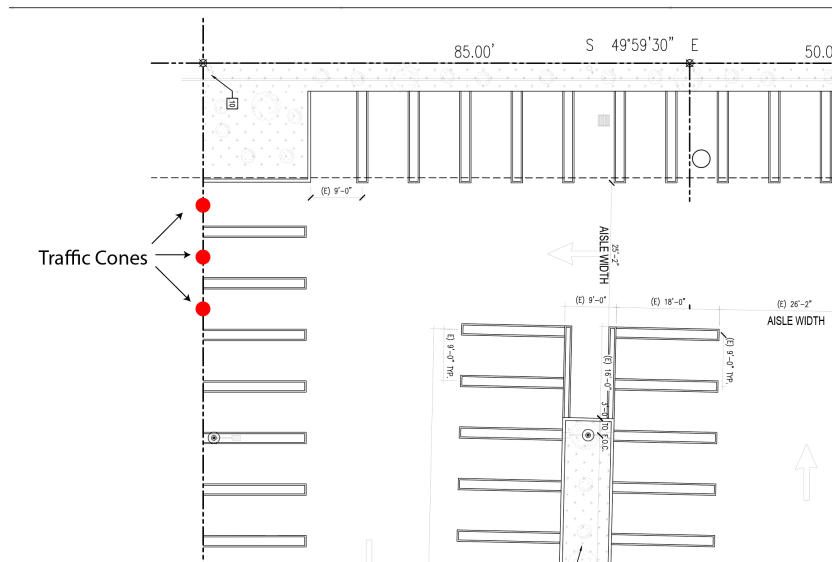
Closed Access to 436 E 17th St Parking Lot

The drive thru to the parking lot for Wild Goose Tavern and other tenants (436 E 17th St, Costa Mesa) will be closed for car access via concrete wheel stops to isolate the valet lot from the connected lot. Please see diagram below.



Closed Access to 420 E 17th St Parking Lot

The drive thru to the parking lot for Two Wheels One Planet will be closed with traffic cones to isolate the valet lot from the connected lot. Please see diagram below.

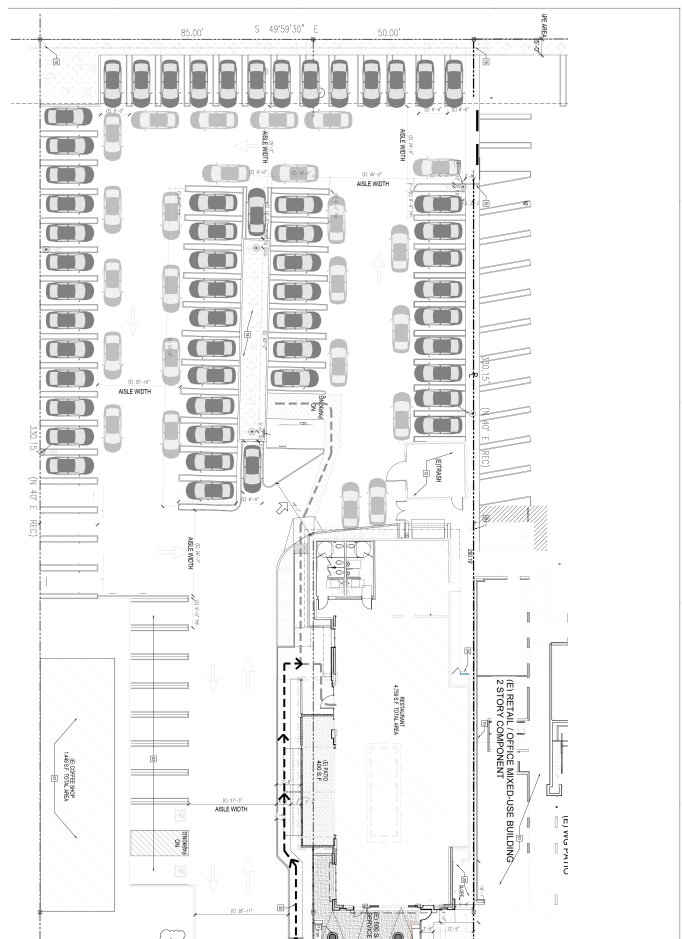


PARKING GAINS

In Isle Parking / Perimeter Parking (Staging):

The gain for staged parking is approximately 1 extra valet vehicle per every 2 marked stalls. This is accomplished by ensuring the vehicles parked in the stalls are backed in as far as possible, then parking in the aisle in front of them. We will also be able to utilize curbs and areas in front of dumpsters or other unused asphalt. **This will allow us to park an additional 24 vehicle. Please view diagram below for parked car locations.**

By using the above mentioned valet parking techniques, **we anticipate being able to park an additional 24 vehicles on the property for a total of 79* vehicles.**



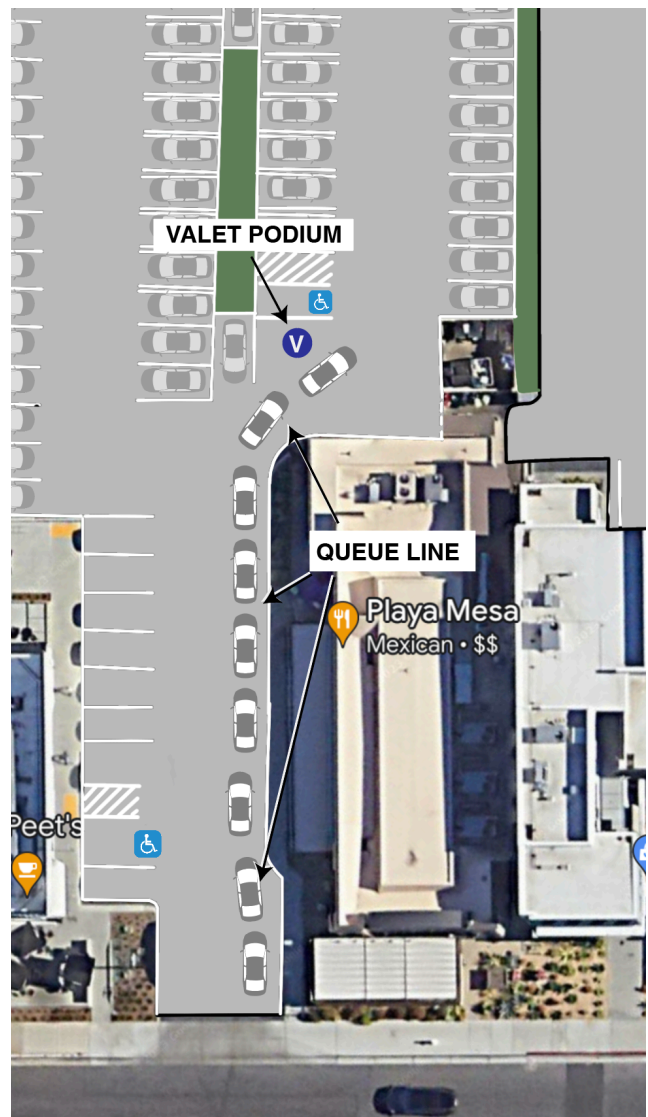
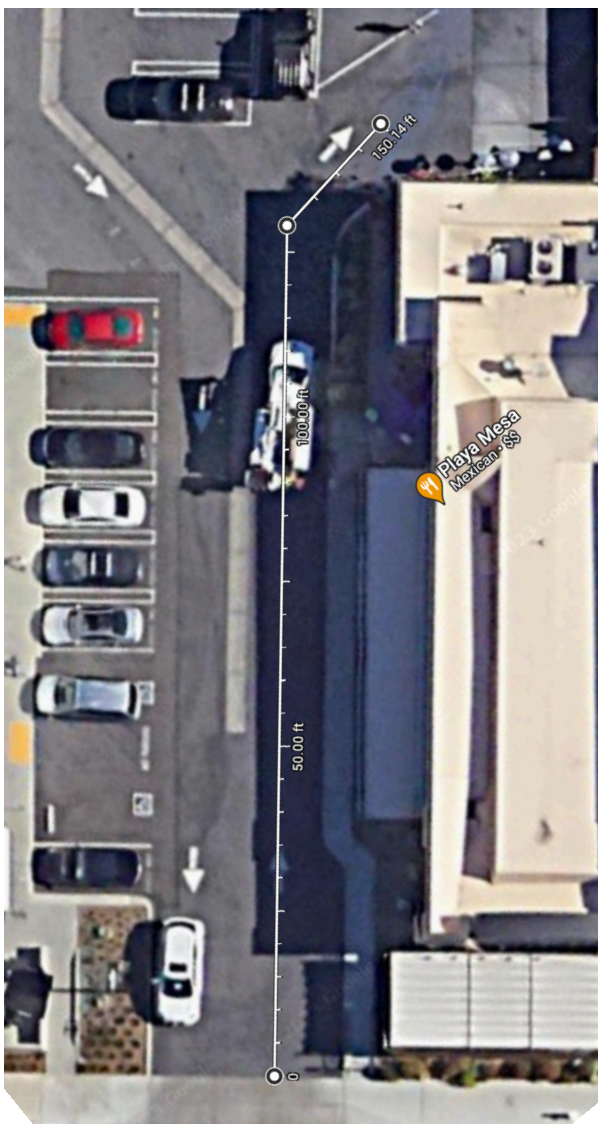
Stall Vehicles (Main Lot)	55
Staged Vehicles (Main Lot)	24
Total Vehicles (Main Lot)	79

QUEUING LINES AND DISTANCES

All valet parking calculations use averages for vehicle length, number of guests per vehicle and load/unload times.

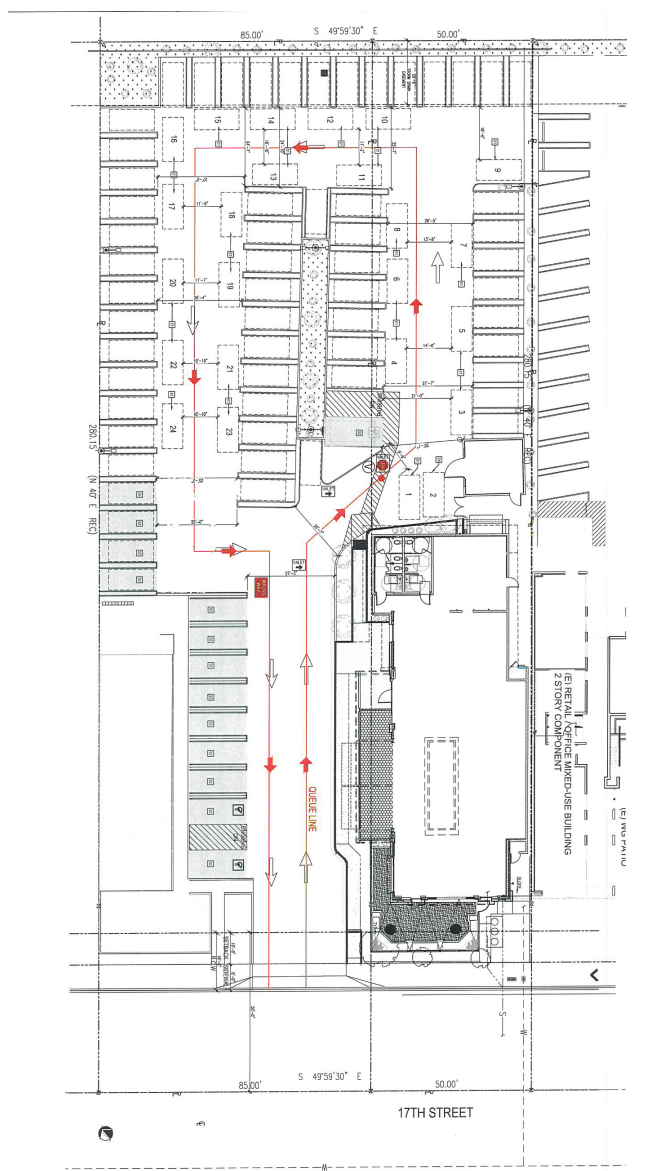
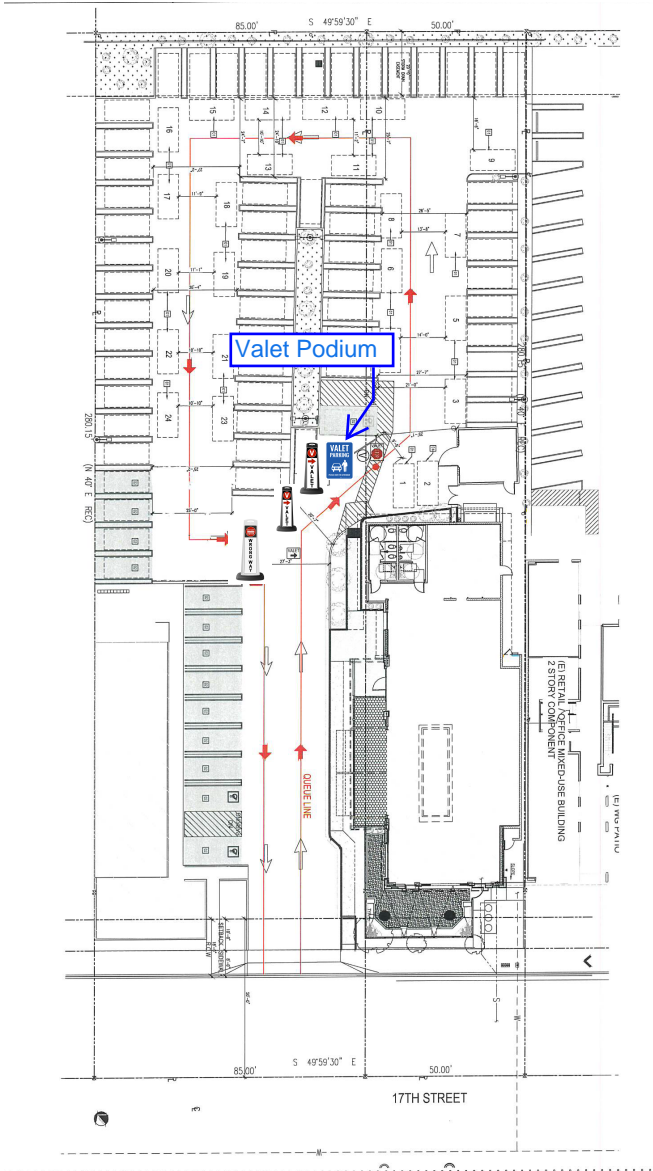
- Average vehicle length: 15ft
- Average vehicle width: 5.8ft
- Average space between vehicles: 3 ft
- Average load / unload time: 30 seconds

The distance from the entrance of the property to the valet drop-off area is approximately 155 ft. This distance should allow for about **9 vehicles in the standard queue line** without blocking traffic at the entrance. Valet greeters are trained to constantly move the line forward to prevent the line from backing up.



FLOW OF TRAFFIC

Please see the diagram below for the general flow of traffic.



STAFFING

Staffing will consist of 1-4 Valet Attendants with various responsibilities. The team will include both Greeters and Runners.

Greeters are trained to manage the flow of traffic, welcome and greet guests and ensure the queue line is constantly moving forward. Greeters will also be responsible for receiving tickets and calling out vehicles to runners to be returned to guests when they are ready to leave.

Runners are trained to clear the queue line by parking vehicles in available parking stalls or staging vehicles when all available spaces become full. Runners will also be responsible for retrieving guest vehicles for departure.

Valet attendants have the first and last impression on guests. At Streamline Valet Inc. all attendants are trained on customer service to ensure all guests are treated with respect on their way in and out of the property.

VALET DUTIES AND RESPONSIBILITIES

Including but Not Limited to:

- Providing Exceptional Service to all Guests
- Safely Unloading Guests/Contents
- Issuing Valet Tickets and Documenting Number of Guests per Night
- Safely Parking and Securing all Valet Vehicles
- Securing all Vehicle Keys in Valet Lock Box
- Collecting Valet Service Fee From Guests
- Safely Delivering Guest Vehicle

UNIFORMS AND APPEARANCE

The standard uniform for Streamline Valet Parking Attendants is a navy polo shirt (containing our Streamline logo), tucked into black non-denim pants. Our attendants are required to wear a black dress belt and wear predominately black running shoes. Uniforms are always to be clean, neat, and in overall good shape.

Valet attendants will maintain a neat, clean-cut and clean-shaven, professional appearance at all times. Valet attendants will not be permitted to have goatees or wear earrings if they are males. Excessive jewelry, tattoos and body piercing is strictly prohibited. In addition, Valet Attendants will always be required to conduct themselves in a professional manner.

Streamline Valet takes service and appearance very seriously. Please see the following page for an excerpt from our Employee Handbook, which every employee receives when they are hired:

Expectations

As a Valet Parking Attendant, you will be expected to provide the highest level of service to our clients and guests. When a guest or client allows you to take control of their vehicle, they are in essence letting you into their home while they are gone. It is of the utmost importance to be physically and socially presentable, and to do the right thing at all times. This includes smiling, being attentive and having good approachable posture, running fast and driving slow, being safe and courteous at all times, and again, always doing the right thing. The details below provide a road map to what is expected of you. If you have any questions please ask your training supervisor.

Appearance

Your appearance should resemble that of someone that would serve you at a fine dining restaurant. Your uniform should be clean, complete, and you should be well groomed.

Uniform requirements:

- Clean Streamline Valet polo shirt*
- Clean black pants – no denim allowed at any time**
- Black belt
- Running shoes – predominately black
- Name Tag

Grooming standards:

- Clean shaven or well-trimmed beard
- Hair combed and styled or long hair pulled back
- No visible tattoos or piercings***

* Private party attire is white, long sleeve button up shirt and black tie.

** Certain shift allow black shorts, management will advise when this is the case.

*** Piercings must be removed unless management approves, any tattoos should be covered.



EQUIPMENT

Streamline Valet will provide all necessary signs; a locked, moveable commercial grade key-podium; cones; claim checks, and all other tools of the trade. All of these items will be kept in good shape.

CANCELLATION

This can be cancelled at any time, by any party, for any reason, by giving Streamline Valet Inc. 24 hour notice.

ADDITIONAL INFORMATION

Any request for additional information should be directed to:

Tim Earlywine, Founder and President

tim@streamlinevalet.net

Cell: 949.235.2620