



January 27, 2011

Dear Martha's Vineyard Commission,

1) Rickard's Bakery would like to have the same products available at our Vineyard Haven Store that will be available at our Edgartown store, thus providing a consistent product line to our customers.

2) This would include but would not be limited to sandwiches, soups, t-shirts and mugs representative of Rickard's Bakery.

3) We believe we should be able to sell these products for several reasons.

a) We believe we have made a reputation for ourselves as concerned, responsive business owners who care about our community. We would like the opportunity to prove ourselves just as responsible on this matter.

b) Our location is self-limiting. No matter how much we advertise, our location is really just for islanders and maybe seasonal residents. We will not ever get a large tourist population coming to that location, it's just too hard to find and not in the path of foot traffic.

c) We have submitted sales receipts detailing our number of customers per day.

d) On our busiest days in the summer this year, we would have an average of 4-5 people an hour coming to the store. Even if this was increased by two or three times, we do not believe this would cause a problem. The parking lot is more than adequate and the road has a clear line of site down the road so customers can see if there is another car coming. The turnout we created allows customers to pull over if there is another car coming.

Thank you for your consideration of this matter.

Sincerely,

Gates and Kate Rickard