



**City of Biddeford
Staff Review Committee**

May 5, 2025 at 1:30 PM
City Hall Second Floor Conference Room & Zoom

Click to Join Zoom Meeting Online
Or call in by phone: +1 312 626 6799
Meeting ID:
Passcode:

1. New Business
 - 1.a 2025.16 Review of a Conditional Use Permit Request for Cassandra Buckman . This is the proposal is to open a small-scale restaurant with an arcade at 311 Main Street (Tax Map 38, Lot 143) in the MSRD1 Zone.
2. Pending Projects



City of Biddeford – Planning Department
Planning Board Application
P.O. Box 586, 205 Main Street Biddeford, Maine 04005
207-284-9115

Type of Application:

- Shoreland Zoning Permit
- Conditional Use Permit
- Other: _____
- Site Plan Review (Please include checklist)
- Subdivision
- Extraction
- Private Way

Applicant Information:

Name: Cassandra Buckman
 Mailing Address: 95 Hill Street, Saco ME 04072
 Telephone: 207.806.9081
 Email: Casi@riffarcade.com

What is your legal interest in the property?
 Owner Potential Buyer with Contract Lease/Rental Agreement

Owner's Information:

Name: O.O.B. 10, LLC, Michael Griffin
 Mailing Address: 3 Masefield Terrace, Cape Elizabeth, ME
 Telephone: 207 - 209 - 0844
 Email: MichaelJohnGriffin@outlook.com

Agent's Information:

Name: _____
 Mailing Address: _____
 Telephone: _____
 Email: _____

Engineer/Surveyor's Information:

Name: _____
 Mailing Address: _____
 Telephone: _____
 Email: _____

Project Location and Lot Information:

Street Address: 311 Main Street, Biddeford Drainage Watershed: Saco River
Tax Map: 38 Lot: 143
Current Zoning: MSRD-1 Shoreland Zoning: MSRD-1
 Size of Lot: 3000 () acres (x) s.f. Lot Frontage: 30 ft

Existing Use of Property: Property currently has 3 residential apartments on the upper floors, the downstairs storefront commercial retail space has remained empty for many months.

Property currently serviced by:

- City Road Public Sewer Public Water Public Trash
- Private Road Septic System Private Well Private Hauler

Slope Conditions in Area of Construction (if applicable):

- Flat (0-3% slope) Rolling (3-8% slope) Hilly (8-15% slope) Steep (15%+ Slope)

Are there any wetlands or waterbodies on the site? (Yes) (No) if yes attach information

Is the project within the 100-year floodplain? (Yes) (No) if yes attach information

Do you plan to bring fill onto the lot? (Yes) (No) if yes attach information

Description of proposed use of property:

Project/Proposed Use:

Downstairs commercial space will be converted into a small scale family friendly restaurant and 90's themed nostalgic

arcade. Our arcade will provide a safe space for the community to come together, both children, teens and adults of all abilities.

We will have approximately 26 dining seats, and several standing tables spaced throughout the gaming area.

Property to be Serviced by:

City Road Public Sewer Public Water Public Trash
 Private Road Septic System Private Well Private Hauler

Limits of Disturbance: n/a () acres () s.f.

Net change in impervious cover: n/a () acres () s.f.

Is this project part of a larger project? (Yes) (No)

Is the project proposing a new Private or Public Road? (Yes, Private) (Yes, Public) (No)

Is this project within the Urbanized Area/MS4 (see City Drainage Map) (Yes) (No)

Is the project proposing any Stormwater facilities/BMPs? (Yes) (No)

Will a Traffic Movement Permit (TMP) be required? (Yes) (No)

If in a Shoreland Zone:

Percent of residential lot coverage (Max 20%): _____

Percent of structure expansion (Max 30%): _____

If Subdivision Review, number of lots proposed: _____

If a Private Way is proposed, number of lots served: _____

If Site Plan Review, you must provide the following information:

Total new square feet footprint of structure: _____

Total new square feet paving/parking: _____

Waiver Requests (attach details):

1. _____
2. _____
3. _____
4. _____
5. _____

Required Submittal Attachments:

A. Letters of Approval

Fire Department – Contact Chief or Deputy Chief – 282-9986

Ability to Serve for Water Service – Maine Water – 282-1543

Ability to Serve for Sewer Service – Engineering Department – Tom Milligan 284-9118

Police Department – e-911 Road Name Designation – Contact Joanne Fisk 282-5127

Ability to Serve for Electrical Service-CMP-1-866-225-4200

Letter to Planning Board describing project, Waiver requests, proposed improvements, addressing permit requirements, etc.

B. Photographs of Site.

C. Architectural renderings/drawings of proposed buildings, as required.

D. Engineering Plans, as required.

E. Stormwater Management Report, as required.

Fees (Due at time of Submission):

- \$75 Nonrefundable Administration Fee is required for every application.
- Refer to "Attachment A Fees and Charges" of the Land Development Regulations for more information. Consult with Planning Staff if you have questions.

Required Signatures:

By signing this application, as the foresaid applicant or authorized agent:

- I certify that I have read and completely understand the application;
- I certify that the information contained in this application and its attachments are true and correct;
- I understand that all information provided on this form and all other documents submitted as part of my proposal is a matter of public record;
- I understand that copies of this information may be supplied upon request to an interested party.
- I understand that additional funds may be required through the course of the review for special studies, legal review costs, and/or engineering review.
- I understand that by submitting an application I am not guaranteed a place on any particular agenda. I further understand that the City Planner will place me on an agenda for review when the application is deemed substantially complete.

Will the proposed project cause 1 acre or more of site disturbance? (Yes) (No) (No)
- If Yes, applicant is responsible for any required Maine Construction General Permits and shall comply with the requirements of DEP Chapter 500 Stormwater Regulations, as they apply.

Signature of Applicant: Caroline Torrance Date 3.27.25
Signature of Property Owner: M Date 3/27/25

DIGITAL SUBMITTAL REQUIREMENTS FOR ALL SUBMITTALS:
A) PDF OF SIGNED APPLICATION
B) PDFs OF ALL DRAWING SETS AND OTHER REQUIRED SUBMITTAL ATTACHMENTS NOTED ABOVE

HARD-COPY SUBMITTAL REQUIREMENTS FOR PLANNING BOARD APPLICATIONS:
A) SEVEN (7) FULL-SIZE PAPER COPIES OF DRAWING SETS

DIGITAL SUBMITTAL REQUIREMENTS FOR FINAL APPROVAL:
A) INDIVIDUALLY NAMED PDFs OF EACH DRAWING (NOT A COMBINED PDF SET)
- Individual Drawing PDF Naming Format: "PROJECT/SHEETSET NAME_ INDIVIDUAL DRAWING NAME.pdf"
B) PDF COPIES OF ALL PERMIT APPROVALS, APPLICATIONS, REPORTS, NARRATIVES, LETTERS, ETC.
C) FINAL CAD REFERENCE FILES IN DWG FORMAT (SURVEY & PROPOSED DESIGN LINEWORK)
- All drawings & CAD reference files must be to-scale and within the following coordinate systems:
- MAINE STATE PLANE WEST NAD83 (Horizontal Datum) & NAVD88 (Vertical Datum)

HARD-COPY SUBMITTAL REQUIREMENTS FOR FINAL APPROVAL:
A) THREE (3) FULL-SIZE PAPER COPIES OF INDIVIDUAL DRAWINGS REQUIRING BOARD SIGNATURE
B) ONE (1) FULL-SIZE PAPER COPY OF ENTIRE DRAWING SET FOR ENGINEERING RECORDS

PLEASE CONFIRM WITH PLANNING STAFF FOR CLARIFICATION

Cassandra Buckman & Marcia Faulise

Into the Rift LLC.
311 Main Street
Biddeford, ME 04005
Casi@riftarcade.com, Marcia@riftarcade.com
207.806.9081, 564.208.0709

4.8.2025

City of Biddeford Planning Board

205 Main Street
Biddeford, ME 04005

Dear Members of the Biddeford Planning Board,

I am writing to formally request a **conditional use permit** to open **Rift**, an innovative restaurant and arcade and community hub in the heart of downtown Biddeford. Rift is designed to be more than just a place to play games — we aim to create a safe, inclusive space where people of all ages can come together, build connections, and take a break from the isolation of digital screens.

Meeting an Urgent Need in the Community

Biddeford is thriving, yet there is a clear lack of engaging activities for teens and young adults in the downtown area. Rift seeks to address this need by offering a fun, interactive environment where kids and teens can gather, bond, and engage in positive social experiences while dining.

Our mission is to foster face-to-face connection and collaboration through games that encourage teamwork, strategy, and friendly competition. By providing a space that is both exciting and safe, Rift will give local youth a place to belong — a much-needed alternative to staying home and being disconnected from peers.

At its core, Rift combines the best elements of a classic arcade with the social atmosphere of a contemporary restaurant and bar. Our venue will feature a carefully curated selection of iconic 90's arcade games, from beloved fighting titles to addictive puzzle games, all meticulously maintained to provide an authentic retro gaming experience. Alongside these digital diversions, Rift offers a kitchen, with creative bites, and a bar with craft cocktails, local beers, and a large variety non-alcoholic options to cater to all.

What sets Rift apart from traditional arcades or restaurants is its strong commitment to fostering a sense of community. The space is designed to encourage interaction and friendly competition among patrons, of all ages, with communal seating areas and multiplayer game stations. Rift will host 30-40 retro cabinet style arcade games, and interactive gaming such as air hockey Skee Ball.

Moreover, Rift takes its role as a community pillar seriously by implementing a unique giving-back model. A portion of the proceeds from games played and food or drinks purchased is allocated to local community initiatives. This innovative approach not only contributes to the local area but also aligns with the values of socially conscious consumers, creating a positive feedback loop of

entertainment and social responsibility. By combining nostalgic gaming, modern amenities, creative dining, and a strong community focus, Rift is poised to carve out a distinctive niche in the competitive dining and entertainment landscape.

Rift is poised to quickly establish itself as a beloved fixture in the local dining and entertainment scene. Our innovative concept addresses a gap in the current market, providing a fresh alternative to existing options. By offering an experience that goes beyond mere dining and actively contributes to the local community, Rift is well-positioned to attract a loyal customer base and drive sustainable growth in the Biddeford entertainment industry.

A Dual-Purpose Space for All Ages

Rift Arcade's model is unique in that we are dedicated to serving both youth and adults.

- During daytime and early evening hours, Rift will be a family-friendly space where teens and families can play games, enjoy creative meals and snacks, and engage with their community.
- On weekends, during exclusive adult-only hours, we will provide a nostalgic, retro gaming experience for adults who want to relive the excitement of classic arcade games while enjoying specialty cocktails and a vibrant atmosphere. These evenings will offer a safe and welcoming space for adults to connect and unwind.

Positive Impact on Downtown Biddeford

By bringing Rift to Biddeford, we hope to contribute to the city's growing reputation as a destination for unique entertainment experiences. Rift will attract foot traffic to nearby businesses, encourage social engagement across generations, and enhance the vibrancy of the downtown district. Additionally, a portion of our proceeds will be allocated to support local community initiatives, with a special focus on providing opportunities for teens (examples include: My Place Teen Center, and Apex Youth Connection).

311 Main Street in Biddeford has been empty for several months, and is a beautiful building that is significantly poised at the corners of Elm and Main. Our corner is highly visible by travelers passing through town, and also current residents of Biddeford, it is important to the revitalization of downtown Biddeford to have successful and vibrant businesses in high traffic areas such as ours. We are motivated to not only bring new life to this building, but to the area of upper Main Street as well. We have only been in this space for a month, and already, we have had a huge positive reaction and excitement from people all over who can't wait for something new to do in the downtown area.

Our Experience and Ethos

Rift is a proudly woman owned and run business, co-owned by Marcia Faulise and Cassondra Buckman. Both partners live and work locally and are proud to be a part of the Biddeford-Saco

Community. Cassondra and Marcia are passionate gamers dedicated to sharing their love for gaming with the broader community.

Marcia brings over two decades of experience in the service industry, offering invaluable expertise in managing food and beverage operations. Her time living in Japan has enriched her understanding of diverse video game culture and entertainment concepts. Marcia's entrepreneurial background includes running her own floral business, Wicked Sweet Florals, in Biddeford and serving as an events and social media manager for Banded Brewing. As a wife of a disabled veteran, Marcia understands how isolation can impact mental health and how video games can bring people together in times of stress and can foster a feeling of security.

Cassondra's professional background lies in Social Work, where she has played a crucial role in developing local residential agencies for individuals with disabilities from the ground up. Her career has honed her skills in management and consumer-focused care, allowing her to forge meaningful community connections. Cassondra grew up in the service industry in her family's sub shop, and seasonal restaurant. As a parent, Cassondra has a teenage son diagnosed with Autism, and is committed to creating a welcoming, comfortable, space that appeals to both adults and teenagers, of all abilities, ensuring a family-friendly environment.

The partners' complementary skill sets create a strong foundation for Rift. Marcia's extensive service industry experience and cultural insights blend seamlessly with Cassondra's expertise in community building and inclusive space creation. This synergy positions Rift to become a unique, welcoming gaming destination that caters to a diverse clientele.


Why a Conditional Use Permit is Essential

To make this vision a reality, we respectfully request a conditional use permit. Our space will operate in a manner that reflects Biddeford's values — prioritizing safety, inclusivity, and community connection. We are committed to ensuring that Rift positively impacts the neighborhood and aligns with the city's long-term goals for growth and engagement.

We confidently believe that our restaurant will have a progressive significance in Biddeford. Our business will bring in people from out of town, boost utilization of the city's new parking garage, and increase foot traffic on Main Street to bring more customers to other amazing Biddeford establishments.

I would greatly appreciate the opportunity to discuss this proposal with the Board and address any questions or concerns you may have. Thank you for your time and consideration as we work to create a space where **community, connection, dining, and fun** come together in downtown Biddeford.

Sincerely,



Cassondra and Marcia

Co-Owners, Into the Rift LLC.

Executive Summary



Rift is an innovative arcade concept that seamlessly blends the nostalgia of 90's gaming with a modern, community-focused approach. This unique establishment aims to revolutionize the entertainment industry by offering a one-of-a-kind experience that appeals to both gaming enthusiasts and casual patrons alike.

At its core, Rift combines the best elements of a classic arcade with the social atmosphere of a contemporary restaurant and bar. The venue features a carefully curated selection of iconic 90's arcade games, from beloved fighting titles to addictive puzzle games, all meticulously maintained to provide an authentic retro gaming experience. Alongside these digital diversions, Rift offers a full-service kitchen, with creative bites, and a bar with craft cocktails, local beers, and non-alcoholic options to cater to a diverse clientele.

What sets Rift apart from traditional arcades or restaurants is its strong commitment to fostering a sense of community. The space is designed to encourage interaction and friendly competition among patrons, all of ages, with communal seating areas and multiplayer game stations. Regular events, such as tournaments and themed nights, further enhance the social aspect of the Rift experience.

Moreover, Rift takes its role as a community pillar seriously by implementing a unique giving-back model. A portion of the proceeds from every game played and

drink purchased is allocated to local community initiatives. This innovative approach not only contributes to the local area but also aligns with the values of socially conscious consumers, creating a positive feedback loop of entertainment and social responsibility.

By combining nostalgic gaming, modern amenities, and a strong community focus, Rift is poised to carve out a distinctive niche in the competitive entertainment landscape. This executive summary outlines the key elements that make Rift a promising venture in the evolving hospitality and gaming industries.

As we launch our startup, Rift is poised to quickly establish itself as a beloved fixture in the local entertainment scene. Our innovative concept addresses a gap in the current market, providing a fresh alternative to existing options. By offering an experience that goes beyond mere entertainment and actively contributes to the local community, Rift is well-positioned to attract a loyal customer base and drive sustainable growth in the Biddeford entertainment industry.

Opportunity

Problems & Solutions

Problems Worth Solving

Rift aims to address the pressing need for engaging, nostalgic gathering spaces catering to the 90's generation in our community. We will offer a unique arcade experience that combines classic video games, modern gaming, and other retro entertainment, allowing adults to relive cherished childhood memories in a relaxed restaurant setting. Our establishment will provide a perfect blend of craft cocktails, light cuisine, and friendly competition, all while supporting a local business committed to community enrichment.

While Biddeford is emerging as a destination for dining and shopping, it currently lacks substantial entertainment options. Rift will fill this void by creating an immersive, interactive environment where patrons can unwind, socialize, and indulge in nostalgia-driven fun. Our arcade restaurant concept will not only attract adult customers but also serve as a safe haven for teenagers and families.

The Biddeford community faces a severe shortage of appropriate venues and activities for its younger population. Rift will provide a supervised space where teenagers can engage with their peers, enjoy wholesome entertainment, and steer clear of potentially harmful activities. By offering a diverse range of classic games and a welcoming atmosphere, we aim to foster positive social interactions and create lasting memories for patrons of all ages.

Our Solutions

Rift offers a unique entertainment experience that seamlessly blends the nostalgia of classic arcades with modern gaming, all set within the inviting atmosphere of a neighborhood bar and eatery. Our meticulously curated selection of beloved video games spans decades, allowing patrons to relive cherished childhood memories or discover retro classics for the first time.

While immersing themselves in pixelated worlds, customers can indulge in our carefully crafted cocktails and light bites, creating a perfect fusion of gaming and gastronomy. To foster a vibrant community, we host regular gaming tournaments that cater to both casual players and hardcore enthusiasts. Our industry and community nights provide opportunities for networking and socializing, bringing together like-minded individuals who share a passion for gaming culture.

At the heart of Rift's community-building efforts is our innovative coin club system. This loyalty program rewards our regulars with exclusive perks, special events, and unique gaming experiences. By cultivating a sense of belonging among our patrons, we aim to create more than just an arcade – we're building a home for gamers of all ages and skill levels.

With its perfect blend of retro charm, modern amenities, and community focus, Rift isn't just redefining the arcade experience – it's leveling up the entire concept of social gaming.

Target Market

- Primary target: Millennials and Gen Xers (ages 25-45) seeking nostalgia through classic arcade games
- Biddeford demographics:
 - Population: 22,367
 - Median age: 29 (Maine's youngest city)
- Saco demographics:
 - Population: 20,690
 - Median age: 43 years
- Local Rift neighborhood residents seeking a community-oriented hangout:
 - Saco/Biddeford mill district features over 626 residential units
 - 120+ businesses in the mill area
- Families introducing children to retro gaming experiences
- Teenagers in need of a safe, welcoming environment for gaming and socializing (Homelessness and food insecurity for teenagers in Saco/Biddeford has increased over 400% in recent years)

Our market segments encompass a diverse range of age groups and interests, positioning Rift as a versatile entertainment destination. By catering to nostalgia-seeking adults, local residents, families, and teenagers, we aim to create a vibrant community hub that appeals to multiple demographics within the Biddeford-Saco area.

Competition

Rift understands market saturation and competition is a reality in a business such as ours. However, with limited competition in Southern Maine, we are sure to stand out as an entertainment destination.

- Maine Silverball Tavern, Saco (2 miles away). Open Wednesday-Saturday 4pm-10:30pm.
 - Maine Silverball Tavern is located in a small shopping plaza, and cater's to only pinball enthusiasts. They have a small space with approximately 40 pinball machines, and host events such as the Southern Maine Pinball Tournaments. All pinball machines are 75 cents per play. No one under the age of 21 is allowed, unless accompanied by a parent. Maine Silverball Tavern serves canned strictly craft beer, and does not serve any food.
- Arcadia, Portland (18 miles away). Open daily 5pm-1am, except closed on Tuesdays.
 - A refined 21+ cocktail bar, with arcade games. Arcadia is located downtown Portland and hosts approximately 80 games. Games range from .25 cents to \$1. With two floors of space, most being pinball but there are some newer gaming options as well. Arcadia has a pizza and hot dog based food menu ranging from \$7-\$18 per item. Arcadia has an upscale cocktail menu that is priced in the \$12-16 range. Arcadia host's trivia nights and ski ball leagues.
- Round 1, South Portland (14 miles away). Open Sunday-Saturday 10am-2am
 - Located inside the busy Maine Mall, Round 1 has a large variety of modern japanese based game options. Round 1 also features bowling, billiards and karaoke. Game prices vary based on a credit card swipe system - the lowest packages beginning at \$10 which would allow a customer to play 2-3 games or as high as \$100 which could allow

20-30 game plays. Food includes Japanese items ranging from \$8-16 and pizza for \$27.

- Wessie's Den, Westbrook (18 miles away). Open Sunday-Thursday 4pm-10pm, Friday and Saturday 4pm-12am.
 - Located off the beaten path in a residential neighborhood, Wessie's Den is a bar & grill with a handful of vintage arcade and pinball games. They host DJ nights, Hip Hop Nights, Reggae Nights and Karaoke with a dancing floor. Wessie's food menu features burgers for \$18, pizza for \$27, and a variety of snacks/appetizers for \$14-\$18.
- The Gutter, Biddeford (.3 miles away). Opening in Summer 2025 in downtown Biddeford - the Gutter markets itself as primarily a bowling alley with a restaurant and bar. It is unknown what the hours, or prices will be for food and drinks at this time.

Each of these locations differ greatly from the target customer, and atmosphere that Rift represents.

Current Alternatives

Rift stands out from current alternatives in the local entertainment landscape:

- Traditional bars and pubs that lack interactive entertainment options
- Family entertainment centers are available in the Portland area, but lack with the rapidly developing growing Saco-Biddeford area, and are without the nostalgic 90's atmosphere or community-focused mission
- Restaurants offering food and drinks but no unique gaming or social experiences

While the area boasts several bars and restaurants, Rift provides a truly unique experience. We combine nostalgic arcade games, a relaxed social atmosphere, and a commitment to community engagement. Unlike conventional entertainment venues, Rift creates a vibrant gathering place where friends can bond over shared memories of 90's pop culture while enjoying craft cocktails and appetizing small plates.

Our arcade restaurant concept goes beyond mere entertainment. We offer a curated selection of classic arcade games that transport patrons back to their youth, fostering a sense of nostalgia and camaraderie. This, coupled with our carefully crafted beverage menu and light bites, creates an immersive experience that cannot be found elsewhere in the local market.

Moreover, Rift's dedication to giving back to the community sets us apart from other entertainment options. By allocating a portion of our proceeds to local causes, we create a unique value proposition that resonates with socially conscious consumers. This commitment not only differentiates us from competitors but also fosters a strong connection with our target audience, encouraging repeat visits and word-of-mouth promotion.

Our Advantages

Rift stands out in the competitive landscape of entertainment venues by offering a truly unique and immersive experience that sets us apart from traditional bars, restaurants, and family entertainment centers. Our carefully curated selection of classic arcade games, combined with a 90's-inspired atmosphere, creates a nostalgic journey that cannot be found elsewhere in the local market. This distinctive blend of retro gaming and modern amenities positions Rift as a one-of-a-kind destination for both casual gamers and enthusiasts alike.

Our competitive advantages extend beyond just the gaming experience. Rift's specialty cocktails, inspired by 90's pop culture, complement our arcade offerings and add another layer of nostalgia to the customer experience. These unique beverages, coupled with our light food menu, create a comprehensive entertainment package that appeals to a wide range of patrons. Rift will also cater to non-drinks as well by providing specialty mocktails, and specialty wellness inspired seltzers - creating a space where everyone's needs are met. By providing a space where friends can bond over shared memories of 90's culture while enjoying craft cocktails and appetizing small plates, we offer an unparalleled social experience that sets us apart from conventional entertainment venues.

Perhaps our most significant advantage lies in our commitment to community engagement and social responsibility. Unlike many competitors, Rift pledges to give

back a portion of our proceeds to local community organizations. This dedication to supporting our local area not only differentiates us from other businesses but also resonates strongly with socially conscious consumers. By choosing Rift, customers can enjoy a fantastic night out while knowing they're contributing to the betterment of their community. This unique value proposition fosters a strong connection with our target audience, encouraging repeat visits and positive word-of-mouth promotion.

As a startup, Rift is poised to capitalize on these advantages and quickly establish itself as a beloved fixture in the local entertainment scene. Our innovative concept, which combines nostalgia, community focus, and social responsibility, addresses a gap in the current market and provides a fresh alternative to existing options. By offering an experience that goes beyond mere entertainment and actively contributes to the local community, Rift is well-positioned to attract a loyal customer base and drive sustainable growth in the competitive arcade restaurant and bar industry.

Execution

Marketing & Sales

Marketing Plan

Our marketing strategy for Rift will employ a diverse mix of physical and digital tactics to attract both local residents and visitors. We'll invest in eye-catching exterior signage and dynamic window displays to capture foot traffic. In the digital realm, we'll run targeted social media campaigns on platforms like Facebook, Instagram, and TikTok, showcasing our retro arcade games, craft cocktails, and community-focused mission.

To build and maintain customer relationships, we'll develop an engaging email newsletter. This will keep our growing customer base informed about upcoming events, new menu items, and exclusive promotions. We'll also leverage local partnerships and influencer collaborations to expand our reach and reinforce our brand as a unique, community-driven establishment.

At Rift, we offer an unparalleled 90's-themed arcade experience that transports guests back to the golden age of classic video games, neon aesthetics, and iconic music. Unlike generic sports bars or family entertainment centers, we provide a truly immersive, community-centric atmosphere where friends and neighbors can gather, play, and savor delicious craft cocktails and appetizing small plates. Our mission extends beyond entertainment; we're committed to giving back to the local community. A portion of our proceeds will be donated to support youth programs and community initiatives, fostering a sense of social responsibility and local engagement.

Accessibility is a core value at Rift. We strive to keep our game prices affordable for our local community, setting us apart from more expensive arcade establishments. Customers can expect to pay between \$0.50 and \$3 per game, with no admission fee required. This pricing strategy ensures that everyone feels welcome to play, regardless of their financial situation.

Rift will also encompass in-house marketing as well. Such as industry nights on Monday nights that offer lower prices to our neighboring service industry friends. Rift will also post High Scores on large TV's to encourage friendly competition and keep patrons coming back to continue to game.

To also encourage repeat visits and customer loyalty, we've developed two key programs:

- **The Coin Club:** A rewards program that incentivizes frequent visits and gameplay.
- **Youth Achievement Program:** Students can bring in their report cards to earn gaming credits, promoting academic success and community engagement.

For those looking to host private events, Rift offers flexible booking options. Guests can reserve the entire venue or a smaller event section through our user-friendly online booking system. We offer customizable packages, beginning as low as \$300 to rent a small portion of our space. Packages can also be priced as high as \$700 that may include drink tickets and game credits, allowing patrons to tailor their party experience to their specific needs. Pricing is based on an hourly rate, with various add-ons available to enhance the experience. Rift expects to book at least 5 private parties per month.

By combining nostalgic appeal, community focus, and innovative marketing approaches, Rift aims to establish itself as the premier destination for retro gaming enthusiasts and social gatherings in our area.

Sales Plan

At Rift, we prioritize customer convenience by offering a comprehensive range of payment options. These include cash, all major credit and debit cards, and popular mobile payment platforms such as Apple Pay and Google Pay. To streamline operations and enhance the customer experience, we'll implement a cutting-edge point-of-sale system, Toast. This advanced technology will efficiently manage orders and reservations, ensuring a seamless journey from the moment customers enter to when they leave, ultimately maximizing satisfaction and operational efficiency.

To capture the essence of classic arcade nostalgia, we'll strategically place multiple coin machines throughout the venue. These machines will provide easy access to tokens, allowing patrons to fully immerse themselves in the retro gaming experience. The familiar clink of coins will transport customers back to the golden age of arcades, adding an extra layer of authenticity to their visit. This tactile experience will not only enhance the overall ambiance but also create memorable moments that customers will associate with Rift.

Our growth strategy focuses on active community engagement and leveraging modern marketing techniques. We'll forge strong relationships with local community groups, participate in events, and sponsor relevant activities to increase our visibility and establish Rift as a cornerstone of the Saco-Biddeford area. Additionally, we'll maintain a robust social media presence across platforms, sharing engaging content that showcases our unique offerings, eye-catching cocktails, retro atmosphere, and community involvement.

To harness the power of word-of-mouth marketing, we'll leverage our existing connections in the service industry and greater social services community in Saco-Biddeford. We'll implement a mutually beneficial referral program with other local businesses, incentivizing satisfied customers to spread the word about Rift. This program will not only drive new traffic to our arcade but also strengthen our ties within the local business community. Furthermore, we'll actively encourage patrons to share their experiences through online reviews and social media, helping to build our reputation, attract new customers, and solidify Rift's position as the premier destination for nostalgic gaming and community gathering in the area.

Operations

Hours of Operation

Sunday: 12p-6pm

Monday: 3:30p-9p

Tuesday: Closed

Wednesday: 3:30p-9p

Thursday: 3:30p-9p

Friday: 3:30p-11pm (8pm-11pm is 21+)

Saturday: 12p-11pm (8pm-11pm is 21+)

Drink Menu

Our drink menu feature's fun and photo-worthy cocktails inspired by some of our favorite childhood games, cartoons, movies etc. Patrons will enjoy the hidden references in the drinks name but that also match the drink itself and reminds you of some of your childhood favorites as well.

Our drinks are priced to ensure as a business we follow the industry standard of a 20%/80% markup, but also are accessible to our Saco-Biddeford demographic. We would rather have a customer buy 2 \$10 drinks and be able to spend \$20, than see a \$15 price tag and only order one.

Cocktails:

Falcon Punch: Rum, peach schnapps, blackberry, lemon, strawberry \$10

Leerooooooy Jeeeeeenkins!: Amaretto, Bourbon, lemon, sour, simple syrup, egg white \$10

Indigo League: Indigo Empress Gin, lime, simple syrup, mint \$11

“That’s America’s A\$\$”: Red White + Berry Vodka, lemon lime soda, bomb pop \$9

Gin & Sonic: Bimini Gin, Blue Curacao, tonic water \$11

rainbow road: Vodka, pomegranate, lemonade, rainbow gummy and sour patch kids, ginger beer \$9

Konami Code: Up, Up, Down, Down, Left, Right, Left, Right, B, A, Start, Bourbon, blood orange, cherry, simple syrup, angostura bitters \$11

Ziggy Stardust: Vanilla Vodka, cotton candy, lemonade, blue rock candy \$10

Perception Check: Tequila, Cointreau, blood orange juice, lime, soda water \$11

Quail Man: Rum, lime, grapefruit, simple syrup, mint, ginger beer \$10

Mocktails:

“She likes my spark!”: pomegranate, lemonade, lemon lime soda \$6

‘Sponserbilities: blackberry, strawberry, blood orange, lemon, lime, soda water \$7

My Neighbor Totoro: grapefruit, lime, mint, ginger beer \$6

Rift will also feature an extensive variety of canned craft beer both from local breweries, and some of our favorites from away. We will carry several canned sodas, wines, sparkling waters, juices, energy drinks, and both hard and wellness inspired infused seltzers (examples: herbs, CBD, and THC) that will cater to all drinkers, non drinkers, teens, and children alike. These will be priced differently based on what distributors have available and will rotate.

Food Menu

Food Cost Efficiency

Rift's Arcade Bar menu is designed for maximum profitability with a low food cost of approximately 30%. Our offerings primarily consist of versatile ingredients that are used across multiple menu items, allowing us to purchase in bulk and minimize waste.

It is important to our ethos and community to source food from local companies such as Native Maine Foods, and local farms and markets when available.

Rift Bites: 90s Throwback Edition 🎮

🏠 Mac & Cheese Mania

- **OG Kraft Classic** – Reminds you of mac straight from the box, just how you remember.
- **Loaded Mac Attack** – Goopy mac & cheese with bacon, scallions, and a sprinkle of crushed Doritos.
- **Buffalo Blitz** – Spicy buffalo chicken tossed in creamy mac, topped with ranch drizzle.
- **Chef Boyardee Throwback** – Beef ravioli, just like mom used to microwave.

🍕 Hot Pocket Hustle

- **Pizza Power Pocket** – Pepperoni and gooey mozzarella encased in golden goodness.
- **Ham Jam Slam** – Ham, melty cheese, and a hint of honey mustard.
- **Veggie Vault** – Veggies, marinara, and mozzarella for the win!

🍗 Nug Life

- **Dino Nuggets** – Because food is just more fun in dinosaur shapes.
- **BBQ Bangers** – Crispy nuggets with a side of tangy BBQ sauce.
- **Buffalo Boss Bites** – Nuggets tossed in buffalo sauce, served with ranch or blue cheese.

🍞 PB&J Remix

- **Classic Kid** – Creamy peanut butter and grape jelly on white bread, no crusts (optional).
- **The Elvis** – PB, banana slices, honey, and a touch of bacon.
- **Strawberry Dream** – Almond butter with strawberry preserves and a sprinkle of crushed graham crackers.

- ****Sandwiches can be pressed panini style or cold!****

Fresh Takes

- **CapriSun Salad** – Mixed greens, cherry tomatoes, cucumbers, and mozzarella with Italian dressing.
- **Cool Ranch Wrap** – Chicken, lettuce, cheese, and ranch wrapped up in a flour tortilla.

Snack Attack

- **Cosmic Brownies** – A childhood staple, complete with colorful sprinkles.
- **Gushers Bowl** – Sweet, juicy bursts of nostalgia served by the handful.
- **Dunkaroo Delight** – Vanilla dunkable cookies with a side of funfetti frosting.

Key Metrics

At Rift, we have established a comprehensive set of key metrics to measure our success and guide our growth as a pioneering arcade bar in Biddeford, Maine. These metrics are essential for tracking our performance and ensuring we meet our dual objectives of providing a unique, nostalgia-driven gaming experience while making a positive impact on our community.

Our primary financial metrics include:

- Revenue breakdown:
 - 47% from drink sales
 - 34% from food sales
 - 13% from arcade games
 - 4% on events and party rentals
- Average spend per adult customer: \$42
 - \$10 on games

- \$20 for 2 drinks
- \$12 for food
- Average spend per family: \$100
 - \$40 on games
 - \$32 for drinks
 - \$28 on food
- Daily patron count:
 - Approximately 125-150 on weekdays
 - 175-300 on weekends
 - 350-500 on long weekends, school vacations, summer breaks
 - We expect these counts to continue to grow as our business grows and ages, and as we expand to do more events, and add additional gaming
- Customer return rate: Projected 75%
 - With several ticketed games and a prize counter, customers will aim to come back to save for larger prizes as well
- Seasonal revenue fluctuations: Anticipated increases across all streams during school vacations, long holiday weekends, and summer months when tourism in Maine peaks and children are out of school.

Operational metrics we'll closely monitor include:

- Daily revenue fluctuations based on special events:
 - Monday: Industry night (featuring discounted food and drinks for fellow industry workers)
 - Wednesday: Family night (increased game revenue due to early school release)
 - Thursday: Gaming tournaments (slight increase in drinks, snacks, and game sales)
 - Friday/Saturday: Peak revenue days (families during day, 21+ from 8pm-11pm)
 - Sunday: Family-focused day (slightly increased food sales)
- Private event bookings (particularly on Fridays and Saturdays)
- Engagement levels during special events (e.g., live music nights, pop up art nights)

- Customer satisfaction ratings from social media, Google, Yelp, and comment cards

Rift's strategic location in the heart of Biddeford, Maine's youngest city with a median age of 29, positions us to capitalize on the strong resonance of our '90s nostalgia theme with our target demographic. We will measure the effectiveness of our central location through foot traffic analysis and customer zip code data collection.

As we evolve, we will continuously refine these metrics and adjust our strategies to ensure Rift becomes an integral part of the Biddeford-Saco community. Our goal is not only to deliver exceptional entertainment but also to create meaningful local impact, solidifying our position as a beloved fixture in the area.

Locations & Facilities

Rift has secured an ideal location that perfectly embodies our vision of a retro-inspired, community-focused arcade restaurant. We will operate out of a former comic book and gaming store at 311 Main Street in Biddeford, Maine. Situated in the heart of downtown Biddeford on the highly visible corners of Main Street and Elm Street, our location is surrounded by a vibrant tapestry of local businesses, several parks, and other exciting options as Biddeford is rapidly growing and developing - each contributing to the area's unique charm and character.

Our central position places us at the nexus of Saco and Biddeford's thriving downtown areas, making Rift a natural gathering point for the community. We foresee patrons being able to travel and spend a whole day in downtown Biddeford, enjoying a diverse range of activities including dining, shopping, drinks, and entertainment. Our space will not only provide a nostalgic gaming experience but will also play a crucial role in cultivating Biddeford's growth as a destination, attracting both locals and visitors alike.

Our spacious facility spans an impressive 3,100 square feet, offering ample room to accommodate our diverse array of arcade games, a well-appointed bar, and a small

but efficient kitchen for preparing light fare. The layout allows for flexible arrangement of gaming stations, ensuring an optimal flow for patrons and staff alike. This adaptability is crucial in creating an environment that can evolve with our customers' needs and preferences, allowing us to continually enhance their experience and stay ahead of industry trends.

We plan to transform the space with vibrant wall murals, neon lighting, and comfy lounges to enhance the excitement, nostalgia, and comfort of all guests. Stepping into Rift will be like stepping back into our customers' childhood, evoking memories of the 1990s and early 2000s. The interior design will feature iconic imagery from popular video games, movies, and TV shows of that era, creating an immersive atmosphere that resonates with our target demographic.

Accessibility is a key feature of our location, ensuring that Rift is welcoming and available to all members of our community. We are conveniently situated near the Saco/Biddeford RiverWalk, a scenic pathway that connects the two cities and promotes pedestrian traffic. This proximity not only enhances the overall experience for our patrons but also encourages environmentally friendly transportation options.

Our proximity to both downtown areas provides easy walkability, encouraging locals to incorporate a visit to Rift into their daily routines or weekend outings. This pedestrian-friendly location aligns with our commitment to fostering a sense of community and promoting local exploration. We anticipate that our presence will contribute to increased foot traffic in the area, benefiting neighboring businesses and further revitalizing the downtown district.

For those arriving by car, we are centrally located to numerous public parking lots, ensuring hassle-free visits for our customers. The abundance of nearby parking options means that even during peak hours or special events, patrons won't have to worry about finding a spot for their vehicle. This convenience is crucial for attracting customers from surrounding areas who may not have easy access to public transportation.

Additionally, the Amtrak station is just a short walk away from our doorstep, making us easily accessible to visitors from surrounding areas such as Portland, Old Orchard Beach, and beyond. This connection to the broader transportation

network opens up opportunities for us to attract customers from a wider geographic area, potentially including tourists and day-trippers looking for unique entertainment options. Whether patrons choose to drive, bike, take the train, or walk, Rift is designed to be easily reachable for everyone. This multi-modal accessibility is a significant advantage, allowing us to cater to a diverse clientele and establish ourselves as a convenient destination for entertainment and socializing.

Looking to the future, we have ambitious plans for expansion that will allow Rift to grow alongside the community we serve. Within a year of opening, we aim to create new revenue streams and enhance our offerings to meet evolving customer demands and stay ahead of industry trends. Some of the potential additions we're considering include:

- PC gaming centers, catering to the growing e-sports and online gaming communities. These centers would feature high-performance gaming computers and comfortable seating, allowing patrons to engage in popular online games and potentially participate in local tournaments.
- Dedicated spaces for private tournaments, allowing us to host larger competitive events. These areas would be equipped with state-of-the-art gaming consoles and large screens, creating an ideal environment for both casual and serious gamers to showcase their skills.
- Additional seating and lounge areas, providing comfortable spaces for patrons to relax between games. These areas would feature retro-inspired decor, plush seating, and potentially include classic board games or tabletop games to diversify our entertainment options.
- An expanded kitchen to offer a wider variety of food options, potentially including themed menu items inspired by popular video games or 90s pop culture.
- A merchandise corner selling Rift-branded items and retro gaming memorabilia, creating an additional revenue stream and allowing customers to take a piece of the nostalgia home with them.

Our strategic location positions us to be a prime spot for Biddeford's local entertainment scene. As we grow and expand our offerings, we anticipate becoming a cornerstone of the community, hosting events, supporting local initiatives, and contributing to the overall vibrancy of downtown Biddeford. By combining nostalgic gaming experiences with modern amenities and a commitment to community

engagement, Rift is poised to become not just a business, but a beloved local community hub that resonates with residents and visitors alike.



Technology

Rift will utilize Toast's advanced Point of Sale (POS) system to manage all customer transactions, including bar and food orders. This robust system seamlessly integrates with our inventory management software, ensuring optimal stock levels

at all times. We'll leverage Toast's Customer Loyalty features to create an engaging rewards program, allowing guests to earn points on each order and redeem them for discounts. Additionally, customers can enjoy sign-up bonuses and receive personalized welcome emails or text messages.

Our partnership with Aaron Williams, who owns over 100 arcade games, will be instrumental in supplying essential gaming technology. This includes coin machines and ticket counting devices, enhancing the overall arcade experience. Rift will also invest in large-screen televisions to broadcast events and display game high scores, keeping customers engaged and motivated to continue playing.

In the future, we plan to expand our gaming offerings by investing in high-quality, refurbished consoles and controllers that capture the authentic 90's feel. To create an immersive retro gaming experience, we'll install additional large-screen TVs and surround sound speakers throughout the venue. This audiovisual upgrade will transport our guests back to the golden age of arcade gaming, further solidifying Rift's position as the premier destination for 90's nostalgia and entertainment.

Equipment

With Aaron already owning and supplying 100 arcade games for Rift, including classics like Pac-Man, Asteroids, Bishi Bashi, and Skee-Ball, our arcade will be fully equipped from the start. This extensive game collection ensures a diverse and engaging experience for our patrons.

Our light bites menu will feature crowd-pleasing items such as loaded tater tots, quesadillas, and chicken wings. To minimize kitchen equipment costs and space requirements, we'll utilize innovative cooking methods instead of traditional deep fryers that require expensive hood vent systems. Our kitchen will be equipped with pressure cookers, an automatic ventless fryer, and commercial-grade air fryers, allowing us to prepare delicious food efficiently and cost-effectively.

Our retro inspired bar will be a focal point of the business and will require an extensive build out.

Essential equipment and furnishings for Rift include:

- **Kitchen Equipment: \$7,590**
 - 2x Large pressure cooker (\$150)
 - 2x Commercial air fryer (\$350)
 - Dishwasher (\$2,500)
 - Pots, Pans, bowls, cooking utensils etc. (\$500)
 - 3-bay sink (\$500)
 - Hand washing sink (\$90)
 - Workstation with cooling (\$1,500)
 - Refrigerator and Freezer combo (\$2,000)
- **Arcade, Lounge, and Seating: \$8,375**
 - Assorted couches (\$800)
 - 20 Arcade stools (\$475)
 - 10 drink tables (\$200)
 - 4 Pub tables (\$400)
 - Projectors & Electronic Multiplayer tables (\$1,500)
 - Retro-themed decorations (\$2,500)
 - TVs and speakers (\$1,500)
 - Lighting (\$1,000)
- **Bar Area: \$8,150**
 - 4 Bar stools (\$150)
 - Bar build-out including sinks (\$8,000 budget)
- **Dining and Bar Essentials: \$3,000**
 - Napkins, food baskets, utensils, glasses and cups (\$3,000)
- **Security Systems: \$430**
 - Ring business kit (\$430)
- **Painting, Tile Build Out: \$4,000**

Subtotal for Equipment and Build-Out: \$33,575

This comprehensive list of equipment and furnishings will enable us to create a fully functional, nostalgic, and inviting atmosphere that aligns with Rift's vision of a 90's-inspired arcade bar and community gathering place.

Company

Overview

Rift is a proudly woman owned business, co-owned by Marcia Faulise and Cassondra Buckman. Both partners are passionate gamers dedicated to sharing their love for gaming with the broader community.

Rift will be structured as a Limited Liability Company (LLC), with Marcia owning an 81% ownership interest, and Cassondra owning 19%. This business structure and allocation offers the partners personal asset protection while providing flexibility in management and taxation. The LLC format aligns with Rift's vision of fostering a community-oriented business while maintaining a professional and legally sound operational framework.

Marcia brings over two decades of experience in the service industry, offering invaluable expertise in managing food and beverage operations. Her time living in Japan has enriched her understanding of diverse gaming cultures and entertainment concepts. Marcia's entrepreneurial background includes running her own floral business and serving as an events and social media manager for local entertainment establishments.

Cassondra's professional background lies in Social Work, where she has played a crucial role in developing residential agencies for individuals with disabilities from the ground up. Her career has honed her skills in management and consumer-focused care, allowing her to forge meaningful community connections. Cassondra grew up in the service industry in her family's sub shop, and seasonal restaurant. As a parent, Cassondra is committed to creating a space that appeals to both adults and teenagers, ensuring a family-friendly environment.

The partners' complementary skill sets create a strong foundation for Rift. Marcia's extensive service industry experience and cultural insights blend seamlessly with Cassondra's expertise in community building and inclusive space creation. This synergy positions Rift to become a unique, welcoming gaming destination that caters to a diverse clientele.

Team

Management Team

As a female-led enterprise, Rift is committed to maintaining its ethos of diversity and inclusion in both its ownership structure and day-to-day operations. Rift benefits from the diverse expertise and shared passion for gaming that its founders bring to the table.

Marcia Faulise, serving as Rift's General Manager, brings over two decades of experience in the service industry. Her extensive background includes managing food and beverage operations, running her own floral business, and working as an events and social media manager for local entertainment establishments. Marcia's time living in Japan has enriched her understanding of diverse gaming cultures and entertainment concepts, adding a unique perspective to Rift's offerings. In her role, Marcia will be responsible for staff management, scheduling, social media strategy, marketing initiatives, design concepts, and event planning.

Cassandra Buckman, taking on the role of Operations Manager, comes from a professional background in Social Work, and has worked on and off in the service industry since childhood. Her experience in developing residential agencies for individuals with disabilities has honed her skills in management and consumer-focused care. As a parent, Cassandra is committed to creating a family-friendly environment that appeals to both adults and teenagers. Her responsibilities include supply ordering, financial management and budgeting, establishing efficient workflows, building relationships with community entities, and curating menus for both the kitchen and bar. Cassandra will also oversee overall day-to-day operations. Her expertise in community building and inclusive space creation complements Marcia's service industry experience, positioning Rift as a welcoming gaming destination for a diverse clientele.

Nick Faulise, our Kitchen Manager, brings a wealth of experience from working in and managing bars and restaurants across various states and countries. With a military background, Nick's professionalism and efficiency are invaluable assets to

our team. He will be responsible for developing our menu of light bites, managing kitchen staff, and ensuring that our food offerings match the quality of our gaming experience.

Aaron Williams, our arcade partner, will be instrumental in providing and maintaining all arcade games. With access to over 100 games, Aaron will ensure that Rift's arcade offerings remain fresh and exciting. His bi-weekly maintenance schedule and exclusive game selection for Rift will set our arcade apart from competitors, providing our customers with a unique gaming experience they can't find elsewhere.

The synergy between our team members' complementary skill sets creates a strong foundation for Rift. From Marcia's oversight of events, social media, staff management, and facility maintenance to Cassondra's management of day-to-day operations and the bar, including the curation of quality '90s-inspired cocktails, every aspect of our business is in capable hands. This diverse and experienced management team positions Rift to become a standout destination in the competitive landscape of gaming and entertainment venues, while staying true to our commitment to community engagement and nostalgic appeal.

Advisors

At Rift, we recognize the pivotal role expert guidance plays in establishing and nurturing our unique arcade bar concept. To ensure our business model thrives, co-owners Marcia Faulise and Cassondra Buckman have cultivated a network of seasoned advisors who provide invaluable insights across various aspects of our operations.

We are privileged to have ongoing support from advisors at the Small Business Development Center (SBDC) and SCORE. These experienced professionals offer crucial guidance in three key areas:

- **Marketing:** Refining our strategies to effectively reach our target audience and promote our 90's retro nostalgia concept
- **Finance:** Providing expert advice on financial management, budgeting, and sustainable growth strategies

- Operations: Offering insights on streamlining our day-to-day processes and optimizing our unique arcade bar model

A cornerstone relationship we continue to nurture is with Ian McConnell, owner and operator of Banded Brewing. Having worked under Ian's mentorship for several years, Marcia and Cassondra have gained invaluable industry knowledge. With over 11 years of experience running Biddeford's first brewery, Ian's insights into the local market, community engagement, and sustainable business practices are instrumental in shaping Rift's growth strategy and community-focused mission.

Another key advisor is Zoe Ragnar, owner of Maybe's in Saco. Zoe brings a wealth of knowledge and expertise as the former general manager and bookkeeper for the renowned Portland hotspot, Salvage BBQ. Her guidance will be crucial as we navigate not only our menu development, pricing strategies, and financial management but also in building and managing a strong, cohesive team.

We are also collaborating with Delilah Poupore, Executive Director of Heart of Biddeford (HOB), who has served the City of Biddeford since 2011 in organizational development and strategic planning. HOB has been the key factor in Biddeford's revitalization, attracting restaurants and retail businesses, and transforming downtown into a walkable and business-friendly destination. Delilah recognizes that entertainment options for young people are a missing component in Biddeford, especially given the city's youthful demographic. Her expertise is essential to Rift's success in the Biddeford area.

As we establish Rift as a premier entertainment destination in Biddeford-Saco, the collective expertise of our advisors plays a pivotal role in our decision-making process. Their guidance ensures that we maintain a strong foundation while staying true to our vision of creating a community gathering place that not only offers a unique gaming experience but also gives back to the local area. By leveraging their combined knowledge and experience, we are well-positioned to overcome challenges, capitalize on opportunities, and thrive in the dynamic arcade bar industry.

Financing

Use of Funds

The \$54,860 in financing we are seeking will be strategically allocated to launch Rift, our innovative 90's-themed arcade and bar. This funding will cover essential startup costs, ensuring a smooth and efficient launch. Here's a detailed breakdown of our planned expenditures:

- **Kitchen Equipment: \$7,590**
 - 2x Large pressure cooker (\$150)
 - 2x Commercial air fryer (\$350)
 - Dishwasher (\$2,500)
 - Pots, Pans, bowls, cooking utensils etc. (\$500)
 - 3-bay sink (\$500)
 - Hand washing sink (\$90)
 - Workstation with cooling (\$1,500)
 - Refrigerator and Freezer combo (\$2,000)
- **Arcade, Lounge, and Seating: \$8,375**
 - Assorted couches (\$800)
 - 20 Arcade stools (\$475)
 - 10 drink tables (\$200)
 - 4 Pub tables (\$400)
 - Projectors & Electronic Multiplayer tables (\$1,500)
 - Retro-themed decorations (\$2,500)
 - TVs and speakers (\$1,500)
 - Lighting (\$1,000)
- **Bar Area: \$8,150**
 - 4 Bar stools (\$150)
 - Bar build-out including sinks (\$8,000 budget)
- **Dining and Bar Essentials: \$3,000**
 - Napkins, food baskets, utensils, glasses and cups (\$3,000)
- **Security Systems: \$430**
 - Ring business kit (\$430)
- **Painting, Tile Build Out: \$4,000**

Subtotal for Equipment and Build-Out: \$33,575

Additional needs for Funds:

- **Plumbing Contractor: \$5,000**
- **Marketing and Advertising: \$2,000**
 - Distinctive building signage for brand visibility
 - Strategic online and social media campaigns
 - Local event sponsorships to build community presence
 - This multi-faceted marketing approach aims to build awareness and attract our primary demographic: nostalgic millennials and Gen Xers seeking a unique, community-focused hangout.
- **Working Capital: \$30,000**
 - Rent and utilities for the first few months of operation
 - Initial staffing costs, including training and onboarding
 - Inventory purchases for the bar and kitchen
 - Contingency fund for unexpected expenses

Total Funding Required: \$68,575

This carefully planned allocation of funds will enable us to launch Rift swiftly and effectively. By creating a captivating environment, offering quality food and beverages, and implementing targeted marketing strategies, we aim to quickly generate revenue and establish a strong market presence. Our initial investment in high-quality equipment and thoughtful design will ensure a seamless operation and an immersive experience for our customers.

Moreover, this solid financial foundation will support our commitment to giving back to the local community through various charitable initiatives. By allocating a portion of our proceeds to community causes, we aim to solidify Rift's position as a socially responsible and beloved local establishment. This approach not only aligns with our values but also helps to create a loyal customer base and positive brand image, further contributing to our long-term success and sustainability in the competitive entertainment and hospitality industry.

Source of Funds

Rift, our innovative 90's-themed arcade bar, has secured funding from multiple sources to support our startup and initial operations. Our funding strategy combines personal investments, support from a private investor, and a small

business loan, providing us with the necessary capital to bring our unique entertainment concept to life in the Biddeford-Saco area.

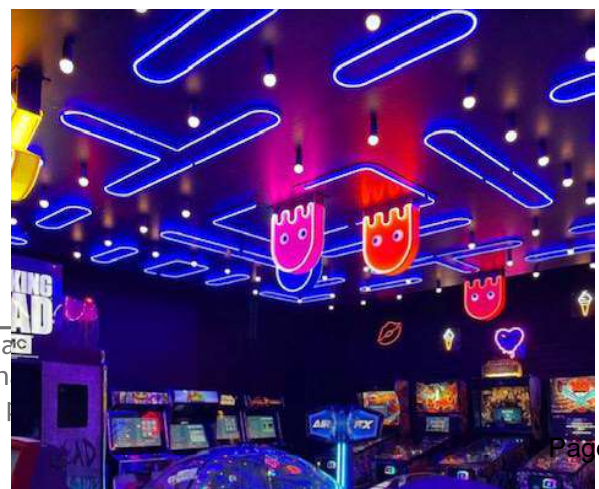
The sources of our funding are as follows:

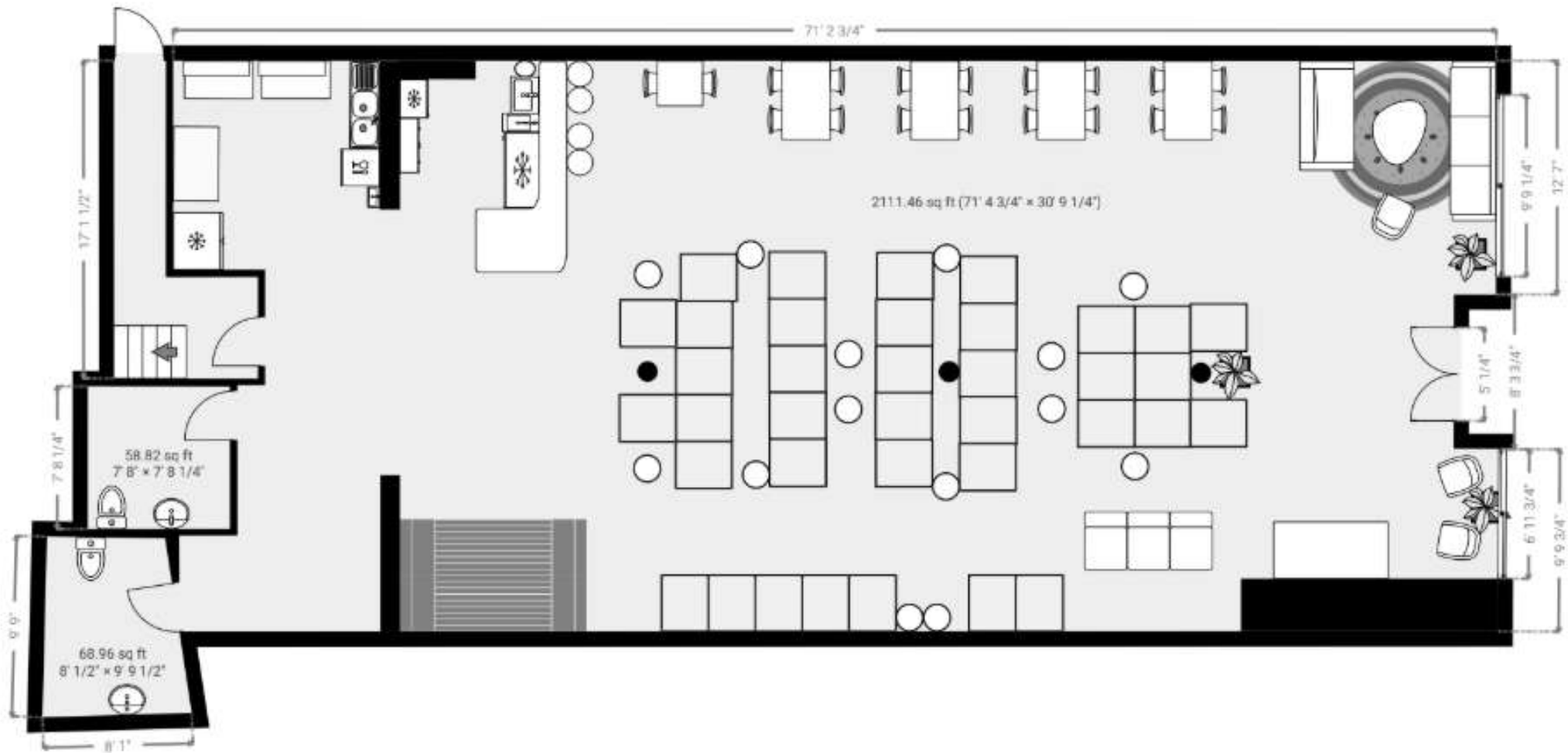
- Personal Investment: Co-owners Marcia Faulise and Cassondra Buckman will invest a total of \$13,600 to secure this loan. This demonstrates our commitment to the business and our confidence in its potential for success.
- Small Business Loan: We plan to apply for a \$54,860 small business loan from a local bank. This loan will cover the remaining startup costs and provide working capital for our initial months of operation. We anticipate receiving approval and accessing these funds within two months of submitting our application.

The total funding of \$68,575 will enable us to fully realize our vision for Rift. This amount aligns closely with our detailed budget equipment, build-out, marketing, and initial working capital, as outlined in our "Use of Funds" section. The additional funds will provide a buffer for unexpected expenses and ensure we have adequate working capital during our initial months of operation.

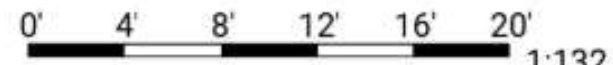
By securing diverse funding sources, we are well-positioned to launch Rift as a premier entertainment destination in the Biddeford-Saco area. This financial foundation will allow us to create an immersive 90's gaming experience, offer quality food and beverages, and implement our community-focused initiatives from day one. As we move forward, we are confident that this funding will support our growth and enable us to establish Rift as a beloved fixture in the local entertainment landscape.

Concept Photos:





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1:132

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Whitten, Nan

From: Cassandra Rae <casi.buckman2@gmail.com>
Sent: Tuesday, April 8, 2025 2:37 PM
To: Galbraith, David
Cc: Fecteau, Roby; Welton, Scott; Marcia Faulise; Favreau, Brad; Whitten, Nan; Iriqat, Adi; Gervais, George; director
Subject: Re: New Business Letter of Intent & Application - Rift Arcade
Attachments: Rift Floor Plan with Games 3.27.25.PNG; Business Plan Copy - Planning Board.pdf

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Hi David!

No problem at all, I have all this information on hand.

1. Do you have floor plans for the proposed use so the Board and I can review the layout / use? It would be helpful in our review. If you don't yet have professionally drawn floor plans hand drawings will work providing, they are legible and easily understandable.

I have attached the floor plan for your review. Please understand games might move around slightly as we get them into the building. We will have standing dining tables also intermingled in the open floor space.

2. The arcade machines are vintage stand-up cabinet games. No gambling of any kind. We plan to have about 30-40 games and a handful of these will be ticket redemption machines and we will have prizes for kids.

As for noise, we do have acoustic ceiling tiles installed already. Additionally, we are purchasing additional noise reducing insulation in the drop down ceiling space that will reduce noise levels by over 60%. We want to be very conscious of our neighbors, and have the ability to turn the volume down on my many of the games as well.

3. Are the apartments remaining?

The apartments upstairs do remain. There are 3 apartments, one will be vacant soon, and the others have already expressed great excitement to have us in the building.

4. How will restaurant and domestic waste be handled?

We have already had Casella waste come out. They will be installing bins for us, and picking up weekly.

5. Anticipated hours of operation?

Anticipated hours are as follows, we are creating our hours with our upstairs neighbors in mind:

Sunday: 12p-6pm
Monday: 3:30p-9p
Tuesday: Closed
Wednesday: 3:30p-9p
Thursday: 3:30p-9p
Friday: 3:30p-11pm (8pm-11pm is 21+)
Saturday: 12p-11pm (8pm-11pm is 21+)

6. Do you have a Menu / business plan you could share?

I have attached our business plan, and the menu is included!

Please let us know if there is anything else we can provide to you that would be helpful!

Thank you very much.

Best,

Casi and Marcia

On Tue, Apr 8, 2025 at 2:09 PM Galbraith, David <David.Galbraith@biddefordmaine.org> wrote:

Hi Casi and Marcia, I am in receipt of your Conditional Use application and narrative for your proposed arcade / restaurant.

1. Do you have floor plans for the proposed use so the Board and I can review the layout / use? It would be helpful in our review. If you don't yet have professionally drawn floor plans hand drawings will work providing, they are legible and easily understandable.
2. Also, could you please provide me information on the arcade machines.
 - a. Will they be standard coin fed machines?
 - b. Gambling?
 - c. "Prizes" / ticket redemption?
 - d. Noise? Concerned about neighboring properties.
3. Are the apartments remaining?
4. How will restaurant and domestic waste be handled?
5. Anticipated hours of operation?
6. Do you have a Menu / business plan you could share?

Sorry for all the questions, but I like working with my clients to help eliminate / address concerns the Planning Board might have as it tends to make the process slightly easier for all involved.

I / we look forward to working with you.

David

From: Cassandra Rae <casi.buckman2@gmail.com>

Sent: Tuesday, April 8, 2025 10:15 AM

To: Fecteau, Roby <Roby.Fecteau@Biddefordmaine.org>

Cc: Welton, Scott <Scott.Welton@Biddefordmaine.org>; Marcia Faulise <marcia.faulise@gmail.com>; Favreau, Brad <Brad.Favreau@Biddefordmaine.org>; Whitten, Nan <Nan.Whitten@Biddefordmaine.org>; Galbraith, David <David.Galbraith@biddefordmaine.org>; Iriqat, Adi <adi.iriqat@biddefordmaine.org>; Gervais, George <George.Gervais@biddefordmaine.org>; director <director@heartofbiddeford.org>

Subject: Re: New Business Letter of Intent & Application - Rift Arcade

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Thank you Roby.

Attached please find our Conditional Use Permit Application, as well as the required letter to the planning board.

Please let us know how we can send in the \$75 application fee or if we should drop it off at the codes office.

Thank you all for your time and consideration,

Casi and Marcia

On Tue, Apr 8, 2025 at 7:38 AM Fecteau, Roby <Roby.Fecteau@biddefordmaine.org> wrote:

Good morning.

By the City's definition and all the information you have supplied us, this still requires a conditional use permit from Planning. Signage does require Historic review. I believe the conditional use permit can be fast tracked through a staff review process verse the full planning board process. I'm including the

planning staff on this email. I'm also including Brad Favreau as he is the person that guide you through HPC review for the signage

Roby Fecteau

Director of Code Enforcement &

Emergency Management

City of Biddeford

205 Main Street Suite 104

Monday- Tuesday 7:00 am – 5:00 pm

Wednesday- Thursday 8:00 am- 4:00 pm

Friday- Closed

From: Cassondra Rae <casi.buckman2@gmail.com>

Sent: Monday, April 7, 2025 6:32 PM

To: Welton, Scott <Scott.Welton@Biddefordmaine.org>

Cc: Fecteau, Roby <Roby.Fecteau@Biddefordmaine.org>; Marcia Faulise <marcia.faulise@gmail.com>

Subject: Re: New Business Letter of Intent & Application - Rift Arcade

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Hi Scott,

I hope you're doing well!

The application we used to create the floor plan automatically labeled the main section as a “meeting room” when we were simply looking to start with a blank space. I've since updated and corrected that.

All of our games will be single-cabinet, stand-up arcade-style machines, integrated throughout the mixed dining area. We anticipate having approximately 30–40 machines spread across the space.

Both Marcia and I have worked at Banded Brewing here in town for several years, and that environment served as a major inspiration for our layout. Much like Banded’s lounge, board game and book areas,

we aim to create a space where people can dine and also enjoy something fun at the same time. The layout includes a mix of standing tables, drink tables, designated seated dining, and a bar area.

Since the games and dining areas are fully integrated, it's a bit difficult to assign a specific square footage to each. However, I've updated the floor plan to better illustrate the layout and added a key to help identify where games, seated areas, and tables could be located. To clarify, the entire space is intended for dining, with vintage games being just a unique feature of the experience.

For licensing and regulatory purposes—including our submissions to the bank, insurance providers, and the state—we are classified as a restaurant/lounge.

Please let me know if there's anything else I can provide to support your review. I'd be happy to help however I can.

Appreciatively,
Casi & Marcia

On Mon, Apr 7, 2025 at 4:23 PM Welton, Scott <Scott.Welton@biddefordmaine.org> wrote:

Hello,

looking at the floor plan provided , it shows "meeting room "

is this the location the video games are going to be , if so how many games and are these stand up single play gaming systems.

this information will be helpful determining the use

to be clear I am looking for the floor area being used for games vs food service .

Respectfully,

Scott Welton

Life Safety Inspector

City of Biddeford Code Enforcement office

From: Cassandra Rae <casi.buckman2@gmail.com>

Sent: Thursday, March 27, 2025 2:36 PM

To: Welton, Scott <Scott.Welton@Biddefordmaine.org>

Cc: Fecteau, Roby <Roby.Fecteau@Biddefordmaine.org>; Marcia Faulise <marcia.faulise@gmail.com>

Subject: Re: New Business Letter of Intent & Application - Rift Arcade

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Hi Scott,

I really appreciate your prompt response. Please excuse us as we ask questions, this is our first business venture, and it's a learning experience for us!

You spoke with my business partner and co-owner on the phone. I'm sorry for the miscommunication, as Marcia was trying to inquire about the need for a hood vent. The kitchen will serve full meals, however we will be a grease free kitchen, and will not be utilizing equipment that require a type I hood vent, such as fryers. We will be using items such as a crockpot, instapot etc. But absolutely making full meals such as Macaroni and Cheese, sandwiches, chicken nuggets, and we even have a full time kitchen manager on board!

I have updated the letter of intent and have attached it to this email. Again, I apologize for the learning curve as I was trying to make sure we wouldn't be seen as "just another bar" coming into downtown Biddeford - as I believe our idea is unique. We will be classified as a restaurant/lounge with the state, and through our insurances and loans as well.

I am also attaching our floor plan and draft food menu so hopefully that helps gain some insight into what we are planning to bring to Biddeford.

Again, I truly appreciate your expertise as we navigate this new adventure!

Casi

On Thu, Mar 27, 2025 at 1:21 PM Welton, Scott <Scott.Welton@biddefordmaine.org> wrote:

This use as described in the letter of intent falls under amusement center as far as zoning , this use requires a Conditional Use Permit in the MSRD-1 zone.

In reading your letter and talking to you on the phone it appears the primary use is the gaming/lounge.

The letter talks about a light food menu and a place for families to gather.

When you and I talked on the phone about the food you told me you are looking to use crock pots and an air frier not a full kitchen set up.

this is why I classified this as an Amusement center use.

if you do plan on having a full menu and full commercial kitchen please write me a new letter.

I look forward to working with you moving forward.

Respectfully,

Scott Welton

Life Safety Inspector

City of Biddeford

From: Cassandra Rae <casi.buckman2@gmail.com>

Sent: Thursday, March 27, 2025 10:04 AM

To: Welton, Scott <Scott.Welton@Biddefordmaine.org>

Cc: Fecteau, Roby <Roby.Fecteau@Biddefordmaine.org>; Marcia Faulise <marcia.faulise@gmail.com>

Subject: Re: New Business Letter of Intent & Application - Rift Arcade

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Hi Scott,

I hope you are well. I wanted to first thank you for your time and all this information. It is immensely helpful!

I also wanted to check in about the conditional use permit. We have been working closely with Delilah Poupore at Heart of Biddeford to get this up and running. She had mentioned all of downtown would be suitable and zoned for any sort of restaurant/bar. As our business insurance and licenses will also classify us as a restaurant/lounge - why would we need to ask the planning board for the conditional use permit as an amusement center? We will have a full food menu, and over 30% of our revenue will be coming from food as well. I just want to make sure I understand what we are asking for clearly, and why.

I appreciate any clarification you can provide us. If a walk through, or a floor plan would be helpful as well, please let me know!

Best,

Casi

On Tue, Mar 25, 2025 at 2:27 PM Welton, Scott <Scott.Welton@biddefordmaine.org> wrote:

I have reviewed your letter of intent this use (Amusement center) requires a conditional use permit in this zone(MSRD1). Please contact the Planning office at 284-9115 for information on the Conditional Use Permit.

when you have the Conditional Use Permit. you will need the following:

1. a permit from the office of the State Fire Marshal to fit out this assembly space in a mixed use building (207-626-3870)
2. you will need permits from this office to fit out the space for this use (Building permit for the fit out . Electrical and plumbing permits if that work is needed.)
3. you will want to contact the city clerk @207-2849307 for information on the required city license for the games, serving food and alcohol.
4. you will also need to contact the state for information on the required license for severing food and alcohol (maine.gov)
5. when all permits and licenses are issued and all work is complete you will need to contact this office (284-9236) and request a Certificate of Occupancy inspection this inspection must be completed before you can open to the public.

Respectfully,

Scott Welton

Life Safety Inspector

City of Biddeford Code Enforcement office

From: Cassondra Rae <casi.buckman2@gmail.com>

Sent: Monday, March 17, 2025 11:58 AM

To: Welton, Scott <Scott.Welton@Biddefordmaine.org>

Cc: Marcia Faulise <marcia.faulise@gmail.com>

Subject: Re: New Business Letter of Intent & Application - Rift Arcade

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Hello Scott,

I just wanted to check in and make sure our letter of intent and application was received and that you had everything you needed from us to get this process started.

Thanks so much for your time,

Casi & Marcia

On Wed, Mar 12, 2025 at 9:38 AM Cassandra Rae <casi.buckman2@gmail.com> wrote:

Good Morning Scott,

Attached please find our business letter of intent, and application to begin a new business in Biddeford. We are very excited to begin this process, and look forward to hearing from you soon.

Please let us know if you have any questions or concerns, and what else you might need from us as we begin working together.

Best,

Casi & Marcia

Into the Rift, LLC.