

## **ZONING BOARD OF APPEALS AGENDA**

### Public Hearing Application # 5

Application # 21Z-0015  
1601 Penfield Rd  
Kimberly Krisher / Abundant Flowers, Inc

*See Pages to Follow*



# **Letter of Intent**

## **Itinerant Vendor License**

### **Flower Tent at Panorama Plaza**

Flower Tent is a locally owned franchise business that retails potted flowers, vegetables and herbs from under a pole tent in the parking areas of retail centers. Flower Tent operates seasonally and is typically open from 2 weeks prior to Easter through the end of June. This year in 2021, the operating season at the Panorama Plaza location is planned from 4/26 through 6/16. The location chosen for the tent and retail area will not create risk of danger or danger to persons or property as the location is not in prime parking locations for the brick-and-mortar businesses in the plaza. Versus the typical traffic drawn into Panorama Plaza now the Flower Tent business is meant to draw in shoppers already shopping at the center. There could be slight increases in traffic from shoppers who are drawn in from the Flower Tent advertising, but the added traffic should not be appreciable. The area chosen for Flower Tent and its retail area will not disrupt standard pedestrian walkways and is not in a roadway. The Flower Tent retail area is in the center of the Panorama Plaza property therefore it will have no bearing on adjacent property. The Flower Tent retail environment is a quiet and peaceful space that will not create noise and all trash and litter is properly disposed of daily.



1601 Penfield Rd



We don't just  
sell flowers,  
we sell  
happiness.

## Thank You for considering Flower Tent

Flower Tent's objective is to become the leader in the seasonal retail flower business. We will do this by: Supplying our stores with the best quality flowers and plants, at the fairest prices. Providing and selling happiness to our customers by helping them choose the best quality plants and flowers for their homes. Giving back to the communities we are in to help make the towns a more beautiful place to live.

Through the 29 year history of the company, we have refined this business model and developed a very special concept. We have the opportunity to redefine the retail flower market and deliver happiness to more people around the country.

We look forward to working with you and maintaining a long and successful relationship that will benefit all.

**At Flower Tent "We don't just sell flowers, we sell happiness."**

Kimberly Krisher  
President  
Abundant Flowers, Inc. d/b/a Flower Tent  
295 Lake Road  
Ontario, NY 14519  
585-709-7671  
kim@abundantflowersinc.com



Flower Tent was founded by Mr. Tom Ansilio with the assistance and guidance of his father in 1992 with a single location in Wyoming, PA. After having a profoundly successful Easter with the first Flower Tent location, he decided to open a second location in Kingston, PA for the Mother's Day and Memorial Day seasons. In a very short time, it was evident how much demand there was for Flower Tent. The following year Tom opened 11 locations. In 1995 Tom's brother, Tim, joined Flower Tent® and they continued to add locations every year. Flower Tent has over 100 locations in California, Colorado, Pennsylvania, Maryland, New Jersey, New York, Nebraska, Michigan and Texas.





# FLOWER TENT®

Abundant Flowers, Inc.  
295 Lake Rd, Ontario, NY 14519

---

Founded in 1992, the mission of the Flower Tent® is to sell quality live potted flowers and plants to the public at a fair price. The company, having successfully operated and maintained more than 100 locations in 2019, will be adding new locations for the year 2021.

The Flower Tent is NOT a transient business. We are a national franchise currently operating in 9 states. We are a seasonal business which is locally owned and operated with well over five million dollars in sales.

We take great pride in the appearance of our businesses and our tents are fire resistant. Customer safety and satisfaction is our number one priority and just part of the reason we have been so successful.

Flower Tent® maintains all premises; keeping them clean and free of all garbage and debris. Each location is kept neat and orderly at all times to provide the customer with a positive shopping environment.

Flower Tent® will provide a Certificate of Insurance for comprehensive general public liability in limits acceptable for zoning regulations.

As a growing company, the Flower Tent® participates in fundraising events, donations, community activities and many local projects as part of its commitment to the future and long-term community relationships.

Sincerely,  
Kimberly Krisher  
President  
Abundant Flowers, Inc.

A Flower Tent Franchisee

## Franchisor Team Supporting Each Franchisee



**Mr. Tom Ansilio**  
*Founder / President*  
Mr. Ansilio has served as our president since our inception in January 2009. Since April of 1992, he has managed Flower Tent® businesses under the Flower Tent® trademark from an office in Wyoming, Pennsylvania. Tom has been an entrepreneur his entire life. Prior to founding Flower Tent®, he owned and operated restaurants, a food processing business and several other business ventures. Tom oversees the strategic direction of Flower Tent® and is directly involved in all elements of the business growth.



**Mr. Tim Ansilio**  
*Secretary / Treasurer*  
Tim joined Flower Tent® in 1995 as a tent operator. After 2 years he was promoted to regional manager, overseeing 12 locations. In 2001, Tim became a partner of Flower Tent® overseeing all aspects of the business including zoning, training and financials for each location. Tim received his Real Estate license in 2004 and continued in this business during the off seasons until 2010. In addition to these responsibilities,

he took on the role of trainer to all our new franchisees.



**Michele Mleczynski**

*Operations Manager*

Michele is the operations manager for the Flower Tent® franchise system. Her responsibilities include managing the office, paperwork, internal functions of the company and internal finances for Flower Tent® individual house locations. She works frequently with the suppliers, greenhouses and billing components of the business. Michele also handles correspondence, support and supply/billing for the franchisees. She is directly involved franchisee and tent operators training, including all point of sale training.



Flower Tent franchisees are surrounded by a world-class team that has helped franchisees get started and operate their business. We teach our franchisees through a proven system so they enjoy success in this business. And, from training and ongoing support to marketing and sales support, Flower Tent invests in our franchisees as they invest in their business.



**Tom Dunn**

*Facilities Manager*

Tom handles the set up and teardown of the individual tents for our house locations in addition to providing assistance to franchise operators when establishing their tent locations. He oversees the setup of inside floor layouts, displays, signage and all equipment necessary for each location. Tom is also directly involved in the training of the Franchisees on how to setup their locations including the tent, inside store layout, outside display structure, signage and equipment.



**Lory Meyerson**

*Franchise Director*

Lory is the Franchise Director for Flower Tent. Lory has over 15 years of business and franchise experience. Her background allows clientele a unique opportunity to work with a franchise expert who understands all aspects of franchising. Lory's responsibilities include new franchise development and managing the national footprint to increase the market share.



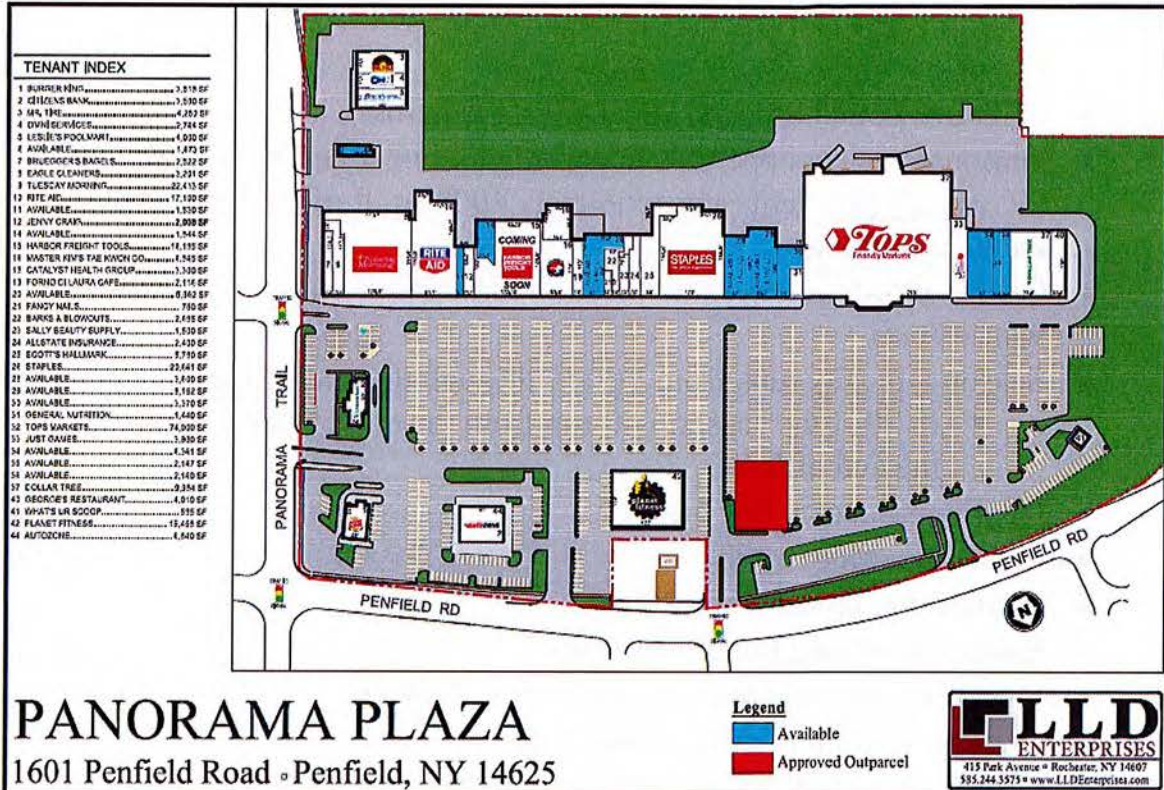


## Key points

- Sells live potted flowers, vegetables and herbs
- Seasonal business operates in parking lot under and around 30'x 60' canopy pole tent (approximately 4000 sq. ft of parking lot space includes parking)
- Open 7 days/week in same location throughout season (typically 9am – 7pm)
- Season typically runs from Easter through the end of June
  - In 2021 the season will run from the end of April through the end of June
- Quality product at fair prices
- In business since 1992
- Franchising model since 2009
- Backed by strong franchisor team
- Over 100 locations operated in 2019 in 9 states
- Over \$5 Million in sales corporately
- Growth in new locations and states in 2021
- Tents are fire resistant
- Customer safety and clean premises are top priority
- Positive shopping environment
- Liability insurance certificates will be in place
- Building community relationships is an objective
- Tent layout arranged with public safety in mind
- Safety cones and colored ribbon used to provide visibility of tent and hazards around perimeter of sales area

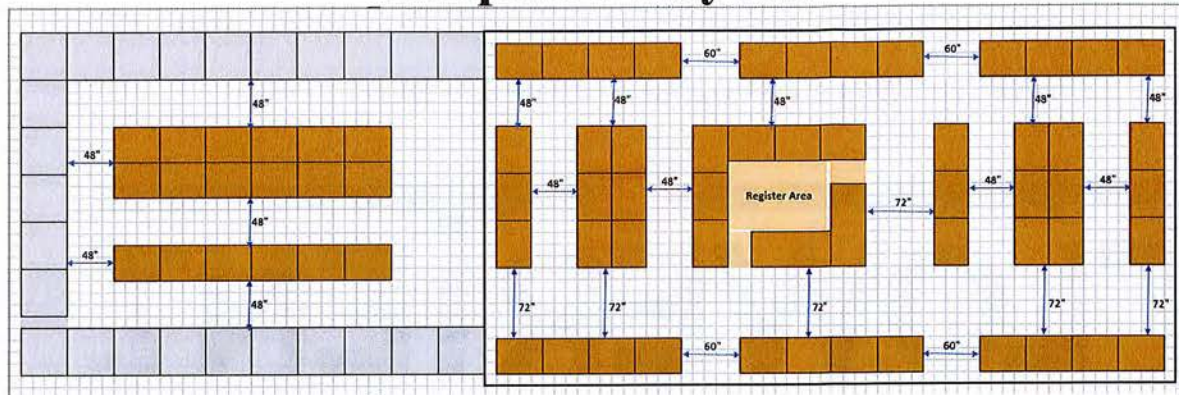


## Location within Panorama Plaza

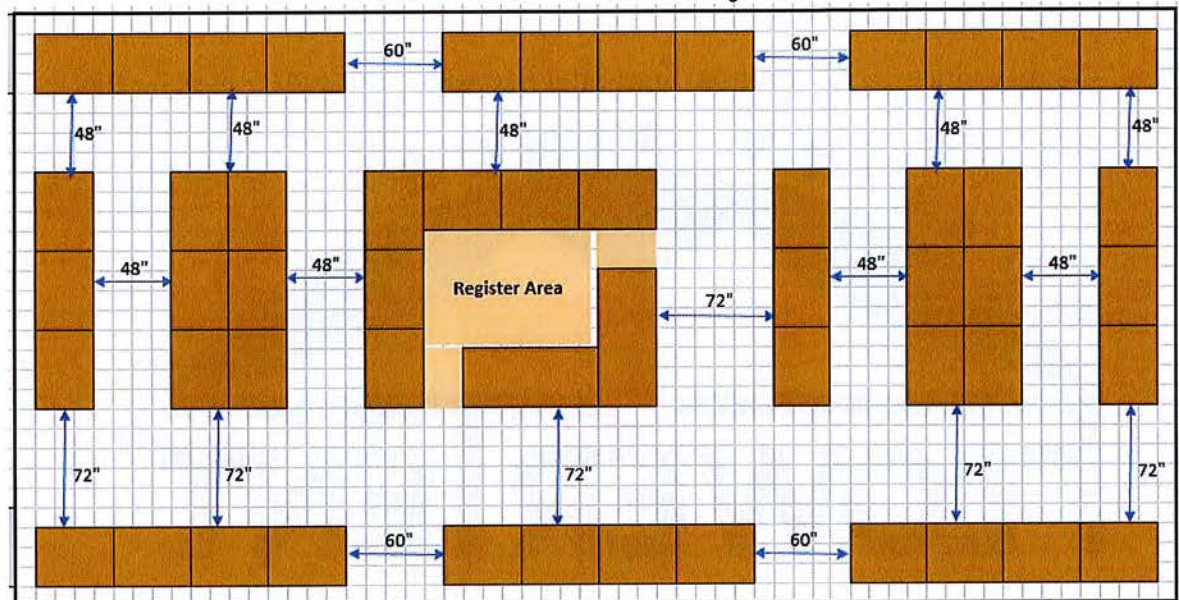




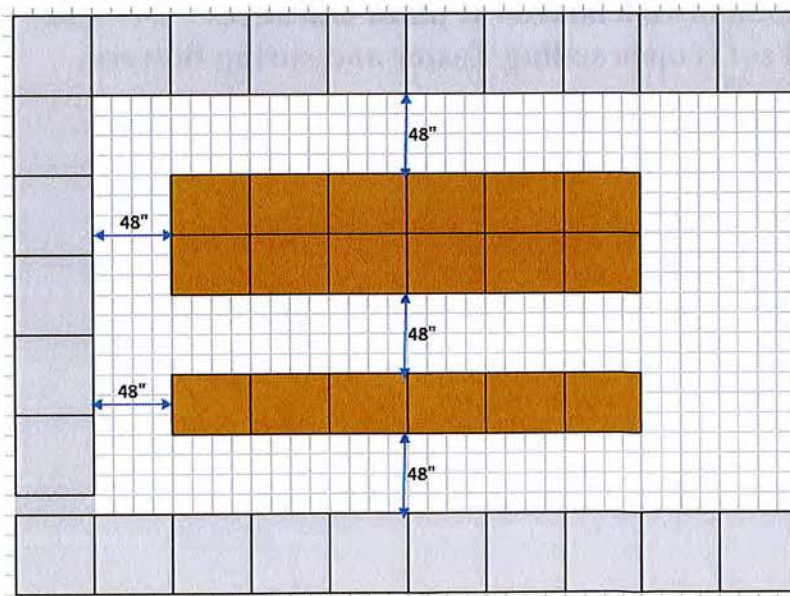
## Proposed Layout



## 30' x 60' Tent Layout



## Outdoor Area

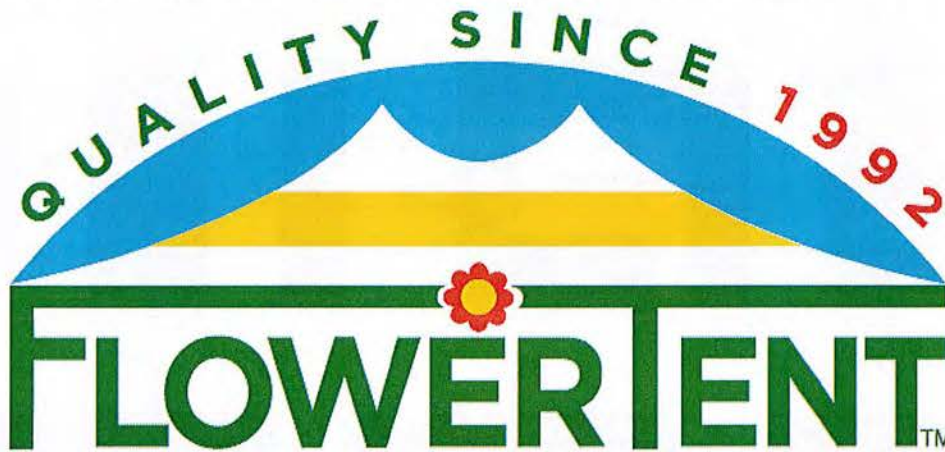


**Signage:**

Qty 2 – “Flower Tent” Signs – 8’ x 2’ size attached to tent



Qty 1 – “Quality since 1992” Banner Sign attached to side of tent – 3’ x 8’ size



Qty 2 - A-Frame/Sandwich boards at plaza entrances – 24” x 36” size  
stating Flower Tent is open selling Easter and spring flowers





# elite

## one piece canopy



**Elite Party Canopy:**

**Stylish backyard canopies with a distinctive peaked roof and optional color band.**

**Elite Party Canopy Construction Features:**

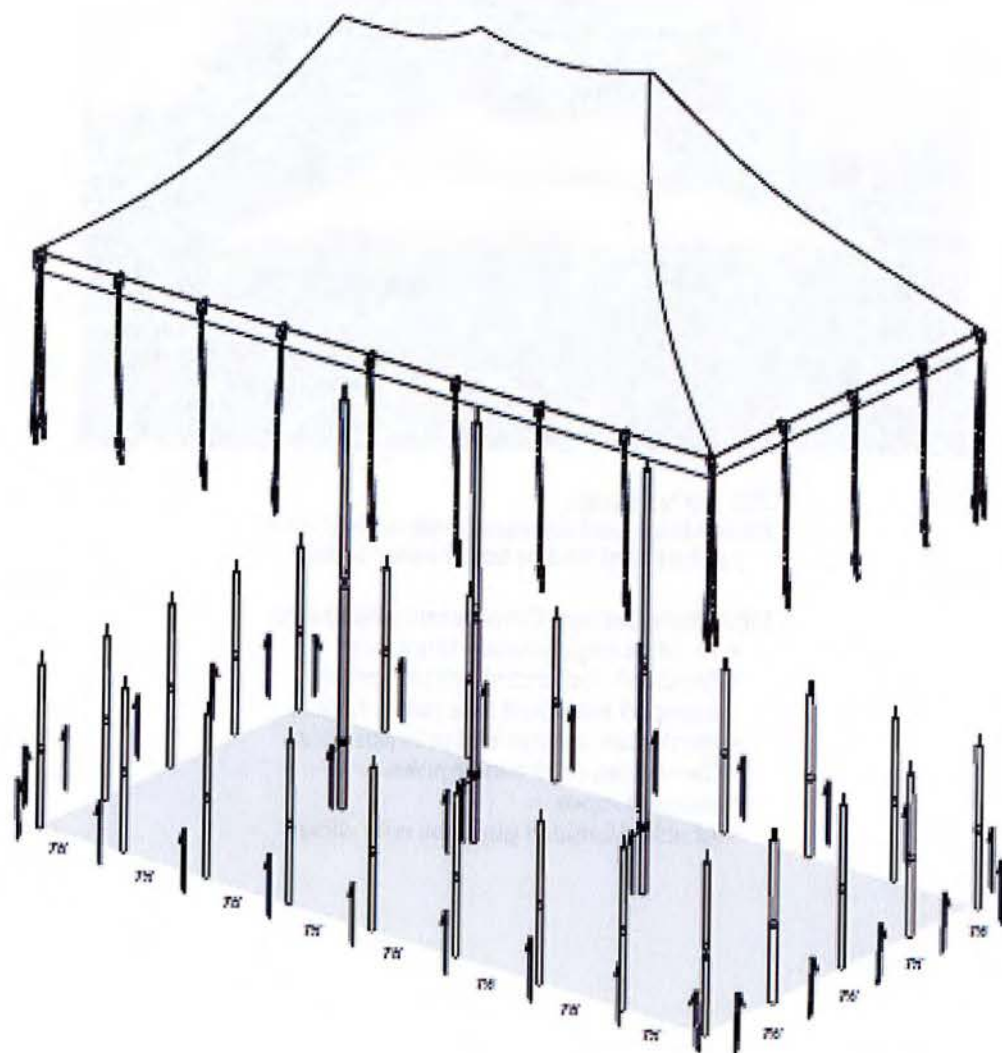
- 13-14 oz. vinyl laminate tent fabric
- Anodized sectional aluminum poles
- Stamped aluminum side pole fittings
- Reinforced corners and pole positions
- Storm lines at all center poles
- Sidewall ropes
- Attached/braided guy lines with sliders



# elite

## one piece canopy

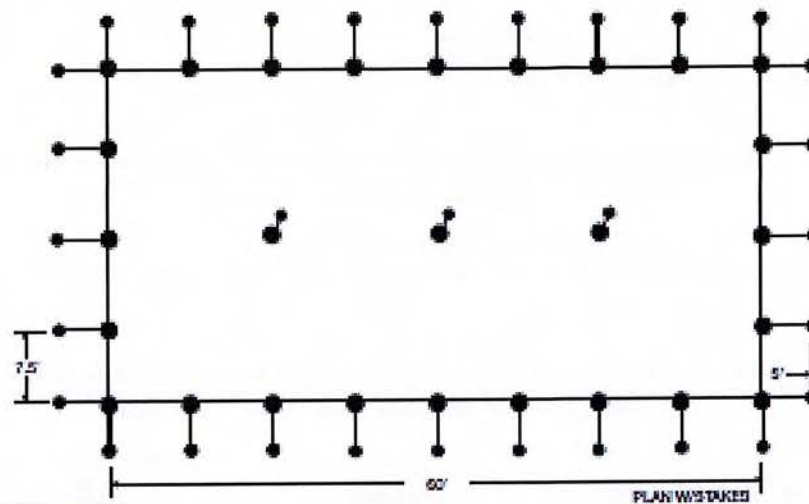
30x60 Exploded View



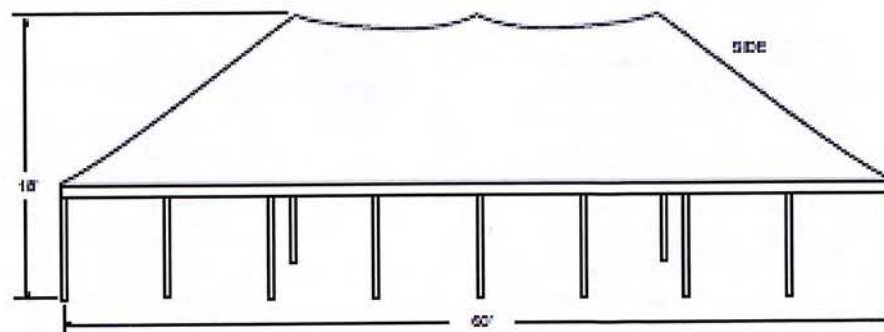
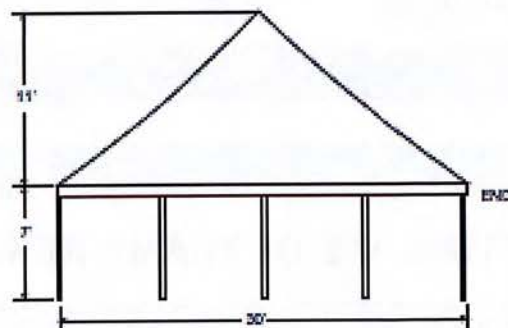
# elite

## one piece canopy

30' X 60' WITH 7' SIDES



Note: Additional stakes will be necessary in soft soil conditions or whenever stakes pull up from the ground.



## CERTIFICATE OF FLAME RESISTANCE

Issued by Eureka! Tents  
A div. of Johnson Outdoors Gear, Inc.  
625 Conklin Road  
Binghamton, NY 13903  
(800) 235-2607

Issued to: Kimberly Krisher  
Company Name: Abundant Flowers, Inc.  
Address: 295 Lake Road  
City/State/Zip: Ontario, NY 14519

This is to certify that the products herein have been manufactured from material flame-retardant and inherently nonflammable as here after specified by the material supplier.  
See page 2 for supplier and fabric information.\*

Description of Item(s): Elite One Piece Canopy  
Item Certified: 30' by 60' with 7' side

Certification is hereby made that: The articles described on this certificate have been manufactured with flame-retardant fabric or material registered and approved by the California State Fire Marshal. The fabric has been tested and passes the following (current and previous) codes: NFPA-701 and CAN/ULC-5109\*.

THE FLAME RETARDANT PROCESS USED WILL  
NOT BE REMOVED BY WASHING AND IS  
EFFECTIVE FOR THE LIFE OF THE FABRIC.

2020

  
Tim Andersen, Vice President

## CERTIFICATE OF FLAME RESISTANCE

\*All tent products manufactured by Eureka! Tents, a div. of Johnson Outdoors Gear, Inc., are made from material flame-retardant and inherently nonflammable as specified on first page of this certificate and additionally referenced on a certificate sealed onto each tent section. Below is the fabric supplier information description of fabric used, including any special notes.



Low & Bonar Martinsville Inc.  
220 B Cabell Street  
Martinsville, VA 24112

Foly Oak, 88" WHT  
Foly Oak, 61" White



Herculite Products, Inc.  
P.O. Box 435  
Emigsville, PA 17318

Vyl 61" Shawtmo  
13 oz. WBO 96" 9x9 100BDN  
16 oz. 61" S83 WBO 9x9 100CO  
Architen Reflex Mylar 68"  
11 oz. 88" Lam WHT 9x9 500 DN  
16 oz. WBO 96" 9x9 1000 DN  
14 oz. WHT 112960 Herculite



Robeco Inc.  
100 Ring Road West  
Garden City, NY 11530

Ro1 A Glass 64 Dusted

\*Tested and passed NFPA-701, CPAI-84 and is  
Borey Compliant (USC Title 10, Section 2033a)



Snyder Manufacturing, Inc.  
3001 Progress Street  
Dover, OH 44622

Mesh 61" 1018 WHT  
1110J Vinyl 61" All Colors  
1110J Vinyl 61" WHT  
1610R Vinyl 61" WBO  
1813W Vinyl 61" WBO  
1410R Vinyl 61" WHT  
1613W Vinyl 61" WHT  
PRV161CRBDB Blue Vinyl 61"  
1610RBWHP61HGPB  
1310R Vinyl 61" All Colors  
1610R WHT Vinyl 61" Beige-Out  
1310J Vinyl 61" WBO  
1610 Vinyl 61" Red Semi EQ  
1816J Vinyl 61" WHT  
1410R Vinyl 61" All Colors  
1613W Vinyl 61" All Colors  
1813W Vinyl 61" Structural Clear



