



SPORTS BAR & GRILL
SINCE 1982

LET US MAKE YOUR DAY!

Business Plan

November 24, 2008

In 1982 Harry Gormas envisioned a fantastic concept. He recalled that “Time Marches On” was a phrase known to millions of people back in the 1930’s and 40’ as the news reels brought to the silver screen in local theaters the news of the day. So “Time Marches On” for the best known concept in sports - Durty Harry’s Sports Bar and Grill.

Where you not only enjoy the ambience of a delightful atmosphere and the very best food and beverages, but also games, up to the minute sports results and a great way to meet friends – both old and new. Durty Harry’s Sports Bar and Grill is specifically designed and staffed to appeal to all ages, families and groups.

We will purchase an existing waterfront restaurant property to convert to Durty Harry’s Sports Bar and Grill which is located in the Tampa Bay area. The Sports Bar and Grill will be remodeled and re-equipped.

The Sports Bar and Grill is projected to gross approximately \$2.5 million in sales. In addition, it will include a retail store selling T-shirts, ball caps, souvenir items, gifts, coffee and ice cream shop.

Our Goal is to bring to the Tampa Bay area a sports bar that will provide excellent seafood, chicken wings, burgers and a game room to name a few.

Legal name: Durty Harry Sports Bar and Grill, LLC not yet registered with the state of Florida. The Gormas Group, Inc. a Florida Corporation, a family trust that owns the trademark – Durty Harry’s registered with the trademark and patent office, Washington DC.

The strategy will rely on the experience and proven track record of Harry Gormas who has opened several bars and restaurants and became the founder of Durty Harry’s in 1982.

What will the Customer experience? ... Upon entering the restaurant, they will be cordially greeted by host/hostess that welcomes them to the Durty Harry’s. The foyer will have a sports memorabilia theme. Casual dining is available both inside and outside, the customer overlooks the water; a smoking area will be provided. The bar will

accommodate over 50 patrons and include 30 bar stools. There will be a take-out area for customers who want to enjoy Dirty Harry's entrees at home.

A liquor license is available from the State of Florida. Zoning is approved by the city and the restaurant can be operational within ninety (90) days. As the baby boomer generation continues to age, and their children grow up, baby boomers have more disposable income to go out to dinner.

Casual dining allows families, friends and business partners to socialize, touch base, and relax in a warm and friendly non-rush atmosphere as they meet friends over food and beverages. Catering will be available.

The **Grand Opening** celebration will include invitations of local businesses, sports personalities and town officials. Local advertising will be through local papers, promotion through the Chamber of Commerce and also include fund raisers to promote the business and where patrons can contribute to local charitable organization and receive discount coupons to be used at the restaurant.

Our intent is to purchase the property with an investor group or individual investors, remodel it, promote the name and initiate franchising of Dirty Harry's Sports Bar and Grill ... **UPON APPROVAL OF THE SECURITY AND EXCHANGE COMMISSION**. This location will be a model for potential buyers and investors to observe how the business is run and how the food is prepared and served.

Gormas Group, Inc
PO Box 315
Winchester, VA 22601
(727) 237-7216

www.durtyharrys.com



SPORTS BAR & GRILL
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LET US MAKE YOUR DAY!

The Gormas Group, Inc., owner of the registered trademark ***Durty Harry's Sports Bar & Grill®*** is offering an Excellent Business Opportunity to those who qualify, to own and operate this successful world famous concept.

Durty Harry's Sports Bar & Grill®, established in 1982, was the first "sports bar" concept in Broward County, Florida. Jump on this ground floor business opportunity!

Your desire, investment, experience in the food and beverage business, and the ***Durty Harry's Sports Bar & Grill®*** concept is all you need to assure your success. Other income producing opportunities along with this concept will include take-out, catering and the ***Durty Harry's Sports Bar & Grill® Store*** featuring novelty T-shirts, sweatshirts, caps, souvenir items, etc.

The Gormas Group, Inc. is offering this business opportunity for those who qualify, to join and participate in this fast growing concept in the restaurant industry. As an owner operating ***Durty Harry's Sports Bar & Grill®***, you can capitalize off this "family friendly" food and beverage concept offering the best of both worlds that appeal to sports enthusiasts and families alike.

Having one of the originators of the "sports bar" concept in your corner is a plus towards a sure successful business enterprise. As owner, we are with you all the way and are committed to perpetual training and bringing you the latest innovations in the food and beverage sports bar industry.

Don't jump on the wagon with the "other guys"; join the team that created the ***craze!*** ***Durty Harry's Sports Bar & Grill®*** has prime locations available in both Florida and Ohio. All locations must be approved by, Gormas Group, Inc. Our real estate department specializes in restaurant locations and will help you find a location to qualify.

Preferable locations should be existing restaurants or end units in shopping centers and must have ample parking. Anticipated seating capacity should be between 100 - 250 seats.

The Gormas Group, Inc. gives you the exclusive right to operate a ***Durty Harry's Sports Bar & Grill®***. With our proven business guidelines, proper training, and the ***Durty Harry's Sports Bar & Grill®*** concept you should be a sure success. During the course of your operation, you will receive ongoing updates on current trends and ways to enhance your operation from our executive committee. Advertising and marketing are jointly shared with other ***Durty Harry Sports Bar & Grills®*** giving you greater exposure and financial relief of advertising costs!



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INVESTMENT SUMMARY

Financial Qualifications:

Financial Worth: Must possess a net worth of \$500,000 excluding residence.
Must be able to provide last two years tax returns.

Financing: Financing available to qualified joint venture partners

Operating Qualifications:

- Must have at least five years of retail or food and beverage management experience.
- Must be able to obtain a liquor license.

Financial Investment:

License Cost: \$25,000 per license, per location to operate under ***Durty Harry's Sports Bar & Grill®***.

Build Out Cost: Existing restaurant location, approximately \$100,000 - \$300,000 to include seating and kitchen based on size and condition of existing restaurant.

Construction Cost: New location- up to \$1,500,000 excluding land for new construction. Subject to location; land cost; Contractor fees; architectural fees; building codes; permitting and all other related costs.

Locations Available: The Winchester, VA area available. For further information call Durty Harry 727-237-7216



SPORTS BAR & GRILL
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Confidential Pre-Qualifying Application*

Step 1: Thank you for your interest in **Durty Harry's Sports Bar & Grill®**. In order to proceed, it is necessary that you qualify. Please complete the following application prior to our meeting for further discussion on this fantastic opportunity being offered as per our previous discussion or advertisement/web site www.durtyharrys.com. Please provide your e-mail address for qualifying correspondence.

Step 2: Once qualified, you will receive a Confidentiality Agreement via e-mail, please sign and return in order to receive any information on this concept. A \$35.00 non-refundable application fee will be required for Step 2 of qualification process payable to Gormas Group Inc. for verification of references and application information.

NAME: _____ SS#: _____

ADDRESS: _____

PHONE NUMBER: _____ ALTERNATE NO.: _____ FAX NO.: _____

E-MAIL ADDRESS: _____

NET ASSETS (excluding your residence): _____ ANNUAL INCOME: _____

CAPITAL TO INVEST: _____ TIME FRAME FOR INVESTMENT: _____

ARE YOU ABLE TO PROVIDE LAST TWO (2) YEARS TAX RETURNS?

YES _____ / NO _____

BANK REFERENCES: QUALIFIED APPLICANTS WILL BE PROVIDED A QUALIFYING APPLICATION FOR VERIFICATION OF ACCOUNT STATUS.

PLEASE PROVIDE EMPLOYMENT HISTORY/EXPERIENCE: _____

Years of Management Experience: _____ Other Experience/Interest: _____

Please check below your involvement in this joint venture opportunity:

WILL YOU BE A SILENT PARTNER _____ / OWNER/OPERATOR _____ / INVESTOR _____ /



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Confidential Pre-Qualifying Application*

WHAT STATE ARE YOU INTERESTED IN: _____ CITY/TOWN: _____

LOCATION ADDRESS: _____

CONTACT NAME AND PHONE NUMBER OF PROPERTY OWNER OR ITS REPRESENTATIVE:

NAME: _____

PHONE NO.: _____ / _____

To the best of my knowledge, all of the information above herein is true and correct. I further understand that this information is given in confidence for review prior to being interviewed as a prospective investor/operator/partner. Neither party is obligated whatsoever to each other nor does this application guarantee any business opportunity ownership rights to Gormas Group, Inc., ***Durty Harry's Sports Bar & Grill®***.

Signature

Date

UPON COMPLETION: E-MAIL TO: info@durtyharrys.com

OR

MAIL TO:

Eastern Seaboard: Gormas Group, Inc.

P.O. Box 315

Winchester, VA 22601

727-237-7216

Harry@durtyharrys.com

Midwest: Donald R. Rice, Marketing Director

6409 Cary Avenue

Cincinnati, OH 45224

513-884-7355

Don@durtyharrys.com

DURRY HARRY'S

Sports Bar
&
Grill

HOME

Are you looking for the ambiance of a delightful atmosphere, the best of food and beverage of premier quality and low prices? Are you looking for games, up-to-the-minute sports results and a pleasant way to encounter old friends and meet new friends? Durty Harry's is for you!



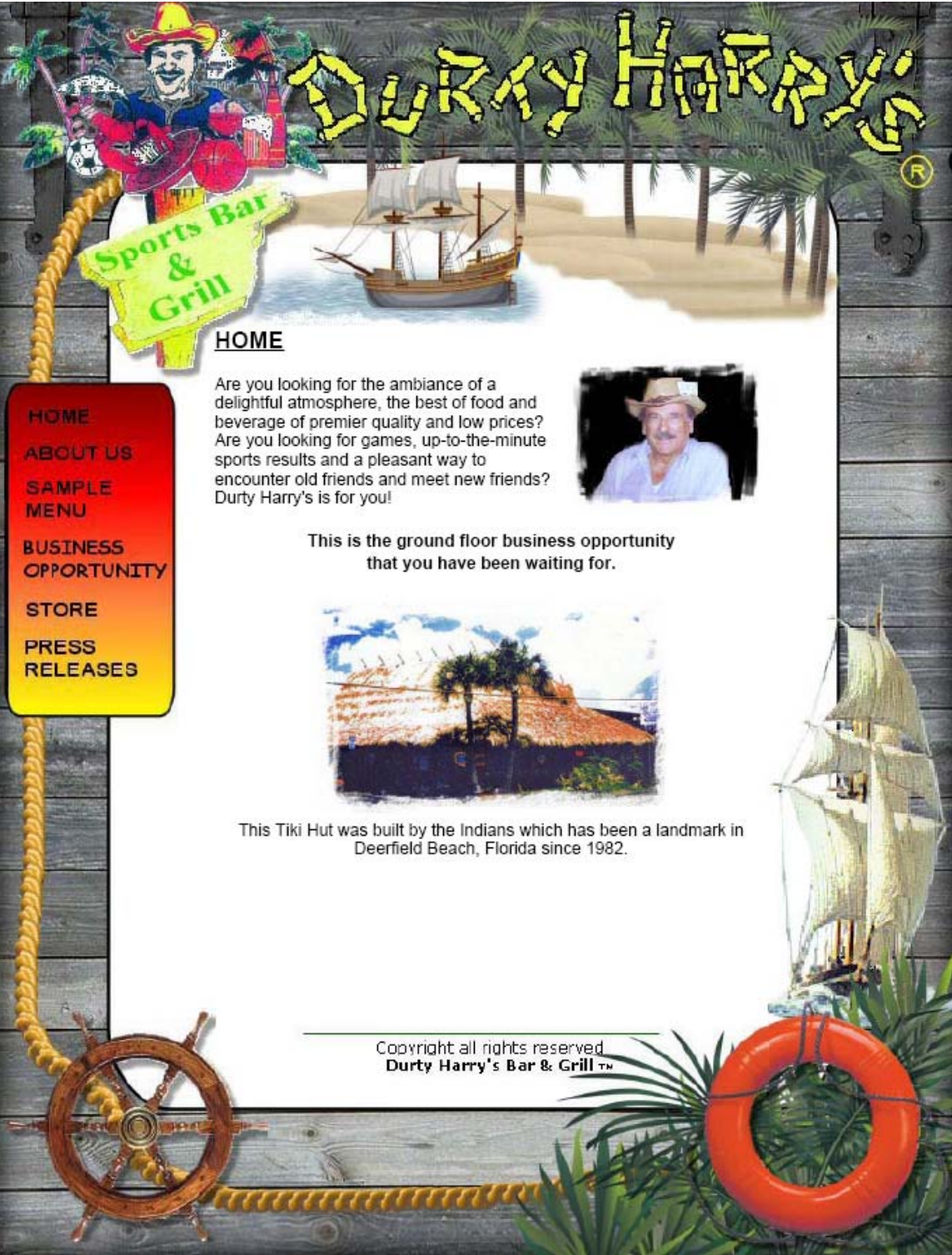
This is the ground floor business opportunity that you have been waiting for.



This Tiki Hut was built by the Indians which has been a landmark in Deerfield Beach, Florida since 1982.

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Durty Harry's Bar & Grill™

HOME
ABOUT US
SAMPLE MENU
BUSINESS OPPORTUNITY
STORE
PRESS RELEASES



DURTY HARRY'S



ABOUT US

Harry Gormas came up with a fantastic idea in 1982. He recalled "Time Marches On" was a phrase known worldwide by millions of people back in the 1930's and 40's

as the news reels brought to the silver screen in local theaters the news of the day. So "Time Marches On" for the best known concept in sports bars, *Durty Harry's Sports Bar & Grill*. Where you not only enjoy the ambiance of a delightful atmosphere and the very best in food and beverage, but also games, sports results and a great way to meet friends - both old and new. *Durty Harry's Sports Bar & Grill* is specifically designed and staffed to appeal to all ages, families and groups.

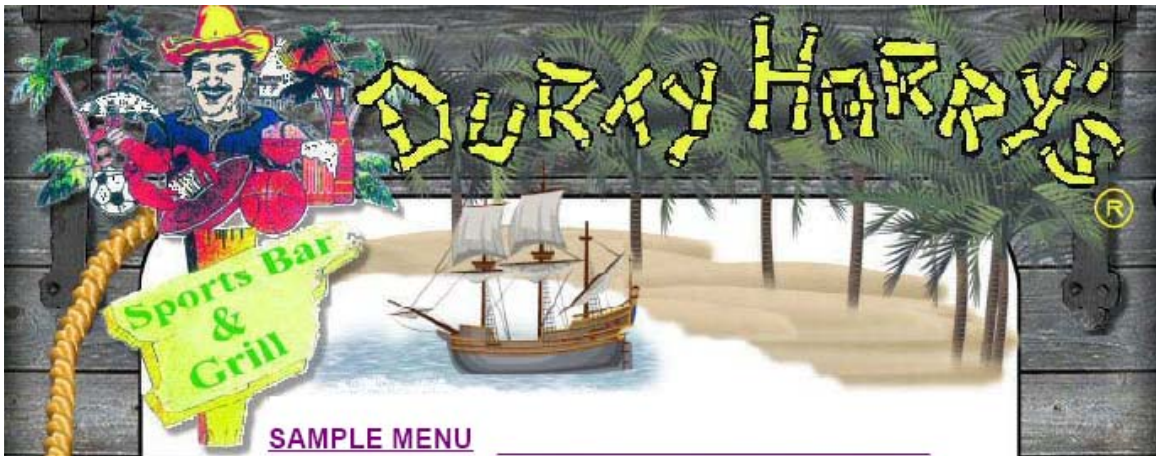


- HOME
- ABOUT US
- SAMPLE MENU
- BUSINESS OPPORTUNITY
- STORE
- PRESS RELEASES



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Durty Harry's Bar & Grill™





Durty Harry's

Sports Bar & Grill

SAMPLE MENU

- HOME
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- STORE
- PRESS RELEASES

Check out our [sample menu](#) to see what Durty Harry's has to offer. With our wide array of salads, seafood, items from the grill and of course our signature crab cakes, there is something for everyone here.

<p>Baby Back Ribs 1/2 or Full Rack \$19.99 or \$39.99 Crispy, tender ribs with a tangy sauce. Served with coleslaw & baked beans.</p>	<p>FLAN FOOD All Day Long \$12.99 Crispy chicken Crispy fish Crispy ribs Crispy pork Crispy steak Crispy turkey Crispy beef Crispy lamb Crispy pork Crispy beef Crispy lamb Crispy pork</p>	<p>Salads Crispy Chicken Crispy Fish Crispy Ribs Crispy Pork Crispy Steak Crispy Turkey Crispy Beef Crispy Lamb Crispy Pork Crispy Beef Crispy Lamb Crispy Pork</p>
<p>Durty Harry's Specialty of The House Crispy Chicken Crispy Fish Crispy Ribs Crispy Pork Crispy Steak Crispy Turkey Crispy Beef Crispy Lamb Crispy Pork Crispy Beef Crispy Lamb Crispy Pork</p>	<p>Durty Harry's World Famous Crispy Chicken Crispy Fish Crispy Ribs Crispy Pork Crispy Steak Crispy Turkey Crispy Beef Crispy Lamb Crispy Pork Crispy Beef Crispy Lamb Crispy Pork</p>	<p>Signature Crab Cakes Crispy Chicken Crispy Fish Crispy Ribs Crispy Pork Crispy Steak Crispy Turkey Crispy Beef Crispy Lamb Crispy Pork Crispy Beef Crispy Lamb Crispy Pork</p>

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Durty Harry's Bar & Grill™



Baby Back Ribs

1/2 or Full Rack
1/2 BBQ Chicken

Choice of fries or baked potato,
vegetable of the day, house salad



FUN FOOD

Peel & Eat Shrimp.....1/4 lb.....1/2 lb..... Market Price
Steamed Oysters..... Market Price
Steamed Clams..... Market Price
Smoked Fish Dip.....
Stuffed Mushrooms.....
Chicken Fingers.....
Calamari.....
Clam Strips.....
Breaded Onion Rings.....
Frites.....
Loaded Nachos with Cheese and Chili.....
Buffalo Shrimp.....
Potato Skins.....



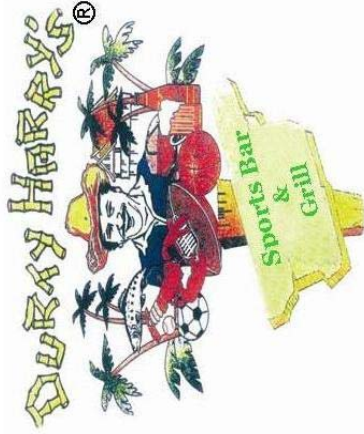
SALADS

Greek Salad.....
Feta Cheese, Greek Olives, Peppers, Greek Dressing
Caesar Salad.....
With Grilled Chicken Breast.....
With Blackened Mahi Mahi.....
With Mediterranean Chicken.....
Tuna Salad.....
House Salad.....



SOUPS

New England Clam Chowder.....cup.....bowl
Soup of the Day.....cup.....bowl
Chili Cincinnati Style.....cup.....bowl



Dirty Harry's Specialty of The House

Crab Cakes, Baked Potato or Fries & Salad.....

DURTY HARRY'S WORLD FAMOUS CHICKEN WINGS

Cajun, garlic, BBQ
Celery & Blue Cheese Dressing



PIZZA

Slice Medium Large

Cheese.....

EXTRA ITEMS

Slice Medium Pizza Large Pizza
Pepperoni, Peppers, Black Olive, Garlic, Mushrooms, Onion



SANDWICHES

Gyro, Served with Tomatoes & Lettuce.....
Mahi Mahi/Blackened or Grilled.....
Grilled Chicken Breast.....
Tuna Melt.....
Fried Fish Sandwich.....
(All Sandwiches served with Fries, Lettuce & Tomato)

BURGERS

Beach Bum Burger™
Served with Fries, Lettuce, Tomato
(Cheese, Bacon, Mushrooms each .50¢ Extra)
Sand Dollar Burgers™
(3 Small Burgers with Grilled Onion, Fries & Pickles)

DINNERS



Catch of the Day.....
Red Snapper.....
Mahi Mahi.....
Shrimp Scampi with Pasta.....
Coconut Shrimp.....
Fried Chicken.....
T-Bone Steak.....

All Dinners Served with Choice of Fries or Baked Potato
& Vegetable, Salad, add 1.50



BEVERAGES & DESSERTS

Coke.....
Diet Coke.....
Sprite.....
Dirty Harry's Old Fashioned
Root Beer.....
Lemonade.....
Iced Tea.....
Coffee.....
Keylime Pie.....



KIDDIE MENU

Grilled Cheese with Fries.....
Sand Dollar Burgers with Fries.....
Hot Dog with Fries.....
Chicken Fingers with Fries.....

GOOD FOOD

TAKES TIME

TAKEOUT & CATERING AVAILABLE

To Own and Operate or Invest in a

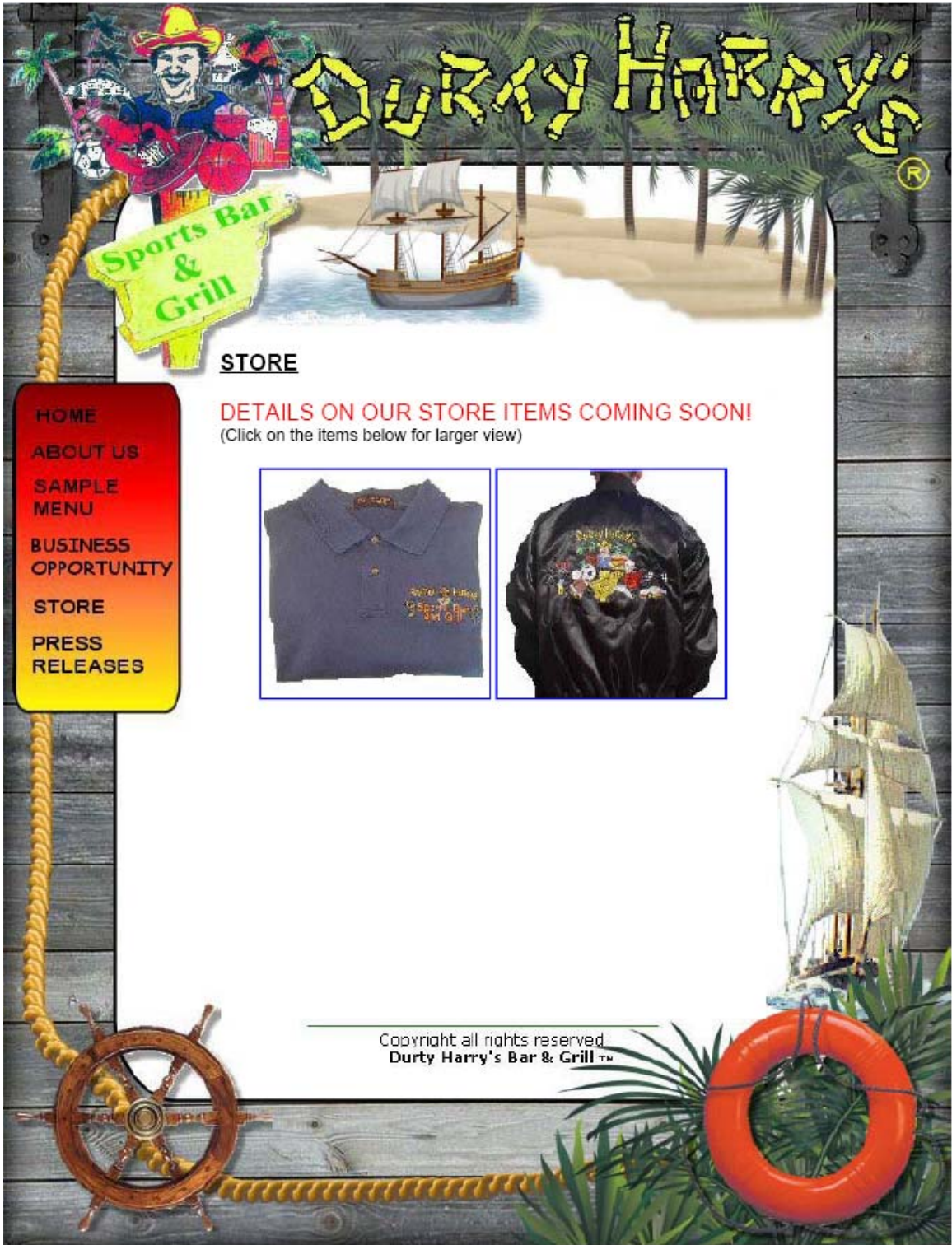


Gormas Group, Inc.

DBA Dirty Harry's Sports Bar & Grill
727-237-7216

PO Box 315 Winchester, VA 22601

www.dirtyharrys.com



STORE

- HOME
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- PRESS RELEASES

DETAILS ON OUR STORE ITEMS COMING SOON!
(Click on the items below for larger view)



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DURTY HARRY'S®

Sports Bar & Grill

PRESS RELEASES

- HOME
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- STORE
- PRESS RELEASES



We've received lots of good press. Below are just two examples of what the newspapers are saying about Durty Harry's. You can be a part of this excellent business opportunity.

• GO AHEAD AND MAKE THIS SPORT CAFE'S DAY
New Durty Harry's opens in Pines with original owner [more>>](#)

• BAR'S BEEN AROUND, BUT NOT IN SAME PLACE
Sounds strange for a fairly new venue such as Durty Harry's.... [more>>](#)

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Durty Harry's Bar & Grill™

Go ahead and make this sport cafe's day

New Dirty Harry's opens in Pines with original owner

By BETH FEINSTEIN-BARTL
Special to the Sun-Sentinel

It seems Harry Gormas can't take it easy.

Gormas tried to retire twice and got bored both times. During



his most recent attempt, Gormas

again got the itch to go back into business. The result: Along with three partners, he opened Dirty Harry's Sports Cafe in Pembroke Pines.

If the eatery's name sounds familiar, that's because there is a Dirty Harry's on Southeast 17th Street in Fort Lauderdale. Gormas once owned the restaurant, and another one like it in Deerfield Beach.

Gormas opened the Dirty Harry's businesses after retiring as a real estate developer. He started with the Deerfield Beach location in 1983. The Fort Lauderdale Dirty Harry's opened a year later.

Gormas sold the Fort Lauderdale establishment. He ran the Deerfield Beach site until it burned down in 1993. After the fire, he took a second stab at retirement, but it didn't stick. When the chance to lease a storefront became available in the World Gym Plaza at 9940

Pines Blvd., Gormas jumped.

He christened his latest venture Dirty Harry's because he has trademark rights to the name.

The Dirty Harry's operated by Gormas has no connection to the Dirty Harry's in Fort Lauderdale, which remains under different ownership.

The 220-seat Pembroke Pines eatery opened in late February in a 5,350-square-foot space that once housed a country and western bar.

Gormas said he thinks the growing southwest Broward County suburbs are perfect for his latest venture.

"A lot of people who came to my restaurants in Fort Lauderdale and Deerfield Beach have now moved out here to raise their families," he said.

The Pembroke Pines location has plenty of patrons who recall sipping drinks and munching on chicken wings at the two other sites, he said.

"They always want to know if we're the same Dirty Harry's," said Gormas, who changed the spelling of dirty to avoid being confused with the Clint Eastwood movie character.

Gormas enjoys holding court in the restaurant and meeting patrons.

"You can get a beer and a hamburger anywhere," Gormas said. "But people like to be recognized. That's why we treat our customers like friends and family."

Dina Piccioni, a partner in the business with her husband, Joe, said the establishment tries to generate the feeling of a neighborhood hangout.

"We have a place where people can come to relax and be enter-

tained," she said.

The restaurant offers a game room with pool tables, darts, boards and video games. Or fans can watch sporting events on one of 20 televisions mounted on the walls. Bands and disc jockeys play music during the evening.

In keeping with the fun atmosphere, the menu features pizzas, salads, soups, subs, chick wings, burgers and dinner entrees.

Many items are inexpensive. Prices range from \$5.95 for a grilled mahi mahi sandwich to \$9.95 for a full rack of baby back ribs.

"Dirty Harry's has a kind of Florida Keys, laid-back style that is very family-oriented," said Nick Lasorsa, a contractor from Fort Lauderdale who became a partner with the Piccionis and Gormas.

"This turned out to be a beautiful place," Lasorsa said.

Gormas is preparing to celebrate the 15th anniversary of Dirty Harry's trademark on April 30. He is planning a big party with a buffet, two-for-one drink door prizes and giveaways.

He's also working on rebuilding his chain and is in negotiations to open two more locations in Broward County. He has no doubt that the new ventures will be just as successful.

"Dirty Harry's is recognized by so many people," Gormas said. "That's because we give the customer what they want — price, atmosphere and service."

Dirty Harry's (954-441-0634) is open noon-2 a.m. Sundays, 11 a.m.-2 a.m. Mondays to Thursdays, and 11 a.m.-4 a.m. Fridays and Saturdays.

On the town

NIGHTLIFE REVIEW

Bar's been around, but not in same place

By **JOAN BRAZER DURANTE**
SPECIAL TO THE SUN-SENTINEL

Sounds strange for a fairly new venue such as Durty Harry's in Pembroke Pines to commemorate its 15th anniversary, but that's exactly what the sports bar did a few Thursdays ago. The cause for celebration was that Durty Harry's has been around for 15 years, in a variety of locations around Broward County.

Couples, singles and families packed Durty Harry's that night, enthusiastically applauding **Smoken** (the band performs every Thursday) and openly friendly to strangers. About 20 dancers, ages 10 to 40, filled the dance floor in front of the bandstand when Smoken performed a driving musical interpretation of Aretha Franklin's '67 chart-topper *Respect*, and it was easy to see what a good time everyone was having. Nightly specials included two-for-one well drinks (normally \$2.25 each). Most nights have food and drink specials; Mondays are talent nights; Thursdays through Saturdays feature live entertainment (the band **Mustang Sally** plays Fridays and Saturdays).

The setting is simple, with seating offered at wooden booths fringed with latticework, an array of tables surrounding

DURTY HARRY'S

9940 Pines Blvd.
Pembroke Pines
954-441-0534

Music: rock 'n' roll
Entertainment hours: 8 p.m.-midnight Thursdays; 10 p.m.-2 a.m. Fridays, Saturdays
Covers: none
Minimum: no
Valet parking: no
Dress: casual

salsa, merengue and cumbia dancing with disc jockeys **Johnny Escobar** and **Leo Rivillas**.

SUNDAY: Move your feet to the island beat produced by the reggae band at Durty Nellie's Saloon on the Intracoastal Waterway, 3051 NE 32nd Ave., Fort Lauderdale. Or find out why singer/pianist **Tony Chance** is considered a consummate showman. Check out his show at Nick's Upstairs, 3496 N. Ocean Blvd., Fort Lauderdale.

MONDAY: Fight beginning-of-the-week blues by enjoying the live entertainment at O'Malley's at the historic Hollywood Beach Resort Hotel, 11 N. Ocean Drive, Hollywood.

TUESDAY: Pretend you're in New Orleans and celebrate Fat Tuesday with a visit to Geronimo's Sidelines, 3528 S. University Drive, Davie, or 811 Bourbon St. Restaurant and bar, 811 S. University Drive