

Welcome to The Ponderosa House.

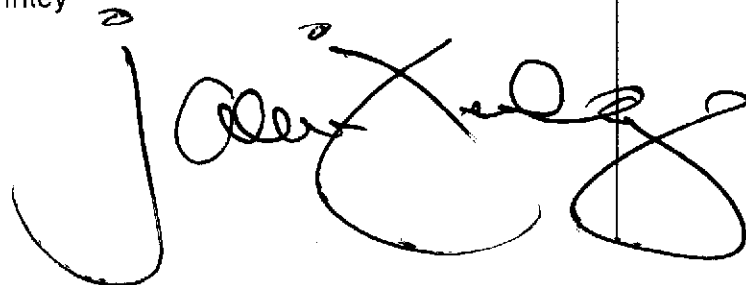
The Ponderosa House will be "Arizona born" food. It will have American and Mexican styled food, not the fusion of the two, but a representation of both. Arizona is influenced by the mix of people that come from all over the United States and those that come from our neighbors to the south. The goal is also to pay homage to Frank and Lupe's as well. This establishment has been an Old Town staple since I was a kid, and I share many fond memories with my family. We will focus on the food and have applied for a 12 license to run as a full-service restaurant.

The atmosphere will be elevated with a casual feel where everyone feels at home. Our price point will be that of a Houston's or Maestro's but in a casual feel of a comfortable home. The service style will match the price point of the food and the drink. We hope to create a community spot for Old Town residents where someone can relax after a hectic week or celebrate any milestone in life. I am excited to bring new life to the building and bring my vision of Arizona food onto the scene of Old Town. I have owned Karsen's Grill in Old Town off Brown and 1st for ten years and I hope to bring that kind of success and family feel to The Ponderosa House.

A little about myself. My name is Jacob Finley, I am an Old Town operator and have had my business for ten years, but I started serving of Scottsdale residents in 1999 at places like The Famous Door, The Lodge, DJs, and the list goes on. I feel a connection to this area of Scottsdale as I have lived in the city for 25 years prior to that I did ten years working as a lifeguard from 1990 to 1999 at Eldorado Pool, Cactus Pool, and ended my career at Chapparal Pool. I was lucky enough to do this many of my family members including my brother and two of my sisters. My older sister is still a proud City employee. Scottsdale is where my heart is, and I hope this project can be a future Scottsdale landmark the same way Frank and Lupe's was for me.

Sincerely,

Jacob Allen Finley

A handwritten signature in black ink, appearing to read "Jacob Allen Finley", with a large, stylized initial "J" and a long, sweeping underline.