

Jonathan Prato worked with Stoked's founder, Steve Larosiliere, to create the surf shop idea and prepared a 55-page business plan for the STKD 67 Concept Shop, which received funding.



STKD 67 Concept Shop

An Exploration of Action Sports, Community, Creativity, and Social Enterprise a Project of Stoked Mentoring, Inc.

The STKD 67 Concept Shop is a retail and community space located at Beach 67 at the vacant retail spaces in Arverne By The Sea. The space will be used to empower youth during the summer months and address the summer learning and physical education gap for New York City youth. This project seeks to serve the untouched but soon to be popular part of the Rockaway Beach surf community. Beach 67 is the next frontier in Rockaway Beach. The space attempts to connect the local New York City youth and empower them to capitalize on the lifestyle that is changing the neighborhood.

This is a project of Stoked, a nonprofit that provides life and career skills through action sports to inner city youth. STKD 67 will take our 7 years of knowledge of youth development and apply it to the social enterprise field. This is an exercise in empowering Stoked and the communities we serve.

Open Monday - Sunday the space will serve as a destination for beach goers to educate them on Stoked's work and the Beach 67 area. We imagine beach goers and surfers stopping in to buy a t-shirt, a postcard, and look at photographs, while eating an Italian ice on the way to the beach or coming back after a long day.

While that is happening, the youth from our programs are designing skateboards and printing STKD 67 t-shirts or working on editing photos and videos from their surf sessions at the beach. In addition with partnerships with Nike, Quiksilver, and Vans they would host monthly events and gallery openings that would further drive foot traffic for the area.

On the weekends & weekdays, Stoked would host corporate partners who visit the space on their way to do community service and beautification projects at the Beach in partnership with the parks department.

We would host a blog with a photo & video gallery to document the whole process and work with a publicist that would further promote the project.

During the summer months, we will have the following activities:

- * Monthly Art openings
- * Sell items created by youth (t-shirts, souvenir items, beachwear, beverages, etc)
- * Serve as a meeting & workshop space for the Stoked summer & creativity camps
- * Serve as a home base for surfing programs and volunteer project.