

August 15th, 2011

Dear Regional Economic Development Grant Committee,

Enclosed is an application for your review. The proposed project is to turn the old fire house on Short Street in Lawrenceburg into an operating restaurant/tavern.

I have been searching for a location for the last 12 months. The fire house seems to be an ideal building with character and history. I will maintain that character and history by making it the theme of my business. I will capture many historical events in Lawrenceburg related to the building with photos, equipment and other memorabilia.

You will find two packets enclosed, the first is my application for the unused grant of \$218,000 that has already been approved for the building. The second is my proposal to the Lawrenceburg Redevelopment, which voted to support and sponsor my application. Much of the second packet is repeat information found in the application. It is being made available to my grant application to cover any questions you may have.

I would like to move quickly on this project. I have already obtained a liquor license and I have contractor lined-up to get started immediately. I would like to open by October 1st of this year in order to enjoy the heavy fall restaurant business. Hopefully I can be ready by the Fall Fest for this year to drive initial volume.

Thank you for your consideration.

Sincerely,


Tressie S. Denning

Cell 812-577-7497

Email- TressieDenning@gmail.com

CITY OF LAWRECEBURG, INDIANA
REGIONAL ECONOMIC GRANT PROGRAM APPLICATION
2011 GRANT YEAR

Type of Grant

TRADITIONAL GRANT _____

ACTION GRANT _____

APPLICATION

Name and address of the government agency applying for the grant:

On 8/8/2011 Lawrenceburg Redevelopment voted to sponsor Tressie Denning for the attached proposal for opening a restaurant/tavern in the old fire house located on Short Street in Lawrenceburg.

Name and title of government official who will be responsible for the grant:

Lawrenceburg Redevelopment. Tony Abbott is the current President. Phone# 812-537-4704.

Address: 344 Elm St

Lawrenceburg, IN 47025

Name(s), phone numbers, and email addresses of contact person or persons:

Tressie Denning

230 Elm Street, Lawrenceburg, IN 47025

Cell- 812-577-7497

Email: TressieDenning@gmail.com

Amount of grant being requested:

\$218,000

Are matching funds available for this project? Have they been awarded yet? If so, how much and when will they be available?

The financial plan for this business requires a personal investment of approximately \$102,000. (see attached estimated expenses "Out of Tressie's Pocket") The personal investment is approximately 1/3 of the total estimated investment to renovate the building and make it suitable for a restaurant/tavern operation.

Are any other State or Federal agencies associated with this project?

No.

The total cost of the project that the grant will be associated with?

\$340,000 (estimated)

Describe in detail the project being undertaken along with what the grant will be used for.

Introduction of the Business: Tressie's Fire House will be a woman owned, restaurant/tavern. The business will be located in the developing historic business district of Lawrenceburg. Its' operating address will be the old fire house located on Short Street.

The business will operate on the street level, ground floor, of the old fire house. The upstairs will initially be used for an office area and storage.

Tressie's Fire House will offer an unsurpassed, unique, differentiated menu and customer service.

Having worked in the industry most of my working career, I will be taking the best from what I have learned and applying it to my menu, management of the business, and customer service.

The restaurant's menu will consist of hand carved sandwiches made fresh from meats carved directly from the bone in house. No processed or preserved meats will be used. Soups, Salads, Appetizers, and Pizzas will all be unique, delicious, and different. The menu won't be a duplication of what is already out there.

The business will offer customers affordable meals, drinks, and a quick turnaround. If a customer chooses, the plan is to wait on a customer, serve them their food, collect the money, and get them out the door within 20 minutes.

Carry out will be available. Delivery may be an option down the road.

On site catering will be initiated after in house business is operating efficiently and profitably.

There will be a bar providing approximately 25 seats at the bar. Beer, Wine, and Liquor will be available. The remaining seating will be at tables and booths spaced throughout the space. Approximately 65 seats will be available in total.

Live entertainment will be provided during the weekends and key dates.

The kitchen will be located in the rear of the building.

Atmosphere and Décor: The exterior will maintain its' "fire house" appearance and will only be altered as repairs require.

The interior will be a comfortable, casual atmosphere with the feel and theme of the historic fire house maintained. The décor' will include memorabilia from the history of the building, including equipment, photos, etc..

In summary, the objective is to provide local patrons and visitors of Lawrenceburg an enjoyable, unique, comfortable location to have a meal and a drink. At the same time executing sound and practical business practices to maintain a profitable and successful business.

STRUCTURE OF THE BUSINESS AND MANAGEMENT:

Tressie's Fire House will be owned solely by Tressie S. Denning under my current company, T-n-T Food Brokerage LLC. EIN# 45-2677858. The restaurant will be used to demo/test food products from vendors for feedback from customers for further sales strategies and plans for those products. As well as a full service bar/restaurant.

Tressie Denning will be the Owner/Manager. I have worked in the industry most of my working career. (see attached resume) I am experienced in employee training/management, scheduling, purchasing, food safety, sales & marketing, and bookkeeping.

Additionally, my husband will be working as a hands on consultant. He has worked in the food industry for 25 years. He has served at the Vice President level for a 1.1 billion dollar food company and a 600 million dollar company. He is quite knowledgeable of the industry, and has worked with hundreds of operators during his career. (see attached resume')

EMPLOYEES: Initially, the number of employees working in the business is as follows...

Manager:	1
Assistant Manager:	1
Cook:	2 full time
Wait Staff:	3 full time, 1 part time
Dish Washer/Bus:	1 full time
Bar Tender:	1 full time, 1 part time
Consultant:	1 part time, hands on as needed

Attorney: 1 as needed

Accountant: 1

Employees will be required to work in cross functional positions. Each employee will be trained to work all positions as required based on the needs of customer service.

As the business develops, all positions will be reviewed and modified to keep the operation efficient.

Describe in detail the timing of the implementation of the grant:

TIME LINE: I would like to move as quickly as possible to have the restaurant up and running by the 1st of October, 2011. I have contractors in place to start rehab immediately. Possibly have a limited menu early for the fall fest. Below is a brief time line...

Mid August- September

Upgrade and renovate building as required (this is the majority of what the grant will be used for. See attached "Estimated Expenses to be covered by Grant"

Obtain permits, licenses, insurance

Contact/Contract with Vendors

Plan for receiving inventory

Filing of legal documents

Set up systems for accounting, purchasing and payables.

Hire and train employees

Outline Marketing Strategies (on going process)

Rehearse for Opening Day

Schedule a Grand Opening

September-October:

Focus will be to continuously improve the operation.

Update and review menu

Evaluate efficiencies in operational flow, manning, purchasing, customer service.

Implement on going marketing and sales strategies for increasing sales and profitability.

describe in detail the expected impact of the grant with special emphasis on the potential number of jobs created or retained:

The impact of the grant will be that it creates a minimum of 10 full time jobs and 4 part time jobs. Additionally, this business provides another reason for the public to visit downtown Lawrenceburg and provides increased attractions to the downtown area.

EMPLOYEES: Initially, the number of employees working in the business is as follows...

Manager:	1
Assistant Manager:	1
Cook:	2 full time
Wait Staff:	3 full time, 1 part time
Dish Washer/Bus:	1 full time
Bar Tender:	1 full time, 1 part time
Consultant:	1 part time, hands on as needed
Attorney:	1 as needed
Accountant:	1

Employees will be required to work in cross functional positions. Each employee will be trained to work all positions as required based on the needs of customer service.

Describe in detail the expected impact upon the local tax base:

Currently the "old fire house" is owned by the city of Lawrenceburg. It provides zero tax income to the city. The building is currently a liability that costs the city money to maintain it, and insure it while it sits empty and not utilized.

By locating an operating business in the building, the city enjoys new tax revenue, is relieved of the expenses involved in maintaining & insuring it, and has a new attraction to the downtown area.

Describe in detail any other improvement in tax revenues, quality of life, etc. that the project will provide:

In addition to creating new jobs and tax revenues, there are many benefits provided by a new business within the city. The business is expected to generate \$40,000- \$50,000 monthly in total sales. In turn this will drive new sales for local suppliers, vendors, office supply retailers, software businesses, cable company, phone company, utilities, and local trades. The list goes on and on, and every dollar spent to support this business adds to the quality of life for other businesses in the local area. This type of investment is what drives and builds a strong local economy.

List persons who are supporting your grant application at other levels of government:

Lawrenceburg Redevelopment Commission has voted to support and sponsor this project on 8/8/2011.

Main Street has verbally stated support for a new restaurant/tavern in the downtown Lawrenceburg area to support creating additional points of interests in the downtown area.

List any partners or development associates from the private sector:

My husband will be working as a hands on consultant. He has worked in the food industry for 25 years. In his career he has assisted many foodservice operators in developing a profitable menus, trained them in purchasing and operational flow. He has worked at the Vice President level for a 1.1 billion dollar food company and a 600 million dollar company. (see attached resume' in business plan)

List any other information which may assist the grant committee in understanding your project, including maps, plans, budgets, estimates, bids, etc.:

Please see attached Proposal / Business plan that was submitted to Lawrenceburg Redevelopment Commission. It includes, estimated expenses that will be out of pocket, estimates for rehabbing the building, overview of the business fully explaining the desired operation, structure and management of the business, number of employees required, time line execution, marketing plan, experience of owner/manager, and experience of consultant.

List any previous year grants you have received from this program that is not yet completed and describe the status of that grant:

None

Please submit ten (10) copies of your application including all backup information:

Done

SUMMARY: The Lawrenceburg Redevelopment Commission has agreed to support and sponsor the project and grant application. The grant (\$218,000) has already been approved for the old fire house building. It is not new money. It is money that has not been used in this year. The previous applicant has decided not to pursue the business venture.

The old fire house offers a unique and different atmosphere that would provide a new point of interest to the downtown area. It is adequate in square footage, has ample public parking adjacent to the building in addition to the parking garage. It is located in an area that would allow for liquor and beer sales (license already purchased)

I would greatly appreciate your support in expediting this application and approving the funds. I am ready to move quickly on this project. I have the contractor lined up and ready to start. As stated in the time line, I would like to open no later than October 1st, 2011.

PROPOSAL TO LAWRENCEBURG REDEVELOPMENT

RESTAURANT IN OLD FIRE HOUSE

Submitted by Tressie Denning

8/8/2011

I am making the following offer to purchase the Old Fire House Building to start a Restaurant/Tavern. See attached business plan.

Offer: Having evaluated the start-up out of pocket expenses to get the restaurant up and running (estimated at \$101,618 personal investment), I am offering \$5,000 cash for the building.

For renovations and upgrading the building to suit a restaurant operation, I am asking that the previously approved \$218,000 economic improvement grant be provided to assist in the start-up. See estimated expenses for renovations. The grant will be used to cover these expenses.

This offer is contingent upon both the Purchase price of (\$5,000), and the grant of (\$218,000) being assigned and made available for immediate funds to be disbursed to this project.

Please sign below indicating acceptance of the above offer.



Tressie S. Denning

President, Lawrenceburg
Redevelopment

Estimated Expenses

Expenses to be covered by Grant:

Carpentry:

"Demo": 268' interior walls, 950 sq ft roof on back addition(sheeting, shingles, trusses), 210 sq ft ceiling, 516 sq ft of old carpet, 4- 30 yard dumpsters.

"Framing": 2 bathrooms, Bar & storage, Kitchen Storage, Misc Shelving, Structural Columns & Headers, New roof trusses & sheeting on back addition, 6X6 deck, rails & stairs, misc blocking, 215' interior walls, insulated temporary wall to cover inside of garage door.

"Finish Trim": Bar & Bar walls with shelving, 180' Beverage shelving, 70' wainscoting, 5 doors & trim, 210' crown molding.

Total Demo, Framing, Finish Trim Estimate: \$72,420

Painting:

Interior & Exterior, Brick repair as needed, bell tower, stain & seal finish trim.

Total Paint & Brick repair estimate: \$26,325

Electric:

Demo existing wiring replace with all new, 6 ceiling fans, 15 ceiling lights, foyer light, 2 exterior lights, 4 bar lights, 8 outlets, 25 misc outlets, new 3 phase service, 1 sub panel, kitchen outlets (12), 6 outlets for audio & video, 18 switches, 410' conduit & boxes, 2,600' new 12/3 w grd, 215' new 8 gauge & 10 gauge wire, service to exterior walkin box, pool table light.

Total Electric estimate: \$69,350

Flooring:

425' sq ft ceramic tile in bathrooms, 2,300 sq ft floor concrete paint, carpet in foyer up the stairs.

Total flooring estimate: \$5,320

Plumbing:

Bar sinks faucets & floor drain, 2 bathrooms sinks, faucets & drains, 3 toilets & drains, drain for ice maker, cap 4 floor drains, add 3 floor drains, 230' vent lines, 198' concrete removal for drains, 120' gas lines for kitchen equipment, 2 gas hook-ups & shut offs, 410' supply lines.

Total plumbing estimate: \$38,640

HVAC:

New AC roof unit, 12 vents & cold-air returns, 470' new piping & panning 24 vent covers, Vent hood ventilation.

Total HVAC estimate: \$26,960

Summary:

Carpentry including demo:	\$72,420
Paint & brick repair:	\$26,325
Electric:	\$69,350
Plumbing:	\$38,640
HVAC:	\$26,960
Flooring:	\$5,320
Total renovations estimate:	\$239,015

BUSINESS PLAN

Tressie's Fire House

August 8, 2011

Submitted by Tressie Denning/ T-n-T Food Brokerage LLC

Introduction of the Business: Tressie's Fire House will be a woman owned, restaurant/tavern. The business will be located in the developing historic business district of Lawrenceburg. Its' operating address will be the old fire house located on Short Street.

The business will operate on the street level, ground floor, of the old fire house. The upstairs will initially be used for an office area and storage.

Tressie's Fire House will offer an unsurpassed, unique, differentiated menu and customer service.

Having worked in the industry most of my working career, I will be taking the best from what I have learned and applying it to my menu, management of the business, and customer service.

The restaurant's menu will consist of hand carved sandwiches made fresh from meats carved directly from the bone in house. No processed or preserved meats will be used. Soups, Salads, Appetizers, and Pizzas will all be unique, delicious, and different. The menu won't be a duplication of what is already out there.

The business will offer customers affordable meals, drinks, and a quick turnaround. If a customer chooses, the plan is to wait on a customer, serve them their food, collect the money, and get them out the door within 20 minutes.

Carry out will be available. Delivery may be an option down the road.

On site catering will be initiated after in house business is operating efficiently and profitably.

There will be a bar providing approximately 25 seats at the bar. Beer, Wine, and Liquor will be available. The remaining seating will be at tables and booths spaced throughout the space. Approximately 65 seats will be available in total.

Live entertainment will be provided during the weekends and key dates.

The kitchen will be located in the rear of the building.

Atmosphere and Décor: The exterior will maintain its' "fire house" appearance and will only be altered as repairs require.

The interior will be a comfortable, casual atmosphere with the feel and theme of the historic fire house maintained. The décor will include memorabilia from the history of the building, including equipment, photos, etc..

In summary, the objective is to provide local patrons and visitors of Lawrenceburg an enjoyable, unique, comfortable location to have a meal and a drink. At the same time executing sound and practical business practices to maintain a profitable and successful business.

STRUCTURE OF THE BUSINESS AND MANAGEMENT:

Tressie's Fire House will be owned solely by Tressie S. Denning under my current company, T-n-T Food Brokerage LLC. EIN# 45-2677858. The restaurant will be used to demo/test food products from vendors for feedback from customers for further sales strategies and plans for those products. As well as a full service bar/restaurant.

Tressie Denning will be the Owner/Manager. I have worked in the industry most of my working career. (see attached resume) I am experienced in employee training/management, scheduling, purchasing, food safety, sales & marketing, and bookkeeping.

Additionally, my husband will be working as a hands on consultant. He has worked in the food industry for 25 years. He has served at the Vice President level for a 1.1 billion dollar food company and a 600 million dollar company. He is quite knowledgeable of the industry, and has worked with hundreds of operators during his career. (see attached resume')

EMPLOYEES: Initially, the number of employees working in the business is as follows...

Manager:	1
Assistant Manager:	1
Cook:	2 full time
Wait Staff:	3 full time, 1 part time
Dish Washer/Bus:	1 full time
Bar Tender:	1 full time, 1 part time
Consultant:	1 part time, hands on as needed
Attorney:	1 as needed
Accountant:	1

Employees will be required to work in cross functional positions. Each employee will be trained to work all positions as required based on the needs of customer service.

As the business develops, all positions will be reviewed and modified to keep the operation efficient.

TIME LINE: I would like to move as quickly as possible to have the restaurant up and running by the 1st of October, 2011. I have contractors in place to start rehab immediately. Possibly have a limited menu early for the fall fest. Below is a brief time line...

Mid August- September

- Upgrade and renovate building as required
- Obtain permits, licenses, insurance
- Contact/Contract with Vendors
- Plan for receiving inventory
- Filing of legal documents
- Set up systems for accounting, purchasing and payables.
- Hire and train employees
- Outline Marketing Strategies (on going process)
- Rehearse for Opening Day
- Schedule a Grand Opening

September-October:

- Focus will be to continuously improve the operation.
- Update and review menu
- Evaluate efficiencies in operational flow, manning, purchasing, customer service.
- Implement on going marketing and sales strategies for increasing sales and profitability.

FINANCES: See attached "Personal out of Pocket Expenses" and "Expenses to be covered by \$218,000 Grant already provided to the building".

MARKETING: Plan is to implement an ongoing sales & marketing plan. It includes the following.

Grand Opening Advertising

Ads in local paper and other publications

Door to Door soliciting.

Inviting atmosphere

Window dressing

Involvement in community activities

Catering events

Signage on autos

Marketing Premiums (shirts, hats, mugs, etc) highlighting business

Table placemat advertising (this will highlight other local businesses and provide marketing funds)

Featured customer contests and drawings

Discounts to large organizations (police, city workers, Seniors etc)

TRESSIE SUE DENNING

230 Elm Street

Lawrenceburg, Indiana 47025

Cell 812-577-7497 Email tdenning@Huff.com

Objective: To own and operate a restaurant/bar so that I can apply the best of what I have learned from my experience in the industry to a successful and profitable foodservice operation.

Employment History:

June 2011-Present: Started my own business (TnT Food Brokerage) selling food and food related products to major customers including US Military, and food manufacturers.

Oct 2010-Present: Real Estate Sales Agent. Huff Realty, Greendale, Indiana.

May 2008- June 2010: Restaurant Manager, Angelo's Pizza. Lawrenceburg, Indiana.

2006- 2008 Restaurant Management, Shift Leader. Bob Evans, Lawrenceburg, Indiana.

2000- 2005 Restaurant Management, Frisch's, Springdale, Ohio.

1993-1996 Certified Nursing Assistant. Laurel Manner, London, Kentucky.

*Note- Gaps in employment due to raising children.

Education: High School- Grant County Kentucky

Real Estate Sales Licensing Course- Ivy Tech, Lawrenceburg, Indiana.

Skills: Strong social and communication skills.

Outgoing, friendly personality.

Good problem solving skills in the work environment.

Computer literate. Skilled at Word, Excel, Power point.

Demonstrated Leadership skills as indicated in management positions above.

Tim Denning

230 Elm Street, Lawrenceburg, Indiana 47025

Cell 812-577-5493

TDenning55@yahoo.com

BRIEF HISTORY OF CAREER HIGHLIGHTS:

Oct 2010- Present	Vice President, Foodservice Export Sales. Dawn Foods
2005- 2010	Vice President, Military and Export Sales. Pierre Foods
2003- 2005	Director of Foodservice Sales Manager, Sara Lee
1991-2003	Pierre Foods. Served in many positions including Production Supervisor, Plant Sanitation Manager, Direct Sales Manager, Regional Sales Manager, Sysco Business Development Manager, Director of Military Sales
1981-1991	United States Marine Corps. Officer and Helicopter Pilot
1974-1980	Bartender, Inn of Four Winds. Waiter, Blue Bird Cafe
Education:	Master's Degree, Xavier University Bachelor's Degree, Indiana University Associate's Degree, Vincennes University

Firehouse

124 Short Street

Deed signed on 9/13/11

Per Naomi Ewan Dearborn Title