

VILLAGE OF LOMBARD  
REQUEST FOR BOARD OF TRUSTEES ACTION  
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) \_\_\_\_\_  
Recommendations of Boards, Commissions & Committees (Green) \_\_\_\_\_  
Other Business (Pink) \_\_\_\_\_  
*Waiver of First Requested*

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Hulseberg, Village Manager

DATE: September 10, 2008 (B of T) Date: September 18, 2008

TITLE: 25 W. St. Charles Road - Downtown Retail Business Grant

SUBMITTED BY: The Department of Community Development *USA*

BACKGROUND/POLICY IMPLICATIONS:

The Economic and Community Development transmits for your consideration a resolution authorizing signatures of the Village Manager and Village Clerk on an Agreement authorizing the reimbursement of funds for a Downtown Retail Business Grant for the property located at 25 W. St. Charles Road in an amount not to exceed \$20,000. (DISTRICT #1)

The Economic and Community Development Committee recommended approval of this request with conditions.

Please place this item on the September 18, 2008 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X

Finance Director X *James M. ...*

Village Manager X *Laura ...*

Date

9/10/08

Date

9/11/08

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon.

Wednesday, prior to the Agenda Distribution.





**MEMORANDUM**

**TO:** David A. Hulseberg, Village Manager

**FROM:** William J. Heniff, AICP, Acting Director of Community Development *WJD*

**DATE:** September 18, 2008

**SUBJECT:** Downtown Retail Business Grant; 25 W. St. Charles Road

**BACKGROUND**

The Community Development Department has received an application for the Downtown Retail Business Grant Program for A&E Popcorn Shoppe, a proposed business to be located at 25 W. St. Charles Road (the far west side of the Park Avenue Music building). A&E Popcorn Shoppe intends to occupy roughly 1,000 sq. ft. of the 21-25 W. St. Charles Road building. The store will offer popcorn as well as other snack foods and gift items. The applicants have estimated their total start-up costs at \$59,693, of which \$37,140 may be eligible for reimbursement under the Program Policy.

Because the request is over \$10,000, it will require approval from the Board of Trustees. On September 3, 2008 the Economic and Community Development Committee reviewed this request and unanimously recommended approval, with one abstention, with the following conditions of approval:

1. That A&E Popcorn Shoppe authorize the Village to receive detailed sales tax collection information. This condition is reflected in the attached Downtown Retail Business Grant Program Participation Agreement;
2. That the business be open within 9 months of approval; and
3. That outstanding property maintenance issues (high weeds) be addressed by the property owner prior to final consideration of the request by the Village Board.

**ACTION REQUESTED**

Staff recommends that the Village Board approve a resolution authorizing signatures of the Village Manager and Village Clerk on an Agreement authorizing the disbursement of funds from the Downtown Retail Business Grant Program in an amount not to exceed \$20,000 for the property located at 25 W. St. Charles Road.



**SECTION 1:** That the Village shall provide Owner with a grant in an amount not to exceed \$20,000 pursuant to the Program (hereinafter referred to as the "Grant"). Such Grant shall be available to Owner upon the authorization of the Village's Director of Community Development, after receipt of satisfactory evidence that the Project has been completed and Owner has paid all invoices for labor and materials in connection therewith.

as follows:  
NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF LOMBARD, DUPAGE COUNTY, ILLINOIS,

WHEREAS, the Project will complement and support the Village's plans to maintain a quality Downtown;

WHEREAS, Arlene Cairo and Emilia Nuffo (hereinafter referred to collectively as "Owner"), wish to participate in the Program for renovation of the tenant space located at 25 W. St. Charles Road, Lombard, Illinois (hereinafter referred to as the "Project"); and,

WHEREAS, the Village is an agent for disbursement of funds for the Downtown Downtown Retail Business Grant Program under the authority granted by the Village Board and will provide monetary grants to qualified property owners in the Lombard West District to increase the economic viability of Downtown Lombard by attracting targeted retail businesses and assisting existing businesses (hereinafter referred to as the "Program"); and,

**A RESOLUTION AUTHORIZING SIGNATURES OF THE VILLAGE  
MANAGER AND VILLAGE CLERK ON AN AGREEMENT AUTHORIZING  
THE REIMBURSEMENT OF FUNDS FOR A DOWNTOWN RETAIL BUSINESS  
GRANT FOR THE PROPERTY LOCATED AT 25 W. ST. CHARLES ROAD**

**SECTION 2:** The Owner agrees that the Project will be performed in accordance with the submitted application, attached as Exhibit "A" and made a part hereof.

**SECTION 3:** The Owner will comply with the following/taking the following actions in connection with the Project:

a. Comply with all regulations and standards of the Program and all applicable building codes of the Village.

b. Take all reasonable action to assure completion of the Project within six (6) months from the date of execution of this Agreement. Failure to complete the Project within six (6) months from the date of the adoption of this Ordinance shall result in forfeiture of the Grant.

c. Allow inspection of the Project by authorized employees of the Village to assure compliance with federal, state, and local regulations related to the Grant, as well as compliance with applicable building codes of the Village.

d. Maintain the financial records that pertain to the Project, and allow access thereto by authorized employees of the Village. At a minimum, all contracts, change order, bills, invoices, receipts, cancelled checks and partial and final waivers of liens shall be maintained and made available to the authorized employees of the Village.

e. Submit copies of all final waivers of lien, cancelled checks and invoices related to the Project to the Department of Community Development.

f. Submit to the Village a completed Illinois sales tax release form.

**SECTION 4:** The Owner agrees to maintain the business at 25 W. St. Charles Road in accordance with all Village codes and ordinances and agrees not to substantially change the use of the interior space of the building for which this Grant was received for a period of not less than three (3) years from the date of this Agreement.

**SECTION 5:** The Owner agrees that this Agreement may be duly recorded against the property located at 25 W. St. Charles Road to serve notice upon future purchasers, assigns, estate representatives, successors, mortgages, and all other interested persons of the conditions outlined in this Agreement.

**SECTION 6:** The Village may suspend or terminate this Agreement if the Owner fails to comply with any of the terms of this Agreement. In the event of suspension or termination, the Business Owner shall be required to repay any amount of the grant disbursed.

**SECTION 7:** That the Village Manager be and hereby is authorized to sign on behalf of the Village of Lombard said document as attached hereto.

**SECTION 8:** That the Village Clerk be and hereby is authorized to attest said agreement as attached hereto.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_

Approved this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

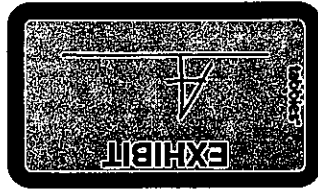
\_\_\_\_\_  
William J. Mueller  
Village President

ATTEST:

\_\_\_\_\_  
Brigitte O'Brien  
Village Clerk







**AGREEMENT CONCERNING PARTICIPATING IN THE  
DOWNTOWN RETAIL BUSINESS PROGRAM**

This Agreement, entered into this 18th day of September, 2008, by and between the Village of Lombard, Illinois, (the "Village"), West Suburban Bank Trust No. 8927 (hereinafter referred to as "Property Owner") and Arlene Cairo and Emilia Nuno (hereinafter referred to collectively as "Business Owner"), who intend to business as a retail business at 25 W. St. Charles Road, Lombard, Illinois (said business location being legally described on Exhibit A attached hereto and made part hereof – hereinafter referred to as the "Subject Property"), with personal property being secured at 25 W. St. Charles Road, Lombard, Illinois.

**WITNESSETH**

**WHEREAS**, the Village, pursuant to Sections 36.70 through 36.74 of the Lombard Village Code, has established a Downtown Retail Business Grant Program (hereinafter referred to as the "Program") and, as such, will provide monetary grants to qualified business owners and property owners in the Eligible TIF Districts (as said term is defined in Section 36.71 of the Lombard Village Code) for the start-up of new businesses or the expansion of existing businesses in the Downtown; and

**WHEREAS**, this program will compliment and support the Village's plans to maintain a quality Central Business District; and

**WHEREAS**, certain retail businesses are desirable uses within the Central Business District and contribute to an economically strong Central Business District; a commercial area where the image, appearance, and environment encourage the attraction of shoppers; and

**WHEREAS**, the Business Owner wishes to participate in this program for a retail business to be located at 25 W. St. Charles Road, Lombard, Illinois.

**NOW, THEREFORE**, in consideration of the foregoing, and other good and valuable consideration, the receipt of which is hereby acknowledged by the parties hereto, the parties agree as follows:

**SECTION 1:** The Village shall grant up to \$20,000 for which Business Owner qualifies pursuant to the Downtown Retail Business Grant Program. Such loan shall be available to Business Owner upon the authorization of the Village's Director of Community Development, after receipt of satisfactory evidence that the project has been completed and Business Owner has paid all invoices for labor and materials in connection therewith. The maximum amounts of the loan identified in this paragraph are based upon the Business Owner's expending for the projects no less than the estimated costs of \$40,000. In the event that Business Owner's expenditures for the project are less than said estimate, the loan shall be reduced by the same percentage as Business Owner's actual costs are less than the estimate.

**SECTION 2:** The Business Owner agrees that the project will be performed in accordance with the application approved by the Director of Community Development of the Village of Lombard, and attached hereto as Exhibit B and incorporated in this agreement.

**SECTION 3:** The Business Owner will perform the following obligations in connection with the project;

- a. Comply with all regulations and standards of the Village of Lombard Retail Business Grant Program and all applicable building codes.
- b. Take all reasonable action to assure completion of the project within nine months from the date of execution of this agreement. Failure to complete the project within nine months from the date of execution of this agreement may result in forfeiture of the loan and termination of this agreement.
- c. Allow inspection of the project by authorized employees of the Village to assure compliance with federal, state, and local regulations related to the loan, as well as compliance with applicable building codes.
- d. Maintain and allow access to the financial records that pertain to the project by authorized employees of the Village. At a minimum, all contracts, change orders, bills, invoices, receipts, canceled checks and partial and final waivers of liens shall be kept.
- e. Submit copies of all final waivers of lien, canceled checks, and invoices related to the project to the Department of Community Development.
- f. Submit to the Village a completed Illinois sales tax release form.

**SECTION 4:** The Business Owner and any subsequent owner agrees to maintain the business in accordance with local codes

**SECTION 5:** The Village may suspend or terminate this Agreement if the Business Owner fails to comply with any of the terms of this Agreement. In the event of suspension or termination, the Business Owner shall be required to repay any amount of the grant disbursed.

VILLAGE OF LOMBARD

By: Village Manager

Attest: Village Clerk

BUSINESS OWNER  
(Lessee)

By: \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_

BUSINESS OWNER  
(Lessee)

By: \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_

PROPERTY OWNER

By: \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_

STATE OF ILLINOIS )  
)  
(SS )  
COUNTY OF DUPAGE )

I, the undersigned, a Notary Public, in and for the County and State aforesaid, DO

HEREBY CERTIFY that William J. Mueller, personally known to me to be the President of the Village of Lombard, and Brigitte O'Brien, personally known to me to be the Village Clerk of

said municipal corporation, and personally known to me to be the same persons whose names are subscribed to the foregoing instrument, appeared before me this day in person and severally acknowledged that as such President and Village Clerk, they signed and delivered the said instrument and caused the corporate seal of said municipal corporation to be affixed thereto,

pursuant to authority given by the Board of Trustees of said municipal corporation, as their free and voluntary act, and as the free and voluntary act and deed of said municipal corporation, for the uses and purposes therein set forth.

GIVEN under my hand and official seal, this \_\_\_\_\_ day of 2008.

Commission expires \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
Notary Public

STATE OF ILLINOIS )  
                                  ) SS  
                                  ) COUNTY OF \_\_\_\_\_ )

I, the undersigned, a Notary Public, in and for the County and State aforesaid, DO HEREBY CERTIFY that \_\_\_\_\_

\_\_\_\_\_ personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and severally acknowledged that he/she signed and delivered the said instrument, as his/her free and voluntary act for the uses and purposes therein set forth.

GIVEN under my hand and Notary Seal this \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_\_\_.  
My commission expires \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public

STATE OF ILLINOIS )  
) SS )  
) COUNTY OF \_\_\_\_\_ )

I, the undersigned, a Notary Public, in and for the County and State aforesaid, DO HEREBY CERTIFY that \_\_\_\_\_

\_\_\_\_\_, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and severally acknowledged that he/she signed and delivered the said instrument, as his/her free and voluntary act for the uses and purposes therein set forth.

GIVEN under my hand and Notary Seal this \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_\_\_.  
My commission expires \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public



STATE OF ILLINOIS )  
                          ) SS  
                          ) \_\_\_\_\_  
                          ) COUNTY OF \_\_\_\_\_

I, the undersigned, a Notary Public, in and for the County and State aforesaid, DO HEREBY CERTIFY that \_\_\_\_\_

\_\_\_\_\_ personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and severally acknowledged that he/she signed and delivered the said instrument, as his/her free and voluntary act for the uses and purposes therein set forth.

GIVEN under my hand and Notary Seal this \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_\_\_.  
My commission expires \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public

**Exhibit "A"**

**Legal Description of Subject Property**

The WEST 49.95 feet measured on the North lot line and the WEST 48.32 feet measured on the South lot line of Lot 2 in Owner's Subdivision of Block 18 of the Original Town of Lombard, except for the Southermost 10 feet of said Lot 2, being a subdivision of the northeast quarter of Section 7, Township 39 North, Range 11, East of the Third Principal Meridian, according to the plat thereof recorded as Document no. 111637 in DuPage County, Illinois.

P.I.N.: 06-07-210-005

COMMON ADDRESS: 21-25 West St. Charles Road, Lombard, Illinois.

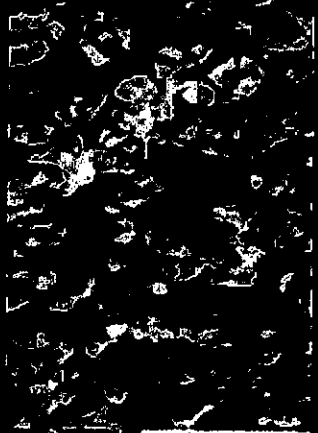
**Exhibit "B"**

**Owner Project Plans and Cost Estimate**

(attached)



COMMUNITY SERVICE



21W St. Charles Rd. Lombard, IL

SUN-SAT 10:30-7:30 HOURS ARE SUBJECT TO CHANGE

A&E Gourmet Popcorn Shoppe (A&E) will specialize in fresh popped popcorn with over 55 flavors. Only the highest quality ingredients will be used, including 100% corn oil, real butter, genuine cheddar cheese and a special private recipe of caramel corn. Our unique business will carry flavors such as *piña colada*, *cranberry*, *ranch*, *caramel*, and *cheddar* just to name a few. In addition, A&E will also offer *taffy apples*, *nacho cheese*, *honnemade salsa*, *pretzels* and *chocolate covered pretzels*. For those hot summer days A&E will serve *vanilla* and *chocolate frosty freeze cones*.

Customer satisfaction will be our main priority and so A&E Gourmet Popcorn Shoppe will offer music and internet access for our customers to enjoy while eating their delicious snack.

**A & E GOURMET POPCORN SHOPPE**

A&E Gourmet Popcorn is the perfect gift for all occasions. Whether you are shopping for family, friends or business associates, A&E has gifts to express every sentiment, and the quality of its selections is always guaranteed.

We want our customers to have an experience when visiting A&E. We believe they will have fun picking out a unique flavor from our list of over 55. Each experience being better than the last. Our Great Flavored popcorn gifts are perfect for family events and corporate gift giving such as:

- Weddings**
- Christenings**
- School Functions**
- Children parties**
- Baseball Leagues**
- Showers**
- Any special event!**



**A & E GOURMET POPCORN SHOPPE**



Stainless Countertops	\$11,300
Construction	\$27,364
Advertisement	\$2,500
Insurance	\$25
Stainless Steel Sink (3 part)	\$1,125
Hand Sink	\$425
Rent	\$850
Display cases/Counter	\$3,800
Decorating Interior	\$850
Comcast/Wireless Internet	\$200
Office Desk/Chair	\$700
Office Supplies	\$500
Frushbeez Machine	\$2,795
Nacho Serve chip Warmer	\$300
Popcorn Equip/Ingredients	\$8,000
<b>Total</b>	<b>\$59,693</b>



**DOWNTOWN RETAIL BUSINESS GRANT PROGRAM APPLICATION**

1. A. Building Address: 25 W. St. Charles Rd.  
 B. Property Identification Number: \_\_\_\_\_

2. A. Business Owners Name: Arlene Cairn + Emilia Nunez  
 B. Business Owners Address: 512 1128 Hunter St  
4512 Bluff Ter  
Lyons, IL 60534  
 C. Business Owners Phone (daytime): (630) 885-7729  
(708) 828-0581

3. A. Property Owners Name: Walter A. Batek  
 B. Property Owners Address: 43 W. Roman  
Lombard IL  
 C. Property Owners Phone (daytime): (630) 627-5744

3. Lease Terms: 3 years

4. Description of Business (use additional paper if necessary):  
Pepperoni, nachos, Soda

5. Proposed Improvements associated with the project (use additional paper if necessary):  
New drywall, plumbing + electrical

6645121

Village of Lombard  
Community Development Department  
255 E. Wilson Ave., Lombard, IL 60148  
630-620-5746

Return application to:

Property Owner Signature Walter Fogarty (Date) 8-6-08

Business Owner Signature William Carr (Initial Number) 8/20/08

- A. The applicant (undersigned) agrees to comply with the guidelines and procedures of the Downtown Retail Business Grant Program and the specific design recommendations of the Director of Community Development.
- B. The applicant must submit detailed cost documentation, copies of building permits, and all contractors waivers of lien upon completion of work.
- C. The applicant, owners, and all contractors must comply with all federal and local regulations (see the attached list).

7. Statement of Understanding.

A. Name: Home Creations

B. Address: 201 Buchanan

Chicago, IL 60630

C. Phone (day time): (630) 880-8378

D. Estimated Cost of the project: \$ 27,334

6. Plans/Drawings prepared by:

1,000 sq ft.

Front Door

Adjustable glass shelving

COUNTER  
O O O O

VET  
TILE  
FLOOR

Flip Gate  
Glass shelving under counter  
Storage under cab.

Knee wall

Storage

waste under cab

Knee wall

DESK

Swinging door

Window

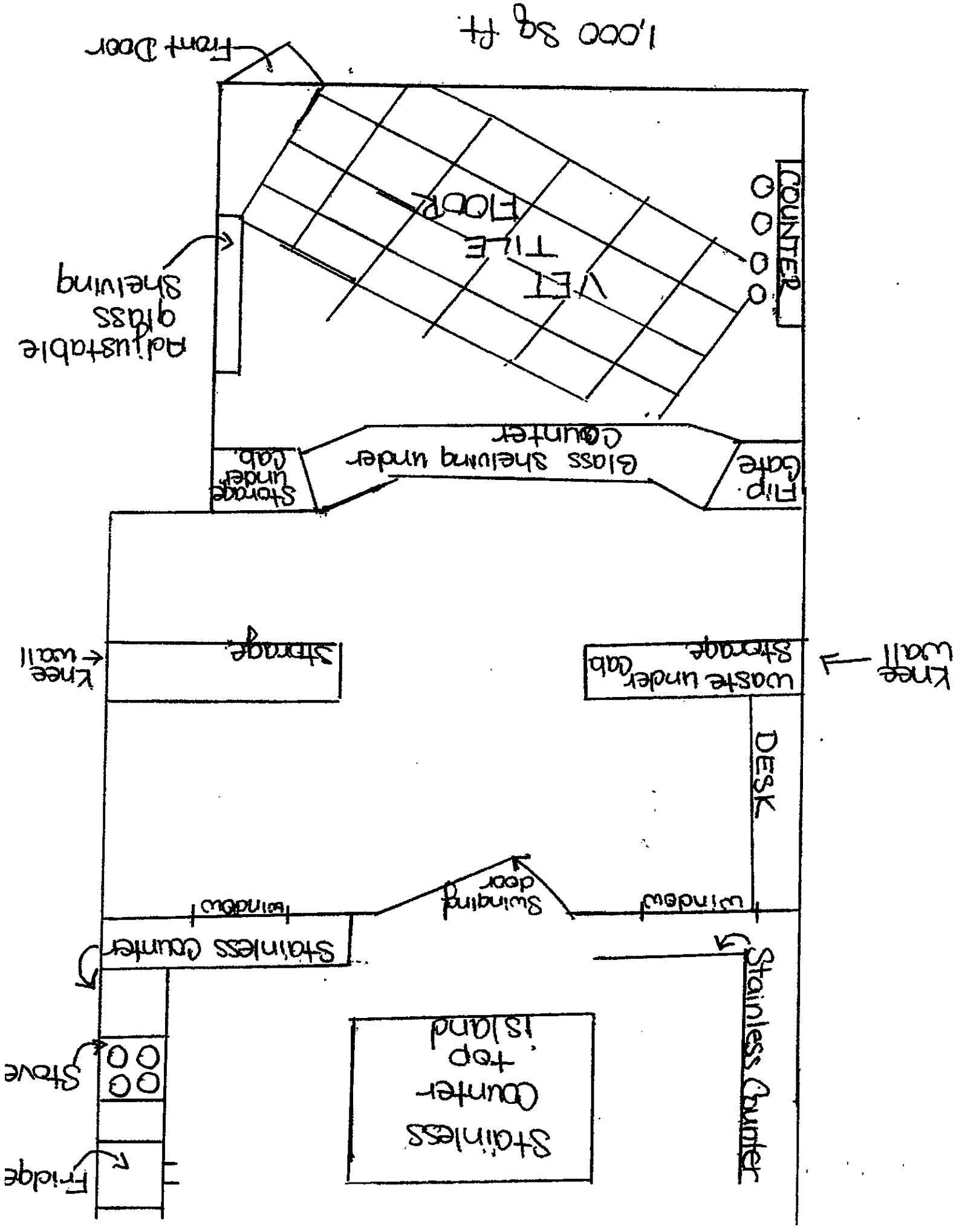
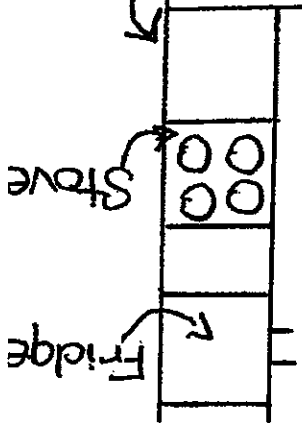
Stainless Counter  
Window

Stainless Counter

Stainless Counter  
top  
island

Stove

Fridge





**Estimate**

Estimate #	Date
1023	5/31/2008

**Home Creations**  
**201 Buchanan**  
**Ottawa, IL 61350**  
**1-630-880-8378**  
**1-630-932-9821**

**Name / Address**  
 Artine Carlo  
 St Charles Rd.  
 Lombard Illinois  
 630-629-3569

Description	Total
Remodel store front including new vet tile floor. Frame counter and knee wall with kitchen wall to be finished with drywall sanded ready for paint. Run necessary electric for one 220 volt line and outlets for new walls. Rough and finish plumbing for hand wash and kitchen sink. Install custom laminate counters and display self per drawing. Replace ceiling tiles with new 2x4 tiles. Install necessary track lighting to replace fluorescent fixtures. Frame storage closet in kitchen area. Trim with vinyl base and white painted casing to finish. Front counters custom built with glass display shelving under laminate top. Kitchen wall too front will receive windows on either side of swinging door. Walls will be painted with primer and one color of paint. All stainless counters appliances and sink material and labor for install not included in estimate. Other than stated all material and labor is included in estimate but permits are to be determined.	27,334.00
<b>Total</b>	<b>\$27,334.00</b>

Signature



A&E Gourmet Popcorn is a quality snack or food product to share with others. However, all ages and both sexes will consume A&E Gourmet popcorn. These individuals are seeking a quality snack or food product to share with others.

The typical customer is a single individual who will spend between \$7 - 10 on packaged popcorn on each store visit. (Typical customer sales January through November average \$4-5, while December averages (\$15-18) Depending on the time of year.

A&E will sell holiday and festive canisters. These canisters are excellent for gifts and delayed consumption. Our customer base changes during the holiday season when more families and businesses purchase canisters and other delayed consumable package popcorn.



The manager is responsible for a range of store operations from opening the store to closing it. However, during the busy season, the manager will be present in the store at all times. During the busy season, the manager will be present in the store at all times. sales clerk present.

## Manager Job Description

- The Popcorn Cellar store manager is responsible for all day-to-day store operations, directing store operations.
- The manager is responsible for all day-to-day store operations, administrative, and marketing functions, and for the training and supervision of future employees.

## Sales Clerk (during busy season)

- Skills in good human relationships.
- Ability to meet and work with the public in a positive and professional manner.
- Enthusiasm, self-direction, initiative, honesty, good sense of humor, and a good personal appearance along with dedication to the assigned tasks and to the company.



The sessions are designed to help you understand the requirements of the job and the responsibilities of the position. For each session, we will provide you with a list of key responsibilities and the skills you will need to perform these responsibilities. The goal of these training sessions is to ensure that all new employees have the basic training and understanding so they can successfully handle the responsibilities needed to work in the store independently.

## Day One

### • Store Philosophy

- To provide the highest quality product for our customers in a clean and attractive setting.

### • Expectations:

- Loyalty to A & E Gourmet Popcorn Shoppe and to the products we sell.
- Treat all customers in the same manner you would like to be treated.
- Honesty, to our store, our customers, and to yourself.
- To learn how to produce, package, and sell (market) our products. To know all prices, regular and discount or coupon.
- To work as a team member.
- Product quality, cleanliness/store appearance, and customer relations.

## Operating

### Employee Responsibilities

- Time card
- Time out - responsible for getting someone to work
- Appearance and uniforms
- Being to work on time
- Initiative! When scheduled work is finished, there is always something that can be done, i.e. cleaning or organizing the counter area or back room, cleaning off canisters and shelving in show room area, etc.

### • Store Organization:

- Product location - oil, raw popcorn, sacks-all kinds/sizes, cups/lids, straws, napkins, stickers, etc.
- Delivery schedule for products
- Fuse box - turning on/off lights and popcorn warmer

### • Selling:

- Greeting our customers
- Approaching our customers
- Telephone Orders



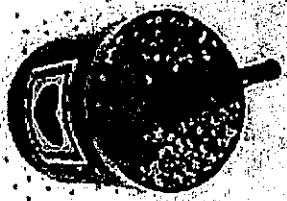
Approximately 70 percent is eaten in the home (home popped and pre-popped) and about 30 percent outside the home (theaters, stadiums, schools, etc.).

- Major popcorn producing states are Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska and Ohio.
- The peak period for popcorn sales for home consumption is the fall. Sales remain fairly high throughout the winter months then taper off during the spring and summer. Popcorn is a popular snack with all age groups.
- The popcorn sector falls into the snack food industry along with potato chips, corn chips, tortilla chips, pretzels and similar snacks. The world snack food market has continued to grow reaching an estimated \$66 billion in 2003. Traditional family meal plans has become a thing in the past as a result the demand for snack foods continues to increase.

# PRIZES

PLAIN	\$2.50	\$4.00
BUTTER	\$3.50	\$4.50
CARMEL	\$1.50	\$6.00
CARMEL/CHEESE	\$1.50	\$6.00
CHEESE CHEDDAR	\$1.50	\$6.00
RANCH	\$1.50	\$6.00
BBQ	\$1.50	\$6.00
ORANGE CRANBERRY/ALMOND	\$4.50	\$6.00
PEPPERMINT CANDY W/WHITE CHOCOLATE	\$4.50	\$6.00
PEPPERMINT PATTY WHITE CHOCOLATE/DRK CHOCOLATE DRIZZLED	\$4.50	\$6.00
CINNAMON W/WHITE CHOCOLATE & CANDY BITS	\$4.50	\$6.00
CARMEL CORN/PECANS/DRK CHOC	\$4.50	\$6.00
GARLIC BUTTER	\$4.50	\$6.00
PIÑA COLADA	\$4.50	\$6.00
PEPPERMINT PASTEL	\$4.50	\$6.00
JALEPEÑO	\$4.50	\$6.00

MANY MORE FLAVORS TO CHOOSE FROM. PRICES ALSO ARE DIFFERENT WHEN PURCHASING IN BASKETS, CONTAINERS, OR BOXES.



0.3 miles from A&E



Profile: Popcorn, candy

Strengths: Established cliental

Weaknesses: no website or catalog

0.3 miles from A&E



Profile: Popcorn, candy

Strengths: Established cliental, website

Weaknesses: Offers only 8 flavors.

The following information is based on a preliminary report and an estimated profit report.

- The profit report is based on 1 large bag of regular popcorn at \$3.50 and a can of soda for \$1.00 with a total sale price of \$4.50
- An estimated goal of 50 bags of popcorn per day is expected to be sold in the first year
- Sale of popcorn could have **HUGE** variations by month. (Some retail shops do 50 percent of their gross sales around Christmas, from the end of October to the end of December, for example, yet barely get by June through August.)



**A & E GOURMET POPCORN SHOPPE**

**EX-11**

MONTH	PRICE	QUANTITY	TOTAL	MONTH	PRICE	QUANTITY	TOTAL	MONTH	PRICE	QUANTITY	TOTAL	MONTH	PRICE	QUANTITY	TOTAL	MONTH	PRICE	QUANTITY	TOTAL	MONTH	PRICE	QUANTITY	TOTAL	MONTH	PRICE	QUANTITY	TOTAL
SEPT	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$2,200.00	\$7,030.00																	
OCT	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
NOV	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
DEC	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
JAN	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
FEB	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
MAR	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
APR	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
MAY	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
JUN	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
JUL	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
AUG	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
SEPT	\$850.00	\$120.00	\$120.00	\$40.00	\$2,325.00	\$50.00	\$300.00	\$25.00	\$3,200.00	\$7,030.00																	
Annual	10,200.00	1,560.00	1,560.00	520.00	30,225.00	650.00	3,900.00	300.00	41,600.00	\$84,360.00																	

**A & E GOURMET POPCORN SHOPPE**

MONTH	UNIT PRICE	QUANTITY	TOTAL	AMOUNT
SEPT	\$3.50	\$1.00	\$225.00	\$1,575.00
OCT	\$3.50	\$1.00	\$225.00	\$1,575.00
NOV	\$3.50	\$1.00	\$225.00	\$1,575.00
DEC	\$3.50	\$1.00	\$225.00	\$1,575.00
JAN	\$3.50	\$1.00	\$225.00	\$1,575.00
FEB	\$3.50	\$1.00	\$225.00	\$1,575.00
MAR	\$3.50	\$1.00	\$225.00	\$1,575.00
APR	\$3.50	\$1.00	\$225.00	\$1,575.00
MAY	\$3.50	\$1.00	\$225.00	\$1,575.00
JUN	\$3.50	\$1.00	\$225.00	\$1,575.00
JUL	\$3.50	\$1.00	\$225.00	\$1,575.00
AUG	\$3.50	\$1.00	\$225.00	\$1,575.00
SEPT	\$3.50	\$1.00	\$225.00	\$1,575.00
Annual			2,925.00	18,900.00

**A & E GOURMET POPCORN SHOPPE**

\$75,600.00



	1998-1999	2000-2001	2001-2002	2002-2003	2003-2004	2004-2005
SEPT	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
OCT	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
NOV	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
DEC	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
JAN	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
FEB	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
MAR	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
APR	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
MAY	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
JUN	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
JUL	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
AUG	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
SEPT	\$4.75	\$1.00	\$431.25	\$3,018.75	\$12,075.00	
Annual			5,175.00	36,225.00	\$144,900.00	

**A & E GOURMET POPCORN SHOPPE**

# SWOT Analysis

**Strengths**

- Strong product quality
- Excellent customer service
- Wide variety of flavors
- Convenient locations
- Consistent pricing

**Weaknesses**

- Limited marketing budget
- Dependence on local suppliers
- High competition in the market

**Opportunities**

- Expansion into new markets
- Collaborations with local businesses
- Online sales and delivery
- Seasonal promotions

**Threats**

- Local Competitors
- Tax increases
- Risk that products offered will be copied by competitor

**A & E GOURMET POPCORN SHOPPE**

- Obtaining free items from suppliers, such as bags of bulk and retail popcorn, newspapers, flyers, invitations through mail and e-mail, website, catalogs, brochures, balloons, business cards, possible face painters on site, and samples of popcorn to try before purchasing items.
- Constantly updating our website, online ordering, catalogs, and brochures to keep current to clients demands.
- Mailing list with special promotions for each month using mail clippers, websites, catalogs, brochures, gift certificates, baseball leagues, fundraisers in which all proceeds will go to a charity (this will be done twice a year after the first year of business).
- Going to local businesses for advertisements such as Enchanted Castle, and giving a coupon for purchase of popcorn, or grocery stores, using their TV monitor at the checkouts for other means of advertising such as JEWEL and DOMINICKS or Walgreens.

If you have any additional questions please feel free to contact us at:

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**A & E GOURMET POPCORN SHOPPE**