

Planning Board and Village Board Application Supplemental Materials

Business Plan Proposal

125 Grand Street, Croton on Hudson 10520

Cody Eichelberger

A. We are looking to open a gift shop named "Monday's" which will have a focus on selling my handmade wood mirrors as well as my wife's stationery. The shop will have a whimsical and fun aesthetic that will have a strong focus towards children's novelty gifts, arts/ crafts, party supplies and uniquely curated quirky home goods. Since the closing of Little Sprouts we feel there is a great opportunity to have a space that has a heavy emphasis on children's products given how family friendly the village is. We aim to work with outside makers and brands as well to bring in an assortment of items that is both fitting to the shop's branding and but also showcasing regional goods where possible.

In addition to the main gift shop, our future vision would be to acquire the space adjacent to us as well to open a workspace where workshops/ classes could take place to help bring the community together through art. We would love to teach classes such as rug tufting, felting, cross stitch, etc as well as host weekend or after school (parents involved, this would not be a form of daycare) crafting that is children focused.

Both my wife and I have participated in numerous craft fairs and would love to bring our passion to a brick and mortar storefront which would allow us to have a home base for our works. The only employees will be myself and my wife operating the store. We estimate traffic initially of 10-20 people per day, but this will increase overtime as awareness grows of the store. We both have substantial online presences from our craft fair involvement and are asked often if there is a physical shop to visit as most of our patrons reside in the Hudson Valley and surrounding area. We envision this as a draw to the area specifically. Hours may be subject to change as we balance family and shop responsibilities, but we would plan for:

Sunday: 11-2

Monday, Tuesday, Wednesday: closed

Thursday, Friday, Saturday 10-6

We know Monday's would be a great addition to the community not only for its physical goods and unique offerings but also for the work we plan to do to the space itself. We have discussed painting the exterior of the space to give it a fresh look that would help to make it stand out as you are traveling down Old Post Road. We would love to include fun window displays that are designed around specific holidays and community events. The name Monday's is a fun nod to the slow pace that the village has on Monday's contributing to the small town feel.

B. As this is a retail business, the draw on municipal resources would be low as we require no concessions, subsidy, or public services beyond standard waste management. This would be a net benefit to tax revenues for the town as more foot traffic is more business for the surrounding area overall. In terms of revenue, we estimate between \$30,000 - \$50,000 per year. With a brick and mortar storefront to stand behind, we anticipate to transition many orders that would've been web based into local walk-in sales. Most of our business stems from the surrounding Hudson Valley area— so this may increase beyond those estimates.

C. As cited from the 2003 Master Plan:

Resident Preferences • Croton's most frequently cited strengths were: its Small Town Character (69%)

Regarding desired improvements or investment: Improving the Appearance of the Upper Village (35%);

Regarding public sentiment on commercial presence and development "improving mix of retail uses" (31%); "improving all commercial areas, with better signs and more variety" (18%);

The community then and now wants more shopping, while centered around keeping Croton feeling small, wholesome, while being cautious about the types of businesses that come. A locally owned, family run shop is the same in spirit as some of Croton's own very successful businesses such as Black Cow, Baked by Susan , Blue Pig, Upper Village Blooms, etc. The community here champions, roots for, and supports small business more fiercely than other municipalities and feel this would be a perfect addition to the village center that provides more opportunity for community engagement than the previous use.

D. There is ample street parking along Grand Street and Old Post Rd S., and we would anticipate mostly foot traffic from the village and perhaps one to two customers at a given moment—as a juxtaposition this would not be a scenario similar to a restaurant on S Riverside in which traffic and parking is noticeably affected.

E. As advised, this section would not be applicable to the change of use requested. We do not process raw or hazardous materials or produce waste needing management or containment beyond traditional garbage/recycling.

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