

Frisco Main St. Market, Bar, & Eatery

Business Plan

Erik Benson, Owner
Sarah West, Owner
February 24, 2024

Executive Summary

Product

Frisco Main St. Market will provide fresh, healthy, and unique food in a welcoming space. Our services will include house made grab and go food items, smoothies & acai bowls to order, with a curated selection of local produce and unique grocery items. It will also serve as a gathering space for our customers to enjoy libations and small plates. We strive to improve access and enjoyment of fast and fresh food in our community.

Customers

The target audience for Frisco Main St. Market is local and traveling customers of the Summit County area. Having fast and healthy grab and go options for breakfast and lunch is ideal for customers, whether they're on the way to the mountain or the office. Beyond the consumer on the go, we want to cultivate a welcoming atmosphere that encourages guests to relax and enjoy our distinctive space.

Future of the Company

Frisco Main St. Market, Bar, & Eatery strives to become a staple downtown business in a place that continues to see consistent growth in tourism and local spending.

Company Description

Mission Statement

Frisco Main St. Market, Bar, & Eatery strives to bring the community together in a warm and welcoming space to share healthy, new, and unique food and libations.

Principal Members

- Erik Benson, Owner & Operator
- Sara West, Owner & Operator
- Jacqueline Benson, Marketing and Social Media Manager

Licensing and Legal Structure

Frisco Main St. Market, Bar, & Eatery will obtain required retail food licensing and inspections through the Environmental Health Department of the Summit County Government. Liquor licensing shall be obtained through the Town if Frisco's application process. All sales shall follow local Colorado laws and regulations.

Market Research

Industry and Competitors

Frisco Main St. Market will be a fusion of multiple industries into one business model. The restaurant and cafe industry in Summit County continues to drastically increase over the years, and businesses that succeed in this market become cornerstone figures in our communities. We will be competing alongside many staple restaurants, however no one has the creative concept of incorporating a restaurant, cafe, bar, and market under one roof. Because of the unique structure of Frisco Main St. Market's plan, the closest true competitor to this model would be Whole Foods Market. However, our local Whole Foods Market has recently discontinued their sales of smoothies, fresh coffee, and cafe items. Their recent changes will amplify the need for this business plan in our community. Frisco's downtown is in need of a comfortable and relaxing space for customers to gather and enjoy quality food and drink.

Detailed Description of Customers

We want to appeal to the diverse consumer population in Summit County. We strive to serve individuals, families, and friends with a wide range of dietary preferences. While high quality healthy food is at the center of what we hope to provide, we also want to welcome in purveyors of creative cocktails and indulgent small plates.

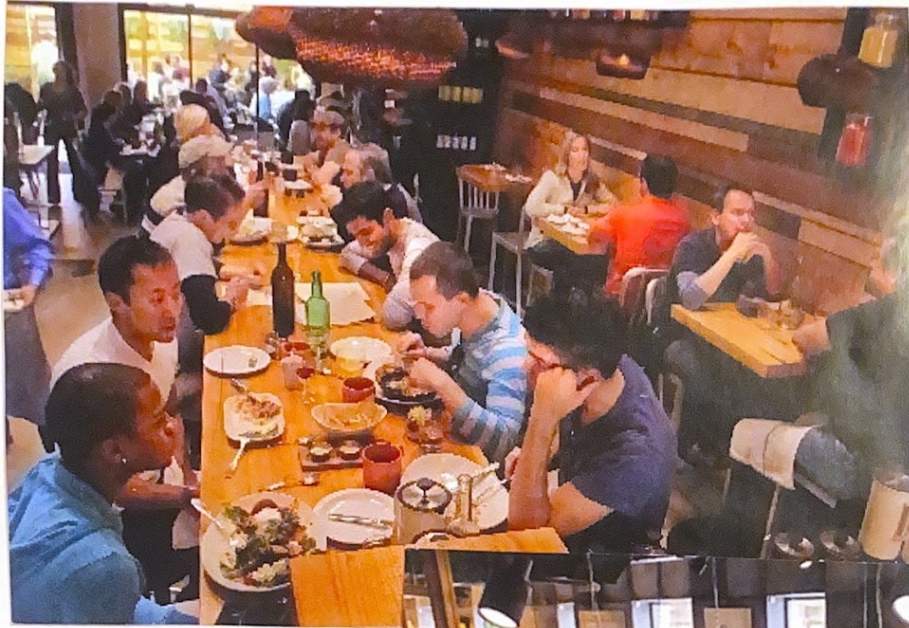
Marketing and Sales

Growth Strategy

- Network with local business to promote word of mouth advertising
- Establish online presence through business website and social media profiles
- Host soft opening events to attract local customers to create regular year-round business
- Offer weekly specials to encourage customers to try new things
- Provide member punch-card promotions to encourage returning business

Communication and Customer Service

- Encourage participation in business review sites such as Google reviews, Yelp, and Travelocity
- Regular postings on social media sites to curate an online presence
- Provide contact information on business website



Plants!



Community Seating
- long wood tables



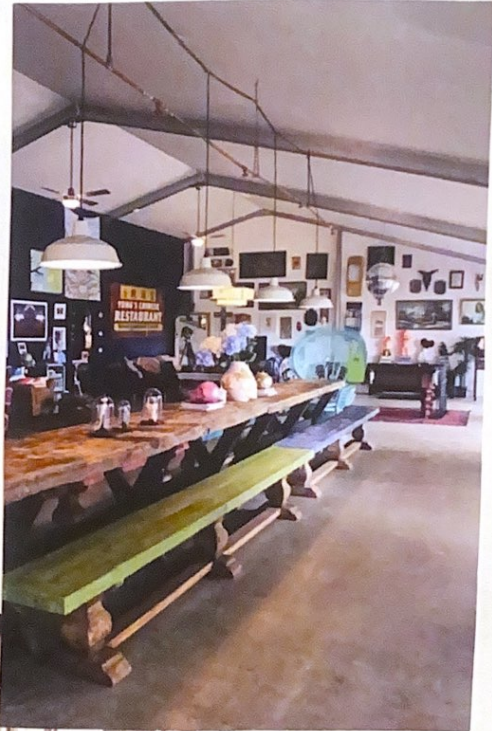
-live edge!

love the low hanging lighting.

more
community
seating
examples.



great color scheme



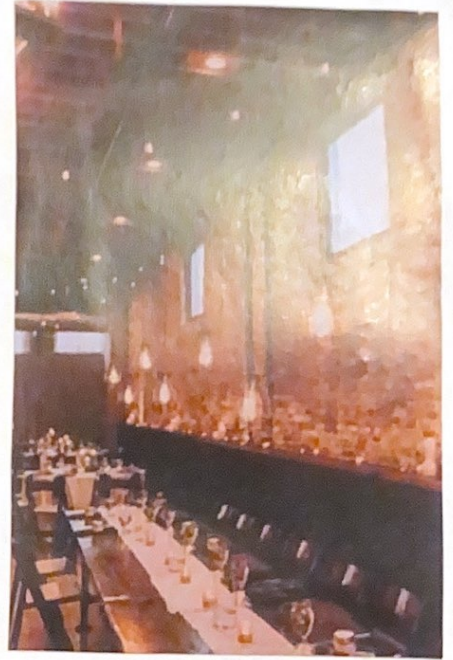


lighting is key!



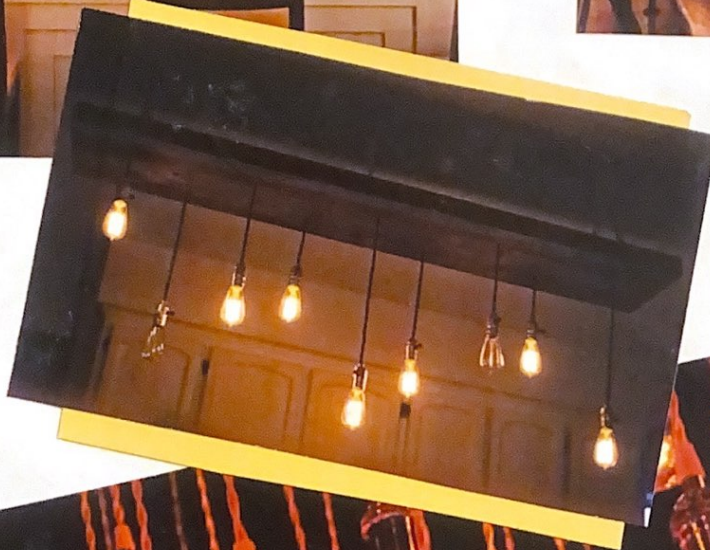
Edison bulb
soft lighting





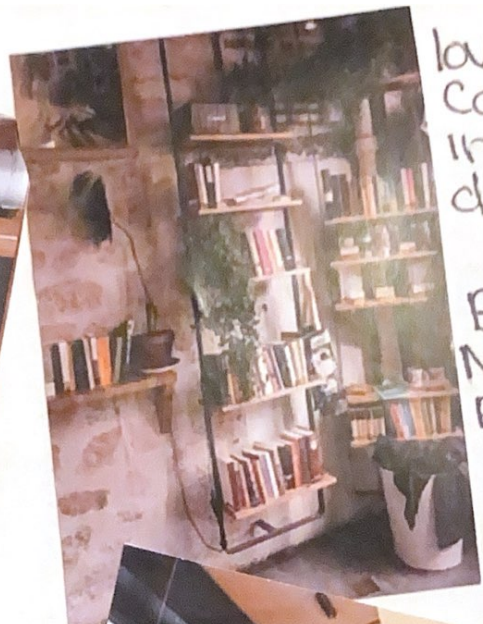
Farmhouse
style
lighting

Vintage
Industria



love
cozy &
inviting
decor

Book
Nook /
possibly
for sale?

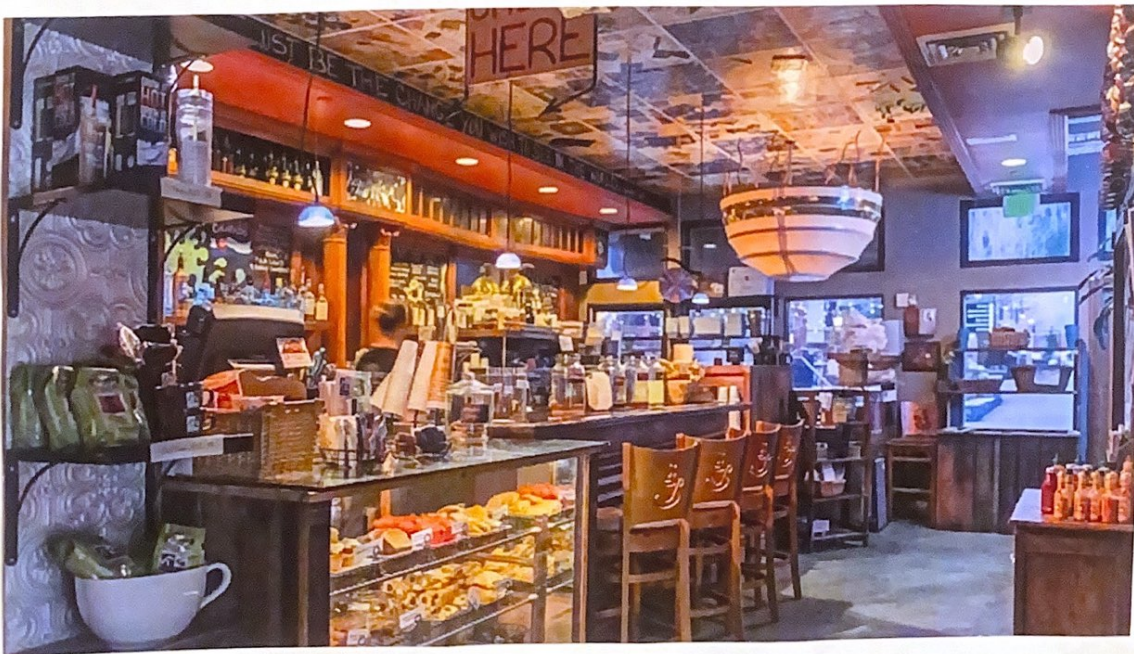


more
intimate
lounge
seating



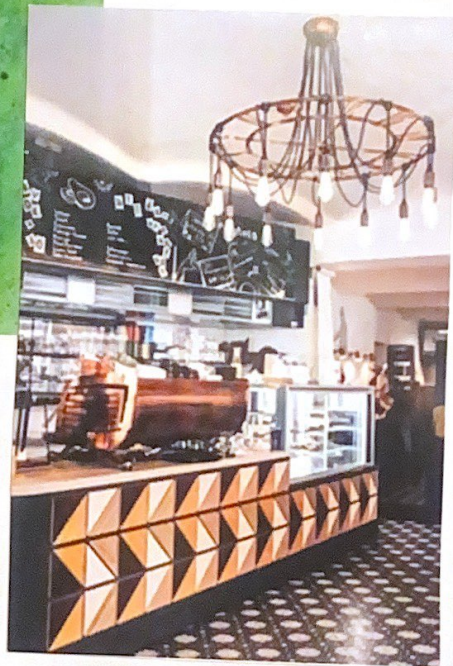


Walk up Bar
Concept
open and inviting.





limited and rotating
beers on tap (6)



Full espresso bar



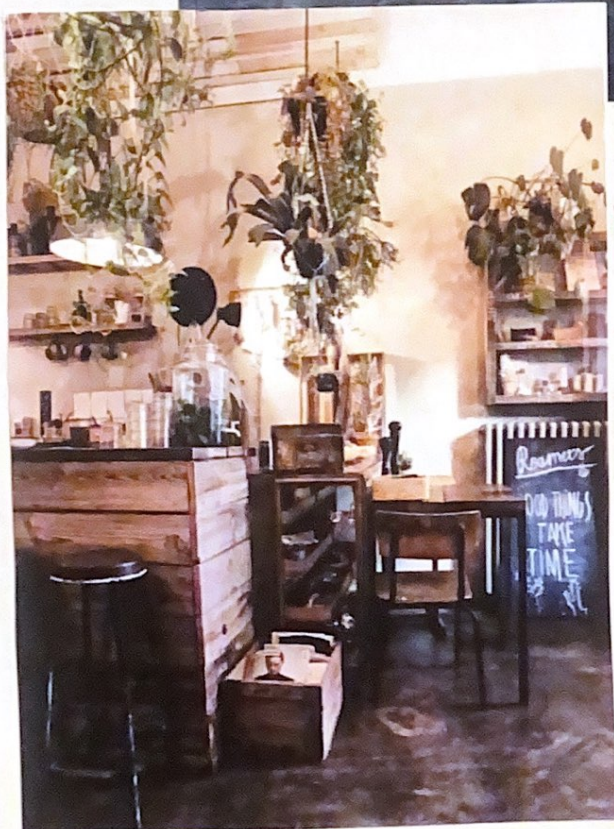
more
Bar
concepts



open
space for ordering
and bar
seating



Fun bar
seating!
←



Barn
wood
bar
←



plants
on tables
and throughout
restaurant

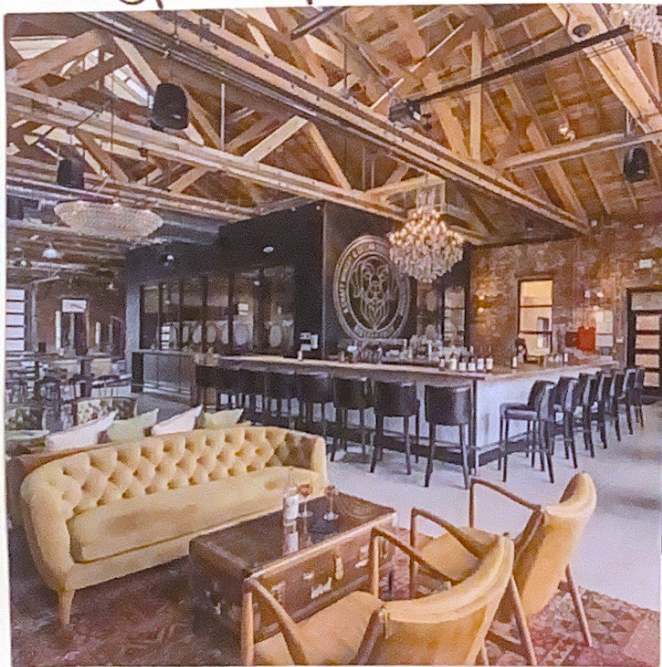


Great fixture



Opportunity for logo on wall

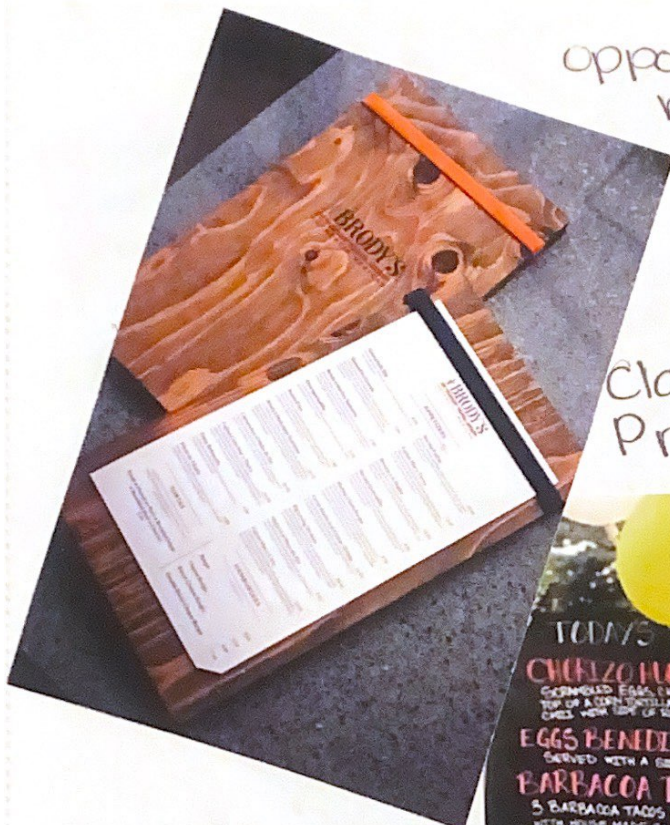
Open Space



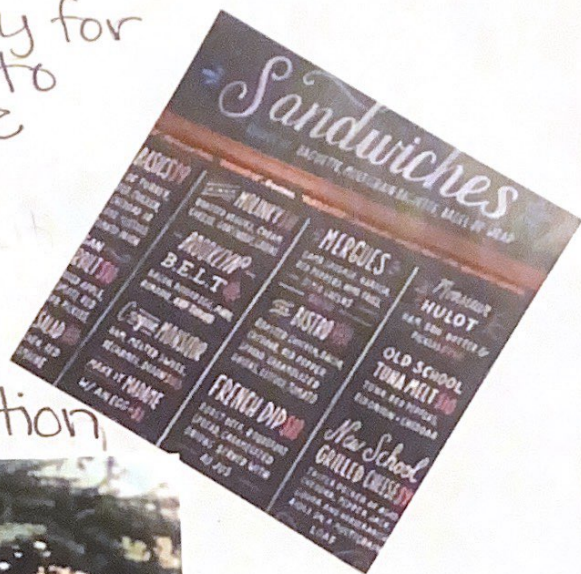
Statement piece.

Catches the eye

opportunity for menu to rotate



Classy Presentation



rotating menu example



Chalkboard wall?





Open for
Breakfast
-possibly 8am?

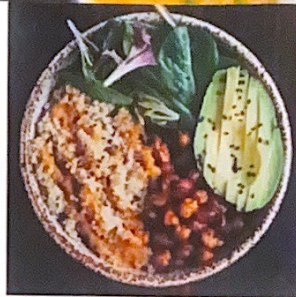


personal cast-iron skillet
Used through
out menu.
incorporates
fireside
concept



Soup, sandwiches salads
always available





New & unique name for Bowls

8 BEAUTIFUL Buddha bowls

THAT YOU NEED IN YOUR LIFE RIGHT NOW





Pineapple
mango
Banana
cucumber
Spinach
Almond Milk

Papaya
Banana
Coconut milk
Spinach

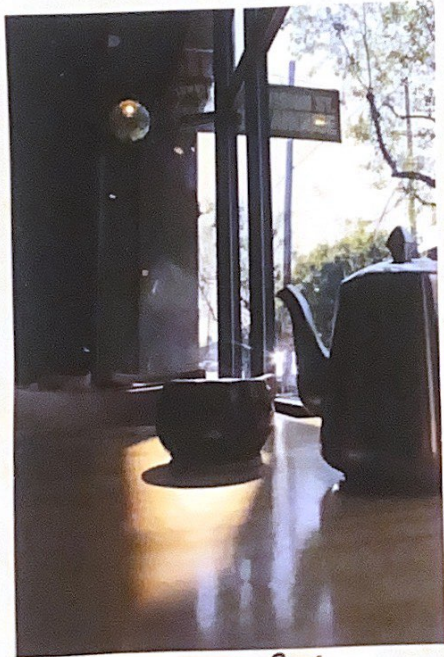


Blue berry
Banana
Peanut butter
Almond milk

Strawberry
Banana
Raspberry
mango
Coconut milk



Table side
Toddy !!!
incorporates
fire side
vibe



Tea wall ?

love idea of incorporating
tea into cocktails as well
as a morning beverage

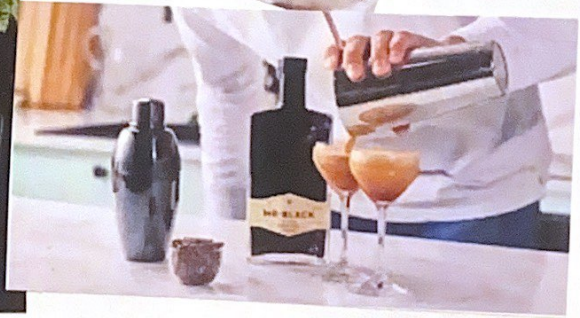
Adult tea
drinks



Cool
Beer
mugs!

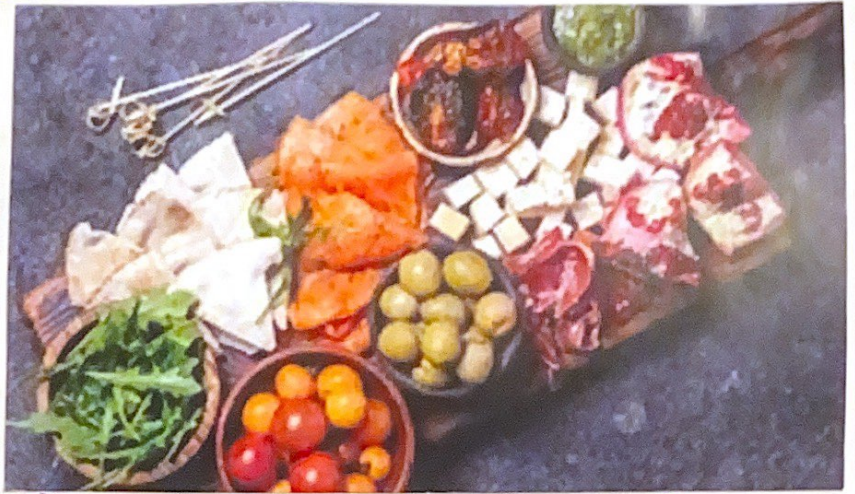


**CLASSIC IRISH
COFFEE RECIPE**
BREWED COFFEE MAILED WITH IRISH WHISKEY AND A HINT OF BROWN SUGAR
W/ BAILEYS WHIPPED CREAM



love beer
mug!





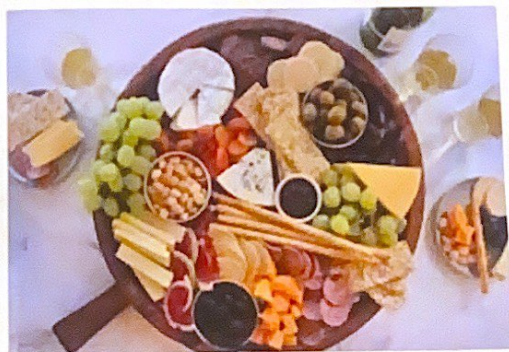
works great for
communal
seating



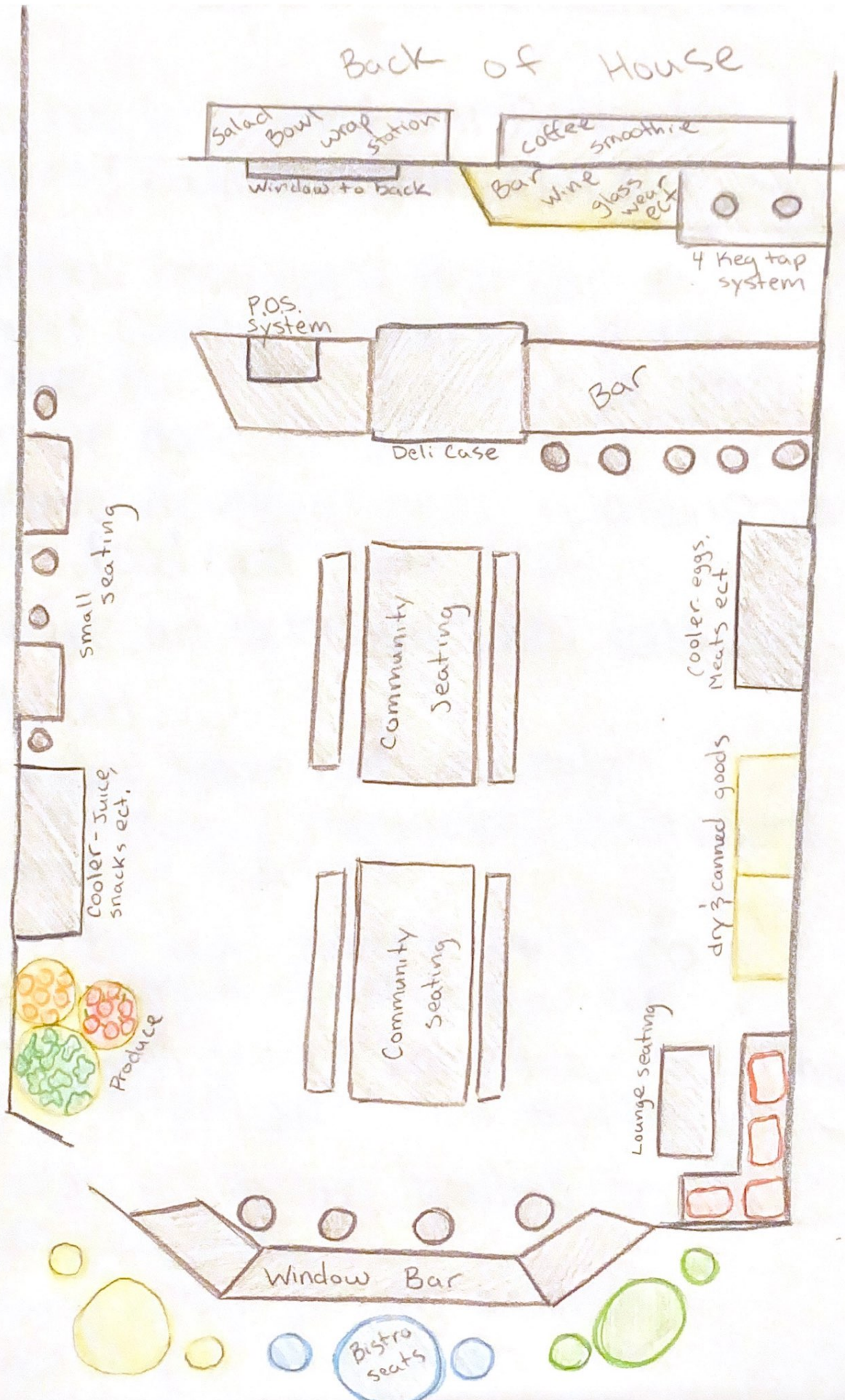
encourages
sense of
community



Sharables

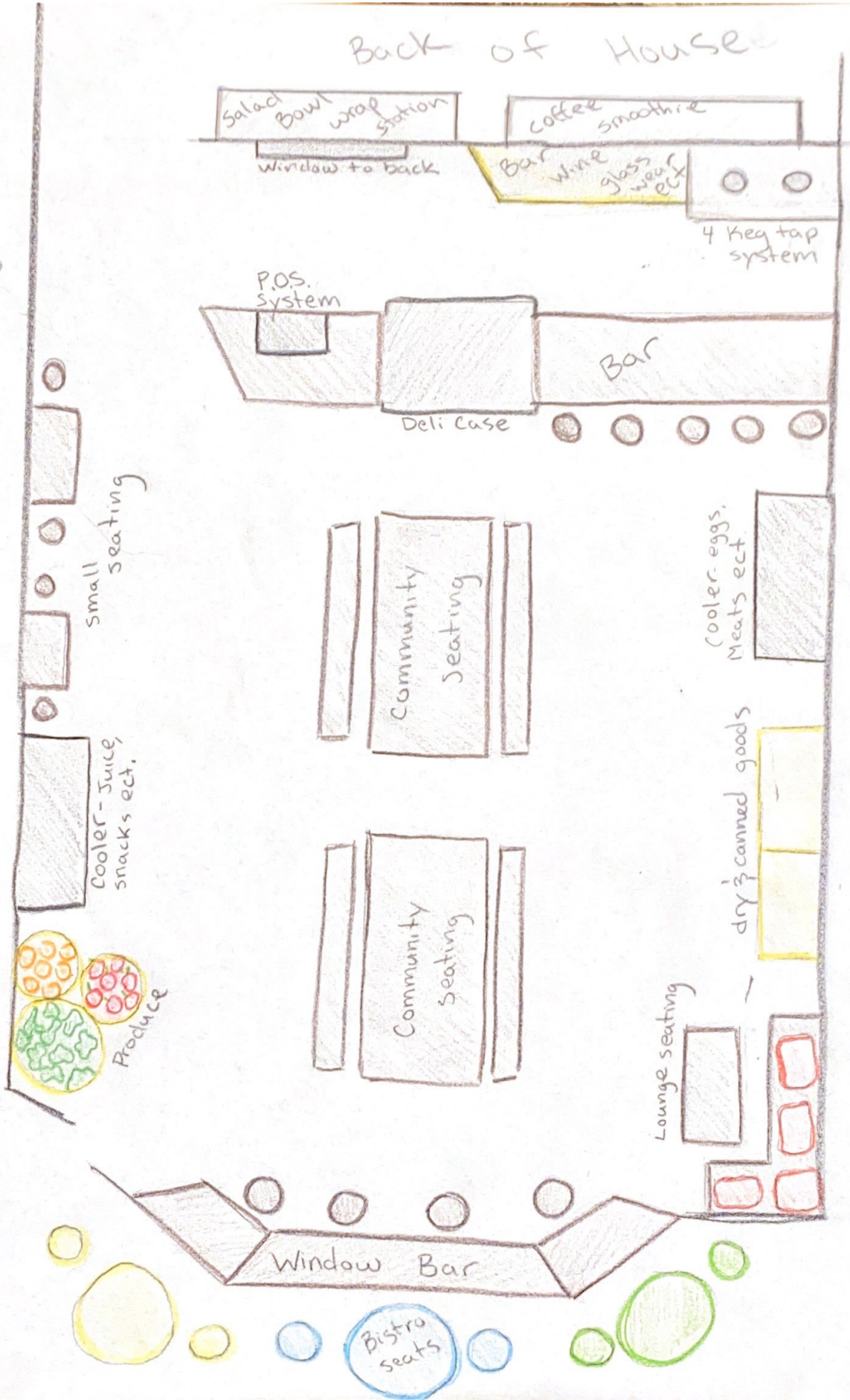


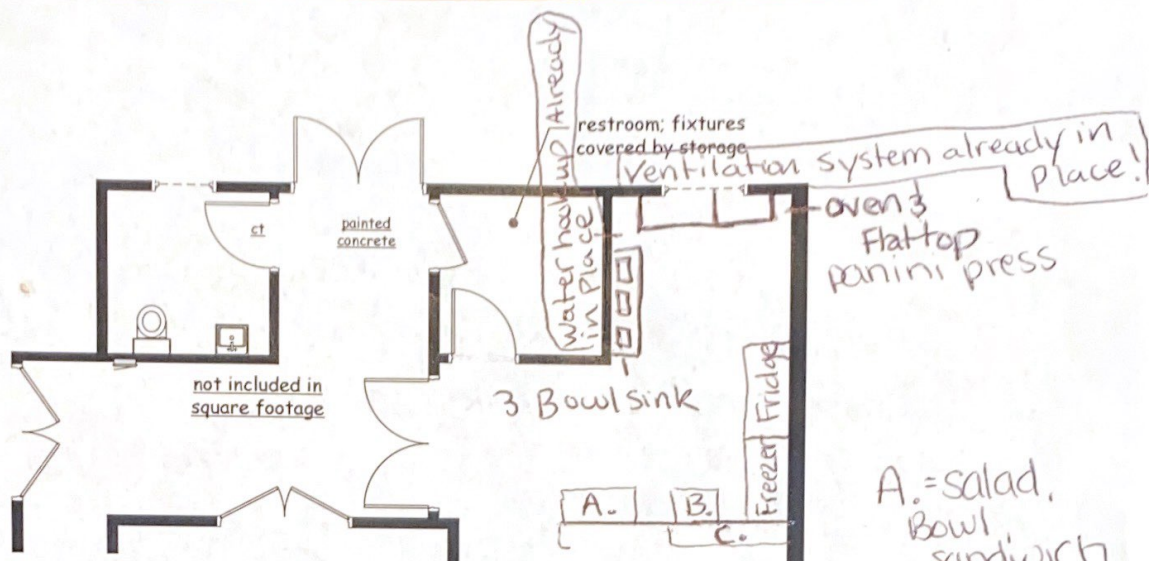
Frisco Main St. Market, Bar & Eatery



FRISCO MAIN ST. MARKET, BAR & EATERY

30 seats





Menu Items

- Smoothies
- Smoothie bowls
- Rice Bowls
- Soup
- Juices
- Panini's
- sliced meats
- sliced cheeses
- salads
- Beer
- wine
- liquor

- A. = salad, Bowl sandwich Station
- B. = coffee, Smoothie, Acai bowl Station
- C. = "Bar" area Kegs, wine, liquor.
- D. = POS system
- E. = deli case.

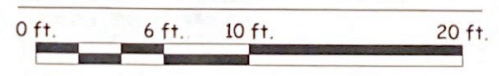
Suite C
 942 sf

30 seats
 juicer
 smoothie cooler

9 outdoor Bistro seating



Frisco Mall
 411 Main Street, Unit C



Erik C. Benson

Phone: (541) 905-9687

Email: erik.benson12@gmail.com

My name is Erik Benson. I am an outdoor recreation enthusiast from Bend, Oregon, but have called Frisco, Colorado my home for the last fourteen years. I am proud to be a homeowner and long time local in this community. For twelve years I have worked at Ein Prosit, both as manager and lead bartender. In my five years of management experience, I gained knowledge and understanding of how our local restaurant industry operates. Scheduling, product ordering, employee relations, and vendor relations are all duties I successfully navigated in my role as Ein Prosit's manager. In addition to my experience at Ein Prosit, I had the opportunity to bartend for three years at Arapahoe Cafe, one of Summit County's most beloved and longest standing bars. Through this time in my life I developed a passion for owning a business of my own. Creating memorable experiences and providing a welcoming atmosphere is something that brings immense joy to my life. I would love to have an opportunity to apply my passions to a business of my own.



Sarah E. West

Phone: (913) 439-0212

Email: Swest3216@yahoo.com

My name is Sarah West and I am a long time local to Frisco. For several years I have hoped to one day own a small business in our beautiful community. In my eighteen years here I have successfully established myself as a homeowner and active member of my local community. Currently I am managing Ein Prosit, a popular local restaurant. I have worked at this establishment for eleven years, the last four in the management role. It is because of this role I was awarded Summit County's Best Bartender for 2022 and 2023. During my time managing Ein Prosit, it has also won Summit County's Best Bar for the years 2021, 2022, and 2023. In addition to my experience at Prosit, I worked at the cafe in Whole Foods Market for five years managing the coffee and smoothie bar. My goal is to now take these experiences and apply them to my vision for Frisco Main St. Market. Working in customer service has been a long time passion of mine;

I find the work rewarding and engaging. I am looking forward to combining my experiences, creativity, and passions in this opportunity.

