



COMMUNITY INITIATIVE



1112 FORD AVENUE TARRANT ALABAMA 35217-1142



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EXECUTIVE SUMMARY

Tarrant Coffee Shop

...in the historic downtown business district of Tarrant City, Alabama.

At first glance you may ask yourself why a coffee house in Tarrant City? Good question. It may help to know that the location chosen once served coffee in the area for more than 70 years. The Tarrant Coffee Shop originally opened as a breakfast and lunch favorite in 1920 by Hobart Mullins at 1112 Ford Avenue. In 1925, L.C. Walker purchased the coffee shop and operated the restaurant until 1961. The two-story house was converted in 1939 adding a front dining room and new kitchen area to the present structure, with a one-bedroom apartment upstairs.

For many years the street car route 22 made its final stop at the Tarrant Coffee Shop and would then reverse and return to Birmingham. Route 22 is still the number of the Max bus route with the BJCTA in Birmingham today. There are stories of the local street car commute that began each morning and ended each afternoon at the front doors of the coffee shop. Grandparents recount stories of first dates and loved ones meeting servicemen as they returned home from the war. Families would meet the men and women returning to Tarrant City when the streetcar would bring them to the coffee shop. Most memories are of people just having breakfast before starting the workday or perhaps a first date after football games at the former Jefferson County High School. The memories are as rich as the heritage created by all of the people who visited the original Tarrant Coffee Shop.

In order to recreate the image of the old coffee shop and merge it with the concept of a modern coffee house, we have decided to completely restore the old structure to have the appeal and esthetics of the original coffee shop. We recovered an old photo of the building that was taken in 1943. The process has been ongoing for a few years but the coffee shop is beginning to take on the character of the original structure.



Tarrant Coffee Shoppe Menu from days gone by...



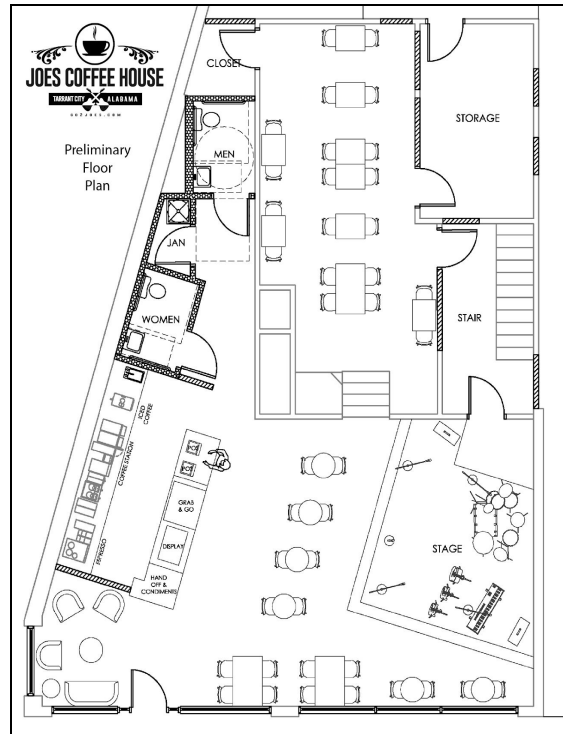
T-Bone Steak-French Fries & Sliced Tomatoes \$1.25

Two Eggs Fried or Boiled, Toast, Jelly & Coffee 42¢

Cheeseburger 30¢ or Coffee 7¢

Welcome to the all new Joe's Coffee House. We are located at 1112 Ford Avenue in Tarrant City, Alabama. In 2017 the Jefferson County Historic Commission deemed the coffee shop a historical landmark as on one of the oldest structures in Tarrant. Revitalization construction will begin soon.

We are excited about the opportunity to bring this great coffee house to Tarrant City. Joe's Coffee House will be a vital part of the economic development initiative unfolding in the downtown area. Coffee sales, along with other retail will provide the basis for our 501c3 nonprofit organization. There will be meeting spaces for small groups as well as free wifi for those that want to have coffee while they work. We are also building a state of the art stage with sound, lights, and the ability to record live performances. There will also be some live streaming events from Joe's Coffee House. The new coffee house will help rejuvenate Tarrant City's historic downtown district making it a place where old memories are cherished and new ones are made.



COMMUNITY INITIATIVE

The direction of JOE'S COFFEE HOUSE COMMUNITY INITIATIVE is to bring to the city a great locally owned and operated coffee spot but with so much more. The first phase of the community initiative is of course coffee, but not just any kind of coffee. We are partnering with a local roaster to provide some of the south's greatest coffees as well as some world famous gourmet blends, with a new and modern southern flare.

The revenue from Joe's Coffee House will allow us to expand the revitalization efforts to other buildings on Ford Avenue and then to all of the historic downtown.

As we expand, we are interested in sharing our success by assisting individuals and businesses in education and growth. One such initiative is Percolator Career Training & Business Center which will provide residents an opportunity to obtain the education necessary to attain long term career goals. We will also assist local businesses in training staff and offering expertly trained candidates for employment. . We also desire to be a place for small upstart nonprofit organizations and entrepreneurs to pool resources and share office space with one another. Finally, we want to provide expansion opportunities into the existing commercial real estate in the downtown area.



CONSTRUCTION COSTS

- Construction: We are currently working on a timeline and phases of the project. Demolition has already begun.
 - **Phase 1**: Rebuild the front wall and windows and replace the dining room roof. Begin structural work on the existing building. Demo the back of the building and excavate the rear parking area. Temporary electrical service and remove all existing electrical downstairs. This includes permits, impact fees and insurance.
Estimated cost of phase 1 is \$91,373 (30 days to complete)
 - **Phase 2**: Concrete and Masonry work for floor repairs, cut and patch bathroom floors and repair brick walls. Rough hardware and rough carpentry of walls, coffee bar, stage area, repair existing stairs and close existing windows and door openings. Thermal and moisture protection and insulation. Doors and windows. We will also replace the windows in the office area upstairs.
Estimated cost of phase 2 is \$133,031 (30 days to complete)
 - **Phase 3**: Drywall, Flooring, Painting, Staining, Wallcovering, Equipment, Furnishings, Plumbing, HVAC, Electrical, Sound, Stage Lighting, Video..
Estimated cost of phase 3 is \$141,154 (60 days to complete)
 - **Phase 4**: POS (Point of Sales), Espresso Coffee Equipment, Tables, Chairs, Decorations, Marketing, Advertising, Coffee inventories, Inspections, and Grand Opening.
Estimated cost of phase 4 is \$76,210 (30 days to complete)

*Costs are based on Hallmark Builders proposal and some costs will be offset by in kind donations of equipment, supplies, and labor.

ECONOMIC DEVELOPMENT

Tarrant Moving Forward

- **Ford Avenue:** The revitalization of Ford Avenue is an important part of the Tarrant Moving Forward plan. The thought is to make Ford Avenue a vital and lively focus of the city again. Our ideas are the following: The Douglas Engineering building could be made into work/living space. The bottom floor becoming the home for the Percolator and the other floors becoming lofts. We see the Time Clock Building as becoming a Craft House/Restaurant. This is a perfect building and space to house such an inviting and new idea. Then Dr. Doggett's building will be torn down



and made into additional parking with an open air pavilion named Doggett Pavilion.

The lot across the street could be made into additional parking also. We have approached several Alabama based businesses about moving to or opening a new location in Tarrant. Some of the ideas include a bakery, sandwich shop, flower shop, art gallery, ice cream parlor, and cell phone store. We already have a credit union, library and pharmacy. The addition of the coffee house, craft house, and pavilion we will be a great start to the upscale entertainment district.

- **Freshwater Land Trust:** Tarrant Moving Forward adopted a section of the Five Mile Creek on Ford Ave. What that means is that we clean and maintain it every other month.
- **Percolator:** Provide incubator space for new projects, nonprofits, and business entrepreneurs downtown as well as all of Tarrant. Assist our residents with better career opportunities. Partner with the Tarrant City Schools in order to provide assistance with extra curricular education including music and sports.
- **Neighbors:** Support clean up programs for homeowners and long time residents in Tarrant and surrounding areas. Provide funding resources to remove unlivable housing. Assist with rental property residents to transition to home ownership and improve current rental space. Provide support for our local police and fire departments with a new neighborhood watch program.



- **Halloween on Ford Avenue:** Every year the locals host a trunk or treat for local residents. We want to expand this effort with music, costume contests, food, and games.
- **Five Mile Creek Chili Cook Off:** We will combine the FMC Festival and the FMC Chili Cook Off to create one large two day event in the month of November. There will be more chili teams, food vendors, arts & crafts, antique fire trucks, an antique car show, and much more.
- **Christmas on Ford Avenue:** We want to decorate all of the buildings on Ford Avenue for the month of December.
- **Joe's Coffee House:** In 2020 the Tarrant Coffee Shop will celebrate 100 years. We look forward to celebrating this event with everyone.



Citizens of Tarrant

There are several key factors in planning for economic growth. Tarrant City is a small community of 13,729 residents with 33% living in poverty. 64% of all housing in Tarrant is rental property and is mostly Section 8 housing. The median income is \$26,238 with 80.6% of the residents having high school diplomas or higher. The number one goal of our community initiative is to assist our residents with career advancement and business education. It is clear that better jobs for existing residents will allow for new home ownership and long term residents. Tarrant is geographically located within just a few miles of excellent career advancement opportunities, not only within the city itself, but also in the Birmingham metropolitan area and the surrounding cities of Jefferson County.

Tarrant City School system is a vital part of our growth potential. Our community initiative will provide scholarship opportunities for teachers as well as being able to bring attention to the needs within the school system. We also want to see more after school activities and the return of several community sports.

Businesses of Tarrant

The next objective is almost as important. There are at least 60 vacant buildings within the city blocks of downtown Tarrant. These properties are in various stages of viability. Some are in excellent shape, but others are in very poor condition. Our plan is to inventory all available commercial real estate and provide an extensive economic plan. There is a need for a long term, coordinated solution to the city's decline, which we plan to instigate with other like-minded individuals, businesses, and community leaders. Central to this plan is to create a positive, business friendly environment for existing companies to relocate or open new branches downtown. We will need to offer some short term incentives from the city of Tarrant as well as the landlords of these properties. Some properties will simply need to be demolished for parking and future growth.

One specific need that has been brought to our attention is the lack of a local pet clinic. It is our goal to open a cooperative pet clinic staffed by area veterinarians on a rotating basis.



While the pet clinic may not be able to offer extensive pet care we can bring to Tarrant some much needed pet parenting tips and basic animal care and control.

TARRANT ALABAMA CENTENNIAL & FIVE MILE CREEK FESTIVAL

...is back and better than ever.

From 2010 – 2013 TMI Productions created and operated the Five Mile Creek Festival in front of the old Tarrant Coffee Shop building and the new Chief Hewitt Park located on Highway 79 in Tarrant, Alabama. In the four years that we held the festival it became more and more obvious that the residents of Tarrant are simply not very motivated to attend a local festival. It was at the conclusion of the 2013 festival that we made the decision to stop hosting a festival for the residents and to focus on building something that would have a more broad appeal. In 2018 we brought back the FMCF to host the Tarrant Centennial Celebration. The return of this great festival coincided with the Vulcan Materials Quarry Crusher Run. The 2018 lineup included several artists returning to Tarrant. David Lee (World Champion Elvis), Marc Barnette (24 Karat), GreenLight the Band (Jazz). All of these artists are originally from Tarrant City along with Birmingham based Rollin' In The Hay (Bluegrass). There were food trucks scheduled including Dreamland BBQ, City Bowls, Encore Rouge, Rickard Mobile Catering, Ripicci's Italian Ice & Gelato, and Coca-Cola. Along with a free kid zone with Inflatables. Thanks to the Tarrant-Pinson Valley Chamber of Commerce, the City of Tarrant, and our sponsors we hosted this great event with free admission. More than 3000 residents and former residents came back to Tarrant for this one day event on Saturday April 28, 2018 and we believe that it has sparked the desire to assist in the future growth of Tarrant City.



In November we hosted the Five Mile Creek Chili Cook Off to help raise money for the Tarrant Fire Department annual toy drive. We had chili teams from all over Central Alabama and it was a great way to further our efforts to bring people to Ford Avenue and Tarrant. This was our first partnership with Good People Brewery and Avondale Brewery. In November 2019 we will merge the Five Mile Creek Festival and Chili Cook Off into one large event.

TARRANTCITY.ORG

URBAN RENEWAL AND MINISTRY

...ministry happens when you become an asset to the community.

From the book the 50th Anniversary Tarrant Golden Jubilee 1918-1968: to delve into the past is to get a somewhat better understanding of the future. We may expect at least some history to repeat itself. "The difficult we do immediately; the impossible will take a bit longer." As an entrepreneur as well as a community of faith our goal is to allow the business and philanthropic efforts to create a place not just for coffee and music, but also be an asset to the renewed community.

MARKET COMPARISONS

AVONDALE, ALABAMA

For decades, the Avondale neighborhood in Birmingham, Alabama, was known for negative things—mainly its crime, drug use, and prostitution. The approximately four block area was at about 25% occupancy just a few years ago, estimates [Elizabeth Barbaree-Tasker](#) of [REV Birmingham](#) (formerly Main Street Birmingham), a local economic development organization. Now Avondale is a thriving neighborhood with a 75% occupancy rate and a slew of shops that bring in people from outside the area. Avondale's turnaround can be traced back to three things: a brewery, a park, and a contest.

Brothers Hunter and [Coby Lake](#) have been working to revitalize Avondale for years. "There was a lot of undocumented crime in the area. We were able to work with the Birmingham police department to help combat a lot of that crime, which made other entrepreneurs feel safe in the area, made it a more attractive place. That was about four years ago," says Hunter. But it wasn't enough.

The brothers, who used to renovate residential properties, bought two buildings across the street from each other in Avondale. The pair turned one of the properties into the [Avondale Brewing Company](#), which opened in October 2011 (the same month that the city completed a \$3 million renovation in [Avondale Park](#)). The other became the site of an experiment this past January—dubbed Occupy Avondale—where Coby and Hunter offered six months free rent to a business that could increase foot traffic in the area.

The article in its entirety is available here:

<http://www.fastcoexist.com/1680936/occupy-avondale-turning-a-down-and-out-alabama-neighborhood-into-a-thriving-destination#7>

DOWNTOWN BIRMINGHAM, ALABAMA

Long scarred as the site of brutal civil rights struggles and decades of industrial collapse, downtown Birmingham, Ala., has struggled to attract new business or visitors, even from its own region, but some recent efforts give the city a bit of hope. The centrally located \$25 million [Railroad Park](#), which is 19 acres with lakes, an amphitheater and lots of green space; opened three years ago and has become a symbol for reviving a downtown district. Not only do thousands of tourists visit the park, but former city residents are also venturing downtown again after years of suburban life.

As evidence of continued growth, [Regions Field](#), an 8,500-seat minor-league baseball stadium, opened in April 2013 just south of Railroad Park, another downtown attraction for the city's roster. Other noteworthy projects include a heavily subsidized \$70 million Westin Hotel and entertainment district in the city's convention area, and a \$7 million

renovation of [the Lyric](#), a former vaudeville theater nearly 100 years old and barely used since 1958.

The article in its entirety is available here:

http://www.nytimes.com/2013/08/07/realestate/commercial/a-return-to-downtown-birmingham.html?pagewanted=all&_r=0

KEYS TO SUCCESS

- Create an inviting and safe environment that promotes great family entertainment.
- Provide an innovative atmosphere that will differentiate Joe's Coffee House from other coffee houses.
- Establish a positive foundation for growth in the community.
- Provide valuable products and services to the community at large.
- Be able to reach a larger market outside of the Tarrant area.
- Maintain a level of integrity that will promote longevity and growth.
- Set and meet goals for a better community.

RISKS

- Will potential growth come from outside of the area?
- Is there enough interest in a music venue and coffee house to be successful in Tarrant?
- Will the much needed revitalization make a difference?
- Is it possible to change the local residential community?
- Will the city of Tarrant change for the better or continue to decline?
- Is this a long term successful project?

COMPANY SUMMARY

- When the building was purchased it was in very poor condition. There are 80 years of renovations and changes added to a once beautiful structure. It has taken time to remove literally tons of décor from the inside and outside of the building. There is a concrete floor under 3 layers of floor tile covered by commercial grade carpet. Brick walls covered by plaster and then 2 layers of paneling. The ceiling had 12" ceiling tile under a layer of drop ceiling. There were dividing walls and closets added that made the actual restaurant much smaller.
- A circa 70s metal façade on the front and a flat roof that, had layers of roofing tar that had been leaking for several years and had caused major damage throughout the restaurant, was removed. We also removed a 2-car garage and an addition on the back with a walk-in cooler that was built on site in 1938.

- Joe and Katie are originally from the Gardendale and Fultondale area, but in 1999 they found themselves working in and around the Tarrant area. Once they purchased the old coffee shop they realized that both of their parents attended the local high school. Their goal is to bring the coffee house back to the Tarrant area.

COMPANY OWNERSHIP

Joe's Coffee House Incorporated is a 501c3 Nonprofit with a community initiative and the Five Mile Creek Festival. Joe Posey is the President of the Nonprofit and will serve as acting director. Joe and Katherine Posey are also the property owners. Joe Posey is the owner of TMI Productions Incorporated (Concert Production and Promotions). Joe's Coffee House is the brick and mortar establishment and provider of services. GO2JOES.COM is the online provider and the marketing aspect of the business. Five Mile Creek Festival is the community outreach partner. Joe and Katherine Posey will be taking care of all business and daily operations.

DOWNTOWN TARRANT

The City of Tarrant, in Jefferson County, is located directly north of the Birmingham International Airport and approximately five miles northeast of downtown Birmingham. Tarrant is located along Highway 79, two miles north of interchange 128 of Intersection 20/59.

Downtown Tarrant is located along and east of Highway 79 in the southeastern "corner" of the city, just north of the Inglenook community in Birmingham.

The major thoroughfares serving downtown Tarrant are Highway 79 (north-south) and East Lake Boulevard (east-west). Local major streets are Pinson Street, and Bethel Ave (Tarrant-Huffman Road). Local minor streets serving the downtown are: Thomason, Sloan Wharton, Ford and Elizabeth Avenues (which run northwest-southeast) and Jackson and Virginia Streets (which run northeast-southwest).

MARKET ANALYSIS SUMMARY

In the Tarrant area there are several types of eating establishments. There is everything from fast food, pizza, Chinese to steam table style lunch cafes. Joe's Coffee House will provide a much needed coffee and social meeting establishment. There is nothing of its kind north of downtown Birmingham. All of the other food vending competition is not directly in competition with Joe's Coffee House.

MARKETING STRATEGY

The marketing strategy for Joe's Coffee House will be a multi-faceted plan. The overall goal is to utilize social media and word of mouth to grow our business. Approximately ninety days before the grand opening we will begin radio advertising during morning and afternoon traffic reporting. This will provide a crossover marketing campaign into several different target demographics. Also during the first six weeks of the grand opening we are encouraging all that will to bring any memorabilia to share with us along with their favorite stories of the old Tarrant Coffee Shop. There will be an

ongoing advertising plan for Joe's Coffee House but the best advertising will be the reputation for great coffee and an all new business based in Tarrant City.

TARGET MARKET SEGMENT STRATEGY

The best way to describe Joe's Coffee House target customer is divided into two basic groups. The morning coffee customer is someone that is looking for great coffee on their way to work. That might be an office worker, construction worker, store manager, police officer, college student, or senior citizen. Then there is the gourmet coffee customer that loves the social atmosphere of a coffee house. Our goal is to be the best coffee house that you have ever experienced which just happens to be located in the historic downtown Tarrant City, Alabama.

SERVICE BUSINESS ANALYSIS

The retail cafe and coffee industry in Tarrant is in the start-up phase and is expecting rapid growth of its life cycle. Many factors contribute to the large demand for good coffee and business services in Tarrant. Due to competition, cafe owners must look for ways to differentiate their place of business from others in order to achieve and maintain a competitive advantage. The fact that there are not many coffee cafes established near Tarrant, presents Joe's Coffee House with a chance to enter the window of opportunity and enter into a profitable niche in the market.

COMPETITION AND BUYING PATTERNS

There is a Starbucks in Gardendale. Red Cat Coffee, Revelator Coffee, Lucy's Coffee & Tea, Octane Uptown and Seeds Coffee Lakeview are all located downtown Birmingham. The coffee house will have no other competition with cafes within ten miles. All of the other food vending competition is not directly in competition with Joe's Coffee House.

STRATEGY AND IMPLEMENTATION SUMMARY

The first facet of marketing is to begin the renovation of the old Tarrant Coffee Shop and make it known that this is just the beginning. We want to provide a platform for people to rally for the change that is needed in the Tarrant community. It is our hope that this will ignite the other businesses and building owners to follow suit.

Late 2019 we will open the all new Joe's Coffee House. This new business can provide employment for a few but a place of business that can reach far beyond the city limits of Tarrant and give people a reason to visit our great town.

SALES STRATEGY

The sales strategy for Joe's Coffee House will be in the official Joe's Coffee House brand, Red House Coffee, and several retail opportunities. All within the brick and mortar and online sales..

PERSONNEL PLAN

The staff will consist of three part-time employees working thirty hours a week at \$10.55 per hour. In addition, one full-time manager will be contracted to Katherine Posey. This simple structure provides a great deal of flexibility and allows communication to disperse quickly and directly. Because of these characteristics, there are few coordination problems seen at Joe's Coffee House that are common within larger organizational chains. This strategy will enable Joe's Coffee House to react quickly to changes in the market.

HOW TO HELP

How can you partner with Joe's Coffee House Community Initiative? In 2017 we established the Joe's Coffee House 501c3 Organization in order for business partners to participate. We would love the opportunity to share more details in person. Until then here are a few ways that others are participating.

- Physical property and construction donations: We need all kinds of building materials and equipment. If you would like to donate new building materials please contact us to make arrangements. A list of materials needed is available upon request.
- Time and labor donations: Construction volunteers need to have experience in their field of expertise but are welcome and needed. If your company would like to participate we can schedule according to each phase.
- Financial contributions: These have been categorized as construction costs and operating costs. Financial contributions can be made via Paypal at go2joes.com or on Facebook at Joe's Coffee House Community Initiative or mailed to Joe's Coffee House, 2855 Valley Road, Tarrant, AL 35217.
- Professional contributions are also needed. Joe's Coffee House is currently seeking grant writers, cpa , as well as further legal representation.

Social Media

- Websites: go2joes.com & tarrantcity.org
- Facebook: Joe's Coffee House Community Initiative, Tarrant Moving Forward
- Instagram: Joe's Coffee House Community Initiative, Tarrant100
- Twitter: Joe's Coffee House
- Youtube: Joe's Coffee House

Financial Contributions can be mailed to
Joe's Coffee House, 2855 Valley Road, Tarrant, Alabama 35217
online at go2joes.com
Facebook: Joe's Coffee House Community Initiative

Joe's Coffee House is a 501c3 Nonprofit Organization..
Visit go2joes.com or contact us at joeposey@att.net, 205-332-2641
Construction Costs and Permit Drawings are available at go2joes.com.