

Sedro-Woolley Community Development Grant Program

Application

Date of Application: 08/22/2023

Full Legal Name (Organization): F&G Hospitality Group LLC

Applicant Mailing Address: 438 Klinger Street, Sedro-Woolley WA 98284

Project Physical Address: 108 West Moore St. Sedro-Woolley WA 98284

Phone Number: (360) 739-1477

Primary Contact: James M. Lee

Website (if applicable): www.doublebarrelbbq.com

Grant Amount Requested (maximum \$5,000 per nonprofit and \$10,000 per business): \$ 10,000.00

Optional Matching Funds: \$ 5,000.00

Grant Eligibility Requirements:

- Businesses and non-profit organizations are eligible to apply for funds
- Businesses must possess and active City of Sedro-Woolley business license, if required by law
- Applications must be approved prior to the project start date
- Maximum funding limit is \$5,000 per nonprofit, or \$10,000 per business
- National franchises are not eligible
- Improvements must be made to a public-facing area.
- Projects will be vetted for completeness by City staff, may go to the Arts Commission for recommendation to the City Council, and will be subject to a public advisory vote. The City Council will make the final decision on whether to fund a project.
- Once funded, grants will be reimbursement grants. One exception is for projects greater than \$20,000 in total. Those projects can have their city-eligible funds reimbursed when they are more than 50% complete.

Proposal - provide an explanation of the project including who/what/where/when/why, attach at least three photos of the area/areas needing improvement (500 words or less):

Double Barrel BBQ Community Development Grant Project. A four-point plan to enhance the look of the business, engage the local community and increase taxable revenue.

1. Parking lot lighting enhancement: Extending the restaurant parking lot lighting to effectively cover the entire parking area, creating not only a more inviting atmosphere but also a safer environment. Better lighting allows us to use the entire adjacent parking lot, thereby packing in more customers and bringing in more sales. Our safe, well-lit lot also accommodates a variety of oversized vehicles on a regular basis, from energy companies' bucket trucks to locals' racecars to travelers' RVs, snowmobiles and dirt bikes. A safe and roomy parking lot accommodates more customers and increases revenue.

2. Signs and flag lighting enhancement: Increasing the lighting on the flags and signs on the building to enhance our marketing strategy while also capturing potential customers' attention and enticing them to the restaurant. The flags being well-lit imparts a quiet patriotic theme that appeals to our local community and encourages them to patronize our business. Customers are drawn to our hometown values and tend to spend their hard-earned money in like-minded businesses. This in turn strengthens community relations and encourages locals to support our business. More support leads to more sales, which leads to more tax revenue.

3. Landscaping and window boxes: Generally beautifying the property will make it more inviting and appealing, which attracts more customers. Constructing and filling the window boxes creates an opportunity to purchase materials from local suppliers, thereby increasing their sales revenues in the process. Strengthening ties between local businesses is good for everyone.

4. Parking lot re-striping, markers and bike rack: This will accomplish three goals: improving the overall aesthetic of the business; easing customers' ingress and egress, which allows for increased guest turnover and more sales; and relieving automobile traffic and congestion by making it easy and appealing for local customers to bike instead of drive to the restaurant.

Budget – provide a line-item budget, including information and amounts of any outside funding sources:

Lighting:	\$4,900
Gravel:	\$4,000
Parking markers:	\$3,500
Re-striping:	\$500
Window boxes:	\$400
Planters:	\$400
Flowers:	\$500
Bike rack:	\$800
 TOTAL	 \$15,000

Impact – discuss how your project will directly or indirectly increase tax revenues in Sedro-Woolley (250 words or less):

Our projects are aimed directly at attracting more customers who spend more money. Our improved aesthetics and safety will encourage customers to visit more often and spend more money.

1. Enhanced parking lot lighting will make it easier and safer for customers to visit our business and accommodates vehicles too large for many parking areas. All of this works to increase taxable revenue.
2. Sign and flag lighting improvements will entice potential guests with a stronger marketing message and impression of our business. More guests equals more taxable revenue.
3. Landscaping, window boxes and planters will beautify the property and capture the attention of those passing by. Plants and flowers create pleasing visual stimulation, decrease stress levels and increase happiness. Happy customers spend more money!
4. Parking lot re-striping, markers and a bike rack will facilitate more safety and efficiency in guests' travels. Additionally, the overall improved aesthetic will attract new customers, generate return visits and further cement customer loyalty.

Background – provide any additional background information you feel is relevant, including an artist rendering of your project (250 words or less, an art attachment is strongly encouraged):

Thank you for focusing on beautifying our lovely town. Community involvement is important to us, and we welcome the chance to strengthen our presence in and connection to Sedro-Woolley through these aesthetic improvements.

Our goal is to provide an appealing atmosphere that attracts attention and encourages customer loyalty. We aim to attract new customers and encourage repeat visits while leaving a lasting positive impression as a cornerstone of our town. We feel these improvements will serve both the business and the community well by enhancing the look of the property.

We appreciate the opportunity and your consideration.

Authorization

I, (print name) James M Lee the (print title, if applicable) Co-owner
of (print organization name, if applicable) F&G Hospitality Group, DBA Double Barrel BBQ
have approved the submission of this proposal.

If I/we receive a grant, I/we agree to enter into a contract with the City of Sedro-Woolley promising to:

- 1) Execute the project, as planned;
- 2) If a religious organization, not proselytize as any part of the project to be completed;
- 3) Provide all documentation necessary (included in the contract) to verify and receive reimbursement for the project.

Name and Title of Authorizing Member: James M Lee, Co-owner

Signature:  **Date:** 08/29/2023

Proposals can be mailed to: Charlie Bush, City Administrator
City of Sedro-Woolley
325 Metcalf Street
Sedro-Woolley, WA 98284

OR submitted via email to: cbush@sedro-woolley.gov

Please include a completed and signed application and proposal with "Sedro-Woolley Community Development Grant Program" on the subject line.



Round sign and flags will receive more light.



Left of the main driveway will re-landscaped with new gravel and planters.



Right side of main driveway will be re-landscaped with new gravel and planters.



Parking lot will be re-striped and lighting will be enhanced.



Front of the business will get new window boxes and planters.