

As mandated by State Law, this form must be completed and filed within 30 days after Final Action by the local agency.



**-NOTICE OF FINAL ACTION-
ZONING REFERRALS**

RECEIVED
Genesee County
Dept. of Planning
5/17/2023

PURSUANT TO SECTIONS 239 l, m and n OF GENERAL MUNICIPAL LAW

Action Date : 05/15/23

G.C.D.P. Referral Number : T-03-DAR-05-23

Applicant : Crystal and Jason Nutty

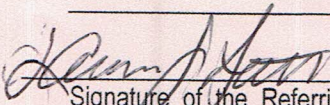
- AGREEMENT with County Planning Board recommendations.
- OVERRULED County Planning Board recommendations.

FAO

Is a copy of the resolution attached? YES NO

If not, please list the substance of the resolution below.

Agree with Genesee County Planning


Signature of the Referring Official

Town of Darien Planning Board
Representing Board

Article 12B, Sections 239 l, m and n of the General Municipal Law requires the County Planning Board to review all zoning matters as specified by that resolution. It also provides that a recommendation of the County Planning Board may be overruled by the local referring agency. The local referring agency must pass a resolution expressing the reason for such action by a majority plus one vote of its membership. Article 12B also requires that the local municipal agency file a report of its final action informing the County Planning Board of what action the local agency took.

Please return this form within 30 days of your final action to:
GENESEE COUNTY DEPARTMENT OF PLANNING
3837 West Main Street Road
Batavia, New York 14020-9404



GENESEE COUNTY PLANNING BOARD REFERRALS NOTICE OF FINAL ACTION

GCDP Referral ID

T-03-DAR-05-23

Review Date

5/11/2023

Municipality
Board Name
Applicant's Name
Referral Type
Variance(s)
Description:

DARIEN, T.

PLANNING BOARD

Crystal and Jason Nutty

Special Use Permit

Special Use Permit to operate an indoor play center and café.

Location
Zoning District

1415 Broadway Rd. (NYS Rt. 20), Darien

Commercial (C) District

PLANNING BOARD RECOMMENDS:

APPROVAL

EXPLANATION:

The proposed use should pose no significant county-wide or inter-community impact.

Director

May 11, 2023

Date

If the County Planning Board disapproved the proposal, or recommends modifications, the referring agency shall NOT act contrary to the recommendations except by a vote of a majority plus one of all the members and after the adoption of a resolution setting forth the reasons for such contrary action. Within 30 days after the final action the referring agency shall file a report of final action with the County Planning Board. An action taken form is provided for this purpose and may be obtained from the Genesee County Planning Department.

SEND OR DELIVER TO:

GENESEE COUNTY DEPARTMENT OF PLANNING
3837 West Main Street Road
Batavia, NY 14020-9404
Phone: (585) 815-7901



DEPARTMENT USE ONLY:
GCDP Referral # T-03-DAR-05-23

*** GENESEE COUNTY *
PLANNING BOARD REFERRAL**

RECEIVED
Genesee County
Dept. of Planning
4/20/2023

Required According to:
GENERAL MUNICIPAL LAW ARTICLE 12B, SECTION 239 L, M, N
(Please answer ALL questions as fully as possible)

1. REFERRING BOARD(S) INFORMATION

Board(s) Town of Darien Planning Board
Address 10569 Alleghany Road
City, State, Zip Darien Center, NY 14040

2. APPLICANT INFORMATION

Name Crystal and Jason Nutty
Address 1793 Austin Road
City, State, Zip Attica, NY 14011

Phone (585) 547 - 2274 Ext. 1026 Phone (585) 683 - 2307 Ext. _____ Email _____

MUNICIPALITY: City Town Village of Darien

3. TYPE OF REFERRAL: (Check all applicable items)

- | | | |
|--------------------------------------------------------|----------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Area Variance | <input type="checkbox"/> Zoning Map Change | Subdivision Proposal |
| <input type="checkbox"/> Use Variance | <input type="checkbox"/> Zoning Text Amendments | <input type="checkbox"/> Preliminary |
| <input checked="" type="checkbox"/> Special Use Permit | <input type="checkbox"/> Comprehensive Plan/Update | <input type="checkbox"/> Final |
| <input type="checkbox"/> Site Plan Review | <input type="checkbox"/> Other: _____ | |

4. LOCATION OF THE REAL PROPERTY PERTAINING TO THIS REFERRAL:

- A. Full Address 1415 Broadway, Darien Center, NY 14040
- B. Nearest intersecting road Alleghany Road
- C. Tax Map Parcel Number 11.-1-14.221
- D. Total area of the property 2.33 acres Area of property to be disturbed 0
- E. Present zoning district(s) Comm

5. REFERRAL CASE INFORMATION:

- A. Has this referral been previously reviewed by the Genesee County Planning Board?
 NO YES If yes, give date and action taken _____
- B. Special Use Permit and/or Variances refer to the following section(s) of the present zoning ordinance and/or law
Article 7, Section 705A, Paragraph 3 Schedule A
- C. Please describe the nature of this request Indoor play Center and cafe

6. ENCLOSURES – Please enclose copy(s) of all appropriate items in regard to this referral

- | | | |
|-------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------|
| <input checked="" type="checkbox"/> Local application | <input type="checkbox"/> Zoning text/map amendments | <input type="checkbox"/> New or updated comprehensive plan |
| <input checked="" type="checkbox"/> Site plan | <input checked="" type="checkbox"/> Location map or tax maps | <input type="checkbox"/> Photos |
| <input type="checkbox"/> Subdivision plot plans | <input type="checkbox"/> Elevation drawings | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> SEQR forms | <input checked="" type="checkbox"/> Agricultural data statement | |

7. CONTACT INFORMATION of the person representing the community in filling out this form (required information)

Name Gwen Yoder Title PBZBA Clerk Phone (585) 547 - 2274 Ext. 1026
Address, City, State, Zip 10569 Alleghany Road, Darien Center, NY 14040 Email pbzba@townofdarienny.com

TOWN OF DARIEN APPLICATION FOR ZONING PERMIT (revised 2/01/2021)

Today's Date: 4/11/23 Application Number: PB - 07 - 23
 Owner's Name: Crystal & Jason Nutty Tax Map #: 11. -1 -14, 221
 Owner's Phone: (585)683-2307 Owner's 2nd Phone: _____
 Owner Address: 1793 Austin Rd, Attica, NY 14011
 Address of Project: 1415 ~~Doree~~ Broadway, Darien Center, 14040
 Owner's Email: 11cmwing@gmail.com Builder Email: N/A
 Builder Contact: N/A Builder Phone: N/A

INSTRUCTIONS:

Fill out the application completely. Submit the application & required attachments to the Zoning Enforcement Officer (ZEO) prior to commencing this project or use.

***THIS APPLICATION IS NONTRANSFERABLE AND IS VALID FOR ONE YEAR PERIOD ONLY**

1. Zoning District property located in: RESIDENTIAL (Low or Medium Density)
 Industrial Commercial Recreational
2. Permit Application for: New Construction Demolition Addition Alteration Relocation
 Roof Solar Panels Generator Swimming Pool Signs Fence Kennel
 SPECIAL USE **VARIANCE** **SITE PLAN** **HOME OCCUPATION**
3. Is this parcel: Corner Lot Water District Sewer District
4. Dimensions of this lot: _____ length **X** _____ width and/or area _____
5. What is the front set back (in feet) from the project to the street right-of-way (Check Survey for ROW);
 _____ ft and what is the set back (in feet) from project property line Side A _____ Side B _____
 Back _____ (Also depict on plot diagram).
6. Total percentage (%) of coverage of all buildings on lot (including proposed): _____ %
7. Total Dwelling Units: 1
8. Project Cost: 65,000 Actual _____ Estimated all structures included.

PROPOSED PROJECT	HEIGHT	LENGTH	WIDTH	SQUARE FEET
House				
Garage/Pole Barn				
Accessory Structure				
Commercial				
Industrial				
Signs				

Bathrooms: _____
 # Bedrooms: _____
 Rec Room: _____
 Family Room: _____
 Fireplace: _____

Describe proposed project and/or use:

Indoor Play center & Cafe: Climbing structure w/ trampoline & ball pit, slides, structure with monkey bars, slide & swing, sensory pit, imaginary play, infant/toddler soft play. Cafe with snacks, coffee, & refreshments. Birthday parties, classes
→ drop off

Attachments required & verified by ZEO:

Action taken by ZEO: **APPROVED:** **DENIED:** Reason:

Referral To: Town Planning Town Appeals County Planning Building Inspector

Requires: Zoning Permit Zoning/Building Permit Operating Permit Temporary Use Permit
 Emergency Housing Permit Certificate of Compliance

Date of Signature

Signature of ZEO

Date of Signature

of Inspects

Signature of Building Inspector

Date Fee Received

Fee

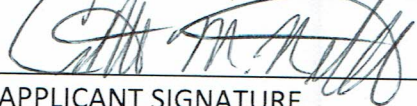
Indicate Fees Paid/Town Clerk Use Only

Date of Signature

Renewal Approval / ZEO Signature

CERTIFICATION: I hereby certify that I have read the instructions, examined this application and supporting attachments and know them to be true & correct. All provisions of Laws and Ordinances covering this type of work or use will be complied with, whether specified herein or not. The granting of a permit does not give authority to violate or cancel the provisions of any other State or Local Law/Ordinance regulating construction, performance, or use.

Designation of Representative to act in my stead form required? _____ (attach form if required)



APPLICANT SIGNATURE

PROPERTY OWNER SIGNATURE (If other than applicant)

Office Use Only:

Total Square Footage: _____

Average Sq. Footage Cost: _____

Valuation: _____

Reference Year: _____

TOWN OF DARIEN
GENESEE COUNTY, NEW YORK 14040

PLANNING BOARD
SITE PLAN REVIEW
SPECIAL USE PERMIT APPLICATION

Application #: PB-07-23
(For office use only)

Today's Date: 4/11/23

Provision of Zoning Law Involved:

Article: VII, Section: 704, Subsection: A, Paragraph: 3 Schedule A

Purpose of Request:

*This request would be in harmony with the orderly development of the district in which it is located because: Permitted use

*This request would not be detrimental to the property or persons in the neighborhood because: Permitted use. Commercial space.

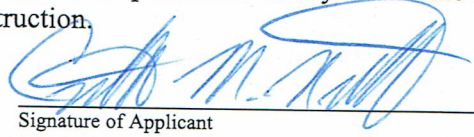
*This request would not increase the traffic flow in the area to the extent that traffic safety would be endangered because: Permitted use by site plan review. Commercial property with existing parking and approved driveways.

The applicant should submit one (1) copy of the application, nine (9) copies of the site plan and one (1) copy of the zoning application

CERTIFICATION:

I hereby certify that I have read the instructions and examined this application and supporting attachments and know the same to be true and correct. All provisions of laws and ordinances covering this type of work or use will be complied with whether specified herein or not. The granting of a permit does not presume to give authority to violate or cancel the provisions of any other state or local ordinance regulating construction or performance of construction.

4/11/23
Date of Signature


Signature of Applicant

Date of Signature

Signature of Owner (If different from Applicant)

Office Use Only:
Zoning Permit Application #: PB-07-23 Date Received: 4/11/23 Fee Paid: 160⁰⁰
Date of First Hearing: 4/17/2023 Location: TO
Date of Second Hearing: 5/15/2023 Location: TO
Date of Subsequent Hearings: _____ Location: _____
Action: () APPROVED () REJECTED Date: _____
Planning Board Chairman Signature: _____
Zoning Officer Signature: _____ Date Permit Issued: _____
Additional Conditions Imposed: _____

TOWN OF DARIEN

Agricultural Data Statement

Application # PB-07-23

Date 4/11/23

INSTRUCTIONS: This form must be completed for any application for a special use permit, site plan approval, use variance or a subdivision approval, requiring municipal review, that would occur on property within 500 feet of a farm operation located in a NYS Dept. of Ag. & Markets certified Agricultural District.

Applicant

Name Crystal Nutty

Address 1793 Austin Road
Attica, NY 14011

Owner if different than Applicant

Name _____

Address _____

1. Type of application: Special use permit ; Site plan approval ; Use variance ; Subdivision approval
2. Description of proposed project: Indoor Play Center & Cafe including: Climbing structure with trampoline, ball pit, slides and obstacles (8' high), play structure with monkey bars, slide and swing, sensory pit, imaginary & creative play, infant/toddler softplay and play area, Cafe with self serve coffee, pre packaged snacks, and cold refreshments, Birthday Parties, child classes, and drop off.
3. Location of project: Address 1415 Broadway, Darien center, NY 14040
Tax Map Number (TMP) 11-1-14, 221
4. Is this property within an Agricultural District? NO YES } Check with your local Assessor if you do not know
5. If yes, Agricultural District Number _____
6. Is this property actively farmed? NO YES
7. List all farm operations within 500 feet of your property, (Attach additional sheets if necessary).

1.

Name N/A

Address _____

Is this property actively farmed? NO YES

2.

Name N/A

Address _____

Is this property actively farmed? NO YES

3.

Name N/A

Address _____

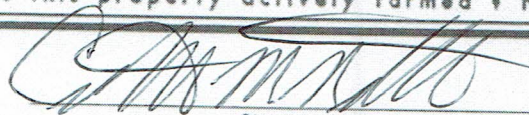
Is this property actively farmed? NO YES

4.


Name N/A

Address _____

Is this property actively farmed? NO YES


Signature of Applicant

Signature of Owner (if other than Applicant)

REVIEWED BY 
Signature of Municipal Official

4/11/2023
Date

NOTE TO REFERRAL AGENCY County review is required. A copy of the Agricultural Data Statement must be submitted along with the referral to the County Planning Department.

Short Environmental Assessment Form

Part 1 - Project Information

Instructions for Completing

Part 1 – Project Information. The applicant or project sponsor is responsible for the completion of Part 1. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification. Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information.

Complete all items in Part 1. You may also provide any additional information which you believe will be needed by or useful to the lead agency; attach additional pages as necessary to supplement any item.

Part 1 – Project and Sponsor Information			
Name of Action or Project: Nutty's Playden - Indoor play center and cafe			
Project Location (describe, and attach a location map): 1415 Broadway Rd. Darien Center, NY 14040			
Brief Description of Proposed Action: Indoor play center and cafe with climbing structure, trampoline, ball pit, slides, structure with monkey bars and a swing, sensory pit, imaginary play and infant/toddler soft play. Cafe with snacks, coffee and refreshments. Birthday parties and classes.			
Name of Applicant or Sponsor: Crystal Nutty		Telephone: 1-585-683-2307	
		E-Mail: llcmwing@gmail.com	
Address: 1793 Austin Road			
City/PO: Attica		State: New York	Zip Code: 14011
1. Does the proposed action only involve the legislative adoption of a plan, local law, ordinance, administrative rule, or regulation? If Yes, attach a narrative description of the intent of the proposed action and the environmental resources that may be affected in the municipality and proceed to Part 2. If no, continue to question 2.			NO <input type="checkbox"/>
			YES <input type="checkbox"/>
2. Does the proposed action require a permit, approval or funding from any other government Agency? If Yes, list agency(s) name and permit or approval:			NO <input type="checkbox"/>
			YES <input type="checkbox"/>
3. a. Total acreage of the site of the proposed action?		_____ 2.33 acres	
b. Total acreage to be physically disturbed?		_____ 0 acres	
c. Total acreage (project site and any contiguous properties) owned or controlled by the applicant or project sponsor?		_____ 0 acres	
4. Check all land uses that occur on, are adjoining or near the proposed action:			
5. <input type="checkbox"/> Urban <input type="checkbox"/> Rural (non-agriculture) <input type="checkbox"/> Industrial <input checked="" type="checkbox"/> Commercial <input checked="" type="checkbox"/> Residential (suburban)			
<input type="checkbox"/> Forest <input type="checkbox"/> Agriculture <input type="checkbox"/> Aquatic <input type="checkbox"/> Other(Specify):			
<input type="checkbox"/> Parkland			

5. Is the proposed action, a. A permitted use under the zoning regulations?	NO	YES	N/A
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Consistent with the adopted comprehensive plan?	NO	YES	N/A
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Is the proposed action consistent with the predominant character of the existing built or natural landscape?	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
7. Is the site of the proposed action located in, or does it adjoin, a state listed Critical Environmental Area? If Yes, identify: _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8. a. Will the proposed action result in a substantial increase in traffic above present levels? b. Are public transportation services available at or near the site of the proposed action? c. Are any pedestrian accommodations or bicycle routes available on or near the site of the proposed action?	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
9. Does the proposed action meet or exceed the state energy code requirements? If the proposed action will exceed requirements, describe design features and technologies: _____ _____	NO	YES	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
10. Will the proposed action connect to an existing public/private water supply? If No, describe method for providing potable water: _____ _____	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
11. Will the proposed action connect to existing wastewater utilities? If No, describe method for providing wastewater treatment: _____ _____	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
12. a. Does the project site contain, or is it substantially contiguous to, a building, archaeological site, or district which is listed on the National or State Register of Historic Places, or that has been determined by the Commissioner of the NYS Office of Parks, Recreation and Historic Preservation to be eligible for listing on the State Register of Historic Places? b. Is the project site, or any portion of it, located in or adjacent to an area designated as sensitive for archaeological sites on the NY State Historic Preservation Office (SHPO) archaeological site inventory?	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
13. a. Does any portion of the site of the proposed action, or lands adjoining the proposed action, contain wetlands or other waterbodies regulated by a federal, state or local agency? b. Would the proposed action physically alter, or encroach into, any existing wetland or waterbody? If Yes, identify the wetland or waterbody and extent of alterations in square feet or acres: _____ _____ _____	NO	YES	
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

14. Identify the typical habitat types that occur on, or are likely to be found on the project site. Check all that apply:		
<input type="checkbox"/> Shoreline <input type="checkbox"/> Forest <input type="checkbox"/> Agricultural/grasslands <input type="checkbox"/> Early mid-successional <input type="checkbox"/> Wetland <input checked="" type="checkbox"/> Urban <input checked="" type="checkbox"/> Suburban		
15. Does the site of the proposed action contain any species of animal, or associated habitats, listed by the State or Federal government as threatened or endangered?	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
16. Is the project site located in the 100-year flood plan?	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
17. Will the proposed action create storm water discharge, either from point or non-point sources? If Yes,	NO	YES
a. Will storm water discharges flow to adjacent properties?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Will storm water discharges be directed to established conveyance systems (runoff and storm drains)?	<input type="checkbox"/>	<input type="checkbox"/>
If Yes, briefly describe: _____ _____		
18. Does the proposed action include construction or other activities that would result in the impoundment of water or other liquids (e.g., retention pond, waste lagoon, dam)? If Yes, explain the purpose and size of the impoundment: _____	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
19. Has the site of the proposed action or an adjoining property been the location of an active or closed solid waste management facility? If Yes, describe: _____	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
20. Has the site of the proposed action or an adjoining property been the subject of remediation (ongoing or completed) for hazardous waste? If Yes, describe: _____	NO	YES
	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE		
Applicant/sponsor/name: <u>Crystal Nutty</u> Date: <u>4/13/2023</u>		
Signature: _____ Title: <u>Applicant, Business owner</u>		

Disclaimer: The EAF Mapper is a screening tool intended to assist project sponsors and reviewing agencies in preparing an environmental assessment form (EAF). Not all questions asked in the EAF are answered by the EAF Mapper. Additional information on any EAF question can be obtained by consulting the EAF Workbooks. Although the EAF Mapper provides the most up-to-date digital data available to DEC, you may also need to contact local or other data sources in order to obtain data not provided by the Mapper. Digital data is not a substitute for agency determinations.

Garmin, USGS, Intermap, INCREMENTP, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community

Part 1 / Question 7 [Critical Environmental Area]	No
Part 1 / Question 12a [National or State Register of Historic Places or State Eligible Sites]	Yes
Part 1 / Question 12b [Archeological Sites]	No
Part 1 / Question 13a [Wetlands or Other Regulated Waterbodies]	Yes - Digital mapping information on local and federal wetlands and waterbodies is known to be incomplete. Refer to EAF Workbook.
Part 1 / Question 15 [Threatened or Endangered Animal]	No
Part 1 / Question 16 [100 Year Flood Plain]	Digital mapping data are not available or are incomplete. Refer to EAF Workbook.
Part 1 / Question 20 [Remediation Site]	No

NUTTY'S



PLAYDEN

Business Plan

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Executive Summary

Nutty's PlayDen is an innovative establishment for parents to take their young children to explore a fun, exciting play area, while they relax or interact with other parents in a homey and welcoming cafe lounge and seating area enjoying coffee, beverages, and snacks. This unique hybrid will create an unequaled sense of community among local families, a current void in the Wyoming County and Genesee County areas. The goal of this establishment is to form a high-end town "hub" where families can feel comfortable toting their tots and infants and feel accepted, encouraged, and connected.

Highlights

- Nutty's PlayDen will boast a parent café and lounge that will be unparalleled by any competitors in the area and include cafe tables, benches, television, and wifi connection.
- Nutty's PlayDen is a place where children can enjoy imaginative play as well as active play combined with a safe and homey environment.
- A state-of-the-art indoor play center designed by Wonder6, an industry leader will bring out the explorer side in children with a "backyard/outdoor" theme to exercise both little bodies and minds, a concept I expect to thrive in a town with a long winter and hot summers.
- A focus on punch card rewards, interactive classes and drop off play will generate a steady cash flow each month and help to establish a loyal customer base
- An emphasis on partnerships with local businesses for parties and merchandise which will enhance the community atmosphere and help in gaining resident and small business support.
- Customer feedback will be of ultimate importance, surveys will be given to every customer to ensure the business is staying current regarding the needs of the children and parents within the market area.
- The location of Nutty's PlayDen (Darien Center, NY) was strategically selected to fill a growing need within a rural neighborhood with average household incomes and an increasing population.
- Funding for Nutty's PlayDen will be sourced by: personal funds (\$35,000), crowdfunding (whatever we can attain) and a small business loan (maximum amount of \$54,000, 90% of requested sum of \$60,000)

Goals and Objectives

Our goal is to become a pillar in the parenting community in Wyoming and Genesee Counties, and a destination for interaction of parents and young children. We aim to meet the needs of local parents and children by openly welcoming suggestions and feedback at every opportunity, gaining a loyal and engaged following in the process.

- We plan on using feedback surveys online to see what our customers would like to see as well and the things we are doing right.
- With every online purchase, a survey will be sent to the purchaser's emails to fill out. If the customer is a walk-in, we will give them a QR code to scan so they can take the survey. If customers complete the survey, we will give small incentives like a free small snack or drink.
- We will use Facebook community groups, paper mailers to the local and neighboring communities, word of mouth, and our website all as promotional purposes.
- We plan on staying involved in the local communities as much as possible, offering a field trip location to our two local Elementary schools, and one local daycare. Offering community events to bring people together as much as possible.

Mission Statement

Our goal is to give parents and caregivers a place to bring their little ones to play in a safe, clean environment, while they can enjoy some much needed “me” time, interaction with other adults, coffee and snacks. Once recharged- they can join their little one in all the fun

Keys to Success

The keys to the success of my business are:

- Staying constantly engaged with the changing tastes of the local community through collecting customer feedback and then evolving the business accordingly
- Successful social media campaigns to solidify a loyal following in the local community
- Focusing on customer retention by offering punch card passes for free play incentives, and making drop and classes a priority sales objective
- Differentiating from competitors by offering homemade local baked goods and a organized laid back environment for children to play safely and freely.
- Creating a cohesive, flowing theme between the café and the play area that maintains a inviting feel throughout.

Description of Business

Nutty's PlayDen is a unique combination of a local coffeehouse for parents, and a state-of-the-art play area for children. The distinctive service Nutty's PlayDen offers is a welcoming, child-friendly culture not typical of traditional cafes or coffeehouses.

Business Philosophy

It's important to us to create a safe, fun environment for children to play, grow, and interact. We also want to provide parents with a space they can view as their own. While mainstream coffeehouses allow children, we have found that most traditional patrons are looking for a quiet place to work and have little patience or acceptance for small children and the messes and noises they bring. There's not much worse than a parent needing an escape or a change of scenery only to be greeted with hostility or aggression because their children are disturbing others. We are aiming to create an environment of acceptance, compassion, and warmth. We also aim to offer a humorous, light-hearted environment with comedic touches such as clever signs around for laughs. We will do whatever is required to make each patron comfortable, whether it be nursing supplies in the bathroom, a fresh and delicious baked good or healthy snack choices.

Industry

In the Genesee and Wyoming County areas, stay-at-home parents and parents that work out of their home have virtually no options when it comes to places they can drop in and relax and enjoy a bit of coveted "me" time, or plug in and get some work done while their children play in a supervised area within view. Since no similar options exist in my target market, I have the opportunity to initiate a relationship with local parents and learn what their ideal space would look like. We also have the chance to enjoy full market share while Nutty's PlayDen grows as a business and matures its roots within the community and while we perfect our strategies and practices. With populations on the rise in the majority of the surrounding areas, the need for this type of unique establishment will only continue to expand.

Core Strengths

As the business owners, our many years spent working in customer relations, management, maintenance and administrative assistant positions will help us to make this business a success. My husband and I will be completely immersed in the business, acting as hands-on managers in all aspects of operation for a minimum of three years. Our strength will be ensuring we stay connected to the needs of our target market, and executing a continuous improvement atmosphere.

Target Market

We will focus on marketing to parents of young children (newborn to age 10). We will have a special focus on parents who spend the majority of their time during the day at home with their kids, either as full-time caregivers or working from home, as well as homeschool groups. Our facility will accommodate children to the age of 10, however, with the hours of our facility, school-aged children will be our secondary target market.

Company Ownership/Legal Entity

Nutty's PlayDen will be a Limited Liability Corporation. We selected this form because we want to actively participate in the leadership of my business but would prefer to be shielded against personal liability for the organization's debts and obligations.

Location

Nutty's Treehouse Indoor Play-center will be located on State Route 20 in Darien Center, New York. Our prospective location is only a few minutes from our area's main Theme Park (Darien Lake). State Route 20 is the main road that runs right through the heart of Darien and Alden, seeing a high amount of traffic each day. We have been working with the local government and development boards to gain support and acceptance within the community. We have also done multiple social media surveys to see what the community needs and wants, and we believe our business will fulfill these needs.

Hours of Operation

Planned hours of operation are as followed:

Tuesday - Thursday: 9:00am - 3:00pm

Friday - Saturday: 9:00am - 5:00pm

Sunday: 10:00am -2:00pm

The facility will be utilized for birthday parties, events, classes and drop offs. During these times, the facility will be closed to the public for open play.

Products and Services

My primary service to my customers will be a safe, clean, interactive area for children between the ages of birth to ten years old to play and interact with each other. This area will have designated sections for each age group, complete with age-appropriate toys, learning materials, and art supplies.

Primary Services:

- Play gearing towards 3-10 year olds featuring 2 climbing structures, slides, imaginary play, creative play and educational play
- Play gearing towards 0-2 year olds featuring soft play, climbing and sensory play

Primary Services will be divided into the following areas:

0-2 Years:

- Soft play items for crawling and exploring
- Activity tables for practicing sitting and standing
- Large blocks
- Soft, fabric books
- Sensory toys
- Swing
- Exploring tunnel with slide

3 - 10 Years:

- Large play structure for climbing and exploring
- Small play structure for less stimulating play
- Sensory bean pit with digging toys
- Play grocery store, vet clinic and food truck with dress up clothes
- Large and small building blocks
- Arts & Craft Station
- Multiple types of puzzles

Secondary Services:

- Birthday Parties
- Creative Classes
- Cafe with snacks and refreshments
- Drop off play

Secondary Services are described as follows:

Cafe Services: These are the items that are to be provided at our Cafe.

- Coffee Bar : A variety of K-Cups and teas will be available. Refills will be offered at a discounted rate. We will offer shelf stable creamers, sugar, and specialty syrups for customers to customize their coffee.
- Assortment of cold beverages including but not limited to: Water, Juice, Sport Drinks and Soda
- Assortment of pre-packaged snacks including but not limited to: chips, goldfish, applesauce, shelf-stable yogurt
- Fresh baked goods from a local home bakery, including but not limited to: Cookies, muffins and baked donuts.

Other Services: These services will be at an additional cost. As the business grows, we may offer more items like these based on off-peak times and customer feedback.

- Birthday parties
- Creative classes
 - Art project classes
 - Mommy & Me cookie decorating
- Read and Play
 - Story time, snack and play
- Drop off services
- Holiday events
 - Character meet and greets
 - Holiday themed crafts and activities

Suppliers

- Our Large play equipment and benches will be coming by Wonder6
- Food Supplier will be BJ's Wholesale club along with Nutty's Treats & Sweets for the baked goods
- Other toys/activities for the facility will be supplied by Amazon and Walmart along with a few furniture items
- Flooring will be supplied by Hardings Furniture & Flooring
- Paint and interior alteration items will be supplied by Home Depot and interior alteration items
- Most Furniture will be supplied by the Webstaurant Store
- We will partner with a local pizza company for party food
- POS System, Software, and Website will be provided by Party Center Software

Management

As the business owners, our many years spent working in customer relations, management, maintenance and administrative assistant positions will help us to make this business a success. My husband and I will be completely immersed in the business, acting as hands-on managers in all aspects of operation for a minimum of three years. Our strength will be ensuring we stay connected to the needs of our target market, and executing a continuous improvement atmosphere. We will delegate process development to an expert with extensive knowledge on running a business. I have taken multiple steps on working with small business advisors to get all of our affairs in order and to make sure Nutty's PlayDen is running at optimal performance. My Husband, Jason Nutty, and myself will be the sole employees of this business for the time being. We will both be in the building during hours of operation. During non-peak hours, only one staff member is required to be scheduled, however we will both more than likely be there to ensure the business is running smoothly.

Financial Management

Based on the products and services I plan to offer, the cash flow of the business will begin immediately. With a major focus on our loyalty program. The primary remaining revenue will come from coffee sales, snack sales, and drop off services. Additional, secondary sources of revenue will be birthday parties, private events, sock sales (children will be required to wear socks in the play area), and class fees.

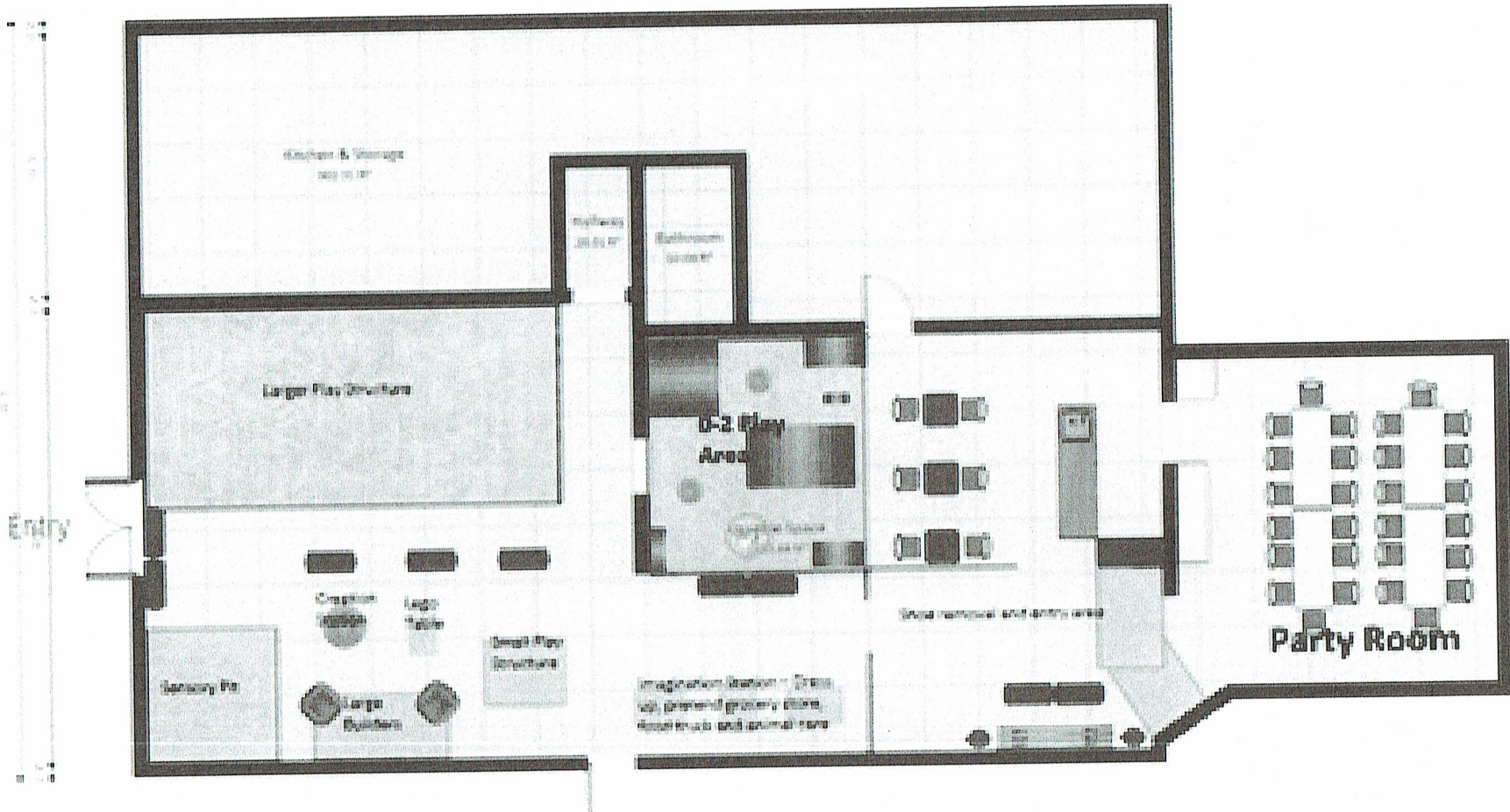
Start-Up/Acquisition Summary

To start our business, the following one-time purchases are required. See appendix for additional detail.

- Design, renovation, and décor
- Signage
- Play area equipment
- Coffee, brewing equipment

- Point of sale hardware
- Café and play area seating
- Marketing items (website creation)
- Storage locker for shoes
- Coat Racks
- Weather mats
- Garbage reciprocal (regular and diaper)





Marketing

Market Analysis

Current Market Size:

Immediate Market	Number of Residents	Number of Children 0-9 years
Your Town	1,921	273
Genesee County	58,387	6,422

Counties within a radius	Residents	Number of Children 0-9 years
25 mile radius	1,049,027	115,393
50 mile radius	2,240,141	246,415

Projected Growth:

According to recent census data, the average number of family homes has increased 6.1%, considering that the population itself has seen a decline. When you compare the number of family households to non-family households in Darien Center, there is a significant difference in numbers. 73.12% are family households each made up with around 3 members each. These numbers should continue to see a rise in the coming years, and I believe having a facility like this in our area will help these numbers.

We as a business are not going to focus so much on the intake of new customers as much as we are going to focus on the loyalty of our customers. Our hope is within our community we can build a close knit group of parents and children alike that can come to our facility regularly. We have already made connections with local homeschool groups in the area, which have expressed extreme interest in a facility like this and stated they would use it regularly for curriculum based activities.

As a business we also plan on expanding when the time is right. Our lease agreement is a lease with the option to buy, in 3 years. If funding allows and the business is running well (as I expect it to do) our expansion plans will accommodate larger birthday parties, as well as an addition for "older" children so our demographics are not limited to ages 10 and under.

Target Customer

Based on the market analysis of the Genesee County area, the typical target customer is:

Age: 21-45 (parents of children between 0-9 years old)

Gender: Primarily female, not excluding males

Location: Residing within the Genesee County Area

Income level: \$63,000 is the median income level in this area

Social class: The average family household in our area hosts 2 children. The admission cost of our facility will fall directly in line with the income level in our area. We will be affordable enough for parents to come regularly

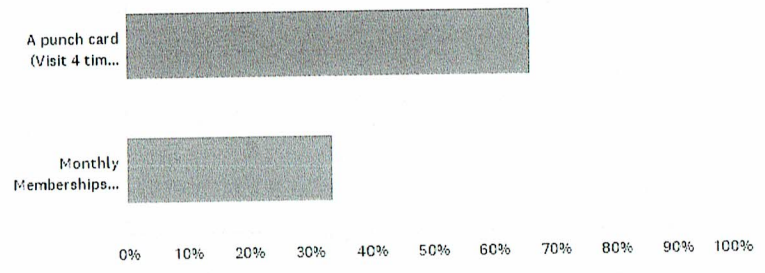
Market Research

In the past few months, we have conducted both social media surveys as well as online surveys that were sent out to multiple social media groups surrounding our area. The survey results came back very much in our favor of opening a facility such as ours. We have been contacted by local homeschooling groups, as well as a few class teachers in regards to working with us setting up "home school days" and having certified teachers for classes.

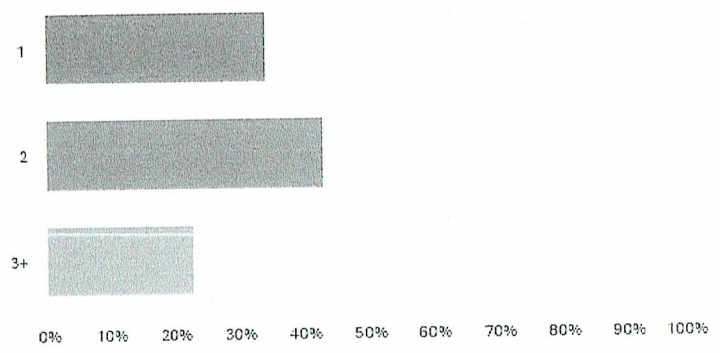
Market Segmentation

At Nutty's PlayDen our primary focus will be on open play with customer loyalty punch cards. We will be targeting the age ranges of 0-10 with our primary focus being on those that are under school age. Our secondary target will be classes, drop off play and birthday parties

What type of loyalty program is more likely to keep you coming back?



How many children 10 and under do you have in your household?



Competition

Our business has a competitive advantage due to the fact that we are limiting our age range to make our customers more comfortable to let their young children play freely without being trampled. We have been to a few facilities that have a similar structure to ours and from what we can see, no one has a specified area for the 0-2 age to play. Also, a lot of the other facilities have a disorganized way of going about toy and activity placement. We plan to have each section segmented, all within clear lines of sight so parents/caretakers can relax while their children play.

Competitive Analysis

1. House of Bounce Batavia

Website: <https://www.houseofbouncebatavia.com/>

Distance: 15.6 Miles (22 minutes drive time)

Strengths:

- Family-owned and family friendly
- Large (3,500 sq. ft.) play area and expanding
- Accommodates children up to 12, and maybe older after expansion
- Large party room to accommodate more people.

Key Differences (opportunities):

- Has a clustered entry which makes it difficult for shoe removal in a shoeless facility
- No coffee offered, and limited snacks and beverages
- Lots of wall separations, line of sight for parents is limited
- Not designed to give parents the option between playing with their kids and having alone time or have adult-only interaction with other parents
- Losing that homey welcoming feel by adding more attractions in separate rooms. Not geared for the younger children.

2. AJ's Playdate (soon to be transferring ownership)

Website: <https://www.ajsplaydate.com/>

Distance: 22.4 Miles (30 minutes drive time)

Strengths:

- Family-owned and family friendly
- Can accommodate large private parties and events
- Can be open for regular business when an event is going on
- Large (6,000 + sq. ft.) play area
- Accommodates children up to 14
- Large party room to accommodate more people.
- Family Friendly bathrooms and quiet sensory room

Key Differences (opportunities):

- Wasted space where toys are spread out too much. Not enough in the space they have to work with.
- Coffee and snacks are offered but limited
- Babies & toddlers are not separated from the older children.
- Not designed to give parents the option between playing with their kids and having alone time or have adult-only interaction with other parentsPricing

Nutty's PlayDen Options:

Summary:

Open-Play price will include the cost of one adult/child. Children under the age of one will be free of charge. There will be additional options for add ons for birthday parties (cake, cupcakes, pizza, decorations, utensils, additional guests up to a total of 30 guests)

Pass Type	Price	Additional Child	Additional Adult
Open Play	\$12.00/Child 1-10	N/A	\$3.00
Drop-Off Play	\$30.00/child 3-8	N/A	N/A
Classes (price may vary depending on activity)	\$25.00/child	N/A	N/A
Birthday Parties	\$300.00 for 10 children (including Birthday Child) and 2 caregivers of the birthday child	\$15.00/child 1-10	\$5.00/person over 10

Main Café Options:

Price will be based off the wholesale cost from BJ's with a markup, as well as cost for ingredients for the baked goods with labor cost added in.

Item (per each)	Price
Coffee (one-size, w/ refill)	\$2.00
Regular Beverage (water)	\$1.50
Kids Beverage (juice, small sports drink)	\$2.00
Premium Beverage (smoothie, snapple etc)	\$3.00
Snacks	\$1.00 - \$5.00
Cookies (Bakery Provided)	\$1.50
Muffins (Bakery Provided)	\$2.00
Socks (must be worn in facility)	\$3.00

Advertising and Promotion

By partnering with the local government, we plan to gain free advertising at local establishments throughout the village of Attica and Darien. We will also fully utilize social media marketing strategies to target our target customers. The average cost of each Facebook campaign is under \$15, with the potential of each to reach over three thousand of my target customers (parents with young children in the Genesee and Wyoming County areas). We also plan to advertise locally, in school and daycare publications as well as our local pennysaver. At events, we will hand out marketing incentives, such as free play, for getting customers to subscribe to updates to our website/facebook page.

Strategy and Implementation

We plan to accomplish our sales goals by making loyalty cards (purchase 4 open play passes get the 5th one free) the main sales focus. Since this is a coffeehouse type establishment, it's not unrealistic to expect a loyal customer following that visits multiple times per week as part of their routine. After customers purchase these package passes, we will continue to offer café incentives to ensure these parents will find something for purchase that interests them each time they visit the café. We will track these members through a punch card virtually as well as through a physical card they will get handed on their first visit. All these members will be tracked via our POS system just in case they lose their card. When we attend community events, we will put a spotlight on our punch passes and express the benefit of making it a perfect zone for parents and kids alike. Depending on the particular event demographic, we will highlight the added services and benefits that will interest those parents and create an interest in these extra services. We will also work to increase our customer following through offering group passes. For example, we can consider discounting the drop-in rate by \$2 for groups of three or more families with children.

Staffing

This business is going to be strictly run by my husband and I, we will not have any onboard staff. Once we get going, maybe a few years down the road we will think of adding on staff, but we do not want to hire before the fact we know where this is going, so we can make sure we can maintain our current home life as well as the business.

* During Drop-and-go Sessions, we will abide by the NYS ratios for handling children, we will only need the 2 of us on staff for 18 children, the facility will be closed for open-play during drop-and-go sessions. We plan on having 2- 2 hour sessions per week for drop-and-go.

* During Parties - Guest limit will be capped to 30 persons (children and adults combined) so everyone has a seat. My husband and I will work all parties together, and the facility will be closed to the public for parties. Parties will be for a 2 hour time slot

* During Classes & Events, there will be a cap on the number of attendees as well (depending on the event or class type). We will have the instructor (myself or my husband) and the other one of us will be there to make sure things are cleaned and well kept during the event and to help supervise. The facility will be closed for open-play during these times as well.

* During open play - we will gauge our peak times once opening, if it is an off peak time, we will only require one of us to be there. During peak times, we will both be in the building (one will work the desk and the other will be around the buildings supervising children and parents, making sure

things are safe and clean, and tidying up where needed.

* The Cafe portion of our business is going to be all pre packaged snacks, cold beverages, a self-serve coffee bar, and baked goods. We will not be serving full meals so service will be fast and simple.



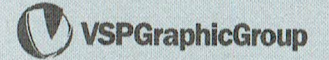
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 PROJECT: Exterior Windows
 DATE: 04/10/23 PROOF: 03

Notes:

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CLIENT APPROVAL SIGNATURE: _____

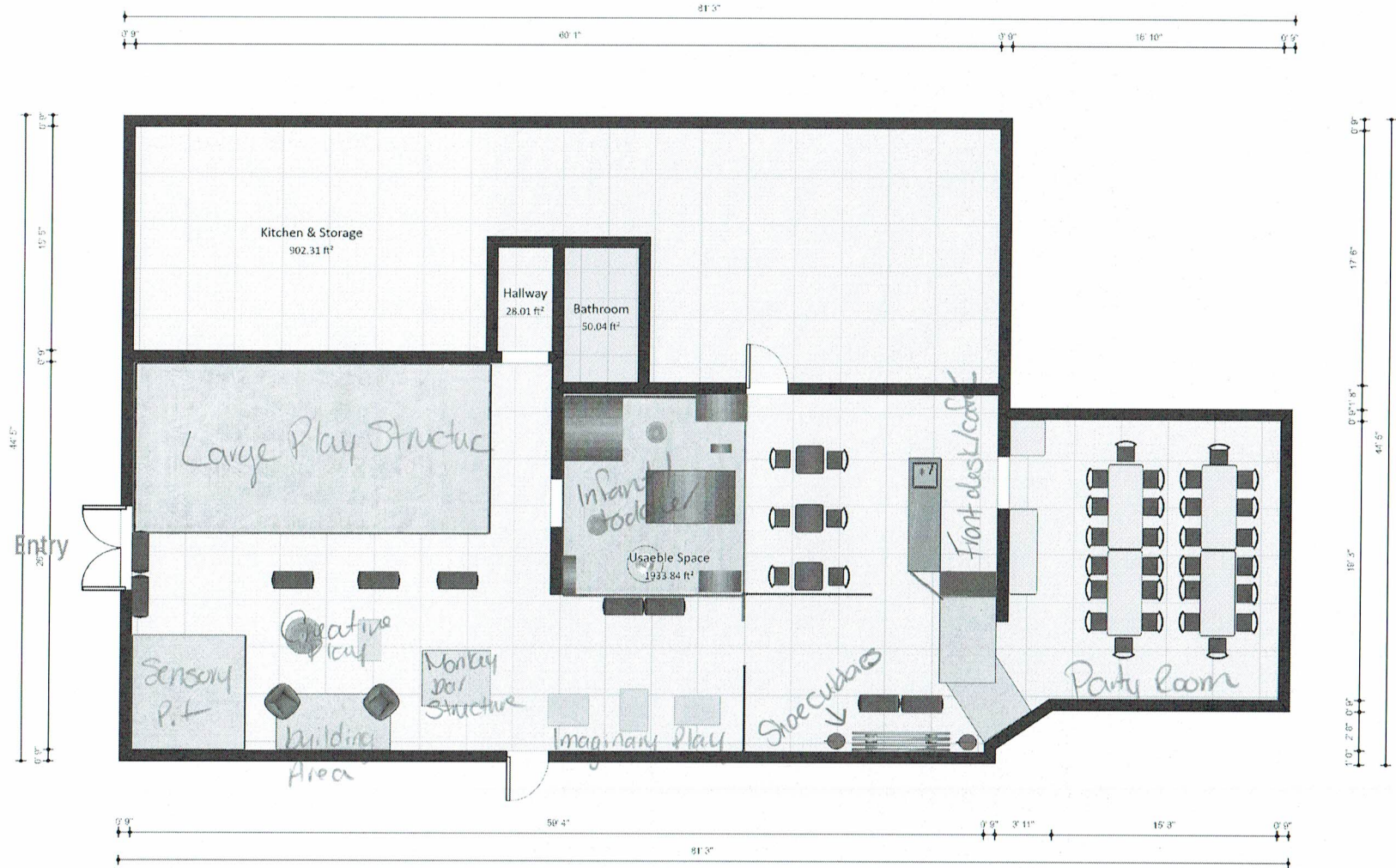
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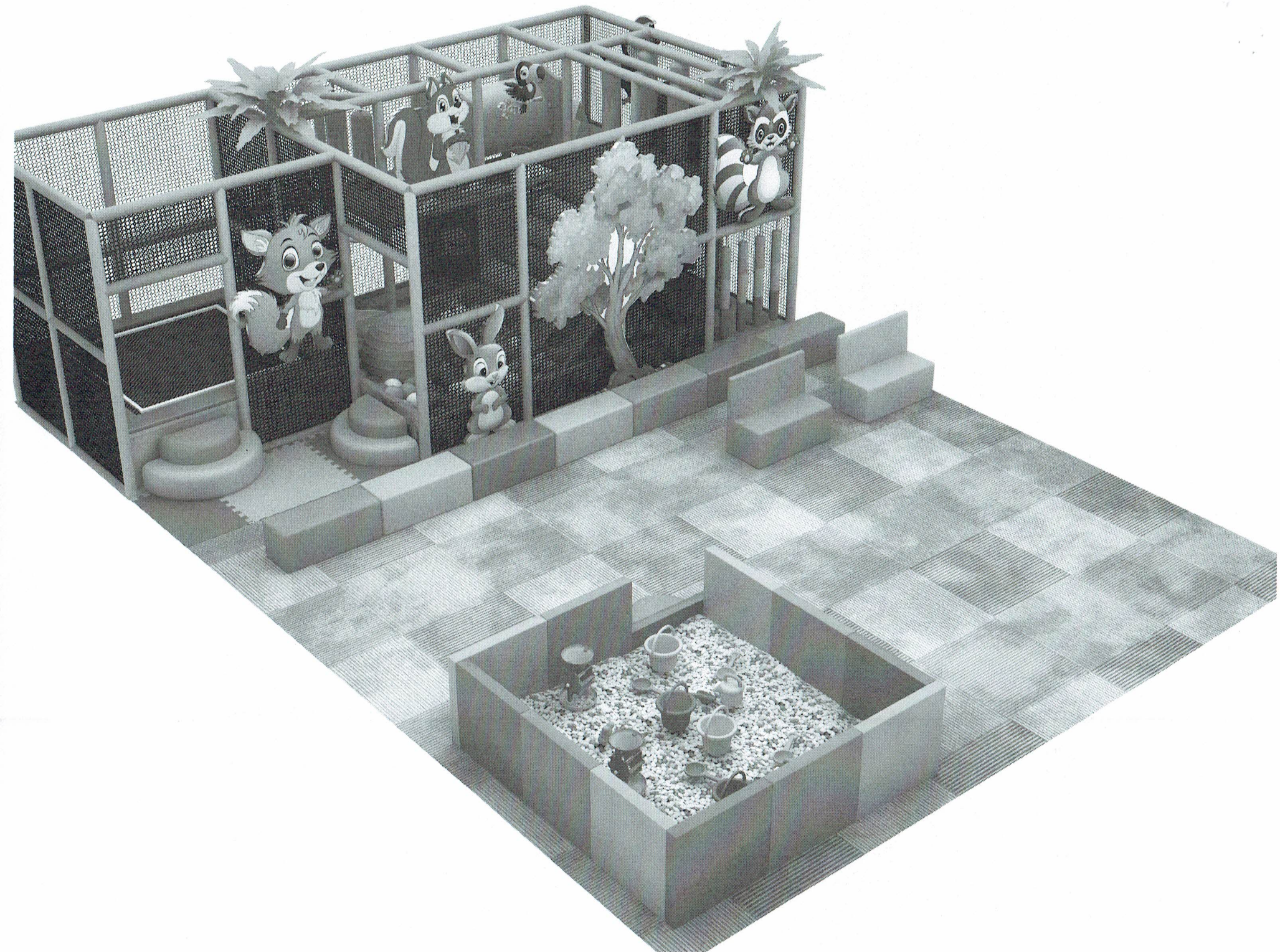


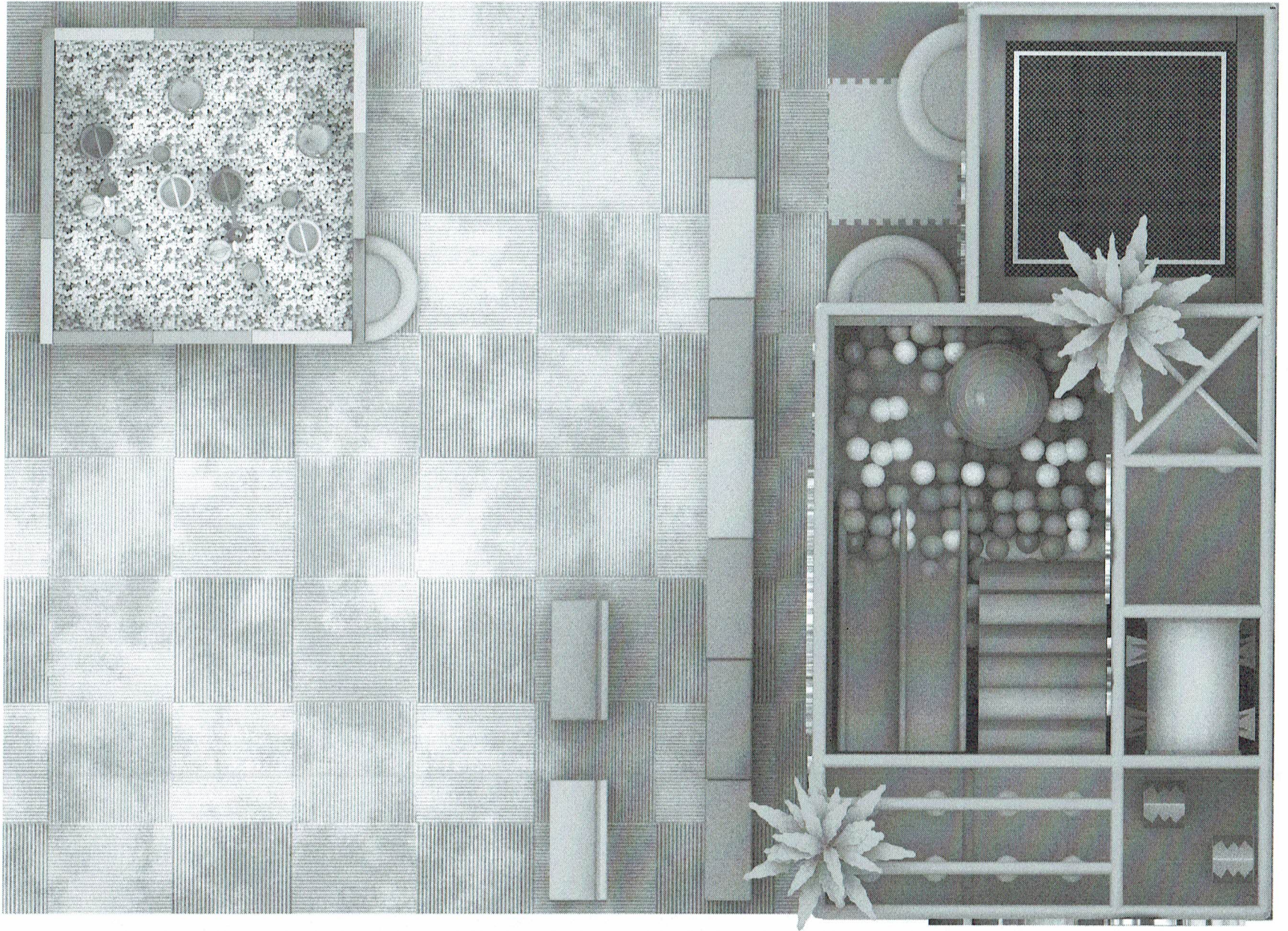
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