

RAYGUN

RAYGUN

THE
GREATEST
STORE
IN THE
UNIVERSE

WATERLOO
BICYCLE
WORKS

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GREATEST
STORE
IN THE
UNIVERSE.

RAYGUN

WATERLOO
BICYCLE
WORKS

CAFE + BIKES

ENTRANCE



Waterloo Bicycle Works Proposal for 327 W 3rd St

1. Project

The Public Market Building is basically move-in ready for our project. We will move our bicycle shop (allowing for expansion), add café/deli/coffee, and add clothing/accessories/home goods. The additional retail will be sub-let.

We plan to spend \$10-15K in new equipment, signage, counters, workbenches, paint, and fixtures.

2. Timeline

The only renovation we plan is store setup, to include workbenches and a counter in the bicycle shop area, painting of the walls, adding some accents to the dining area, etc.

We plan to occupy the space April 1st and open to the public by May 1st.

3. Financing

This project will be entirely self-financed.

4. Other Factors

Waterloo Bicycle Works would like to have the rent waived for the first year, with annual review. We ask for 70% tax rebate on property taxes for the first three years that taxes are due, as we become established in the new space.

We would also ask the City of Waterloo for Right of First Refusal if they would decide to sell the property, since we would be the tenants.

5. Proposed Use

Our move into the Public Market Building will allow Waterloo Bicycle Works to expand and implement a plan to create a “Bike Shop - Plus”. This is something that the bicycle industry has been using to provide added value and increase traffic flow, while providing an inviting environment and making the space a destination.

Waterloo Bicycle Works will do this by adding staff to utilize the kitchen, providing coffee service, along with pastries, as well as a deli counter to serve gourmet made-from-scratch soups and sandwiches with artisan breads. We plan to use sustainable products for the to-go customers, to reduce the impact on the environment and our city’s facilities. This space will be a draw for downtown and surrounding neighborhoods and businesses.

Waterloo Bicycle Works is also partnering with Raygun, a well-known, Iowa-based clothing, accessories, & home goods company that has a large following. They currently have locations in Des Moines (headquarters), Iowa City, Kansas City, and

Waterloo Bicycle Works Proposal for 327 W 3rd St

Cedar Rapids. We believe that they will be a great partner in building community in our city and in downtown.

We feel that our proposed use will complement the Expo Grounds because it will be helpful to users of the Expo Grounds.

The hours of operation (seven days per week) will be helpful to users of the Expo Grounds for buying food, goods, use of restrooms, etc. We feel it is also helpful that we live across the street, so we can keep an eye on things and also be available if there were an event outside of our business hours. We also plan to utilize the Expo Grounds to engage the bicycling community with events, expos, etc.

Our use of the space will appeal to a broad audience with the combination of café, coffee, pastries, shirts, souvenirs, handmade gifts, bike parts/services, rental bikes.

We will also use the kitchen to make handmade soaps and body products to sell at our location and others.

Waterloo Bicycle Works also plans to work with other organizations to get the most utilization of the kitchen.

Besides collaborating with other businesses and organizations, we will have more events, rides, game nights, live music, movie nights, bike clinics/classes, art exhibits, and more, to create that sense of place and community that we previously mentioned.

We believe that partnering with other successful business(es) that are community-minded will build a sense of community or place (Placemaking). Everything we do is with the betterment of our community in mind. We are Waterloo people by choice and choose to be here because we love our community and want Waterloo to thrive.

The Cedar Valley has invested a great deal in bicycle infrastructure and our growth and proposed use of this space will encourage its utilization.

There has been much talk about creating a bike share in the Cedar Valley and we would be open to creating space for such a program, and providing upkeep and maintenance.

After we are operational in the space, we plan to continue to add services by having ice cream in the summer, serving beer and Iowa wines, increase our rental bike fleet, possibly add more partners within the space, expand the bike shop offerings to include BMX, skateboards, electric bikes, pickup and delivery, and more. We will be open to evolving to fit the needs of the area.

6. Traffic Flow

Our proposed use will not involve any changes to parking layout.

Waterloo Bicycle Works Proposal for 327 W 3rd St

We would like to use portable bollards at curb cuts near building so that people don't drive around the building. Especially because that space will be used for test rides of bikes in those areas.

7. Economic Impact Considerations

Waterloo Bicycle Works plans to create 3 full-time positions and 1 part-time position, as well as 1 full-time and 1 part-time for the deli/café area, with the potential of more as the business grows.

We plan to provide as many good, livable-wage jobs as possible, while also building a sustainable business that will continue to provide for us into retirement.

The jobs will be retail/mechanic positions and coffee/café positions.

To start with, we will offer bicycle repair and service, retail, rental bikes, bicycle advocacy. There will also be coffee, pastries, café with made-from-scratch food including artisan bread, soups, and sandwiches.

This project will bring an established business to Waterloo. It will also create a new business (the café/deli). Waterloo Bicycle Works will expand its business.

There will be space within the building to bring in an additional business or businesses. One aspect of this project is that we will maintain the flexibility to add something, but also fill the space.

We are willing to discuss having basic grocery items, if this is something the city would like to see happen in this space.

8. Price

(See #4.)

Gregory Young
Waterloo Bicycle Works
316 W 3rd St, Ste 2
Waterloo IA 50701

Shop 319-830-5631
Cell 319-504-5771

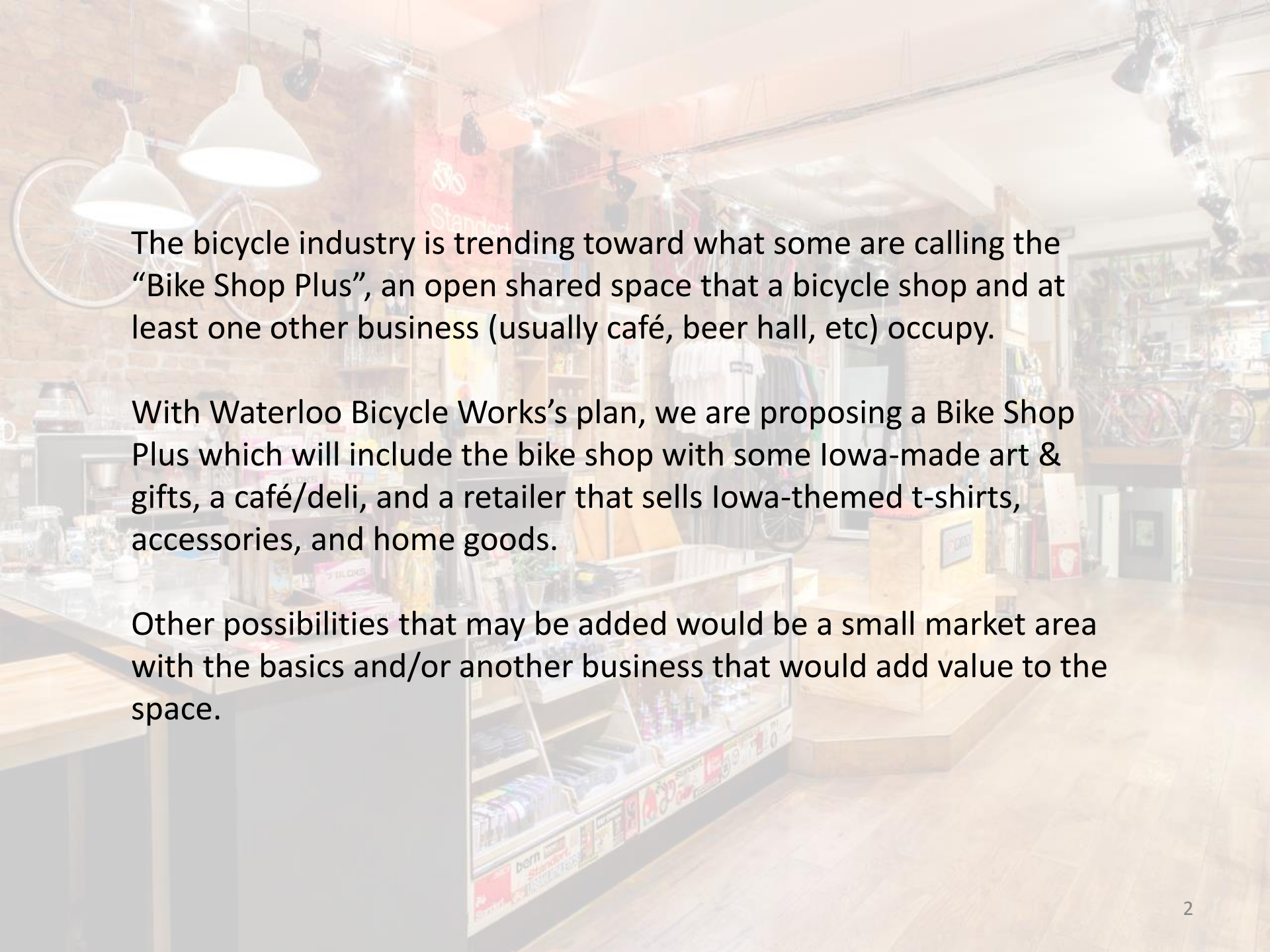


Waterloo Bicycle Works



Public Market Building Proposal

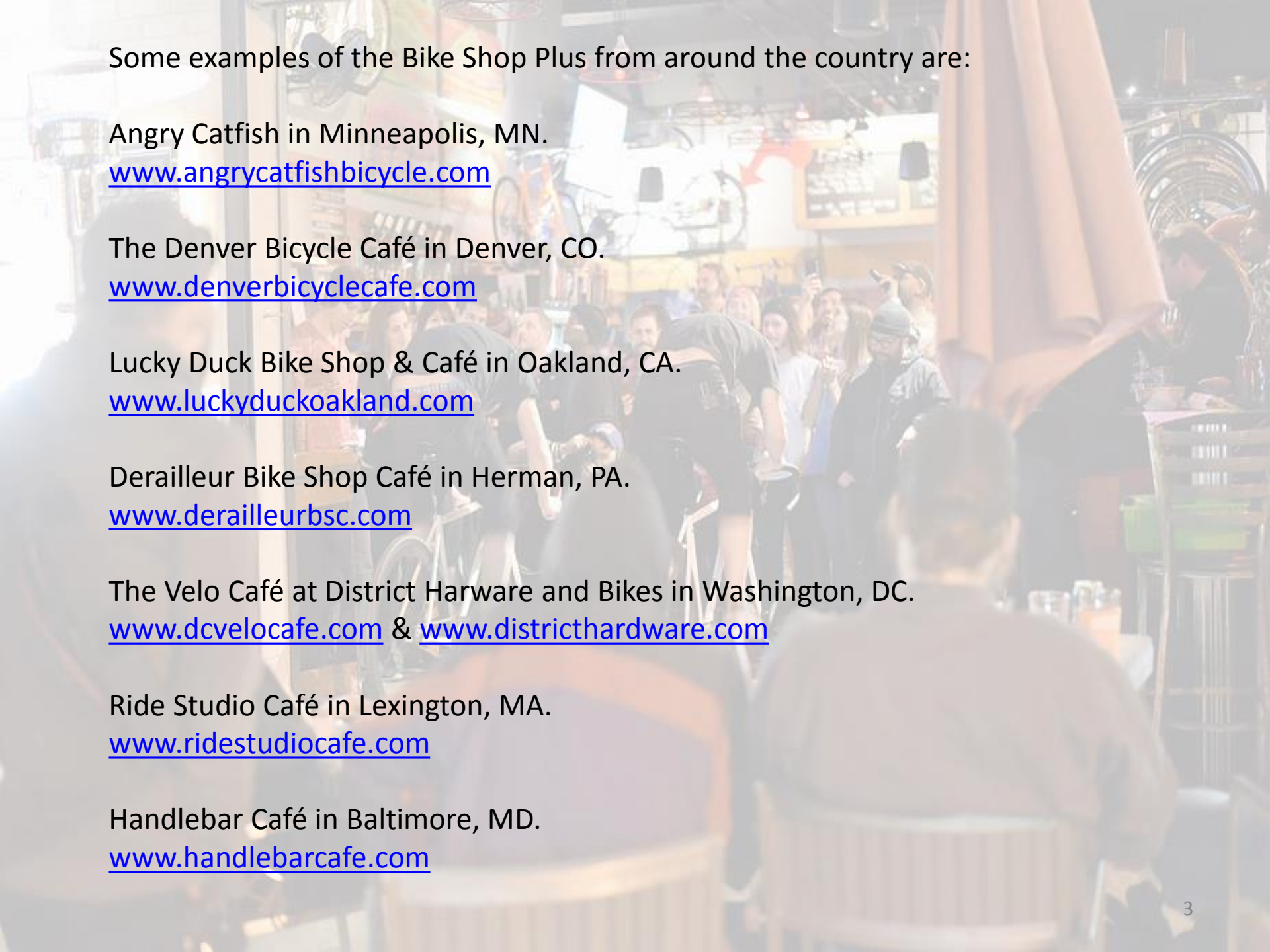


A photograph of a bicycle shop interior. The space is filled with various bicycles, some hanging from the ceiling and others on the floor. There are shelves and racks displaying tools, bike parts, and merchandise. A wooden counter is visible in the foreground. The lighting is warm and ambient, with several pendant lights hanging from the ceiling. The overall atmosphere is that of a well-stocked, community-oriented bike shop.

The bicycle industry is trending toward what some are calling the “Bike Shop Plus”, an open shared space that a bicycle shop and at least one other business (usually café, beer hall, etc) occupy.

With Waterloo Bicycle Works’s plan, we are proposing a Bike Shop Plus which will include the bike shop with some Iowa-made art & gifts, a café/deli, and a retailer that sells Iowa-themed t-shirts, accessories, and home goods.

Other possibilities that may be added would be a small market area with the basics and/or another business that would add value to the space.



Some examples of the Bike Shop Plus from around the country are:

Angry Catfish in Minneapolis, MN.

www.angrycatfishbicycle.com

The Denver Bicycle Café in Denver, CO.

www.denverbicyclecafe.com

Lucky Duck Bike Shop & Café in Oakland, CA.

www.luckyduckoakland.com

Derailleur Bike Shop Café in Herman, PA.

www.derailleurbisc.com

The Velo Café at District Hardware and Bikes in Washington, DC.

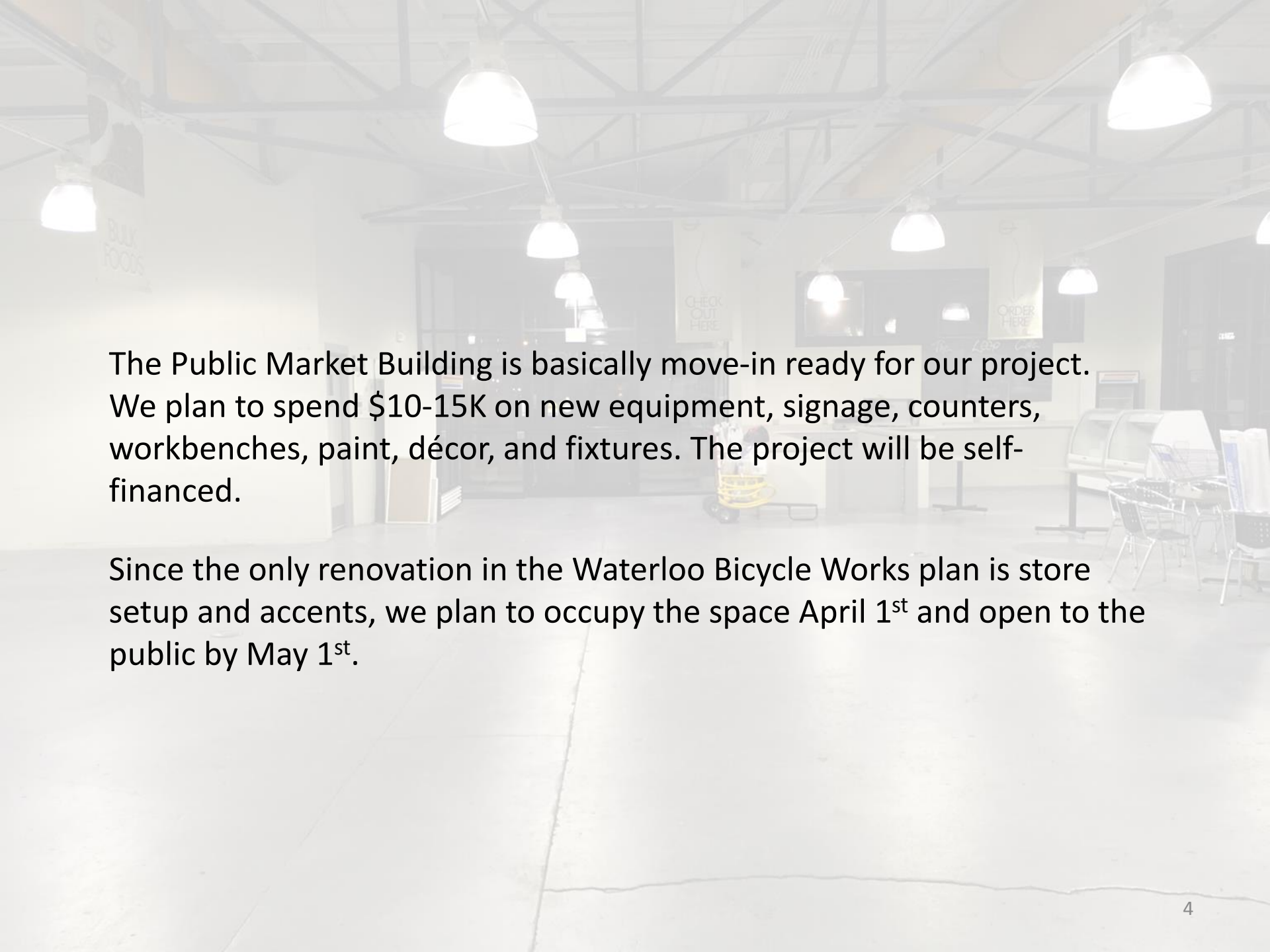
www.dcvelocafe.com & www.districthardware.com

Ride Studio Café in Lexington, MA.

www.ridestudiocafe.com

Handlebar Café in Baltimore, MD.

www.handlebarcafe.com



The Public Market Building is basically move-in ready for our project. We plan to spend \$10-15K on new equipment, signage, counters, workbenches, paint, décor, and fixtures. The project will be self-financed.

Since the only renovation in the Waterloo Bicycle Works plan is store setup and accents, we plan to occupy the space April 1st and open to the public by May 1st.

The move into the Public Market Building will allow Waterloo Bicycle Works to expand and implement a plan to create a Bike Shop Plus. This is something that the bicycle industry has been using to provide added value and increase traffic flow while providing an inviting environment to all and making the space a destination. Waterloo Bicycle Works will do this by adding staff to utilize the kitchen, providing coffee service and pastries, as well as a deli counter to serve made-from-scratch soups and sandwiches with artisan breads. We plan to use sustainable products for the to-go customers, to reduce the impact on the environment and our city's facilities.

Our proposed plan will make this space a draw for downtown and surrounding neighborhoods and businesses.

We plan to provide as many good, livable-wage jobs as possible, while also building a sustainable business that will continue to provide for us into retirement.

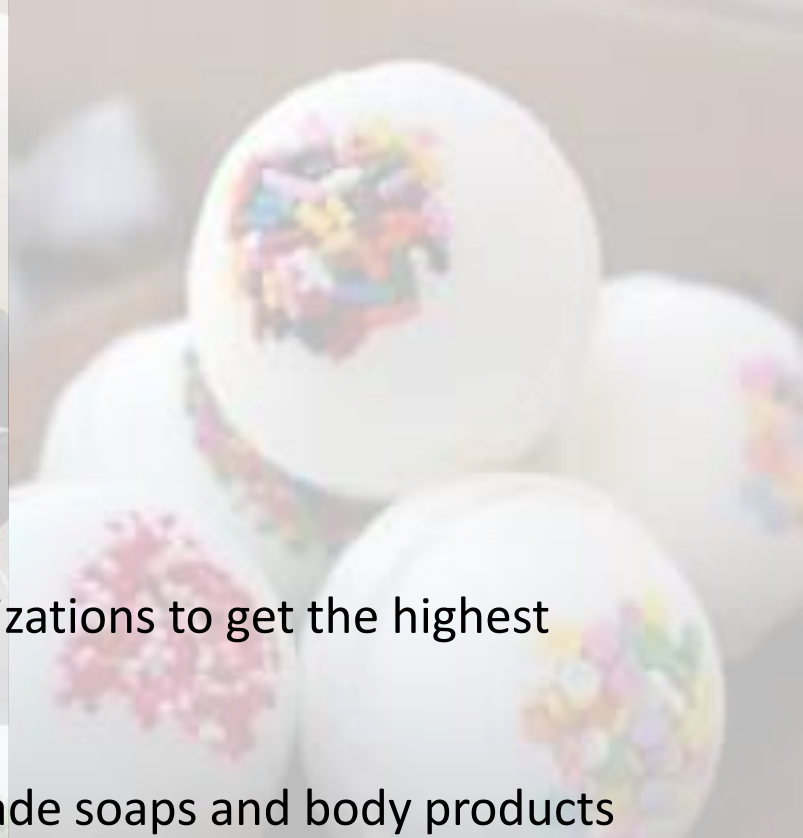
Waterloo Bicycle Works is also partnering with Raygun, a well-known Iowa-based and Iowa-themed clothing, accessories, and home goods company that has a large following and multiple locations, including Des Moines, Iowa City, Kansas City, and Cedar Rapids.

We believe that they will be a great partner in building community and a sense of place (aka Placemaking) in our city and downtown.



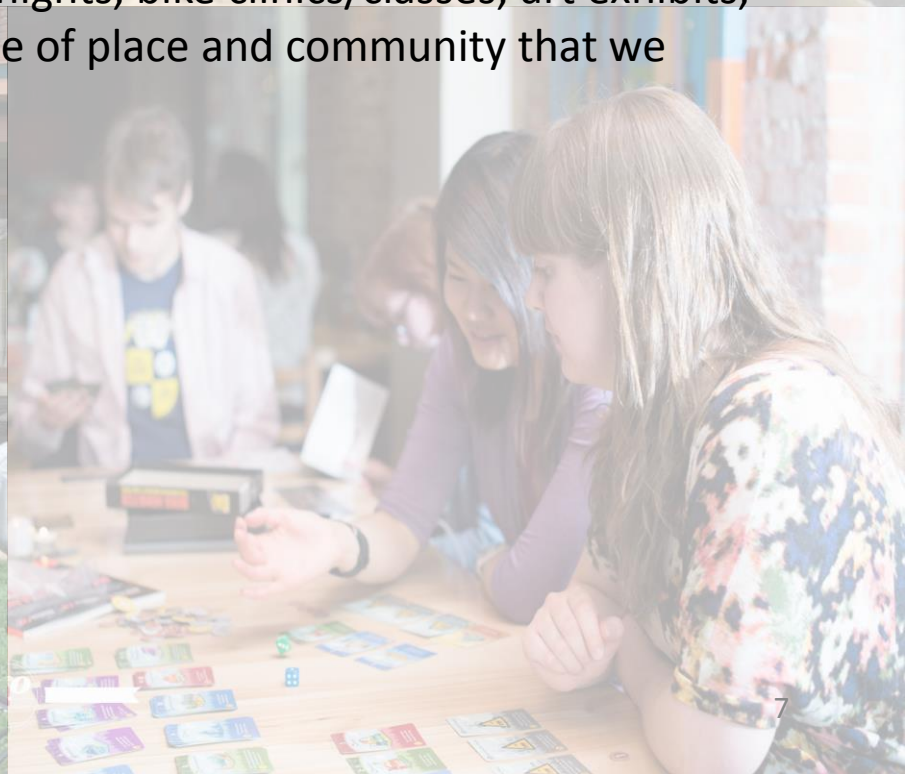
Waterloo Bicycle Works will work with organizations to get the highest utilization of the kitchen.

We will also use the kitchen to make handmade soaps and body products to sell at our location and others.





In addition to collaborating with other businesses and organizations, we will have events, rides, game nights, live music, movie nights, bike clinics/classes, art exhibits, cooking classes, and more to create that sense of place and community that we previously mentioned.



The proposed use by Waterloo Bicycle Works will complement the Expo Grounds because it will be helpful to users of Expo Grounds.

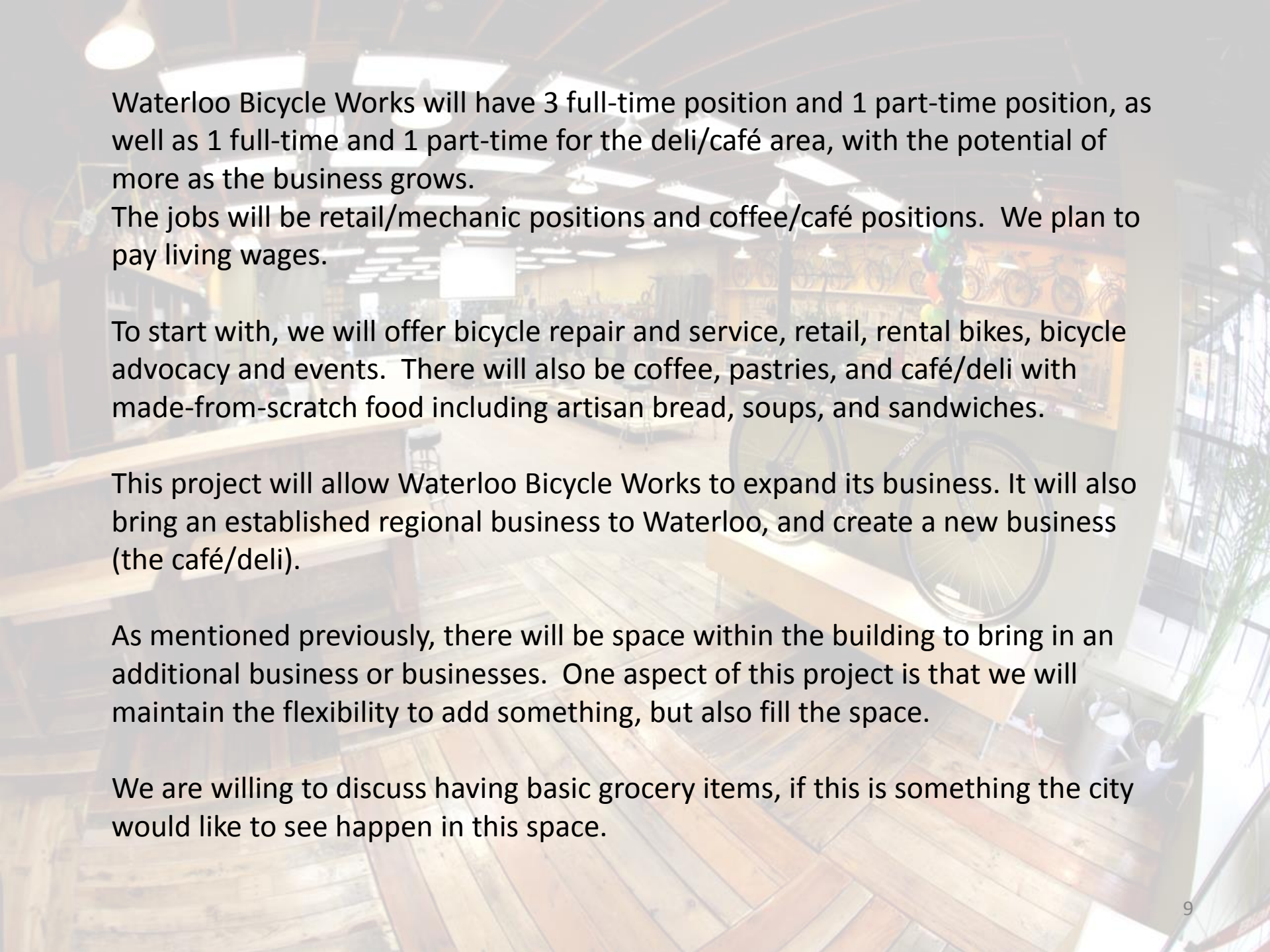
The hours of operation (seven days per week) will be beneficial to users of the Expo Grounds for buying food, goods, use of restrooms, etc. It will also be helpful to users of the Sportsplex.

It is helpful that we live across the street, so we can keep an eye on things and also be available if there were an event outside of our business hours.

We plan to work with RAI and utilize the Expo Grounds to engage the bicycling community with events, bicycle expos, and more.

Our use of the space will appeal to a broad audience with the combination of café, coffee, pastries, Iowa-themed shirts & souvenirs, Iowa-made gifts, bike parts, bicycles, bicycle service and repair, rental bikes, and more.

After we are operational in the space, we plan to continue to add services by having ice cream in the summer, serving beer and Iowa wines, increase our rental bike fleet, possibly add more partners within the space, expand the bike shop offerings to include BMX, skateboards, electric bikes, repair pickup and delivery, and more. We will be open to evolving our business to fit the needs of the area.



Waterloo Bicycle Works will have 3 full-time position and 1 part-time position, as well as 1 full-time and 1 part-time for the deli/café area, with the potential of more as the business grows.

The jobs will be retail/mechanic positions and coffee/café positions. We plan to pay living wages.

To start with, we will offer bicycle repair and service, retail, rental bikes, bicycle advocacy and events. There will also be coffee, pastries, and café/deli with made-from-scratch food including artisan bread, soups, and sandwiches.

This project will allow Waterloo Bicycle Works to expand its business. It will also bring an established regional business to Waterloo, and create a new business (the café/deli).

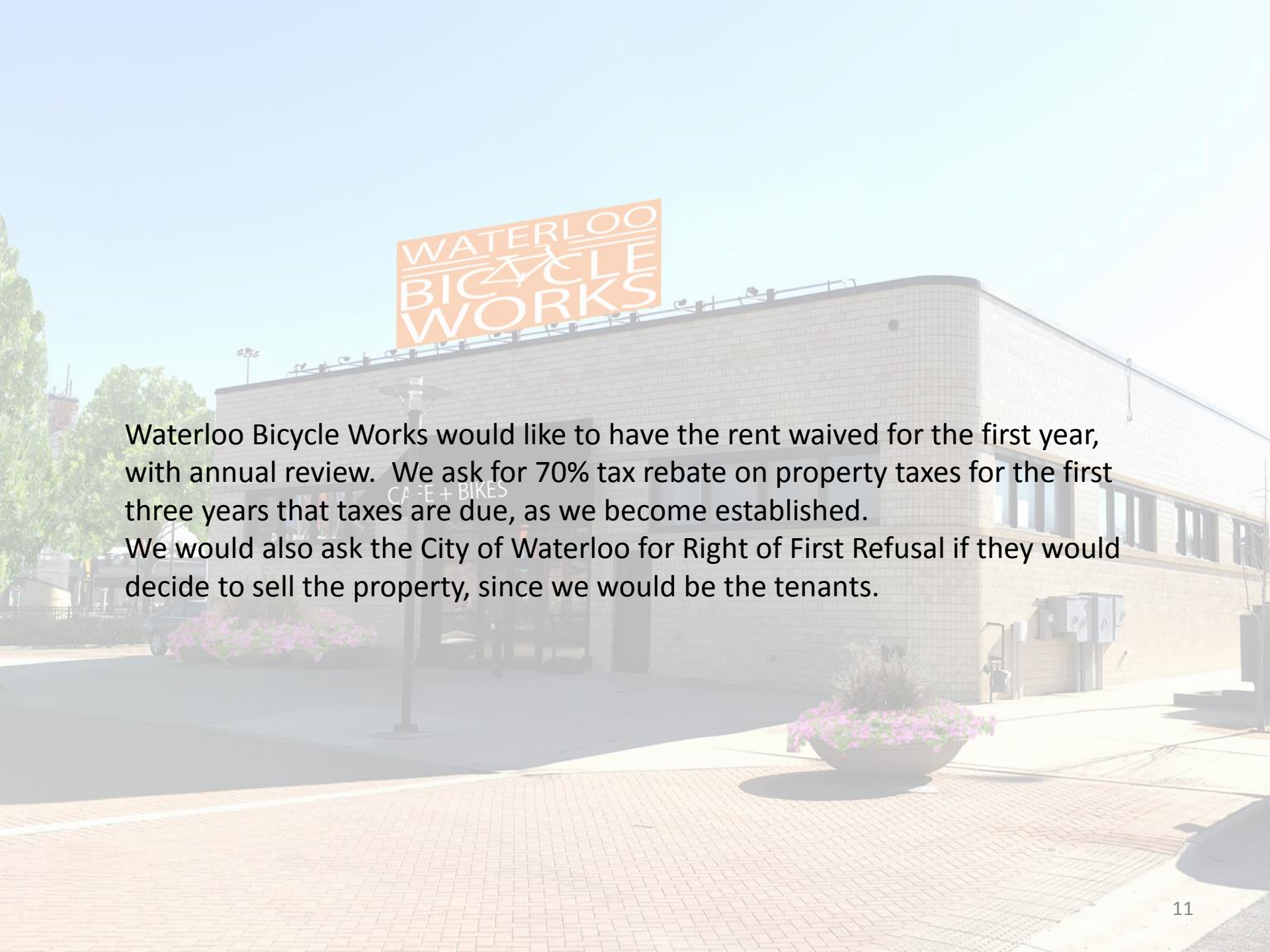
As mentioned previously, there will be space within the building to bring in an additional business or businesses. One aspect of this project is that we will maintain the flexibility to add something, but also fill the space.

We are willing to discuss having basic grocery items, if this is something the city would like to see happen in this space.



Our proposed use will not involve any changes to parking layout.

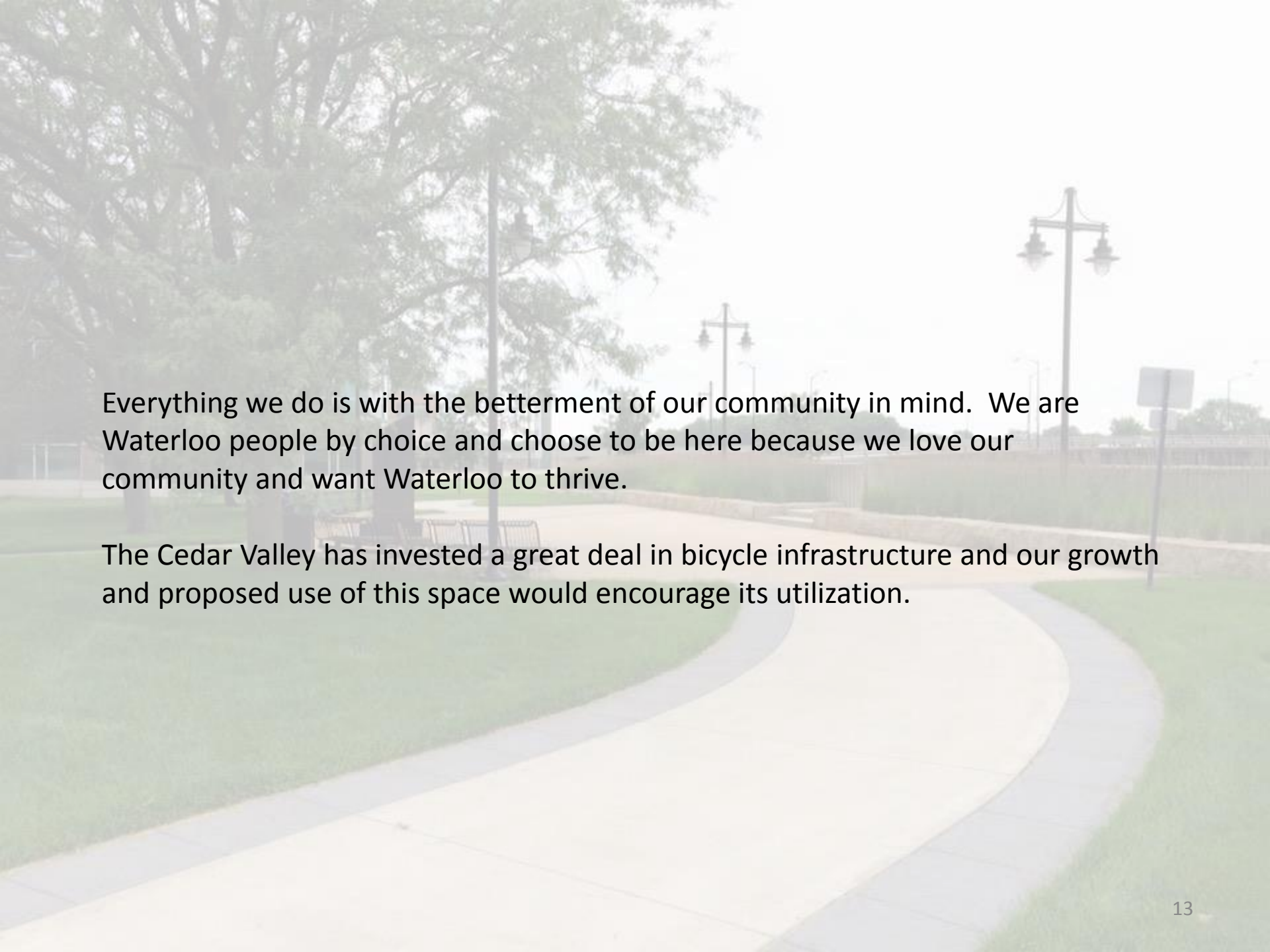
We will use portable bollards at curb cuts near building so that people don't drive around building. Especially because that space will be used for test rides of bikes in those areas.

A photograph of a two-story brick building with a large orange sign on the roof that reads "WATERLOO BICYCLE WORKS". The sign has a stylized bicycle wheel as the letter 'C'. The building has a flat roof with some equipment. In the foreground, there is a brick-paved area, a black lamppost, and a large black planter with pink flowers. To the right, there are some electrical boxes on the wall. The sky is clear and blue.

Waterloo Bicycle Works would like to have the rent waived for the first year, with annual review. We ask for 70% tax rebate on property taxes for the first three years that taxes are due, as we become established. We would also ask the City of Waterloo for Right of First Refusal if they would decide to sell the property, since we would be the tenants.

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The Cedar Valley has invested a great deal in bicycle infrastructure and our growth and proposed use of this space would encourage its utilization.



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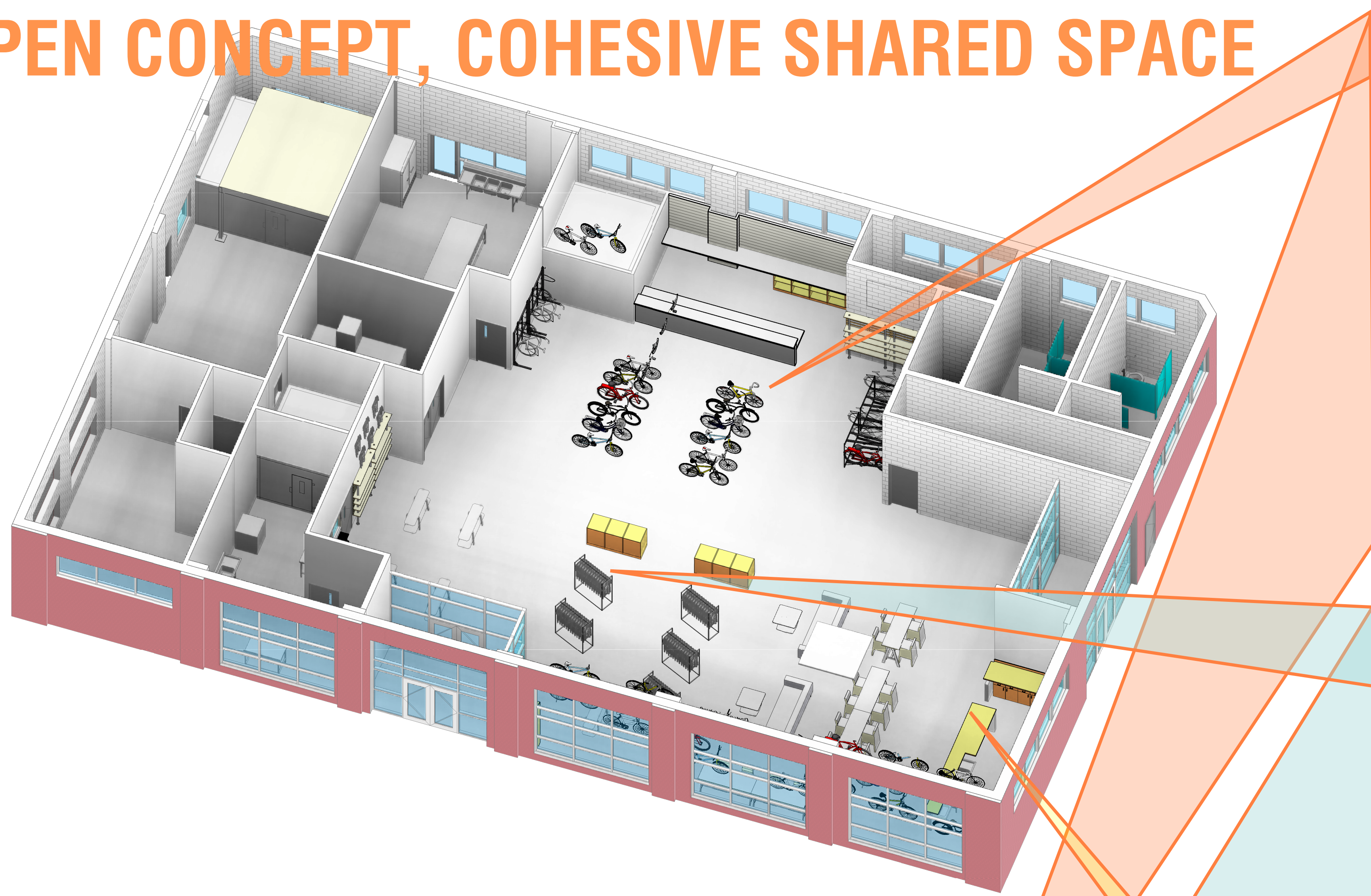
Questions/Comments:

Gregory Young
Waterloo Bicycle Works
316 W 3rd St, Ste 2
Waterloo IA 50701

Email: waterloobicycleworks@gmail.com

Shop: 319-830-5631
Cell: 319-504-5771

OPEN CONCEPT, COHESIVE SHARED SPACE



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CRANKY'S CAFE

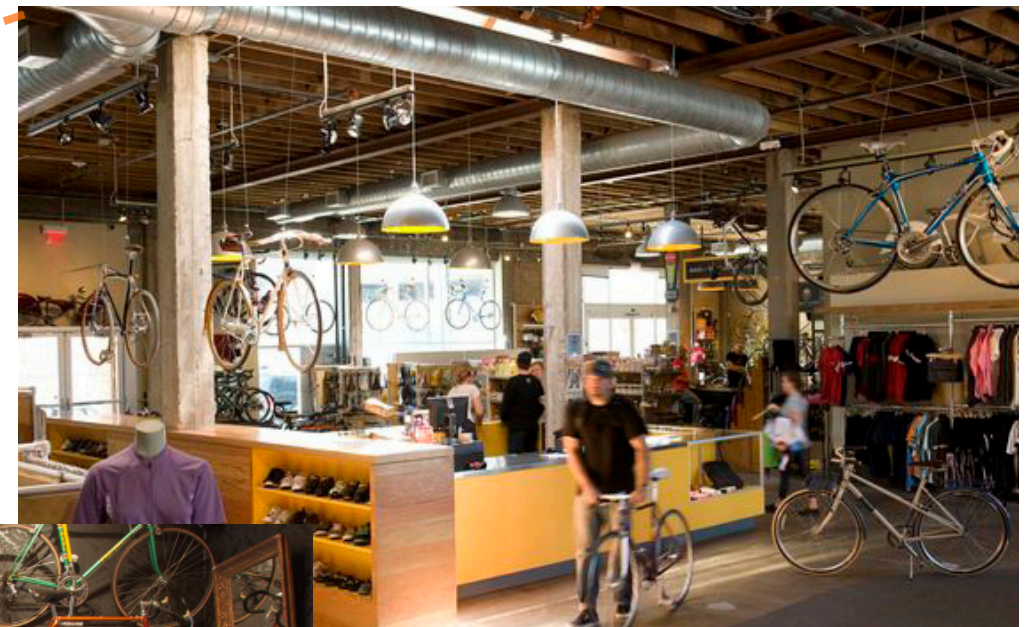
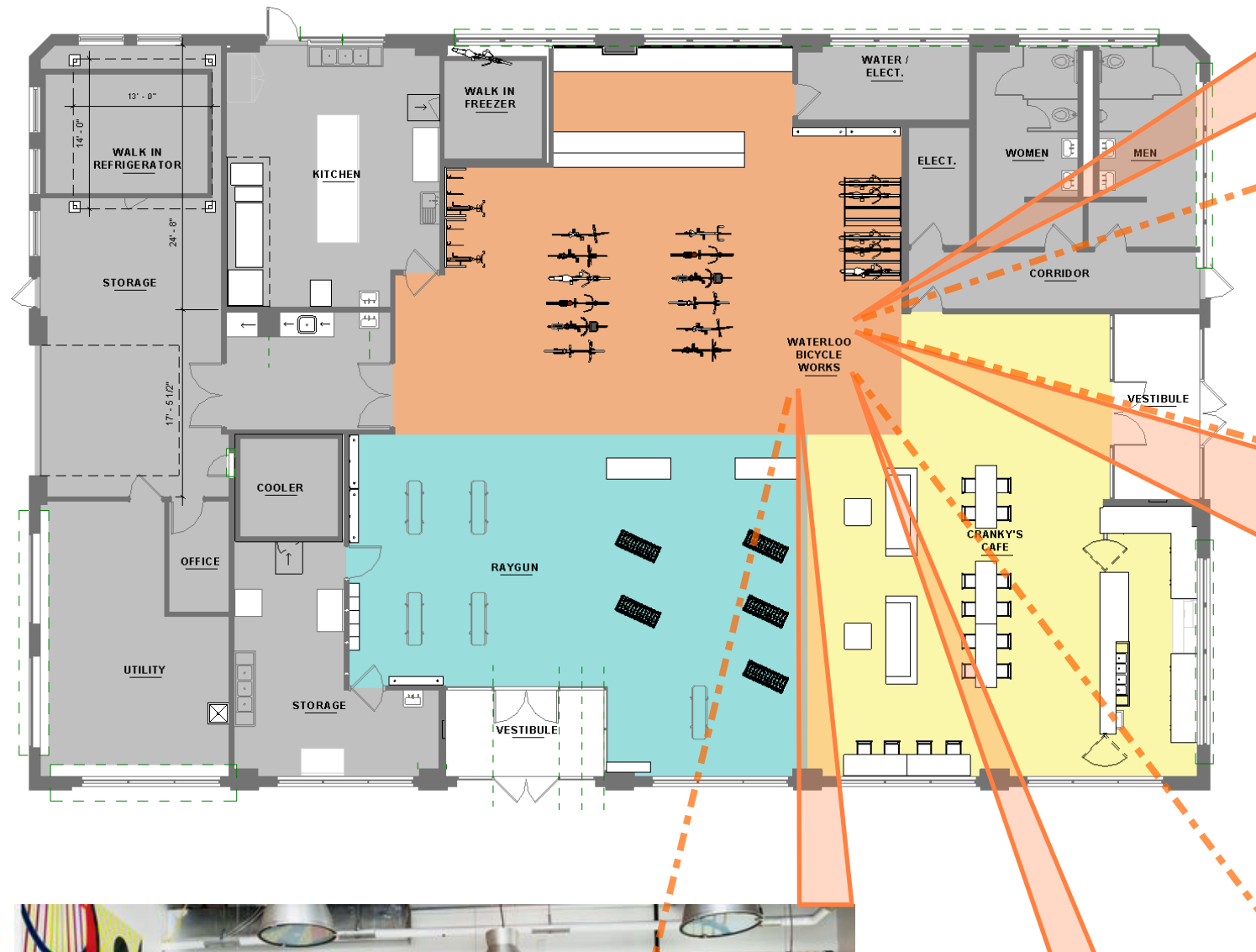
CRANKY'S CAFE

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FLOOR PLAN



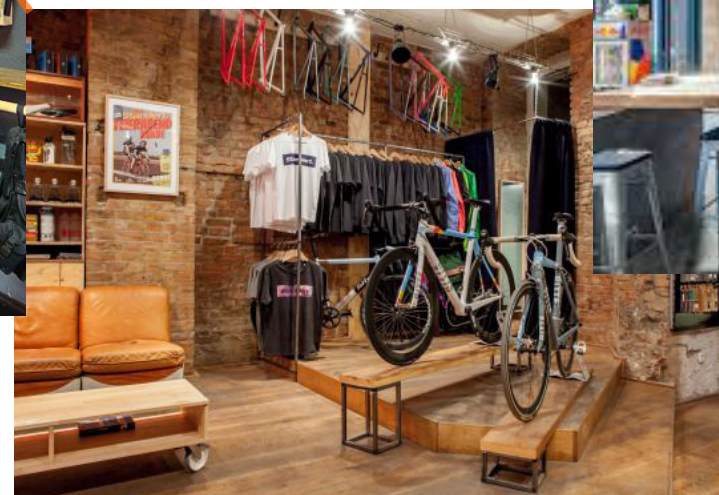
• BUY A BIKE



• GET YOUR BIKE FIXED



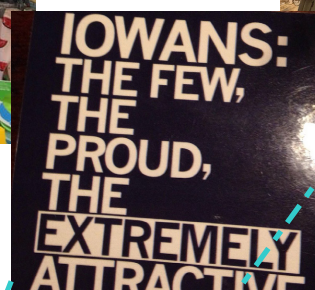
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WORKS



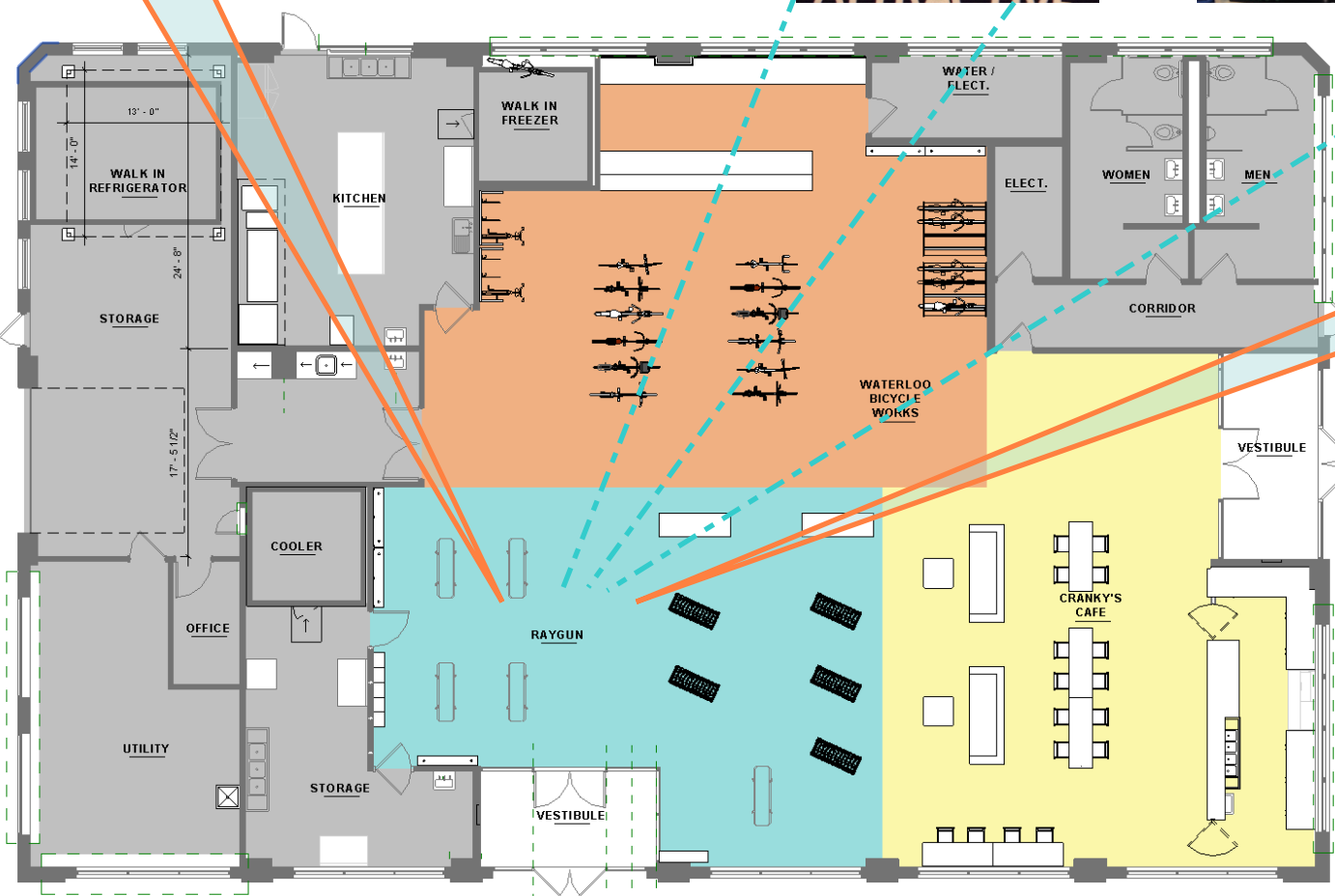
• TALK BIKES



• T-SHIRTS • ACCESSORIES • HOME GOODS
MERCHANDIZE WITH **ULTRA POSITIVE IOWA**
AND COMMUNITY-THEMED SLOGANS

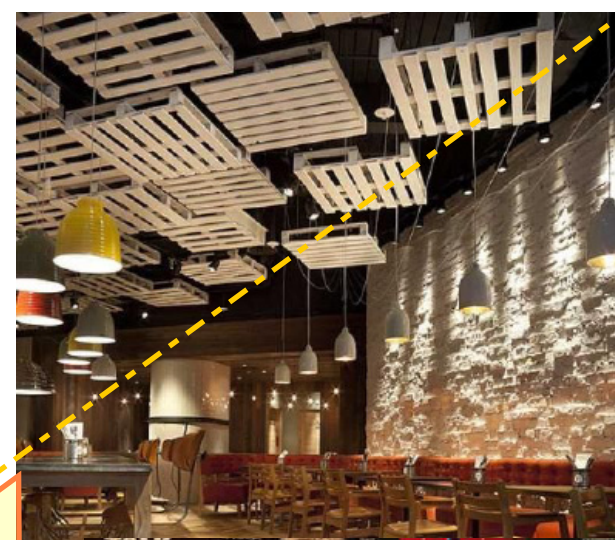


FAMOUS PEOPLE WEAR RAYGUN

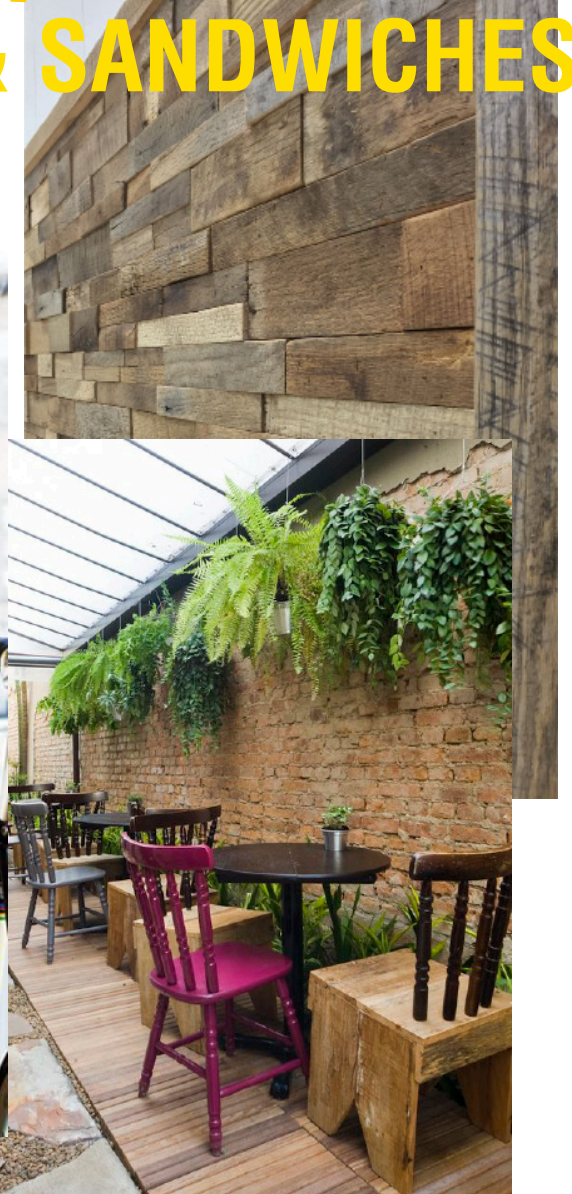
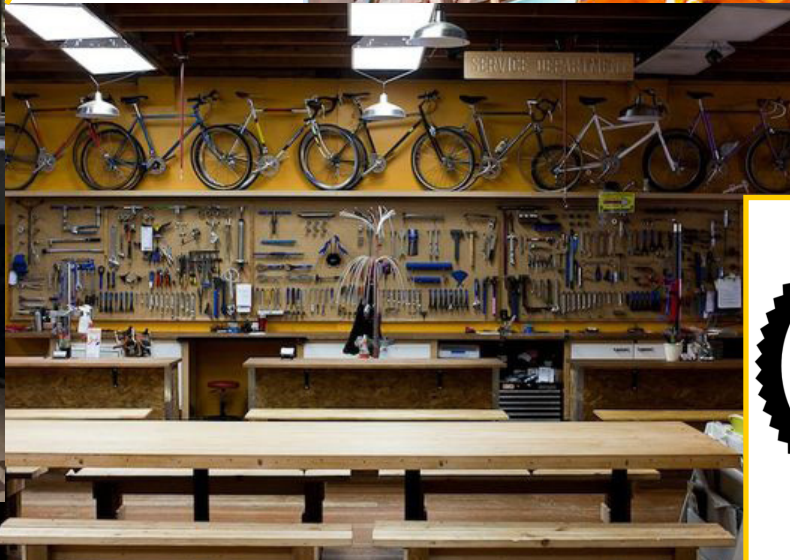


DES MOINES LOCATION

RAYGUN RAYGUN RAYGUN



• SOUP & SANDWICHES



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des moines . cedar rapids . iowa city . kansas city . internet

SUBJECT: Letter of Intent, Public Market building

To whom it may concern,

I am writing to formally announce my intention of having my company, RAYGUN, share space in the old Public Market building with the Waterloo Bicycle Works. The details have yet to be worked out, but we would sub-lease a small corner of the larger space and dedicate it to the sale of clothing, accessories, and home goods.

We have Iowa stores in Des Moines, Cedar Rapids, and Iowa City, but nothing currently in the Waterloo-Cedar Falls area.

Feel free to contact me with any questions. Thanks for your time.

A handwritten signature in black ink, consisting of a large, stylized 'M' or 'D' shape with a diagonal line crossing through it.

Mike Draper
mike@raygunsite.com