



# Introduction

Thank you for the opportunity to outline and present a proposal for the redevelopment of the 503 Kelly Avenue address, formerly known as “Horton’s Corner”.

The development of both the physical structure and services, as outlined in this proposal, encompass many community and traveler service conveniences not offered by the previous owners.

This new and improved station will be anything but your everyday Gas Station; it will be a destination hub not only to travelers, but to the local residents as well.

We would like to start the necessary services first. The additional services described in this proposal will be brought online as demand increases.

Being a firm believer in contributing the community in which I live and do business in, I understand how a “local” business supports and aids the growth of the community we are a part of.

Should I be granted the bid, an important part of my plan will be creating **Local First** initiatives. These initiatives include listening to the local customers’ needs and doing everything possible to fulfill them, while maintaining a positive and friendly neighborhood store welcoming to all who enter.





CHUG

CHUG  
GAS • FOOD • SUPPLIES

CHUG  
GAS • FOOD



# Site Overview

## • Passenger Vehicles / Cars

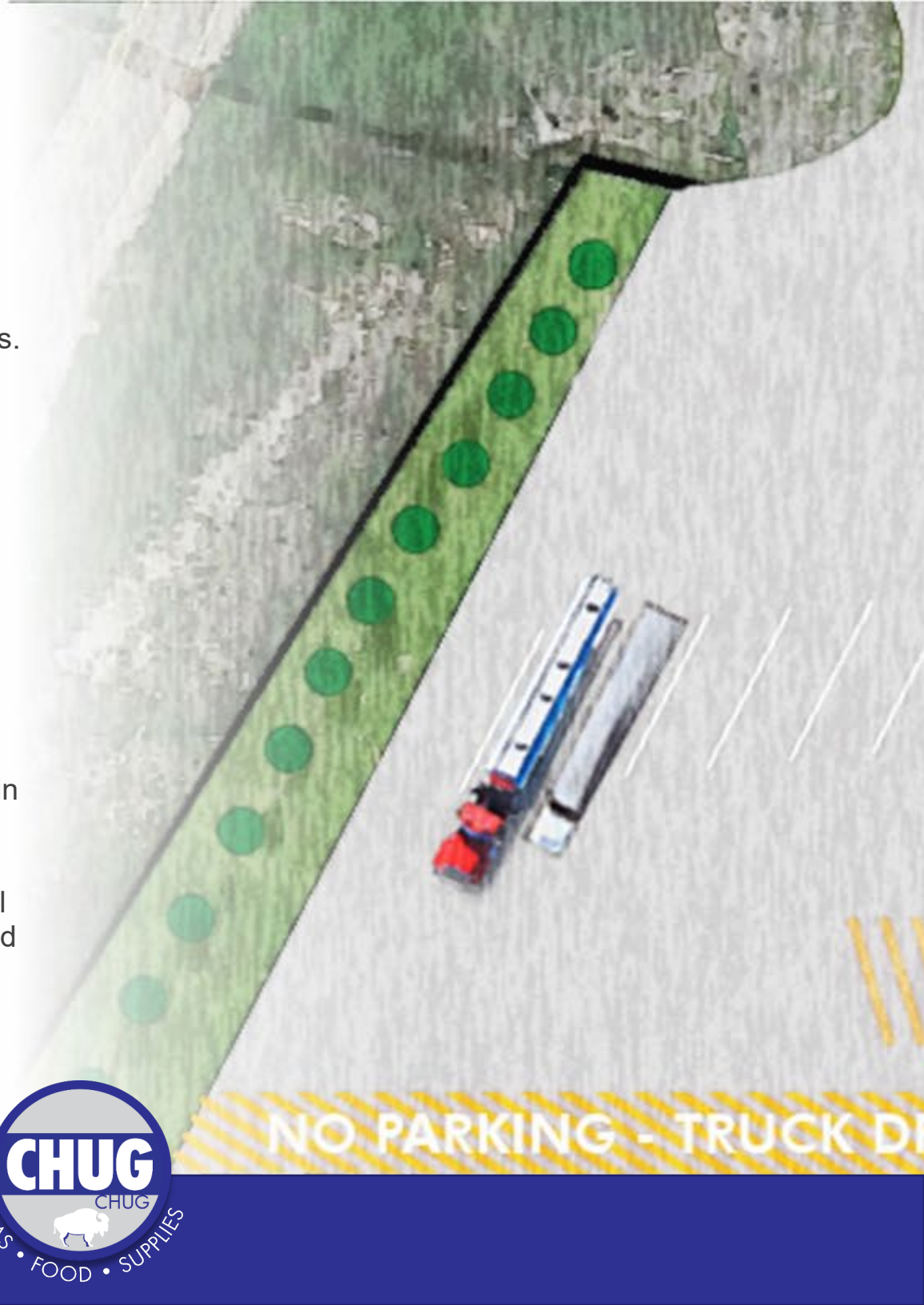
- The main entrance will be relocated to the West side of the property, directly across from the rest area exit.
- Relocating the entrance will not only improve the appearance of the property, but will also create a safe and efficient traffic flow pattern on the property.
- Cars will have their own dedicated lane from the main entrance, which will lead them to the fuel dispensers, or to parking in front of the building.
- Vehicles will then be able to depart the property through the current East exit.
- The convenience store will be surrounded by strategically placed and aesthetically pleasing barriers that will prevent vehicles from accidentally or intentionally driving into or damaging the building.



# Site Overview

## • Commercial Truck Parking

- Relocating the entrance will open the West lot to semi trucks that can pull into dedicated stalls.
- This arrangement will provide a convenient, dedicated area for truck drivers to park their rigs while they grab a shower, purchase food, snacks or drinks.
- Trucks exit through a dedicated path behind the main building and depart through the East exit drive.
- The path will be created by digging up the hillside on the south side of the property and installing a retaining wall. There will be no easement changes or alterations.
- The exit drive will be improved and expanded in order to properly serve exiting semi trucks and passenger vehicles.
- The separated commercial truck traffic flow will also effectively negate the chances of truck and small car collisions on the property.



NO PARKING - TRUCK DRIVERS

Chugwater Rest Area

25

25

313

25

Paved

4 Pumps



NO PARKING - TRUCK DRIVE

NO PARKING - TRUCK DRIVE

NO PARKING - TRUCK DRIVE



# Chug-Chug Convenience Store

- **24/7 Operating Hours**

- Gasoline, Diesel and Propane
- Hot and Cold Food / Snacks
- Hot and Cold Drinks
- Cigarettes
- Coffee
- Bagged Ice
- Showers and Laundry
- Wyoming / Powerball Lottery
- Hunting / Fishing Licenses
- Chugwater Gun Club Range Passes

- **Large store footprint**

- To fully house all of the planned amenities and services, the store footprint will be 4,000 SF
- The store will be clean, well lit and project an inviting atmosphere with a “Western” décor theme.
- The C-Store will feature a seating area for locals and weary travelers to enjoy a cup of coffee, a snack or a meal.



# Kitchen and Food

## • Kitchen

Proposed Kitchen Menu:

- **Made to Order Cold Cut Sandwiches** –  
— Freshest ingredients possible
- **Pizzas** – Fully cooked or take home and bake options
- **Made to Order Salads**
- **Hamburgers & Fries**
- **Breakfast Omelets / Sandwiches and Burritos**
- **Local Student Lunch Pricing** –  
Local students will be able to buy great tasting and nutritious lunches at reasonable prices



Menu will be refreshed on a regular basis in order to keep it appealing to both local residents as well as travelers.

## • Gourmet Coffee

- The coffee will not be your normal “truck stop” coffee. Our coffee will have the quality and taste of great coffee at a similar pricing to other convenience stores.

**FUTURE DEVELOPMENT;** Within two years, the goal would be to open a dedicated restaurant where travelers and locals can sit down and be served a great meal without feeling rushed.





# Groceries and Supplies

- **Basic Groceries**

- Dairy Products
- Baked Products
- Seasonal Fresh Produce
- Basic Cooking staples

- **Non Prescription Pharmaceuticals, Toiletries, First Aid & Essentials**

- Paper Products
- Bandages
- Pain Relievers
- Stamps
- Other Supplies as Needed

Including non prescription pharmaceuticals and core groceries is part of my **Local First Initiative**; giving residents a local options, especially for those late night needs such as cough syrup at 2AM without the ridiculous mark-up on necessities other remotely located convenience stores charge.



This list can and will be expanded and modified based upon the needs of local residents primarily as it is understood many travelers have a smaller need for grocery items while traveling.





# Garage

- **Repair & Service Shop**

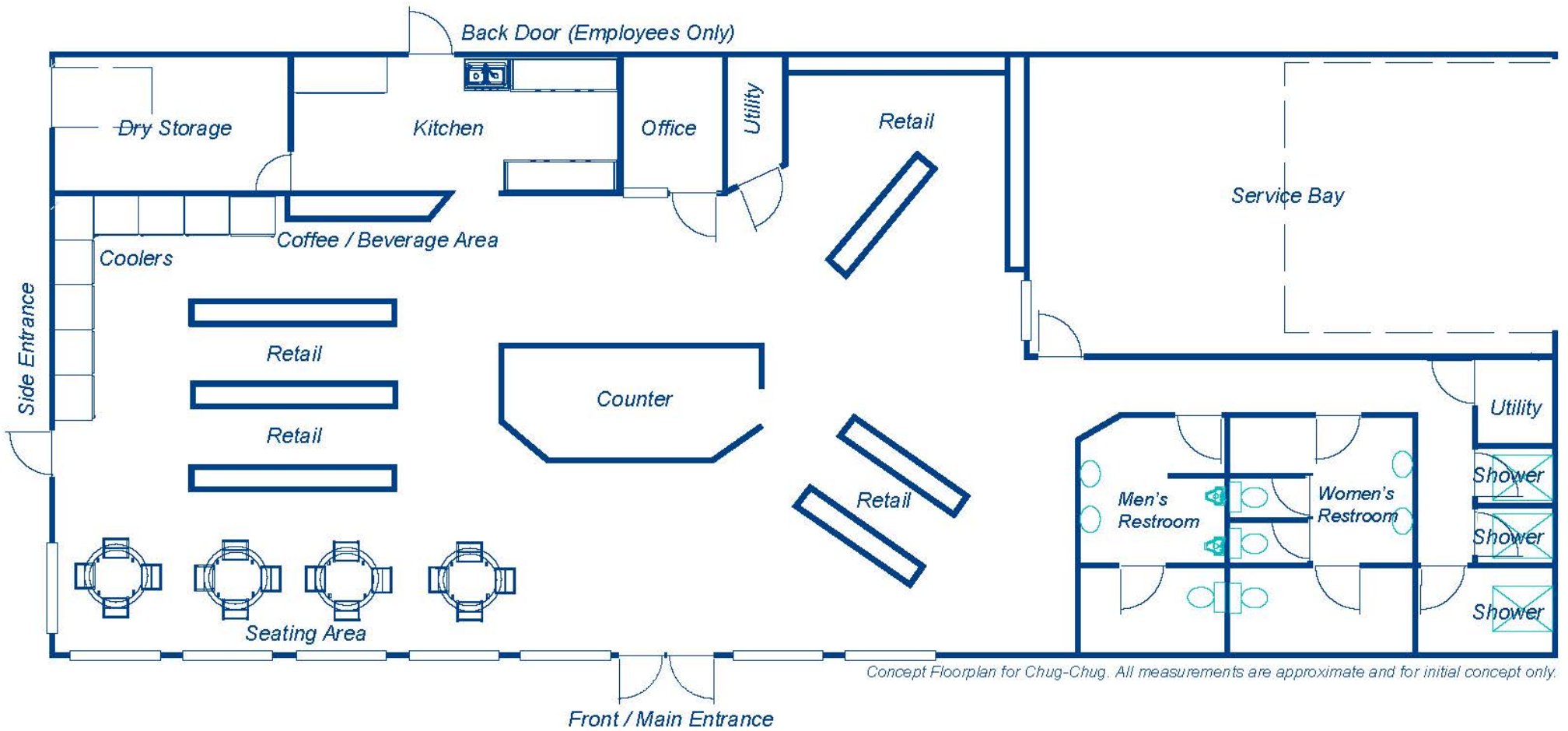
- There will be a service shop with a certified mechanic who will be able to perform services such as:
  - Emergency Repairs
  - Minor Repairs
  - Flat tire repairs or replacements
  - Oil Changes
  - Basic and regular maintenance options for local residents



**FUTURE DEVELOPMENT;** Tow Truck Services for towing stranded motorists' as well as local residents' vehicles.



# Floorplan Concept



Concept Floorplan for Chug-Chug. All measurements are approximate and for initial concept only.

# Local Merchants Showcase



- **Provide a Retail Space for Local Vendors to showcase their products and services**

- Chugwater Chili
- Baker Farms
- Abundant Acres
- Country Girls Embroidery
- Hunting and Fishing Licenses
- Day and Half Day Chugwater Gun Club Passes
- Accurate Ordnance Ammunition and Related Items



We look forward to working with any other local businesses who may wish to showcase their products within the store.



# Other Offerings



- **Propane Cylinder Exchange**

- Primary usage would be for local residents.
- Many summer travelers will also likely take advantage of a propane bottle exchange program.
- There will also be a larger propane tank for refilling non standard bottle sizes.



- **Red dyed (off-road) diesel**

- Due to the configuration of the underground storage tanks, we will be able to also sell Off Road diesel to local Farmers, Ranchers and residents who can utilize it.

## FUTURE DEVELOPMENT:



### Propane Delivery:

We would like to develop a propane delivery service to local residents who own their propane tanks. The propane will be priced competitively and free of ridiculous “emergency delivery” and “leak check” fees.

### Fuel Delivery:

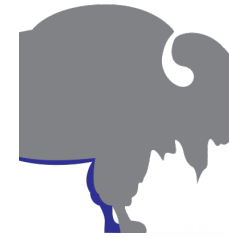
In addition, if the local farmer and rancher demand for fuel grows above and beyond the pump availability, the possibility of fuel deliveries will be entertained.



# Other Offers

- **Chugwater Water**

- To develop more interest into, as well as recognition of the area, we would like to also offer a “Chugwater Water” brand of drinking water.
- The water will be bottled by a local bottling company under a private label.
- In addition to the Chug-Chug logo, the labels can be printed with other local business logos or other advertising information, should any local businesses choose to participate in this promotion program.
- We would like to **donate 10 cents per bottle sold** in order to help offset any Town sponsored programs or events for the residents, should the Council accept the donation.



**CHUG**  
**H<sub>2</sub>O**



Chug Water (H<sub>2</sub>O for you educated folk) is made from all natural ingredients, as pure as you can get it... bottled straight from the tap.

CHUGWATER, WY • USA



# Employment

- **Manager**

Manager will oversee employees and customer service

- **Four Morning Employees**

Two Cashiers, three Kitchen and one Maintenance employee to handle the AM rush

- **Three Afternoon Employees**

One Cashier and two Kitchen employees

- **Two Night Employees**

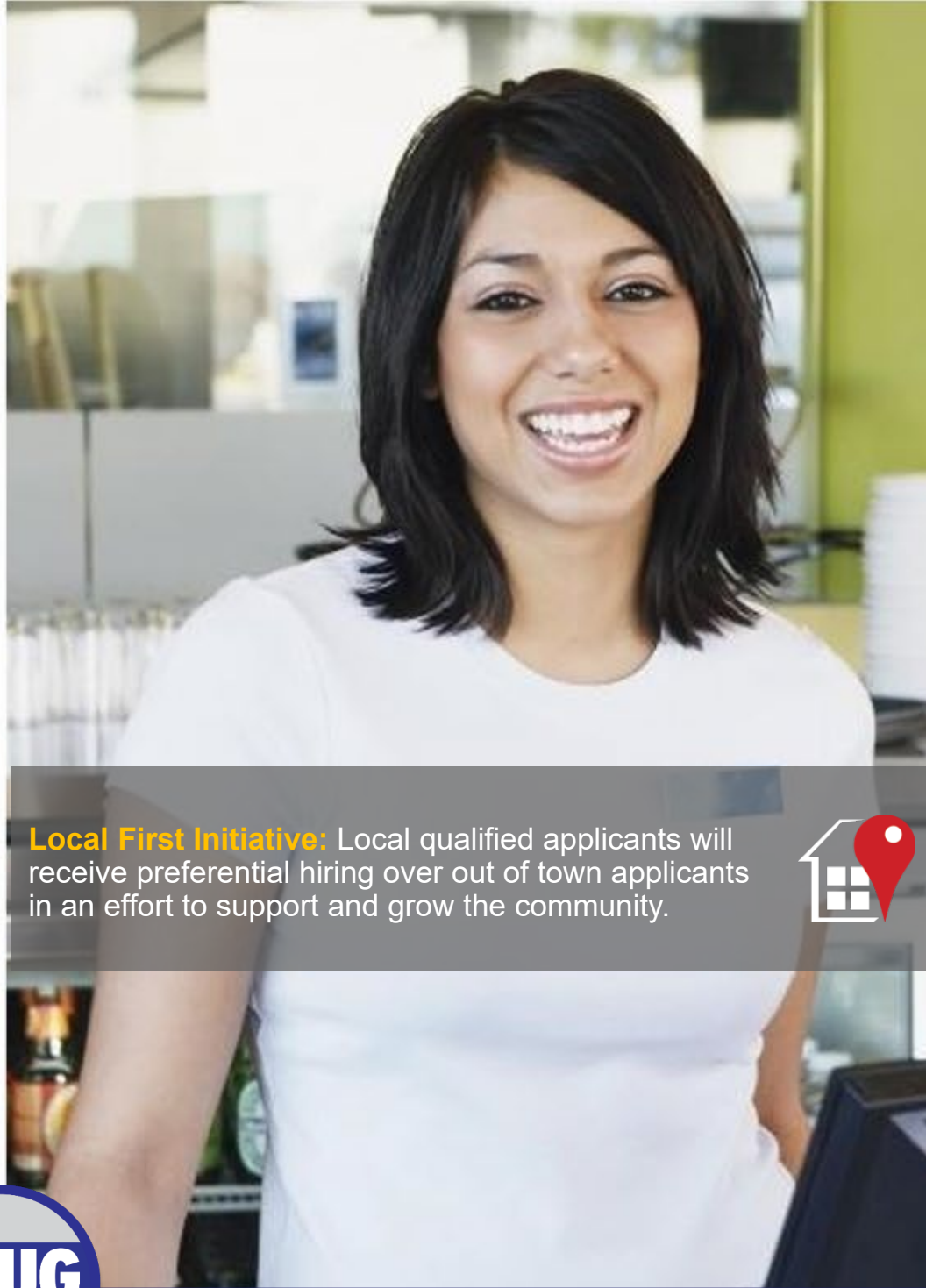
One cashier and one multi-area employee who will fill several roles such as stocking and cleaning

- **Mechanic**

If the mechanic is a local resident, then he or she can be on call

- **Floater**

Four part-time floaters will fill in as necessary for time off requests as well as emergency relief



**Local First Initiative:** Local qualified applicants will receive preferential hiring over out of town applicants in an effort to support and grow the community.



# Fully Staffed

- **At full staffing levels, we plan on employing 25 full and part-time employees.**
  - **Convenience Store** – Thirteen Employees
  - **Kitchen** – Five Employees
  - **Garage** – Two Employees
  - **Restaurant** – Four Employees
  - **Deliveries** – One Employee
  - Employees will be dressed professionally and will wear clean Polo shirts with the Chug-Chug logo. This will help identify them to our customers as Chug-Chug team members.



**Local First Initiative:** Qualified local applicants will receive preferential hiring over out of town applicants, in an effort to support and grow the community. Health Insurance options will also be offered at low or no cost for the employees.





# Ambulance Services

- **The Town of Chugwater needs E.M.T. personnel for the Ambulance that's currently not being used due to a lack of certified personnel.**

- I am a big believer in helping my employees better themselves through education and advancement.
- Currently, there are on-line options that take between 40 and 50 hours to complete and will certify an individual as an Intermediate Level Paramedic. (E.M.T.)
- If the Town or Council decides to reinstate the Ambulance program and any non E.M.T. certified employees or residents are hired for the position by the Town, then we are willing to pay for the new personnel's E.M.T. certification program costs.
- This offer can potentially help someone who may not be able to afford the program but is interested in further pursuing his or her career goals and aspirations.





# Law Enforcement

- There are grants for rural Law Enforcement programs that can help small communities with acquiring a Law Enforcement presence.
- Should the Town Council choose to start a Law Enforcement Program or hire a local Law Enforcement Officer, I will pledge **up to 50%** of the officer's yearly salary, depending on profit margins.
- Based on various present factors, this could be as much as \$30,000 per year.



# Supporting the Community

- Chugwater residents will receive **10% off** of Convenience Store purchase.\*
- Chugwater residents will also receive a **3 cent per gallon discount off** the posted gas and diesel price.



\*This would be all kitchen, grab and go food and drink items and groceries. Cigarettes, fish and game licenses, gasoline, alcohol would be excluded from discount. Local vendors selling within the store would be allowed to participate if they so choose to.

# Supporting those in the Military

- Any Active Duty or Veteran Military residents of Chugwater will receive an **additional 5% off** over and above the **10%** discount for Convenience Store purchases\*
- Non-resident Active Duty or Veteran Military customers will also receive the aforementioned additional **5% off** discount.



\*This would be all kitchen, grab and go food and drink items and groceries. Cigarettes, fish and game licenses, gasoline, alcohol would be excluded from discount. Local vendors selling within the store would be allowed to participate if they so choose to.

**Thank you for your time and consideration.**



