



Joy Ice Cream Plan of Operation

My name is Liz Joy and I have lived in Midtown Tosa for the past 10 years, send my 2 children to the neighborhood school and have talked extensively with my neighbors and friends about how we would love to see a family focused, gathering spot for families in the neighborhood. Thus began the idea to open an ice cream shop in the currently vacant building and revitalizing this prominent corner on North Avenue and 84th Street.

Joy Ice Cream Social is a family-focused space serving ice cream, coffee, canned beer & wine, and snacks in a vibrant Wauwatosa neighborhood. The mission is to provide a welcoming and inspiring space for neighborhood families to meet and connect.

Wauwatosa, and specifically MidTown Tosa, is a growing, thriving community that has an expanding population of younger families with limited dining and gathering options. In 2018, the MidTown Steering Committee conducted a formal survey about the growth and development of MidTown and concluded that 64% of community members thought that more restaurants (specifically calling out

an ice cream shop) and entertainment was "extremely or very important" to them. Furthermore, the few cafes and coffee shops that already exist are more suited to business meetings and study groups and are not welcoming for more informal gathering especially with young children in tow.

We'll offer light food options (adult and kid "Lunchables" aka charcuterie boxes), coffee/cold brew/house made iced teas, canned beer and wine, and of course, ice cream. We will also have a small indoor retail area that sells art kits and projects along with small trinkets/gifts and retro candy. We plan to host special events ranging from family activities, weekend art classes, after school snack & craft, movie nights, and other various social events to become a neighborhood meeting spot.

Plan of Operation:

- **Business name** - Joy Ice Cream Social(Property is under a separate business name: Hundreds & Thousands LLC)
- **Own or lease** - Owned. Closed on property on July 29, 2022.
- **Type of services offered or items sold** - Primarily ice cream. We also plan on selling coffee, canned beer and wine, packaged snack boxes (made on site) for after school gathering, packaged charcuterie boards for adults, canned beer and wine, as well as art & craft boxes that can be made on site or take away.
- **Hours of operation / Days of the week** -
Peak Season: Mid April through Mid December, Daily 11am-9pm
Off Season: Mid December through Mid April open for private rentals and scheduled events.
- **Number of employees** We will employ approximately 9 part time employees with 3 employees at most working at a time.
- **Square footage of space** Total of 655 square feet of indoor space including the storage addition (205 sq ft)
- **Outdoor seating** - We will be adding on an outdoor patio that will be approximately 500sq ft to accommodate around 50 people.

Building Conditions / Improvements:

- **Interior renovations** - We will be adding on a small 205 sq ft addition that will be just for storage. There will be no kitchen or inside seating. Inside will be for ordering as well as a small retail space. Exterior transaction window will also allow for walk up orders.
- **Exterior renovations (including site improvements)** - Rehabilitated surface parking lot, landscape beds, greenspace, deck, public art feature wall, fencing and patio seating making the interior space and site fully accessible.
- **Patio Addition** - Concrete landscape pavers and string lights with casual outdoor furniture.

Parking / Site Conditions:

- **Parking** - No site parking is included in this proposal, intent is to utilize street parking.
- **Landscaping** - We will be adding 2 trees to the property. Landscape areas noted in drawings are preliminary and we will work with the City of Wauwatosa and the Midtown District to conform to local guidelines and requirements.
- **Refuse location and screening** - Trash and recycling will be to the eastside of the property enclosed in the same fence construction shown to the rear of the site
- **Fencing** - will be added along east side and rear
- **Lighting** - Lighting will be minimal and downcasting as to not shine into neighbors property or be too bright. String lights will be hung over the patio. Any additional lighting will be low, landscape lighting or downlit on the fence. Nothing that would be shining in the neighbors property. Some building mounted and signage lighting along with lighting near doors for egress requirements.