

VALLEY

TAP

ROOM



Valley Taproom will feature breweries and wineries from Arizona and beyond. There will be approximately 28 craft beers on tap along with a great selection of red and white wines and canned beers for on-premise consumption. Customers will be able to enjoy their favorite beverage inside our relaxing taproom or outside on our wonderful patio.



A PERFECT FIT

The upscale and friendly vibe of Valley Taproom will be a great compliment to the neighboring businesses and increase consumer traffic.

We intend on creating mutually beneficial relationships with local restaurants to increase their traffic flow and our client satisfaction.





AESTHETICS

Upscale, welcoming and friendly vibe brings life and energy.



NICHE

Exclusively serving a variety of craft beers and wines produced in Arizona and beyond.



CONVENIENCE

Valley Taproom will partner with local restaurants to provide a great dining experience.



Marketing

We are committed to growing our business and the traffic of the complex by marketing to our target audience strategically and consistently.



TWITTER

Beverage specials along with sales or images of our neighboring businesses.



FACEBOOK

We will be running Facebook ads and posting specials on our business page to encourage people to come out to the taproom.



INSTAGRAM

Instagram is a great place to show off the friendly and inviting vibe of Valley Taproom. Sharing images of people enjoying the taproom both inside and out on the patio.

Our Experience

LEADERSHIP & STRATEGIC OPERATIONS

DONALD GREENBERG

With an extensive business background, Donald owns Greenberg Auto Services and two Lil Einstein's preschools.

In 2012 Donald along with two other partners owned and operated Tailgaters Grill, grossing over 100k per month with over 30 employees.

Donald is a former Marine, combat veteran and has a bachelor's degree from ASU in psychology and philosophy.

JEFF THOMPSON

Jeff recently retired from a 25+ year career in law enforcement. Since starting his career in 1995, Jeff has climbed up through the ranks to Commander and through to his final assignment retiring in 2020 as Assistant Chief of Police.

Jeff holds a Master's Degree from NAU in Educational Leadership and a Bachelor's Degree from Wayne State University in Criminal Justice / Spanish.



Year 1



Projected Operating Statement

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTALS
Gross Sales	\$46,170	\$46,170	\$46,170	\$46,170	\$44,146	\$44,146	\$44,146	\$44,146	\$46,170	\$46,170	\$46,170	\$46,170	\$545,944
Less: Cost of Goods Sold	\$10,550	\$10,550	\$10,550	\$10,550	\$9,990	\$9,990	\$9,990	\$9,990	\$10,515	\$10,515	\$10,515	\$10,515	\$124,220
Less Expenses:													
Accounting & Legal													
Advertising	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Bad Debts / Loan	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Officer's Comp.													
Salaries & Wages	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
Rent	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$71,076
Insurance	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$7,020
Repairs & Maint.	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Depreciation	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$11,076
Interest													
Other Expenses	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Total Expenses	\$24,546	\$24,546	\$24,546	\$24,546	\$24,021	\$24,021	\$24,021	\$24,021	\$24,546	\$24,546	\$24,546	\$24,546	\$292,452
Operating Income	\$21,624	\$21,624	\$21,624	\$21,624	\$20,215	\$20,215	\$20,215	\$20,215	\$21,624	\$21,624	\$21,624	\$21,624	\$253,852
Taxes	\$1,730	\$1,730	\$1,730	\$1,730	\$1,610	\$1,610	\$1,610	\$1,610	\$1,730	\$1,730	\$1,730	\$1,730	\$20,280
Net Profit	\$15,894	\$15,894	\$15,894	\$15,894	\$14,605	\$14,605	\$14,605	\$14,605	\$15,894	\$15,894	\$15,894	\$15,894	\$185,572

Year 2



Projected Operating Statement

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTALS
Gross Sales	\$48,725	\$46,170	\$46,170	\$46,170	\$44,146	\$44,146	\$44,146	\$44,146	\$46,170	\$46,170	\$46,170	\$46,170	\$548,499
	\$11,099	\$10,550	\$10,550	\$10,550	\$9,990	\$9,990	\$9,990	\$9,990	\$10,515	\$10,515	\$10,515	\$10,515	\$124,769
Less Expenses:													
Accounting & Legal													
Advertising	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Bad Debts / Loan	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Officer's Comp.													
Salaries & Wages	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
Rent	\$6,071	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$5,923	\$71,224
Insurance	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$7,020
Repairs & Maint.	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Depreciation	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$923	\$11,076
Interest													
Other Expenses	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Total Expenses	\$24,788	\$24,546	\$24,546	\$24,546	\$24,021	\$24,021	\$24,021	\$24,021	\$24,546	\$24,546	\$24,546	\$24,546	\$292,694
Operating Income	\$23,947	\$21,624	\$21,624	\$21,624	\$20,215	\$20,215	\$20,215	\$20,215	\$21,624	\$21,624	\$21,624	\$21,624	\$256,175
Taxes	\$1,730	\$1,730	\$1,730	\$1,730	\$1,610	\$1,610	\$1,610	\$1,610	\$1,730	\$1,730	\$1,730	\$1,730	\$20,280
	\$1,915												
Net Profit	\$18,217	\$15,894	\$15,894	\$15,894	\$14,604	\$14,605	\$14,605	\$14,605	\$15,894	\$15,894	\$15,894	\$15,894	\$187,894

Year 3



	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTALS
Gross Sales	\$51,300	\$51,300	\$51,300	\$51,300	\$48,735	\$48,735	\$48,735	\$48,735	\$53,865	\$53,865	\$53,865	\$53,865	\$615,600
Less: Cost of Goods Sold	\$11,689	\$11,689	\$11,689	\$11,689	\$11,099	\$11,099	\$11,099	\$11,099	\$12,269	\$12,269	\$12,269	\$12,269	\$140,228
Less Expenses:													
Accounting & Legal													
Advertising	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Bad Debts / Loan	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Officer's Comp.													
Salaries & Wages	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$48,000
Rent	\$6,192	\$6,192	\$6,192	\$6,192	\$6,192	\$6,192	\$6,192	\$6,192	\$6,192	\$6,192	\$6,192	\$6,192	\$74,304
Insurance	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$585	\$7,020
Repairs & Maint.	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Depreciation	\$951	\$951	\$951	\$951	\$951	\$951	\$951	\$951	\$951	\$951	\$951	\$951	\$11,412
Interest													
Other Expenses	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Total Expenses	\$25,512	\$25,512	\$25,512	\$25,512	\$24,917	\$24,917	\$24,917	\$24,917	\$26,097	\$26,097	\$26,097	\$26,097	\$306,104
Operating Income	\$25,788	\$25,788	\$25,788	\$25,788	\$23,808	\$23,808	\$23,808	\$23,808	\$27,768	\$27,768	\$27,768	\$27,768	\$309,456
Taxes	\$2,063	\$2,063	\$2,063	\$2,063	\$1,904	\$1,904	\$1,904	\$1,904	\$2,221	\$2,221	\$2,221	\$2,221	\$24,752
Net Profit	\$19,725	\$19,725	\$19,725	\$19,725	\$17,904	\$17,904	\$17,904	\$17,904	\$21,547	\$21,547	\$21,547	\$21,547	\$236,704

Projected Operating Statement

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