



To: Franklin Development Corporation  
From: Shale Creek Brewing  
RE: Request for Funding

Members of the Board,

As the owners of Shale Creek Brewing, we would like to take this opportunity to share a little about ourselves and our business as well as submit a request for funding.

In 2013, we began creating a plan to open a micro-brewery. As life-long Franklin residents, there was no question as to our location. It would be downtown Franklin. As we shared our plans with family, Fred Paris (brother-in-law/brother) shared a vision for the vacant building known to many as the old Sparkle Cleaners on Jefferson Street. We accepted the opportunity to be one of his tenants.

The investment to make this dream a reality was immense. Utilizing our own funds, we built out the white box, purchased brewing equipment, and purchased seating and décor for the interior of our leased space.

Our square footage includes approximately 2,800 sq ft.; 1,680 in the dining and bar area and the remaining 1,120 in the brewing and reserved kitchen area. Build out of this space is valued at over \$75,000.

Equipment purchased for brewing includes a 5 barrel brewing system, four 200 gallon fermenters, glycol chiller, five 180 gallon serving tanks, walk-in cooler and all hoses and taps for serving. Equipment alone was well over \$100,000.

Since our opening in February of 2016, we have employed 2 full time and 5 part time employees. Our payroll has added over \$40,000 to the Franklin economy. As owner and brewer, Mike is one of the full-time employees. To date, he has not collected a paycheck, but instead continues to reinvest in Shale Creek Brewing.

Moving forward, our goal is to add to our brewing capacity in order to distribute kegs locally and to add a small kitchen that will complement Triple Play BBQ. This addition will increase eating options in downtown Franklin and add to the betterment of the community.

To increase our capacity, Shale Creek Brewing will need to expand our leased square footage in the brewing and kitchen area by 400 square feet.

Attached to this proposal, you will see a budget sheet that breaks down the costs for the expansion. There are three budgets included: Kitchen Equipment, Brewing Equipment, and Construction Costs.

Shale Creek Brewing is currently pursuing a business loan to assist with equipment costs, but we are seeking funds from the FDC to cover construction/build out costs at an amount of \$12,950. These improvements will enhance the viability of the building.

Closing Thoughts:

1. Shale Creek Brewing owners have invested personal funds of over \$200,000 towards downtown Franklin revitalization.
2. Besides current employees, we will need to add staff to manage the kitchen and to assist with increased brewing operations and distribution which supports our local economy and tax base.
3. We are committed to downtown Franklin which is evident in our plan to expand and increase personal risk with added equipment purchases totaling approximately \$67,000.
4. Our investment will increase our assessed value and equipment taxes.
5. Sales tax generated by our sales is a return investment to the community.
6. We are currently enduring our second round of road construction on Jefferson Street. Decreased traffic has decreased sales impacting employee wages and our projected ability to independently fund expansion. Our accounting numbers show that the first round of construction decreased sales by 35%. Personal funds continue to be utilized to overcome this loss as well as the inability to take a personal salary.

In closing, we respectfully request financial support for construction costs in our expansion. We are fully committed to being a part of the growth and prosperity of downtown Franklin. This is our hometown.

We welcome any questions or opportunities for conversation regarding this proposal and appreciate your consideration.

Sincerely,

Handwritten signatures of Mike and Jenni Baker in black ink.

Mike & Jenni Baker  
Owners of Shale Creek Brewing  
[mike@shalecreekbrewing.com](mailto:mike@shalecreekbrewing.com)  
317-474-8934

Kitchen Equipment			
Item	Used for	Number Req'd	Cost
Panini Press	Sandwiches	3 at \$400 ea.	\$1,200.00
Food warmers	Meatballs/mac/	2-3 at \$200 ea.	\$600.00
2 door freezer		1	\$3,000.00
Cold Prep table/cooler		1	\$2,800.00
Stainless work tables		2-3 at \$400 ea.	\$1,000.00
Meat slicer		1	\$500.00
Refrigerator single door?		1	\$2,000.00
1/2 size oven/pizza oven		1	\$2,000.00
Induction plates	Flat breads/sandwiches	1	\$500.00
Warmer lights		2 at \$250 ea.	\$350.00
Dry storage racks	plated food	2-3 at \$100-200 ea.	\$225.00
Misc. SS wall shelves		3 at \$75.00 ea.	\$225.00
Pick up window rack/shelve		3 at \$75.00 ea.	\$250.00
Silverware		1	\$250.00
Metal plates/pans			\$450.00
Misc. pots/pans/sheets/etc			\$600.00
Ramikins/bowls/misc.			\$250.00
Microwave ovens		2 at \$275.00	\$550.00
Veggie prep sink		1	\$750.00
dishwasher tables		2	\$1,200.00
Shipping/misc.			\$1,500.00
Dining area seating upgrades	Hi tops and "lounge" area		\$1,000.00
TOTAL KITCHEN EQUIPMENT ESTIMATE:			\$21,200.00

Construction Costs	
Item	Cost
Concrete demo	\$350.00
Underslab plumbing	\$1,800.00
Concrete patching	\$450.00
wall framing	\$1,000.00
Electrical (rough and finish)	\$800.00
Plumbing (rough and finish)	\$650.00
Sprinkler	\$1,250.00
Drywall	\$2,100.00
Wall paint	\$500.00
FRP paneling in dish room	\$500.00
Floor epoxy/sealing	\$300.00
Masonry (new and demo)	\$750.00
Office finish out	\$750.00
Misc. parts/pcs/etc.	\$500.00
HVAC	\$1,250.00
Est. Const. Cost	\$12,950.00

Brewery Equipment		
Item	Number Req'd.	Cost
10 BBL Fermentor	2 at \$8,500.00	\$17,000.00
10 BBL Brite Tank	1 at \$8,000.00	\$8,000.00
Glycol Chiller	1 at \$6,500.00	\$6,500.00
Keg Cleaner	1 at \$8,500.00	\$8,500.00
Grain Mill and Auger System	1	\$1,500.00
Misc. plumbing/piping/parts	1	\$1,000.00
TOTAL BREWERY EQUIPMENT ESTIMATE:		\$42,500.00