

Business Overview: The Village Play Café

Our Story

Our Play Café was created with one simple mission: to provide a welcoming space where children can learn through play while parents find connection, community, and a moment to recharge.

As parents ourselves, we understand that finding a place designed for both children and adults can be difficult. Coffee shops often aren't child-friendly, while indoor playgrounds rarely provide a relaxing environment for caregivers. Our Play Café bridges that gap by offering a thoughtfully designed space where children can safely explore and families can gather in comfort.

More than just a café, we envision becoming a cornerstone of our community—a place where friendships are built, milestones are celebrated, and families feel supported throughout every stage of childhood.

The Café Experience

Our café will comfortably seat approximately **14 guests**, creating an intimate and welcoming atmosphere that encourages conversation, connection, and repeat visits. Parents can enjoy specialty coffee while keeping a close eye on their children in the play area, creating a stress-free environment unlike traditional coffee shops.

Our business will operate **Monday through Saturday from 7:30 AM to 5:30 PM**, serving early morning parents, stay-at-home families, remote workers, and afternoon visitors.

Coffee & Beverage Menu

Our beverage program will feature locally crafted coffee alongside a wide selection of handcrafted drinks designed to appeal to all ages.

Our menu will include:

- Fresh brewed coffee
- Espresso beverages
- Lattes
- Cappuccinos
- Americanos
- Cold Brew
- Seasonal signature lattes
- Chai Tea Lattes
- Matcha Lattes
- Hot Chocolate

- Italian Sodas
- Lotus Energy Drinks in a variety of flavors
- Refreshers
- Herbal Teas
- Black Teas
- Green Teas
- Fruit Teas

We will also offer pastries, light snacks, and kid-friendly beverages to create a complete café experience for families. These will be provided from an outside licensed company NOT made in house.

Play Space

The play area will be carefully designed for young children, encouraging imaginative play, creativity, movement, and social interaction in a clean, safe, and engaging environment.

Parents can enjoy their beverages while maintaining clear visibility of their children, creating peace of mind and allowing families to spend quality time together.

Multi-Purpose Therapy & Party Room

A unique feature of our business is a dedicated **private back room** designed to serve multiple purposes throughout the week.

During business hours, this flexible space can be used by licensed professionals for:

- Play Therapy
- Child Counseling
- Family Therapy
- Small Group Therapy
- Parenting Workshops
- Developmental Classes
- Support Groups

During evenings and weekends, the room can easily transform into a **private birthday party space**, allowing families to celebrate special occasions in a fun and memorable setting without disrupting the main café.

This dual-purpose design maximizes the use of the space while expanding our services and creating additional revenue opportunities.

Staffing

To provide exceptional customer service and maintain a clean, safe environment, our business will employ:

- **1 Full-Time Manager**
- **6 Part-Time Team Members**

Our staff will be cross-trained in café operations, customer service, food preparation, cleaning procedures, and play area supervision to ensure every guest has a positive experience.

Revenue Streams

Our business will generate income through multiple channels, including:

- Coffee and beverage sales
- Food and snack sales
- Play admission
- Memberships
- Birthday party packages
- Private room rentals
- Play therapy and group therapy room rentals
- Special events and workshops
- Seasonal programming

Diversifying our revenue allows us to build a stable and sustainable business while serving the evolving needs of our community.

Our Vision

Our goal is to become much more than a coffee shop or indoor playground. We strive to create a community gathering place where families feel welcomed, supported, and connected.

Whether a parent stops in for a morning latte, a toddler spends the afternoon exploring, a therapist helps a child grow through play, or a family celebrates a birthday with loved ones, every visit will contribute to building lasting relationships and strengthening our community.

By combining high-quality café offerings with meaningful family experiences, we believe our Play Café will become a destination where both children and adults can thrive together.

Parking

We are part of the old town parking association agreement.

