

## 1. Business Overview

TC Power & Battery will serve as The Colony's premier outdoor power equipment retail and repair center.

Our mission is to provide reliable, modern equipment solutions and expert small engine repair for homeowners, commercial la

- Location: 3,500 sq ft retail space within The Colony
- Services: Sales, repairs, maintenance plans, battery diagnostics
- Products: Zero-turns, trimmers, chainsaws, generators, and battery-powered tools

## 2. Market Opportunity

- High demand for small engine repair & battery equipment in growing suburbs
- Local competitors lack dedicated service + sales integration
- Increasing preference for eco-friendly battery-powered tools
- Targeting residential customers, landscaping businesses, and municipal departments

Local growth supports equipment ownership and property maintenance.

Over 8,000 homes within 5 miles — all potential service customers.

## 3. Economic Impact

Short-Term Benefits:

- \$150K+ investment in commercial leasehold improvements
- Hiring 3-5 employees in Year 1
- Local contractor partnerships for buildout
- Grand Opening with city-led ribbon cutting and media

Long-Term Impact:

- \$600K+ annual revenue projected by Year 3
- Year-round service-based jobs
- Ongoing property tax, sales tax, and business tax contributions
- Serves local HOAs, parks, and facilities with direct vendor options

## 4. Use of Grant Funds

We are requesting \$75,000 in City of The Colony grant assistance for the following:

- Leasehold Improvements: \$25,000
- Exterior Signage & Lighting: \$10,000
- Showroom Fixtures & Display: \$10,000
- Service Bay Equipment: \$15,000
- CRM System & Website Setup: \$5,000
- Permit & Infrastructure Fees: \$10,000

## 5. Community Engagement

- Local business partnerships for landscaping and HOA work
- Veteran & senior discounts to serve the community
- Sponsor Little League and city events
- Participate in The Colony Chamber of Commerce
- Future internship/trade mentorships for high school students

## 6. Competitive Advantage

- Modern, recognizable brand with industrial-style identity
- Combination of retail + repair under one roof
- Specialized in battery-powered equipment and modern diagnostics
- Personalized local service vs big-box stores
- CRM-powered service tracking, follow-ups, and loyalty rewards

## **7. Financial Overview**

Year 1: Revenue - \$325,000 | Net Profit - \$50,000 | Employees - 3

Year 2: Revenue - \$475,000 | Net Profit - \$95,000 | Employees - 4-5

Year 3: Revenue - \$650,000 | Net Profit - \$150,000 | Employees - 5-6

Break-even: Month 9 in Year 1

## **8. Our Ask**

We respectfully request \$75,000 in City of The Colony Development & Infrastructure Grant Assistance to:

- Support build-out and occupancy
- Reduce upfront capital burden
- Create jobs, beautify the area, and serve local needs
- Launch a scalable small business that will grow with The Colony

## **9. Contact**

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