



**Aromantium**  
Apothecary Spa

5 Market St.  
Brockport NY 14420

BUSINESS PROPOSAL FOR THE VILLAGE OF BROCKPORT

**Objective**

To open an apothecary day spa in my village of residence, Brockport, NY in the rental space at 5 Market st.

**Start day**

I would potentially be holding a Grand Opening in September 2016.

**Business plan**

I will offer esthetician and aromatherapy skin care services (such as but not limited to facials, hair removal and body treatments) and hand crafted skin care products.

The distinctive specialization of the owner in Skin Analysis, Clinical Aromatherapy, Skin Care Formulation and Oncology Esthetics and the growing demand for natural and organic skin care products and services make Aromantium a unique establishment in the region.

The website will be up and running by the end of the summer and Aromantium will be represented in shopping platforms such as Etsy, Shopify and Amazon.

I will be offering Groupon and Living social vouchers as well as work with local business owners in promotional efforts and collaborations.

Aromantium services will be advertised at local publications such as The City, Natural Awakenings healthy living magazine, (585) magazine, Rochester Magazine and Penny saver.

I will work to place the Aromantium story on the Democrat & Chronicle as well as in the Rochester Woman Magazine and Norma Holland's public affairs program: Many Voices, Many Visions.

In addition to esthetics services I plan to continue teaching aromatherapy workshops monthly.

I am planning on joining the Brockport Merchant Assotiation.

As a give back to the community I will liaise with Gilda's Club and Look Good Feel Better and other networks helping women with cancer.

---

## **Hours of operation**

As of now I intend to run Aromantium within the traditional business hours of 10:00am-5:00pm with the exception of the monthly aromatherapy workshops which will run in the evening 6:00pm-9:00pm.

## **Employees**

I will be the sole proprietor of the business.

I will not have any employees for now. This is likely to change as the business grows and a receptionist/shop assistant is required.

## **Customer information**

Most of my business will be conducted on an appointment only basis although walk-ins will be welcome. Clients will be one or two per booking although wedding parties, family parties and BFF's parties may range from 2 to 10 people per party booking.

Parking will be directed to the street or the municipal lots in the surrounding areas. I do not anticipate more than 2 to three vehicles at any given time to be directed to my business.

Deliveries may be made to this address on occasion but will mostly be directed to my home address.

## **Certificates/Permits**

I am a Licensed Esthetician and hold the necessary insurance for the trade. I hold the mandatory requirements to operate a business such as DBA and EIN. The process to form an LLC has been started and will be in place by the time the spa opens its doors.

I will be submitting the appropriate application for a building sign permit to the Village Board following the acceptance of this application by the Village Board.

Not other certifications or permits are required for this field that I am aware of at this time.

## **Trash/Waste**

There will be no special waste or hazardous material used in the business. I have been directed to use the trash receptacle located behind Lorenzo's, which is owned and operated by my landlord, Carlos Zaragoza, for daily trash removal.

## **Building**

The building on 5 Market street is owned by Carlos Zaragoza. I do not plan to make any changes to the outside of the building or any surrounding areas. The landlord will seek a permit to paint the facade.

I will be hanging a sign above the store and a on the bracketed swinging street sign above the doorway upon approval from the village.

The interior of the building will not have major changes. A coat of paint will be applied to the interior walls. Color scheme will be kept in the same palette as the existing one. I will be changing the electrical fixtures to fit the décor.

---

## **Safety**

There is one door/exit to the front of the store , and one door/exit tand a window to the rear of the building. There is a security system already in place. In the event of an emergency customers will be directed to the appropriate exit(s).

A fire inspection was conducted and passed recently.

## **Additional information**

I will like to take the opportunity to thank you for your kind consideration for my business plan. I have been living in Brockport since 2007, truly enjoy its victorian heritage and hope to contribute to its pride with a business rooted in the old apothecary style and décor rooted in the victorian era.

Looking forward to hearing from you.

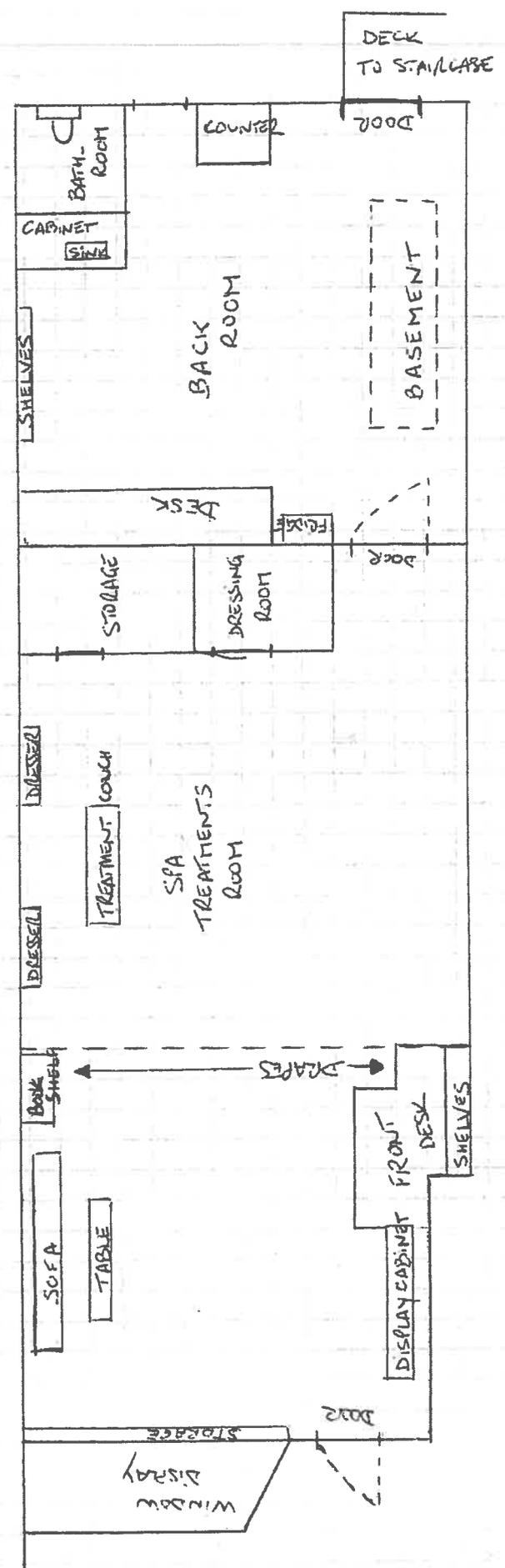
Sincerely,

Rosa Fernandez Davila

APPROX. 15' W x 47' L

□ = 1'

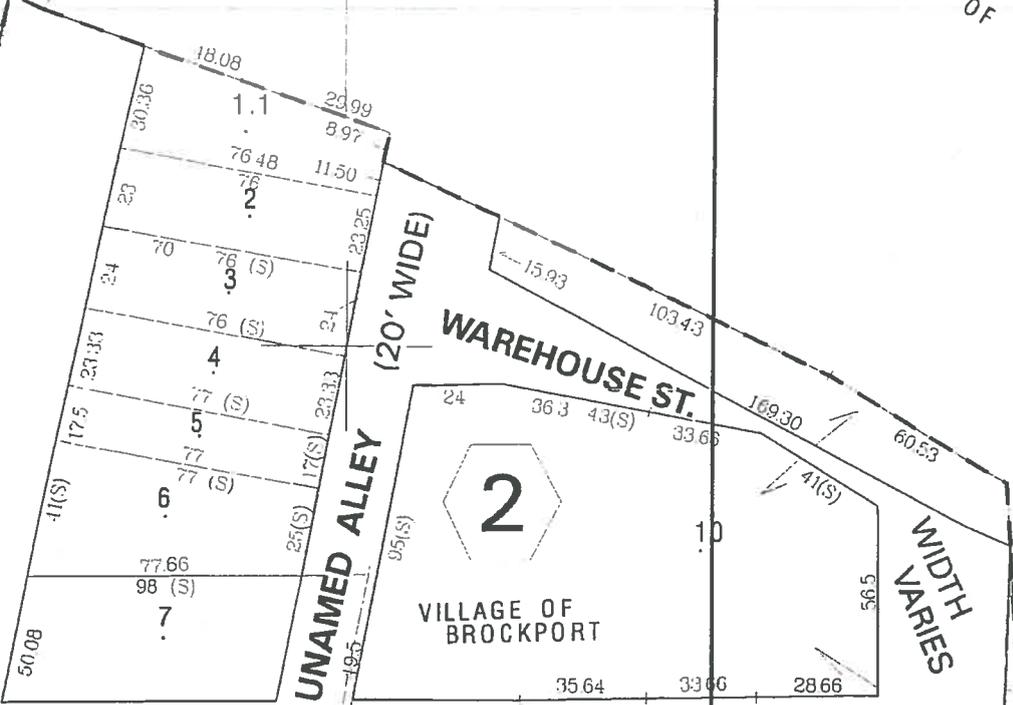
5 MARKET STREET



STRL

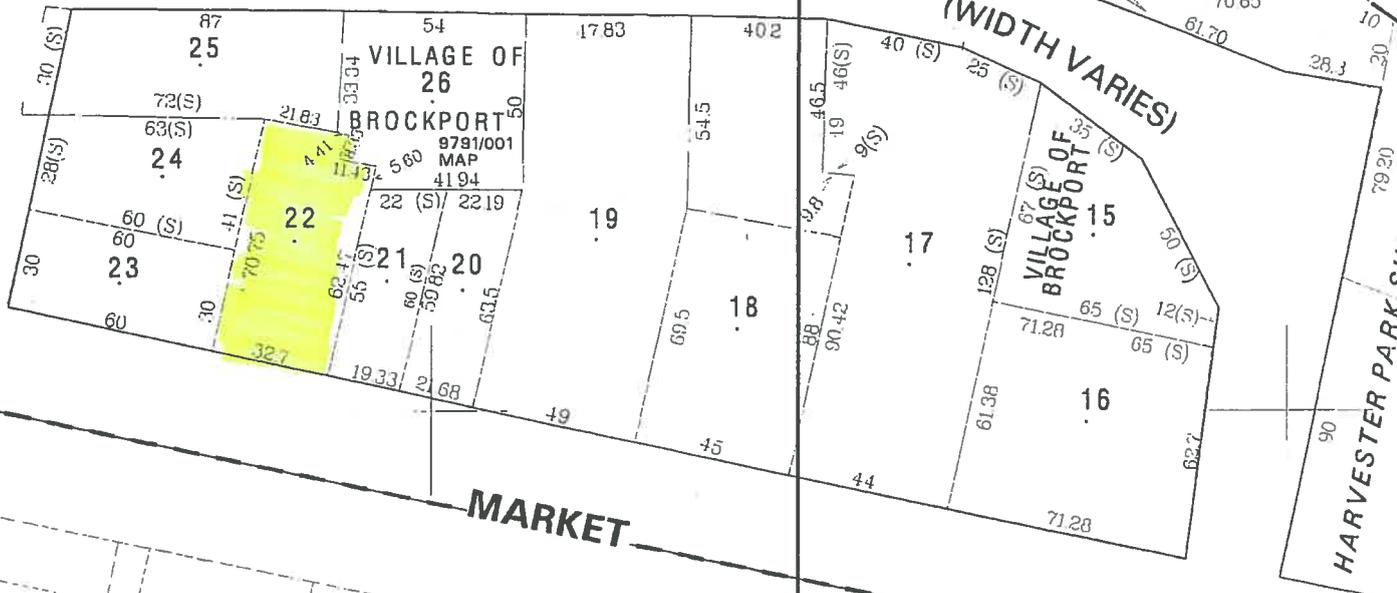
OF

SEE SHEET 069.09



WATER STREET

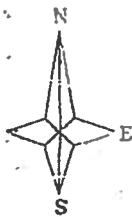
STREET



MARKET

STR

00



- REFERENCES:**
- ABSTRACT OF TITLE No 111704 (PUBLIC)
  - LIBER 6396 OF DEEDS, PAGE 197
  - LIBER 8654 OF DEEDS, PAGE 618
  - TAX ACCOUNT No 089 460-0002-028

**CERTIFICATION.** I hereby certify to

- 1.) THE TITLE INSURANCE COMPANY INSURING THE MORTGAGE
- 2.) EDUARDO GALAN
- 3.) LANCE J. MARK, ESQ

that this map was made NOV 6, 2002 from notes of an Instrument Survey completed NOV 4, 2002 and references listed above

*Ronald W. Staub*  
 RONALD W STAUB, NYSLS # 44621



Unauthorized alteration or addition to a survey map bearing a licensed land surveyor's seal is a violation of section 7209-2 of the New York State Education Law. Only copies from the original of this survey marked with an original land surveyor's seal shall be considered to be valid true copies. Certifications indicated herein signify that this survey was prepared in accordance with the existing Code of Practice for Land Surveyors adopted by the New York State Association of Land Surveyors. Said certifications shall run only for the person for whom the survey is prepared and on his behalf to the title company, governmental agency and lending institution listed herein, and to the \_\_\_\_\_ of the lending institution. Certifications are not transferable to additional institutions or subsequent users.

**INSTRUMENT SURVEY MAP**  
**10 WATER STREET**  
**PARCEL OF LAND SITUATE IN THE VILLAGE OF BROCKPORT,**  
**TOWN OF SWEDEN, COUNTY OF MONROE,**  
**STATE OF NEW YORK**

**CLIENT** IGNAZIO CANCELLIERI  
**BY** /s/ STEVE BUTCHER, SR., ESQ.  
 110 EXECUTIVE OFFICE BUILDING  
 ROCHESTER, NEW YORK 14614



**RONALD W STAUB**  
**LAND SURVEYORS**  
 320 Reynolds Arcade  
 Rochester, NY 14614  
 Phone (585) 263-9950  
 Fax (585) 263-3591

**SCALE:** 1" = 20'      **FILE NO** 02-2017INS.      **REDATE FROM**      **DATE** NOV. 5, 2002