

2211-2217 Frankford Avenue Proposal

Section A: Business Information

1. Business Name: Mural City Cellars (Shackamaxon Wines LLC)
2. Address: 2011 Amber Street, Unit C Philadelphia, PA 19125
3. Francesca Galarus & Nicholas Ducos, Owners
4. Email: info@muralcitycellars.com, Website: www.muralcitycellars.com
5. Phone Number: 215 240 1318
6. About Mural City Cellars: MCC is Philadelphia's first independently-owned urban winery. We are creating minimal-intervention wines in our small production space, located in Kensington, with grapes sourced from within a 300-mile radius of the city. We work with Philadelphia-based artists to create our labels and we run the country's first CSW (Community Supported Winery) Membership. This program collects funds from our members up front to support local farmers in exchange for two bottles of wine monthly. 15% of the cost of each membership is donated to local organizations and in 2021, we donated more than \$5,000 to the East Kensington Neighborhood Association and Mural Arts Philadelphia.
7. Diversity & Equity: As a minority and woman-owned business, we are focused on building a company that reflects the community where we are located. Two thirds of our staff members live within the 19125 area code and a large majority of the folks that visit our winery are within walking distance. We work hard to partner with artists and growers who live close to the city and reflect a variety of backgrounds and we compensate them fairly. We often collaborate with other small businesses in the neighborhood to showcase food, goods, services, and even other locally-made wines to our guests.
8. Neighborhood Relationships: We are residents of Kensington and live three blocks away from both our winery and the space at 2211-2217 Frankford. We have a new baby and a rescue pup and are committed to keeping our neighborhood clean, safe, and liveable for our family and neighbors. Many of our CSW members live in the community and we have worked with a variety of other small businesses in the area.

Section B: Proposed Use of Space

1. Proposed Space Use: Mural City proposes the use of the space as a summer Wine Garden where guests can enjoy our locally-made wines as well as featured products from other PA producers. This would be huge for us, as we have extremely limited

outdoor sidewalk seating and we'd be thrilled to offer a safe gathering space for patrons to enjoy the warm weather. As we do in our current space, we plan to partner with small businesses and artisans. We would like to set aside a dedicated space for them to be able to market and sell their products, and encourage them to make a donation to NKCDC in lieu of any payment to Mural City Cellars.

2. Proposed Space Changes: In order to operate as a Wine Garden, we would need to make a number of improvements. A sample list is included below.
 - Mobile bar (most likely in a lockable shipping container that can be rented long-term)
 - Portable toilets and handwashing station
 - String lights and other lighting
 - Picnic tables and accessible seating
 - Trash and recycling, storage and collection
3. Funds: Mural City Cellars has the funds needed to make changes to the space. We also have Alcohol Liability and General Liability Insurance and could add NKCDC as Additional Insured as needed.
4. Sharing of Space: We would be happy to share the space not only while we are open with other businesses in the "market area" but also during non-open hours as needed for other organizations. We have already spoken with Monarch Yoga about hosting an affordable weekly or twice weekly yoga class.
5. Target Audience: Mural City Cellars does not distribute our wine outside of Philadelphia. We love this city and know that there is enough support from the residents in it. A variety of people already visit our location and we like to think we have a wine for everyone and offer a space for wine education and entertainment.
6. Promotion: We will promote the Wine Garden through our social media and newsletter, as well as word of mouth within the community.
7. Space Use Timeline & Proposed Hours of Operation:
 - May-Oct 2022
 - Thurs & Fri 4-10pm, Sat 2-10pm
8. Partners: Below, please see a sample of Fishtown/Kensington-based small businesses that we have previously worked with
 - Riverwards
 - Queer Candle Company
 - Liberty Kitchen
 - Human Robot
 - Feel Goodies
 - Love the Loom

- Monarch Yoga
- Skinny Dipt

9. NKCDC's Mission Tie In: It was very important to us to include a community give-back program in our business right from the start. In our first year open, before even turning a profit, we made a donation to EKNA. It was incredible to see them turn those funds into mini grants to benefit even smaller initiatives which ended up purchasing new benches for a park and lawn mowers for a community garden. We are focused on improving safety and beautifying our immediate community and also support causes associated with the arts and diversifying the wine industry.
10. Payment: Mural City Cellars is happy to agree upon a monthly rate or share of revenues with NKCDC.