



THBC BIERGARTEN OVERVIEW and PROPOSAL

Tired Hands Brewing Company (THBC) is a Philadelphia area-based brewery that makes strange and beautiful beer for strange and beautiful people! We have been operating since 2012 and have a long history of serving the Fishtown community via the Frankford Avenue corridor. We have been operating a brick-and-mortar restaurant and taproom (St. Oner's) directly across the street from NKCDC's space and have a positive working relationship with the businesses on the block.

Since 2018, THBC has operated a seasonal biergarten on NKCDC's property at 2211-2217 Frankford Ave. This operation ran smoothly in the past and has a demonstrated track record of success including attracting tens of thousands of residents and visitors to enjoy the space and socialize over the years. Additionally, we invested funds in the infrastructure of the space, including landscaping, hardscaping, and fencing along the perimeter.

We believe that we can continue to provide the same experience for neighborhood residents and use our wide reach to bring more people to the neighborhood to visit not only our establishment but also patronize local shops and restaurants. We will use all of our marketing channels, including social media, direct marketing campaigns, and paid advertising, to shine a light on neighboring organizations.

THBC would be willing to honor the same lease terms as in years' past and pay the same rent of \$3,000/month to NKCDC.

In addition and, perhaps more importantly, we can also serve NKCDC's mission of community service in the many ways detailed below.

Proposed Season Schedule and Hours

- Season: May- October (same as 2019 year)
- Hours of Operation: (same as 2019 year)
 - Wednesday-Friday: 5-10 p.m.
 - Saturday-Sunday: 12-10 p.m.
- This would allow for flexible daytime usage by community organizations and businesses Monday-Friday.
- THBC will bring food over from St. Oners, our restaurant located at 2218 Frankford Ave. this year. We are licensed to do so and offer a great menu with options for many diets and budgets.
- Any leftover food will be donated to the Brotherhood Mission on Girard Ave.

Partnerships with Community

Our vision for the space is to provide a space to enjoy the outdoors in the warmer months and energy of Fishtown. In addition to providing an outdoor space to enjoy food, beverage, friends and family, we envision a number of opportunities to serve the community:

1. Using the space for community activities during daytime hours
2. Promote, showcase, and support local nonprofit organizations in the community during main hours
3. Workforce development
4. Neighborhood cleanup
5. Partnering with local Business The Head & The Hand (now located at 2230 Frankford Avenue).

See below for more details:

- ***Converting the Space to be Flexible for a Wide Range of Community Use: Monday-Friday, Daytime***
 - There are many picnic tables and a fenced area that can be used by partners selected in conjunction with NKCDC with no rent charged to participants.
 - Small businesses such as Monarch Yoga that do pop-up yoga classes could use the space during the day and then hold “meet-ups in the beer garden” at night.
 - Integrate space into a weekend morning “**Makers Market**” for local craftspeople, food purveyors, and artisans to sell their goods.
 - No rent charged to participants.
 - Hiring someone from the community to organize/manage this project would result in further workforce development.
 - Sunday market could overlap for an hour or two of biergarten service since less people will be stopping by to drink on Sunday.
 - Saturday and Sunday could each be themed differently (i.e., food, art, wellness, education, etc.)
- ***Promote, Showcase, and Support Local Nonprofit Organizations in the Community During Main THBC Hours of Operation***
 - The Head & The Hand Book Store (now located directly across the street).
 - Franny Lou's coffee pop ups
 - Amalgam comic book pop ups.
 - Pennsylvania Association for Sustainable Agriculture (PASA) can engage the crowds about food security. Black and Brown made goods.
 - FarmerJawn (who we already work with in Mt. Airy) can do the same and also promote black and brown made goods.
 - East Kensington Neighbors Association (EKNA)
 - Emerald Street Community Farm
 - Arcadia Commons
 - Philly Tree People

- Kensington Soccer
- Circle Thrift & Circle of Hope
- Portside Arts Center
- Treehouse Books
- Kensington Ministry
- Rock to the Future
- Fishtown Films
- The Clay Studio (new location opening at 1425 N American Street in April 2022)

HOW...

- **INFORMATION:** Keep informational materials prominently posted in the space to tell the world about our partners.
 - **PRESENCE:** Allow organizations to table and have an occasional presence to discuss their mission and share information, allowing for message amplification.
 - **OPPORTUNITIES:** We'll show care in our hiring practices to ensure members of the community have ample opportunities for employment in our spaces and network into other projects.
- ***Workforce Development***
 - Utilize NKCDC's workforce development programs or Impact Services to find applicants.
 - Work with Temple University's student employment office to find college students who face financial insecurity as they put themselves through college.
 - Community brewery internship program:
 - We would select 2-3 individuals interested in learning the brewing profession, with a mind toward encouraging diverse candidates to address the well known concerns throughout the brewing industry of a lack of diversity.
 - This will be a two-month summer internship program at THBC production facility in Ardmore.
 - Candidates would be paid \$15/hr and learn the brewing process fully under the tutorship of the production staff. Program will conclude with each individual brewing their own beer, which will be released exclusively at the Biergarten and St. Oners. (*Must be 21 years old*).
 - Maker's Market coordinator position as discussed above.
 - ***Neighborhood Cleanup***
 - The Tired Hands Volunteer Corps (THVC) was developed as a way to organize crews of our staff, friends, and customers to give back to the community. During our time operating the Fishtown biergarten, we coordinated with the NKCDC to organize THVC cleanup events and workshops around Fishtown. We will work with local businesses (Circle of Hope, Circle Thrift, The Head & The Hand, etc.) to facilitate more of these events.
 - ***Partnering with Local Business The Head & The Hand (Now on the Block)***
 - Nonprofit bookstore and publisher The Head & The Hand will have a regular presence in the biergarten, doing pop-up tabling on certain days/evenings and also hosting

community nights throughout the spring and summer, such as a movie/book club with screenings and discussions co-hosted by Fishtown Films as well as outdoor readings and children's programming, including story time and interactive dramatic performances by the The Philadelphia Goat Project.

CONCLUSION: We are so excited to bring our biergarten back to Fishtown. After taking a few years off due to the pandemic and construction projects, we are anxious to welcome the public back into the space while helping the NKCDC accomplish its mission of service to the community. After being stuck inside for so long, we cannot wait to pour everyone a drink and enjoy it under the stars in Fishtown.