Attachment 'B'

Letter of Intent

Date: 6/10/25

To: City of Council Bluffs

From: 7 Brew Coffee, High Plains Brew LLC

Re: Letter of Intent for Business Development in Council Bluffs

To Whom It May Concern,

We are writing to formally express our intent to develop and construct a new 7 Brew Coffee location within the city limits of Council Bluffs. Our team is committed to working collaboratively with the city to create a high-quality, well-integrated site that aligns with local standards and enhances the surrounding area.

As part of this proposed development, we plan to incorporate a number of public and environmental improvements, including:

- **Storm and Sanitary Sewer Enhancements:** Upgrades and improvements to on-site storm and sewer systems to support proper drainage and future capacity needs.
- **Undergrounding of Electrical Infrastructure:** Relocation of overhead utility lines underground to enhance safety, reliability, and aesthetics.
- **Runoff Reduction:** Implementation of stormwater best management practices to reduce site runoff and promote sustainable water management.
- **Landscaping Enhancements & Heat Island Reduction:** Addition of new trees, shrubs, and groundcover to beautify the site, provide shade, and support ecological health.
- **Improved Traffic Flow:** Consolidation of site access/egress points to enhance vehicular safety and minimize congestion along adjacent roadways.

Construction Timeline: We are proposing to begin site work in mid-September with an anticipated opening in December.

Architectural Design Elements: To meet city aesthetic requirements, we are providing a comprehensive plan that includes two alternative design options for the north side of the cooler: Option 1 features a vinyl mural (design to be determined), and Option 2 incorporates three spandrel glass panes with an awning covering. Additionally, we propose installing a medallion sign on the west side of the cooler with complementary shrub landscaping below the medallion sign to enhance the visual appeal and integration with the surrounding area. Our plan

also proposes a 25ft flagpole to display the American flag all year round. This will be properly illuminated from solar ground uplighting.

Community Benefits and Business Model Overview:

1. **Community-Focused Drive-Thru Model**
    - **Compact Footprint:** 7 Brew locations occupy smaller parcels of land than traditional sit-down cafes, preserving valuable urban space and minimizing land use.
    - **Drive-Thru Only Operation:** Eliminating indoor seating reduces noise, litter, and public disturbance, and focuses on serving busy residents efficiently during their daily routines.
    - **Offering customized caffeinated and non-caffeinated beverage options during extended evening hours:** Our operating hours will be from 5:30 AM to 10:00 PM Sunday through Thursday, and from 5:30 AM to 11:00 PM on Fridays and Saturdays. These extended hours are designed to accommodate customers working overnight shifts and those with varied schedules, ensuring access to quality beverages throughout the evening.
    - **Traffic Flow Management:** Designed with dual-lane drive-thru lanes and optimized vehicle stacking to minimize congestion on adjacent roads, improving overall traffic safety.
2. **Economic Development and Job Creation**
    - **Local Employment:** Our location will create approximately 40 new jobs, with competitive wages and training opportunities for local residents.
    - **Support for Small Business Owners:** 7 Brew operates on a franchise model, empowering local entrepreneurs to invest in and grow sustainable businesses with comprehensive corporate support.
    - **Tax Revenue Contribution:** Franchise operations generate ongoing sales tax and business tax revenue to support city services.
3. **Environmental and Operational Responsibility**
    - **Sustainable Practices:** 7 Brew emphasizes the use of recyclable cups and packaging, efficient waste management, and reduction of energy use through modern equipment.

- **Water and Energy Efficiency:** Locations employ energy-efficient appliances and water-saving fixtures to reduce environmental footprint.
- **Compliance:** 7 Brew adheres strictly to all local zoning, health, and safety regulations, with a commitment to ongoing partnership with the city.

4. **Community Engagement and Brand Alignment**
    - **Youth Engagement:** 7 Brew's vibrant and inclusive brand appeals to young professionals and families, supporting local culture and social interaction in a positive way.
    - **Customer Experience:** The brand focuses on fast, friendly service, helping commuters and residents enjoy their day with convenience and quality.
    - **Contribution to Urban Vitality:** By activating underutilized commercial parcels with clean, well-managed businesses, 7 Brew supports neighborhood renewal and safety.

This investment reflects our commitment not only to the success of the 7 Brew brand but to being a responsible development partner to the city of Council Bluffs. We are confident this project will provide long-term economic and community benefits, including job creation, increased tax revenue, and a vibrant new destination for local residents and visitors alike.

We appreciate your consideration of this site and look forward to working closely with the city throughout the review and approval process. Please let us know if any additional documentation or detail is required at this time.

Sincerely,
High Plains Brew LLC
admin@hp7brew.com