

To whom it may concern,

My name is Eugene a Idlett Jr. I'm a disabled Navy veteran and currently a City of Atlanta Police officer and served with the Dekalb County Sheriff's Department after my time in the Navy.

I have my EIN number and my business is registered with the State of Georgia. The property I would like to invest in is located at 3980 Austell Powder Springs Rd. The property is a vacant lot with an asphalt parking area. Access to the lot is located at 3982 Austell powder Springs Rd. The owner of the property is giving me a lease to have access to the driveway, parking lot, restroom, and utilities.

The food truck market has become oversaturated. There are not enough places to park to conduct business and most owners then must pay for a parking space when they are not using them. Plus, the owners must have a home kitchen in order prepare food before cooking or washing dishes.

The absolute minimum that is required for a commissary kitchen is a dump station or mop sink, a handwashing sink, a potable fresh water supply tap, meat prep sink, vegetable prep and a three-sink wash station. The commissary kitchen must also pass health inspections. The price to rent a commissary kitchen is currently above the average price. My research found that in the city of Atlanta the average price is around \$1,500 a month for a 4-hour block twice a week. Plus, owners pay for gas, and a place to park to sell their food. The average food trucks operator is spending \$5,000 a month before they can see a profit.

My business objective is to lower the cost for food trucks operators providing parking, restrooms and a commissary kitchen at the same location. This will make it a sought-after location creating a safe outdoor space where the citizens of Powder springs can play games, listen to live music, shop for goods and enjoy their favorite food trucks.





Start up cost will include the following; Business and Vendors permit for Cobb County location is not in city limits. A 30 yard roll off dumpster for clean up average cost \$450 for 7 days. A Shipping container for office/ storage average cost \$2,500. The utilities must be turned on power/ water plus add meters, deposits and installation. Rent portal potties at minimum 2 \$100 each and a Dumpster for trash \$180 a month. The equipment for the commissary kitchen would cost \$9,670 plus installation. Seating for 80 people would cost \$7,248 and USAA offered me a limited liability insurance policy for \$68.00 a month.

These are the current food truck location in and around metro Atlanta.

- Allatoona Dam Food Truck & Beer Garden.
- Atlanta Food Truck Park & Market.
- Smyrna Food Truck Tuesdays.
- Douglasville Food Truck Mondays.
- Roswell Reels and Wheels.
- Suwanee Food Truck Friday.
- Alpharetta Food Truck Alley.
- Truck & Tap Duluth.

The following is a list of over 90 mobile food trucks that are currently permitted to operate in Cobb County.

6PACKSUBS

ACADEMIC PIZZA OVEN

AKA KONA ICE-TRUCK #6 and #7

ALL AROUND THE WORLD  
AMPARITO'S SNOWIES  
ARTISAN HOSPITALITY UNIT 1  
ATLANTA BLU WATER SEAFOOD  
AVALES CHICKEN & BURRITOS  
BABAKABAB!  
BAKED KITCHEN  
BENTO BUS  
BIG C'S CHICAGO KITCHEN  
THE BLAXICAN  
BRAIN FREEZZ  
BRAIN FREEZE SNO-BALLS  
THE BREADED PIG  
BROOKE LYNN'S OWN STICKS AND CONES  
CATTYWAMPUS GRILL  
THE CENACLE 2 GO  
THE CEREAL LAB  
CHEF LA'S FISH FRY TOO  
CHICK-FIL-A ARBOR PLACE MALL  
D & K BBQ  
DECORATIVE FUNNEL CAKES  
DOMINIC'S NY PIZZA / DOMINIC'S WOOD FIRE #1 and #2  
EL NOMADA RASPADOS Y ANTOJITOS  
FIN & FEATHERS HIBACHI  
FIVE FINGER PHILLY #2  
FLATBREAD BISTRO  
FLAVORS OF HAWAII  
FLY HIGH BURGERS  
FOWL PLAY  
FOX DOGS

FROM THE EARTH BREWING COMPANY  
GASTON STREET EATS COMPANY  
GIMME THAT SUGAR  
GRUBBIN' OUT  
GYRO CHEF  
HENRI'S BAKERY & DELI FOOD TRUCK  
HERMANAS ITALIAN ICE  
HIBACHI WORLD  
THE HUD FOOD TRUCK  
ICEY CHICKS  
ISLAND CHEF CAFE  
JAMBA SMOOTHIE TRUCK  
JERKULTURE FOOD COMPANY  
KAJUN ASIAN  
KONA ICE – NEW YORK STYLE HOT DOGS  
KONA ICE OF NORTH GEORGIA (#1, #2, #3, and #4)  
LIL BITES FOOD TRUCK  
THE LOADED BURGER  
THE LOADED TACO  
LOLITA'S C'EST TOUT BON 2 EAT  
LOW-CO MOTION  
THE MAD GREEK  
MAUI WOWIE HOT CHICKEN  
MERCEDES-BENZ STADIUM FOOD TRUCK  
MIX'D UP FOOD TRUCK #2  
MR DIDDY'S  
MR. HIBACHI FOOD TRUCK  
MURRAY'S KITCHEN  
NANA G'S CHICKEN & WAFFLES  
PALOMA FOOD

THE PATTY WAGON  
PHILLY CREATIONS  
THE PICKLE FOOD TRUCK  
Q'PASO LATIN GRUB  
REPICCI'S REAL ITALIAN ICE & GELATO  
RIO'S ITALIAN ICE  
SAVVY'S EAT-EAT  
SHAKE RATTLE AND ROLLS  
SHARBERRY KITCHEN INC  
SIDE BURNERS BBQ  
SLUTTY VEGAN ATL #2  
SMITH'S GOURMET CREATIONS  
SMOKEY T'S BBQ  
SNOWIE ATLANTA  
SOUTH OF PHILLY  
SPEAKCHEESY FOOD TRUCK  
SPICE THE AMERICAS  
STEW YOU  
SWEET ZENSATIONS  
TASTE OF GRACE FOOD TRUCK  
TOM AND CHEE  
TRIPLE JAY'S PIZZA  
VEGETOPIA  
THE WILD TURKEY  
WILLIE B'S SISTERS SOUTHERN CUISINE  
WTF! VEGAN FAST FOOD  
YOM / MAC SHACK  
YUMBII MOBILE UNIT #3  
YUMMY'S FUNNEL CAKES

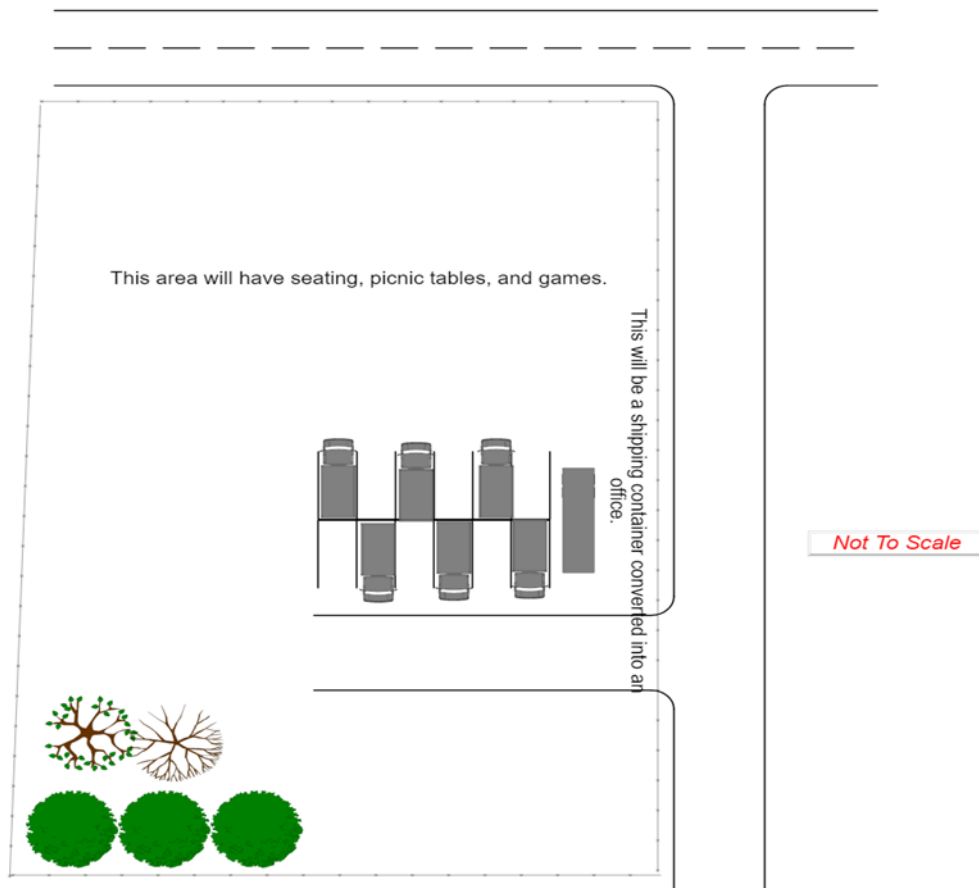
So how does this generate revenue? The food trucks will pay a flat fee to park. The monthly fee includes the whole month paid on the first of the month for a fee of \$750.00. The weekend only rate \$150.00 paid for on Friday covers until Sunday night. The daily rate of \$75.00 would be do at the time of parking and would be only good for that day.

The trucks already have a following and advertise on social media. Having a stable location will increase traffic and lower there monthly expenses. Once establish I will reach out to all 90 trucks that are already certified to operate in Cobb County and offer them a place to park.

Within the first year, I plan to fence in the location to control foot traffic and host private events. Such as weddings, birthday parties, corporate events, live music, spoken word, game tournament and more. Eventually I want to be able to charge admission and to park guess vehicles.

The more foot traffic will increase the retail sales tee shirts, hoodies, souvenirs, beer, wine and other drinks. I would estimate in the first year 10 trucks at \$750.00 each per month and 400 people a month spending an average of \$10 each totalling \$11,500.00 a month in revenue minus expenses. This should net on average about \$5,248 profit a month. Five year plan would be to adjust prices based on volume of customers and sales. Based on sales make plans to expand revenue based on number of customers, increasing average transaction size, increasing the frequency of transactions per customer, and raising the prices accordingly.

3980AustIllPowderSpringsRd





# Holla At Your Boy, LLC

## Profit & Loss Statement

For the [2023] that ended [2026]

Gross margin [L / J]	100.0%
Return on sales [T / J]	0.0%

	Year one/ Monthly Income	Budget	Year Two/ Monthly Income	Budget	Year Three/ Monthly Income	Budget	Current Period as % of Sales	% Change from Prior Period	% Change from Budget
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### Sales Revenue

Parking	\$ 9,000.00	\$ -	\$ 12,500.00	\$ -	\$ 22,500.00	\$ -	0.0%		
Beer/ wine sales	\$ 3,000.00	\$ 150.00	\$ 6,000.00	\$ 300.00	\$ 12,000.00	\$ 600.00	3.8%	-80.0%	300.0%
kitchen rental	\$ -	\$ -	\$ 2,000.00	\$ -	\$ 4,000.00	\$ -	0.0%		
Souvenir sales	\$ 1,000.00	\$ 300.00	\$ 2,000.00	\$ 600.00	\$ 4,000.00	\$ 1,200.00	7.5%	20.0%	300.0%
<b>Total Sales Revenue [J]</b>	<b>\$ 13,000.00</b>	<b>\$ 4,000.00</b>	<b>\$ 22,500.00</b>	<b>\$ 8,000.00</b>	<b>\$ 42,500.00</b>	<b>\$ 16,000.00</b>		<b>23.1%</b>	<b>300.0%</b>

### Cost of Sales

Beer/wine sales	\$ 150.00	\$ -	\$ 300.00	\$ -	\$ 600.00	\$ -	0.0%		
Souvenir sales	\$ 300.00	\$ -	\$ 600.00	\$ -	\$ 1,200.00	\$ -	0.0%		
<b>Total Cost of Sales [K]</b>	<b>\$ 450.00</b>	<b>\$ 450.00</b>	<b>\$ 900.00</b>	<b>\$ 900.00</b>	<b>\$ 1,800.00</b>	<b>\$ 1,800.00</b>		<b>300.0%</b>	<b>300.0%</b>

<b>Gross Profit [L] = [J - K]</b>	<b>\$ 12,550.00</b>	<b>\$ 4,000.00</b>	<b>\$ 21,450.00</b>	<b>\$ 8,000.00</b>	<b>\$ 40,700.00</b>	<b>\$ 16,000.00</b>		<b>27.5%</b>	<b>300.0%</b>
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### Operating Expenses

Sales and Marketing									
Advertising	\$ 300.00	\$ -	\$ 600.00	\$ -	\$ 900.00	\$ -			
<b>Total Sales and Marketing Expenses [M]</b>	<b>\$ 300.00</b>	<b>\$ -</b>	<b>\$ 600.00</b>	<b>\$ -</b>	<b>\$ 900.00</b>	<b>\$ -</b>			

### General and Administrative

Wages and salaries	\$ 1,536.00		\$ 4,608.00		\$ 7,680.00				
Outside services	\$ 200.00		\$ 400.00		\$ 800.00				
Waste management	\$ 200.00		\$ 300.00		\$ 400.00				
Insurance	\$ 200.00		\$ 200.00		\$ 200.00				
mortgage	\$ 1,500.00		\$ 1,500.00		\$ 1,500.00				
Utilities	\$ 1,000.00		\$ 1,500.00		\$ 2,000.00				
Repairs and maintenance	\$ 1,000.00		\$ 1,000.00		\$ 1,000.00				
<b>Total General and Administrative Expenses [O]</b>	<b>\$ 5,636.00</b>	<b>\$ -</b>	<b>\$ 8,508.00</b>	<b>\$ -</b>	<b>\$ 12,580.00</b>	<b>\$ -</b>			

<b>Total Operating Expenses [P] = [M + N + O]</b>	<b>\$ 6,386.00</b>	<b>\$ -</b>	<b>\$ 10,008.00</b>	<b>\$ -</b>	<b>\$ 15,280.00</b>	<b>\$ -</b>			
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<b>Income from Operations [Q] = [L - P]</b>	<b>\$ 6,164.00</b>	<b>\$ -</b>	<b>\$ 11,442.00</b>	<b>\$ -</b>	<b>\$ 25,420.00</b>	<b>\$ -</b>		<b>-100.0%</b>	
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<b>Other Income [R]</b>	<b>\$ 7,925.00</b>		<b>\$ 7,925.00</b>		<b>\$ 7,925.00</b>				
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### Taxes

Payroll taxes	\$ 95.23		\$ 285.69		\$ 476.15				
Real estate taxes	\$ 163.00		\$ 163.00		\$ 163.00				
<b>Total Taxes [S]</b>	<b>\$ 258.23</b>	<b>\$ -</b>	<b>\$ 163.00</b>	<b>\$ -</b>	<b>\$ 163.00</b>	<b>\$ -</b>			

<b>Net Profit [T] = [Q + R - S]</b>	<b>\$ 13,830.77</b>	<b>\$ -</b>	<b>\$ 19,204.00</b>	<b>\$ -</b>	<b>\$ 33,182.00</b>	<b>\$ -</b>		<b>-100.0%</b>	
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