



Economic Development Committee

Date of Meeting: February 16, 2026

Time of Meeting: 4:30 P.M.

Place of Meeting: 710 Story Street, Boone, Iowa

1. Call to Order.
2. Revitalize Boone Downtown Grant Initial Walk-Through at 710 Story Street – Shayla Boss.
3. Other Business.
4. Adjourn.



To the Revitalize Boone Grant Committee,

My name is Shayla Boss, and I am writing to express my interest in the Revitalize Boone Downtown Business Grant for our new family-owned business, The Daily Boss, located at 710 Story Street Boone, Iowa 50036.

The Daily Boss is a new downtown coffee and creative gathering space scheduled to open in April 2026, with a soft opening planned for mid-March and a grand opening on April 4, 2026. My husband and I, both local Boone residents, will own and operate the business together. Our vision is to create a welcoming, vibrant space that contributes to the economic and cultural vitality of downtown Boone while serving as a daily destination for residents and visitors alike.

Grant funds would be used to support essential startup and build-out costs, including flooring, electrical and plumbing improvements, equipment purchases, and interior wall painting. These improvements are critical to transforming our space into a functional, inviting business that aligns with downtown Boone's revitalization goals.

The Daily Boss is designed to be more than just a coffee shop. We plan to create local jobs, support and showcase local artists, host community events, and increase consistent daily foot traffic in downtown Boone.

We are deeply invested in Boone and excited to build something that reflects the character, creativity, and resilience of our community. Support from the Revitalize Boone program would play a meaningful role in helping us bring this vision to life and ensure a successful launch.

Sincerely,

Shayla Boss

Owner, The Daily Boss

Boone, Iowa

Application No. _____

**Revitalize Boone Downtown
Business
Grant Application**
923 8th Street
Boone, IA 50036



The Daily Boss 710 Story St. Boone, IA 50036
Applicant Address City, State Zip

Shayla Boss 515-954-0340 shaylashay2021@gmail.com
Primary Contact Name Phone e-mail

Laura 710 Story St Boone IA
Property Owner (if different) Address City, State Zip 50036

Laura 805-405-0519 _____
Primary Contact Name Phone e-mail

Applicant Required Questions:

- 1) Are you at least 21 years of age? Yes No
- 2) Do you have the proper license, permit, and authority to operate this business? Yes No **Attach copies.**
- 3) Are you current on all of your federal, state, and local tax obligations? Both individual and business. Yes No
- 4) Are you currently involved in any litigation or has litigation been threatened? Yes No
- 5) Have you in the last seven (7) years filed a Petition in Bankruptcy Court either as a business or individual? Yes No
- 6) Are you currently involved in any regulatory enforcement action as it relates to any business you have operated? Yes No
- 7) In the past ten (10) years have you been convicted of any crime other than a simple misdemeanor? Yes No
- 8) State the names, dates, and locations of all business entities you have operated in the last seven (7) years.

Boss media 406 7th St. Boone, IA 50036
March 2020 - present.

Applicant Responsibilities Checklist:

- Submit letter of interest.
- Submit detailed business plan including:
 - (1) Executive summary of business idea.
 - (2) Market analysis and overview of competitive strategy.
 - (3) Operations and management detail.
 - (4) Financial overview listing: financial sources, proposed start-up budget, and projected cash flows for the first two years.
- Submit a letter of recommendation from Downtown Boone (Mainstreet) Committee.
- Prepare final plans/specs for improvements and submit with this application. (If applicable)
- Schedule appointment with City of Boone Economic Development Committee at least 72 hours in advance.
- Submit an estimate of costs to locate downtown, include all eligible costs associated with the startup or expansion of business. Including at least 2 quotes for any interior renovations or signage, and a copy of estimate of costs for proposed equipment, machinery, or tools.
- Provide a notarized letter of authorization from the property owner if different from Applicant.
- After the grant is awarded, Applicant must submit a signed grant agreement to the City prior to the release of funds.
- When all work is completed a Request for Funds Form needs submitted with copies of detailed receipts or invoices and proof of payment to the City.

**A final review (site visit) after work is complete is required prior to distribution of funds.*

Deadline for submittal: Applications are accepted at any time; however, grant awards are dependent upon available funds.

February, 3, 2026

Subject: Authorization of Lessee Improvements

As the property owner of 710 Story Street, I am happy to provide my authorization for alterations and enhancements to the property for the purpose of creating a vibrant, welcoming coffee shop on Story Street.

All improvements will be made in compliance with applicable building codes, zoning requirements, and permitting regulations.

I fully support these improvements and look forward to the positive impact this business will bring to Story Street and our community.

Sincerely,



Laura Hutchcroft

509 Story Street
Boone, IA 50036
E: laura@inteplei.com



Business Plan: The Daily Boss

Location: 710 Story Street, Boone, Iowa 50036

Owners: Shayla Boss and Rick Boss

Planned Opening: Soft Opening – March 2026 | Grand Opening – April 4, 2026

1. Executive Summary

The Daily Boss is a family-owned coffee shop and creative gathering space located in downtown Boone, Iowa. Designed to serve as both a daily coffee destination and a community hub, The Daily Boss will provide high-quality coffee beverages alongside a welcoming environment that supports local artists, creatives, and community events. The business will occupy a downtown storefront at 710 Story Street, contributing to Boone's ongoing revitalization efforts by increasing daily foot traffic, activating street-level commerce, and filling a downtown space with consistent activity.

Owned and operated by local residents Shayla Boss and Rick Boss, The Daily Boss emphasizes local ownership, job creation, and long-term sustainability. The business plans to open with a soft launch in mid-March 2026 and host a grand opening on April 4, 2026.

2. Market Analysis and Competitive Strategy

Boone, Iowa has a strong sense of local identity and community pride, with increasing interest in locally owned businesses, downtown experiences, and gathering spaces. Downtown Boone serves as a hub for residents, workers, students, families, and visitors. While Boone has existing coffee options, The Daily Boss differentiates itself through intentional community engagement, creative programming, and a welcoming sit-down atmosphere. Rather than competing solely on speed or price, the business competes on experience, consistency, and connection. The daily boss will be offering a higher quality coffee that is more coffee forward. The daily boss will also be spotlighting local businesses and individuals with their weekly newspaper that they will create.

Market Analysis

Local Market Overview

Boone, Iowa has an estimated population of approximately 12,000 residents, with additional daily traffic from commuters, nearby rural communities, and visitors attending downtown events, school activities, and local businesses.

Downtown Boone functions as a central commercial and social hub, with consistent foot traffic generated by local workers, families, students, community events, and visitors from surrounding towns.

Nationally, more than 60% of adults drink coffee daily, making coffee a repeat-purchase product with strong demand in small-town markets.

Target Market Size

Primary Market:

- Boone residents: 12,000
- Estimated adult population (70%): 8,400
- Estimated daily coffee drinkers (60%): 5,040

Secondary Market:

- Downtown workers, commuters, students, and visitors
- Estimated additional reachable daily customers: 300-500

Estimated Total Addressable Local Market: 5,300-5,500 potential daily coffee consumers.

Expected Market Capture

Independent coffee shops typically capture between 1% and 3% of their local coffee-drinking market.

1% capture: ~53 customers/day

2% capture: ~106 customers/day

3% capture: ~159 customers/day

Projected daily transactions for The Daily Boss: 75-120 customers per day (conservative estimate).

Customer Spending Behavior

- Average ticket: \$6.00-\$7.00
- Average visits per customer: 2-4 per week
- Monthly visits per regular customer: 8-12

Revenue Projections Based on Market Data

Daily Revenue:

- 75 customers × \$6.50 = \$488/day
- 120 customers × \$6.50 = \$780/day

Monthly Revenue:

- Low estimate: \$14,500
- High estimate: \$23,400

Annual Revenue (Year 1 Range): \$175,000-\$280,000

Competitive Landscape

Existing coffee options in Boone are primarily drive-through focused, chain-oriented, or limited in seating and community programming.

The Daily Boss differentiates itself by offering a sit-down creative environment, hosting community and artist events, and encouraging repeat daily visits through atmosphere and experience rather than speed alone.

Growth Opportunity

Year 1: Stabilization year focused on capturing 1-2% of the market, building awareness, and establishing consistency.

Year 2: Growth year with a 2-3% market capture, increased repeat customers, expanded events, and extended hours.

Summary Statement

Based on conservative population and consumer behavior estimates, The Daily Boss is positioned to capture a sustainable share of Boone's local coffee market. With projected daily transactions of 75–120 customers and average ticket values of \$6–\$7, the business demonstrates realistic revenue potential and long-term viability.

3. Operations and Management

The Daily Boss is family-owned and operated. Shayla Boss oversees daily operations, branding, and customer experience, while Rick Boss supports logistics, equipment, and infrastructure.

The business will employ part-time baristas, prioritize local hiring, and emphasize cross-training. Operations will include coffee and beverage service, light food offerings as permitted, and hosting community and creative events.

4. Financial Overview

Startup funding will include owner investment, local grants, and potential small business financing. Grant funding will support build-out, equipment, and infrastructure improvements.

Estimated Startup Budget:

- Flooring: \$8,000
 - Electrical: \$4,000
 - Plumbing: \$1,950
 - Equipment: \$8000
 - Interior Paint and Finishes: \$4,000
 - Furniture and Fixtures: \$6,000
 - Initial Inventory and Supplies: \$1500
- Total Estimated Startup Cost: \$33,450

Year one will focus on stabilization and brand awareness with break-even expected by year 2027.. Year two will emphasize profitability, expanded programming, and increased foot traffic.

Financial Overview – Monthly Revenue, Costs & Earnings

Monthly Revenue Assumptions

Metric	Amount
Average daily customers	90
Average ticket	\$6.50
Days open	6 days a week with Sundays reserved for Rental space.
Monthly gross revenue	\$17,550

Monthly Operating Costs

Cost of Goods Sold (COGS)

Item	Monthly Cost
Coffee, milk, syrups, cups, supplies (30%)	\$5,265

Payroll Costs

Item	Monthly Cost
Part-time baristas	\$3,200
Payroll taxes & employer costs	\$400
Total payroll	\$3,600

Fixed Monthly Expenses

Expense	Monthly Cost
Rent	\$1,500
Utilities (electric, water, internet)	\$500
Insurance	\$150
POS system & software	\$150
Marketing & community events	\$300
Cleaning & maintenance	\$200

Miscellaneous supplies	\$200
Total fixed expenses	\$3,000

Monthly Profit & Loss Summary

Category	Amount
Gross revenue	\$17,550
Cost of goods sold	(\$5,265)
Payroll	(\$3,600)
Fixed expenses	(\$3,000)
Total monthly expenses	(\$11,865)
Net monthly earnings (before tax)	\$5,685

Annual Snapshot

Metric	Annual Amount
Gross revenue	\$210,600
Total expenses	\$142,380
Net earnings (before tax)	\$68,220

ReD Home Designs
 Laura Diers
 721 Carroll St
 Boone, IA 50036



The Daily Boss Coffee House
 710 Story Street
 Boone, IA 50036

ESTIMATE

Estimate # 201

Estimate Date 02/11/2026

Item	Description	Unit Price	Quantity	Amount
Service	Paint Two-Tone Walls; 1,400 sqft Basic labor to paint walls with favorable site conditions. Prep up to 1 hr per 200 SF - taping and/or sanding, as needed. Roll 2 coats of paint and cut in at trim moldings and ceiling. Includes planning, equipment and material acquisition, area preparation and protection, setup and cleanup.	1.85	1400.00	2,590.00
Product	Sherwin Williams Paint; Duration	94.99	6.00	569.94
Discount	30% off Paint	-28.50	6.00	-171.00
NOTES: I recommend two coats of paint, especially for the proposed darker shades. It may only take one coat for the lighter color which would lower your overall cost by approximately \$70. If there is an excessive amount of paint left over I offer to buy it back at a prorated price.				
		Subtotal		3,159.94
		- Discount		171.00
		+ Sales Tax (7.00%)		37.74
		Total		3,026.68
		Amount Paid		0.00
		Estimate		\$3,026.68



Duncan Heating & Plumbing INC.
706 Allen Street
Boone, Iowa 50036
515-432-6762

Rick Boss
(coffee Shop)
710 Story Street
Boone, Iowa 50036

Plumbing roughin for bar wash sink, hand sink
\$ 3398.00

Price includes;
pex waterpiping
valves(at fixtures)
PVC drains
material tax
material and labor to complete rough-ins as
discribed above
city permit

Price does not include;
fixtures

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fixture hookup
wiring (if needed)
carpentry (if needed)

Continued

Price Good 30 Days

Any changes or additions will be EXTRA!

2-11-2026

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Estimates for Coffee House

Lights: Stage lights $\$89 \times 6 = 535$ - AMAZON
Live music neon sign $\$32$ -AMAZON
Main lights $\$79 \times 8 = 632$ AMAZON
TOTAL=1,199

Paper Products: estimated \$1500
Includes, cups, lids, straws, napkins, etc.

Glass Ware- estimated \$500

Coffee Machine- \$5000

Painting- \$3026

Plumbing \$2000-\$3,398

Total for all the above: \$16,623.00