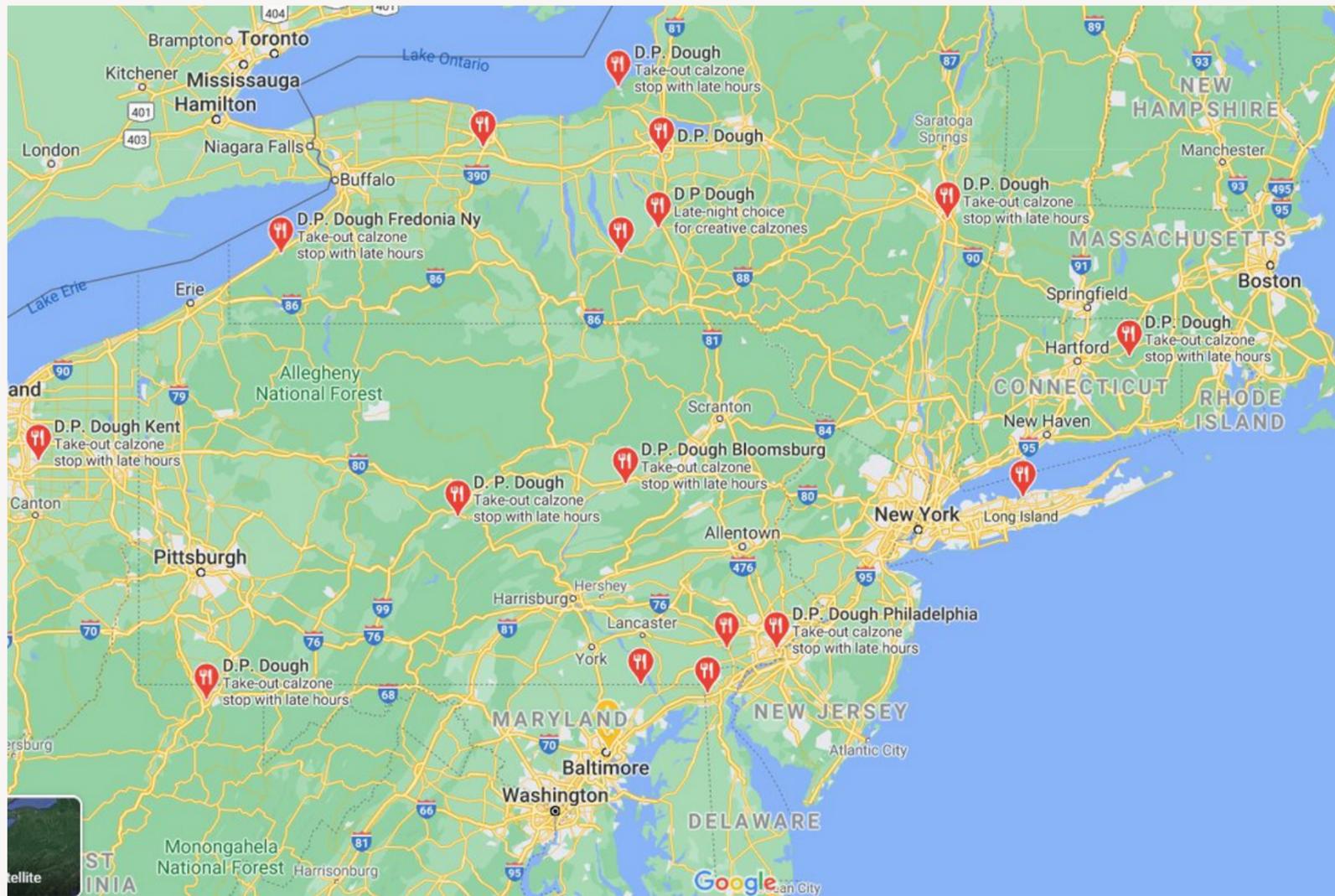


DP Dough Towson

College town cult classic late night Calzone spot. Business plan for operations in downtown Towson, developed and operated by Fern Holler Inc.

<https://dpdough.com/>

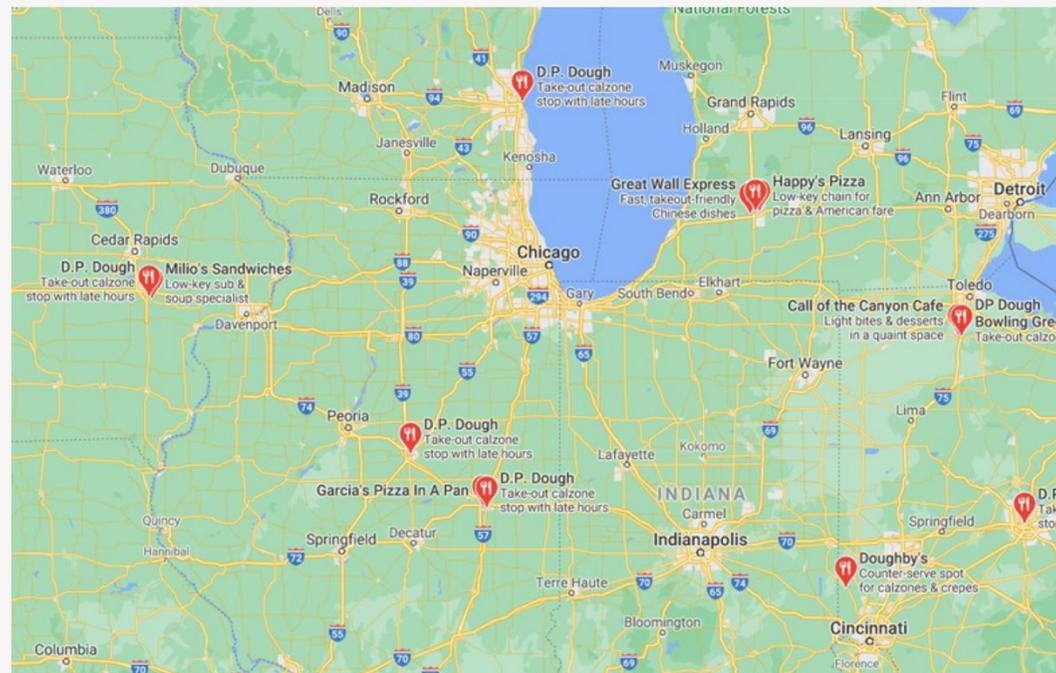
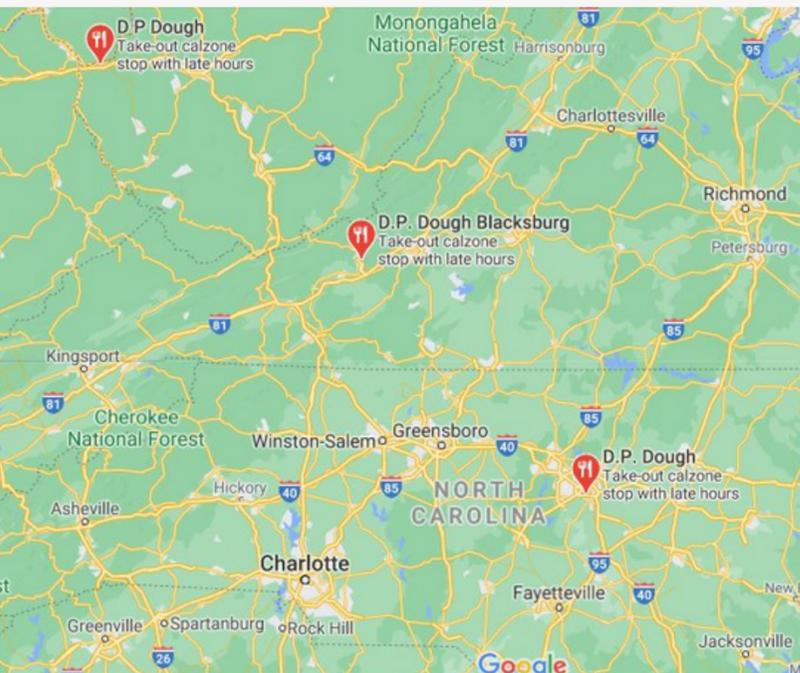




DP Dough Franchise

DP Dough is a small franchise company consisting of 40 stores mostly in college towns in the Northeast and Central states of the US. Operations generally are generally carryout, delivery and late night dining. Maryland was recently approved for franchise rights.

DP Dough has achieved cult status and notoriety in college towns for fast, delicious and inexpensive food. Lines after midnight often wrap the block. DP Dough has a decades strong proven tract record in college towns.



Recently in 2019 the franchise was purchased by multi-unit owner Eric Cook, updating the brand standards, website, POS/delivery technology and menu bringing the operations into 2020 standards.

The stores are typically 1,000 sq ft located in downtown areas, near bars, colleges, offices and county governments. Perfect fit for Towson.

Fern Holler is the development and operating company for Corey Polyoka. Built upon 15+ years of foundational hospitality experience. Prior experience includes building, financing and operating an independent restaurant group.

Previous experience includes running twelve different companies, managing yearly revenues over \$24mm, 400 member team, and numerous outside equity partners.

This will be Fern Holler's first independent project in Corey Polyoka's college and current hometown. Fern Holler has been approved franchise rights for Towson, MD, the first time ever granted for the area.

Fern Holler Inc.

Franchisee for Towson, MD

Developed & Operated by Corey Polyoka

www.fernholler.co



Development & Construction



Shoo-fly Diner

October 2013

Shoo-fly Diner is located in Belvedere Square, developed in first phase of upgrades of the historic shopping center as an anchor to new vision of area.

The diner served breakfast, lunch and dinner with late night bar. A greasy spoon diner all sourced locally. Downstairs, in front of the kitchen were two diner counters inspired by Camilla Grill in New Orleans. Built with entirely reclaimed materials including an old barn, salvaged light fixtures and vintage Americana.

Shoo-fly had a large outdoor patio and custom Butler Stone Grillworks grill. It hosted numerous collaborations and events.

Developed in partnership with War Horse Cities, Cross Street Partners and Foodshed.

Parts & Labor

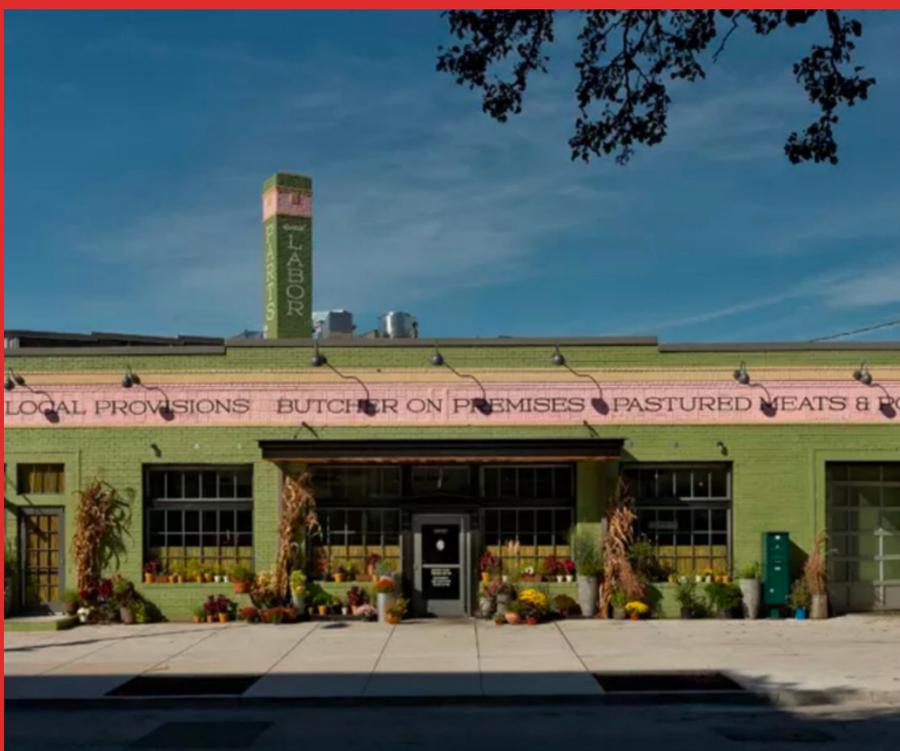
May 2014

Parts & Labor was a full service butcher shop and 82 seat restaurant in the heart of Remington, Baltimore. The shop was a converted 100 year old tire & chauffeur lounge. The exterior color was repainted the same color as Highland Park Ford plant.

P&L was over 6,000 sq ft and multi-function with a heritage animal nose to tail butcher shop, Mid-Atlantic first hearth driven restaurant and 24 tap farm beer bar. A typical week we processed 1.5 steers, 6 hogs, 2 lamb, 2 sheep and 100 birds.

It was critically acclaimed and one of the top 5 shops in the country. It's operated for five years and did over \$3.35mm annually.

Developed in partnership with War Horse Cities, Seawall Development & Foodshed.



Development & Construction



Sandlot

June 2017

Baltimore's Beach, Sandlot is located at the tip of Harbor Point in the Inner Harbor. It's 50,000 sq ft of outdoor built as a temporary activation on a future 4.5 acre park service with numerous bars serving regional producers Chesapeake Bay cuisine meant for the sand.

Sandlot is open seasonally from May-September, active everyday with 6 sand volleyball courts, beach seating, basketball courts, local DJs, and nightly collabs.

Sandlot is entirely modular, designed to be relocated when the park is built. It has been voted '12 Best Cities with Beaches', a [landscape performance](#) award for sustainable design and numerous other accolades.

Developed and operated in partnership with Beauty Development and Foodshed.

Bird in Hand

November 2016

Bird in Hand is an independent cafe and bookstore in collaboration with The Ivy. The shop is located outside Johns Hopkins University main entrance on 33rd Street in a mixed-use student housing building.

The cafe is 1,800 sq ft built by local artisans featuring century old concrete tile, reclaimed poplar, New England made bookshelves and furniture made in Baltimore. The cafe seats 75 and was granted a liquor license.

Bird in Hand is frequented by college students, professors, authors and the Charles Village community.

Developed by Foodshed, with funding secured from the BDC. It was sold in 2019 to The Ivy Bookstore.



Much like 17W, Bird in Hand was in a mixed-use college apartment building. We managed build-out & operations simultaneously as apartments were built.

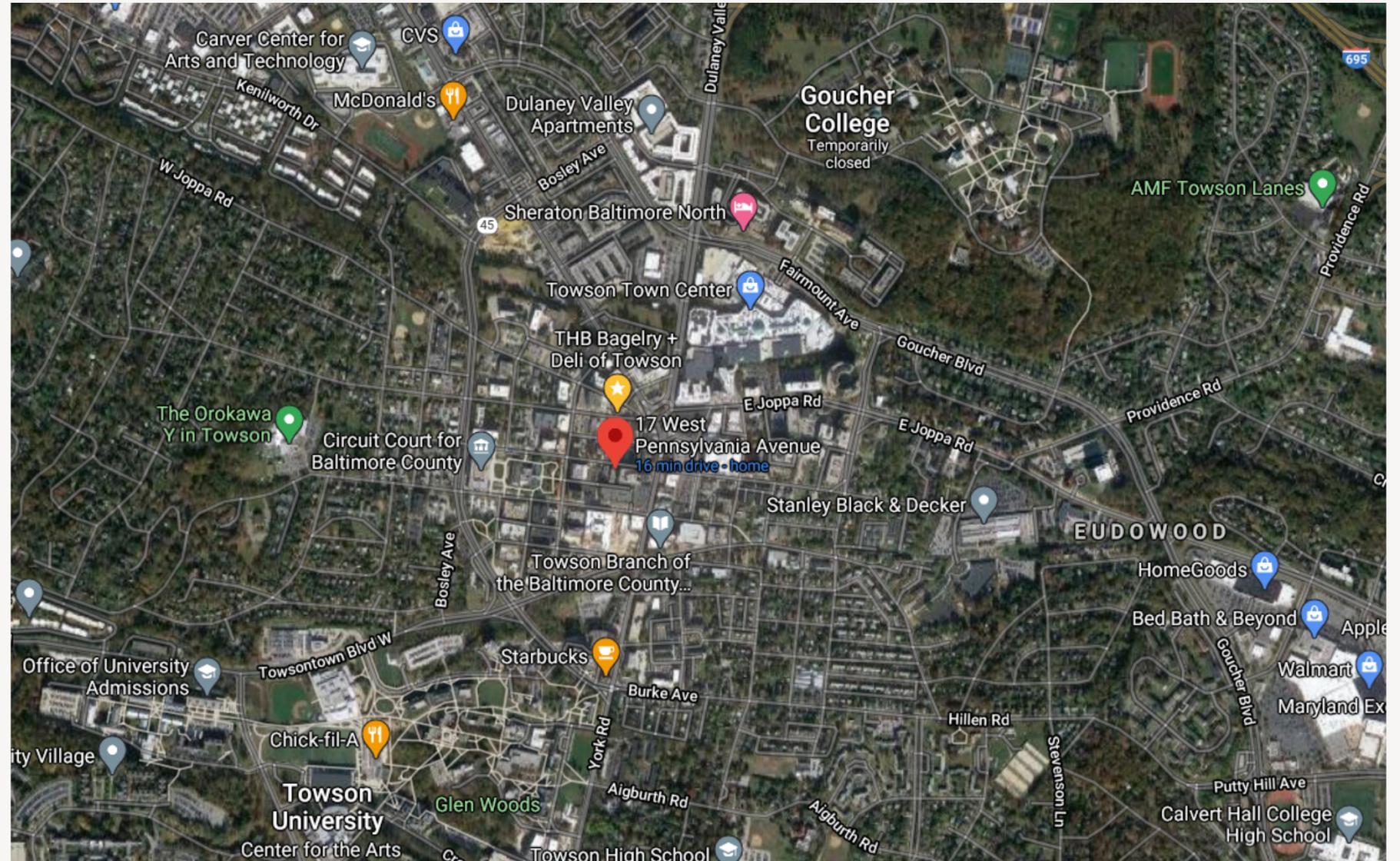


Perfect Location: Downtown Towson

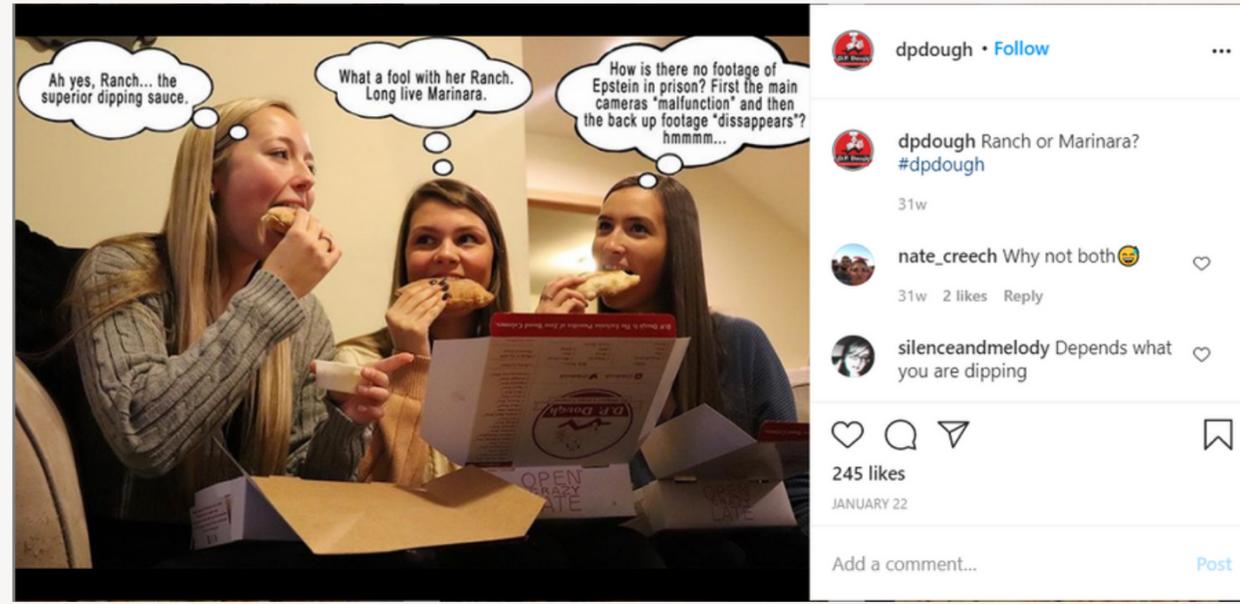


**Location Target: 1,000 - 1,200
Sq Ft**

Located in the middle of downtown Towson off York road corridor. This is the center of Towson near 10 bars, 2 colleges, 2,000+ student apartments, courthouse, professional offices and traffic counts over 50,000 traffic count. Towson is not just a college town, within 5 miles are established, stable neighborhoods with some of the most expensive home values in the county.



Marketing Plan



@DpDough

Under 40, you're stuck on the 'Gram. We'll drive a lot of traffic, sales and likes through Instagram. Budgeted to hire an expert.

Branded Delivery Bikes

Towson has a dense downtown area, RadPower delivery bikes will be wrapped with DP Dough decals. We'll have them running all night long when the bars let out.



Brand Ambassadors

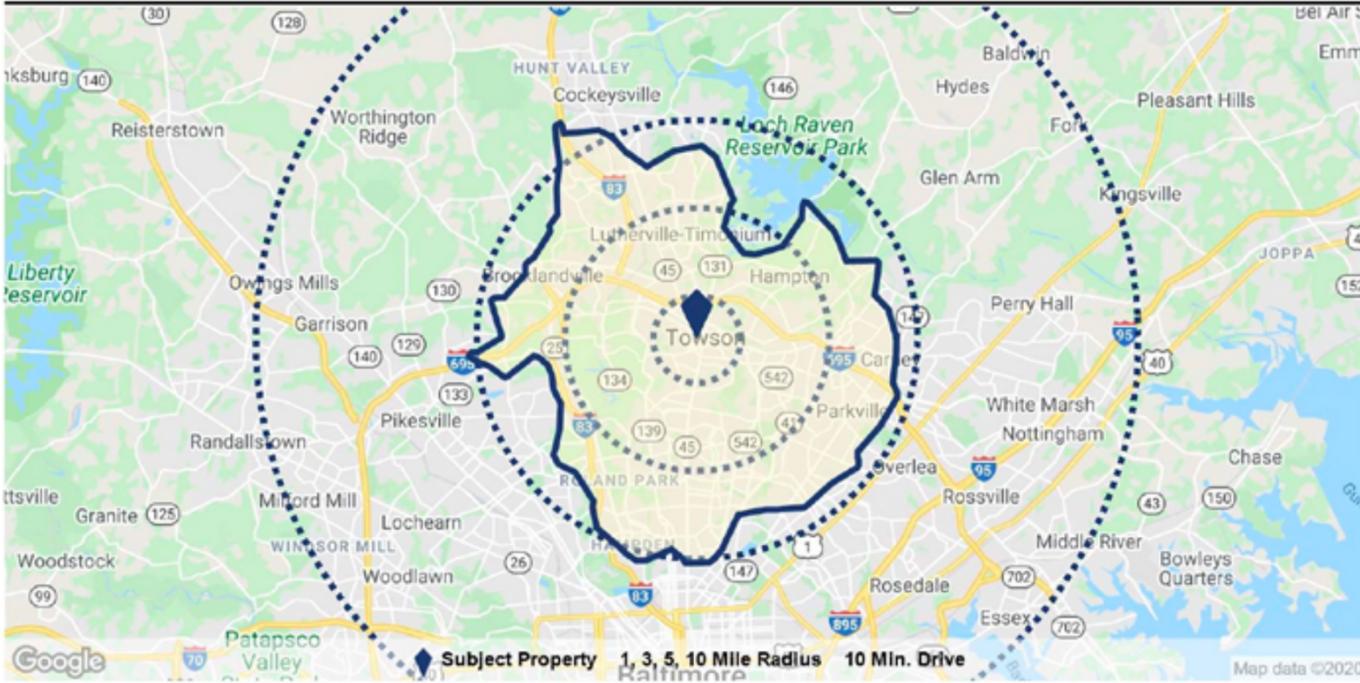
Rewards, flagging down people on the streets, free calzones to a party or pick-up game. We want to get calzones into the hands of our community.



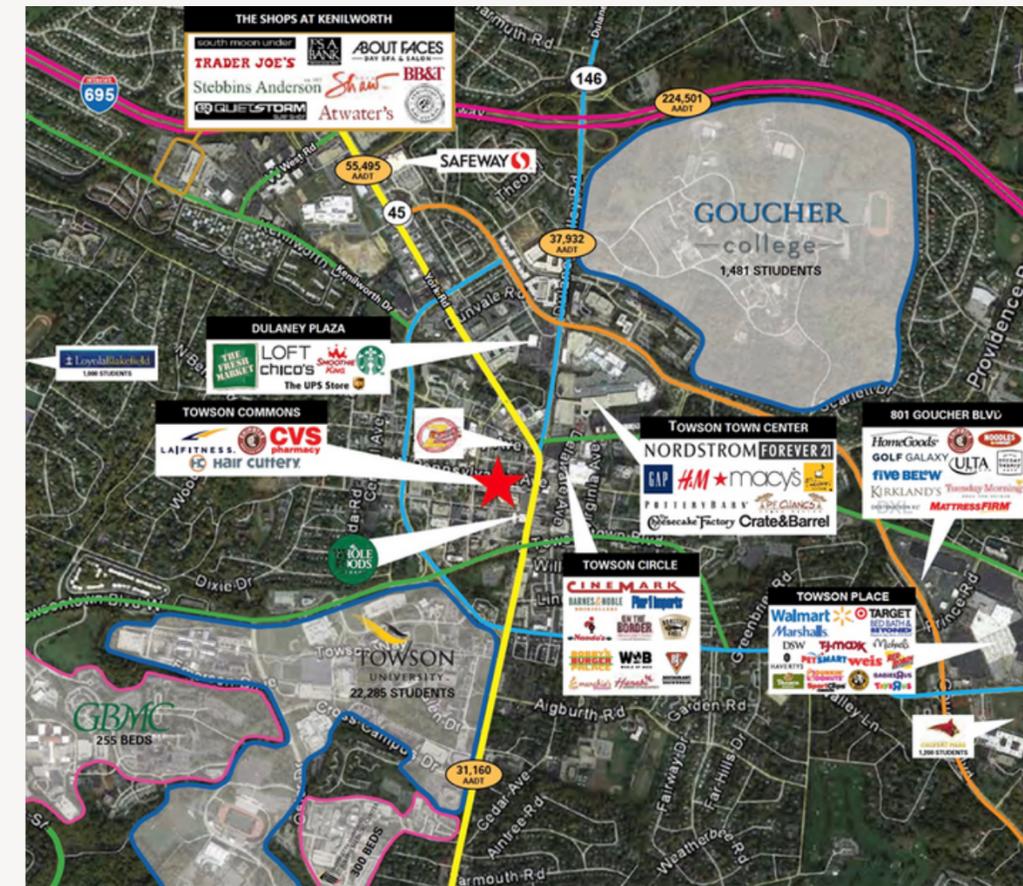
Demographics

Towson and the surrounding area are prime demographics for supporting a new business. Stable population, private and public college populations, M-F professional population and efficient and connected roads for quick delivery. Our capture rate is based on 3 mile radius. Currently both Towson and Goucher are holding on-campus learning, surrounding apartment occupancy 80%+.

DEMOGRAPHICS

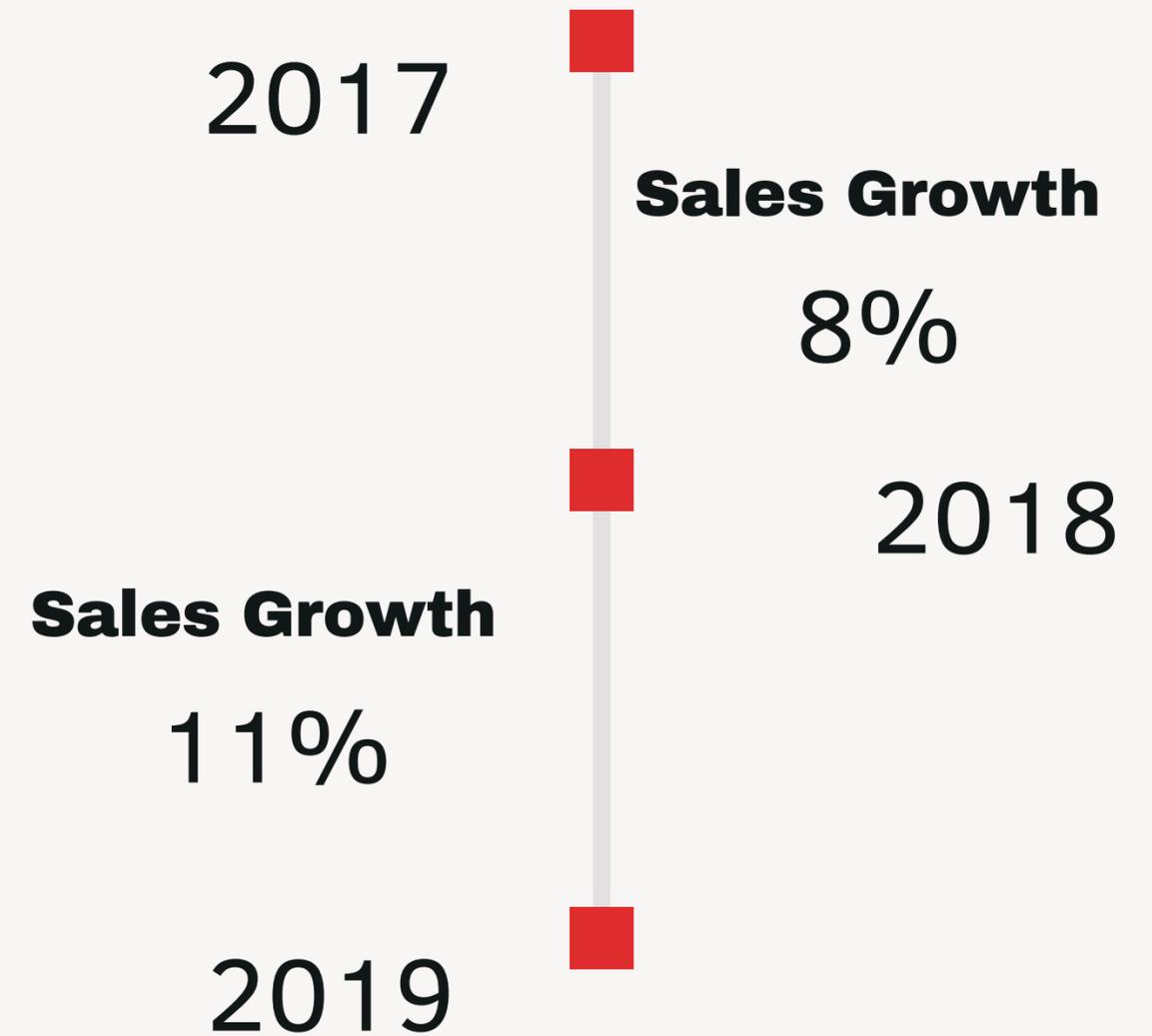


Population	1 Mile	3 Miles	5 Miles	10 Miles	10 Min. Drive
Population	24,472	116,714	304,066	1,068,212	251,302
5 Yr Growth	1.9%	-0.4%	-1.8%	-1.4%	-1.7%
Median Age	31	37	38	38	38
5 Yr Forecast	34	38	39	39	39
White / Black / Hispanic	74% / 17% / 6%	63% / 28% / 5%	59% / 32% / 4%	45% / 48% / 5%	59% / 32% / 4%
5 Yr Forecast	71% / 19% / 6%	62% / 29% / 5%	58% / 32% / 5%	44% / 48% / 6%	59% / 32% / 5%
Employment	29,113	77,980	149,182	611,438	126,961
Buying Power	\$607.3M	\$3.7B	\$9.3B	\$27.1B	\$7.8B
5 Yr Growth	5.2%	2.6%	1.0%	1.4%	1.2%
College Graduates	45.4%	44.7%	41.6%	31.3%	43.6%
Household					
Households	8,752	46,847	123,833	428,348	101,533
5 Yr Growth	2.8%	-0.3%	-1.7%	-1.5%	-1.6%
Median Household Income	\$69,392	\$78,792	\$75,191	\$63,355	\$77,172
5 Yr Forecast	\$71,060	\$81,013	\$77,243	\$65,227	\$79,344
Average Household Income	\$93,292	\$104,991	\$100,885	\$87,883	\$102,695
5 Yr Forecast	\$94,986	\$107,065	\$103,035	\$90,105	\$104,919
% High Income (>\$75k)	47%	52%	50%	43%	51%
Housing					
Median Home Value	\$355,685	\$314,023	\$270,264	\$238,095	\$272,812
Median Year Built	1970	1958	1958	1957	1957
Owner / Renter Occupied	42% / 58%	60% / 40%	62% / 38%	56% / 44%	63% / 37%



DP Dough is Hot!

For years DP Dough was a consistent, regional brand with steady sales and college town brand recognition. Since updating it's digital presence, modernizing the stores and dialing in target markets the brand has been growing sales considerably.



Delivery

Towson is prime for delivery disruption and a bit of imagination. Our target market is only a few short blocks away, e-bikes will get us there fast, green and with people noticing. RadPower Cargo bikes will make all deliveries within 1 mile of the store, hitting college dorms, off campus apartments and the tight old neighborhood streets in style. The bikes also provide excellent visibility for branding, social media stories, environmental stewardship and cost savings. No car insurance, gas or repairs to worry about.

Across the franchise DP Dough has seen an increase in delivery during COVID-19, with numerous stores increasing sales. Pivoting out of sit-down service into counter and delivery models diversifies revenue streams and reduces risk.

Most of our deliveries will be made by in-house drivers to reduce the fees paid to 3rd party apps. We have budgeted some cost for these services during peak times, holidays and deliveries outside 3 miles.



Style

Direction



Style

Direction





Thank you

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