

Project Description

The Toy Shop was founded in 2015 in Schaumburg, Illinois by Mike Taylor and Victor Baranovici with a goal to educate the community on the safety of riding and its integrity. The Toy Shop provides high quality gear, parts, and accessories to all types of riders, no matter their age or gender. Due to the Schaumburg location, no longer being suitable for the demand and growth of The Toy Shop, Taylor and Baranovici made the decision to relocate April 1, 2017. They relocated to a facility with more features and potential in Arlington Heights, Illinois and opened in record time, just 15 days due to the demand from the community.

Currently, The Toy Shop has received many inquiries about the servicing and sales of motorcycles. The current building in Arlington Heights, is equipped with a showroom floor, sprinkler system, and a private warehouse for authorized personnel only. The next step to ensuring the riding communities safety is with a *special use permit* to perform regular maintenance as well as motorcycle sales. This new location in Arlington Heights, ensures all safety measures are met allowing for a safe service department and motorcycle sales on the showroom floor. The 2,500sqft warehouse allows for the potential of four service bays to perform certified maintenance. Service work will include oil changes, tire changes, brake and rotor changed, and more.

Also, with a *special use permit* and a showroom floor it allows for great potential for motorcycle sales. After acquiring the *special use permit*, we plan on offering financing on the sales of motorcycles to our customers. By offering financing, we allow the average consumer to comfortably purchase a motorcycle. Financing allows for rapid growth in the motorcycle sales industry.

Our store hours are subject to change as the riding season changes, Monday Closed, Tuesday, Wednesday, & Friday 11am-8pm, Thursday 11am-9pm, Saturday 11am-6pm, Sunday 12pm-5pm. During the Summer, we have Bike Night's on Thursday. During our Bike Nights, we have dealers from various brands come out and talk about their newest and latest gear, technical specifications and most important safety specifications. Every night we do a raffle as an incentive for coming out to these events. This gives us an opportunity to give back to the riding community. Not to mention, we also drive business to

surrounding businesses, from local gas stations to fast food chains, and authentic restaurants. Also during our Bike Night's we have we often have food trucks that come out. It has come to our attention all food trucks need to be licensed by the Village and have a Health Inspection completed. We are now working with all our food trucks to obtain all the necessary licenses/permits. In the past months, due to not being able to have the service department, our Bike Nights were used to drive customers to the shop to cover what our expenses, of what we believe service would cover with respect to the utilities and rent necessary. In this upcoming year, it's questionable if we will continue these types of events. We also now recognize any special event like a Bike Night will need prior approval by the village.

The Toy Shop is a highly reputable company as seen from our reviews. Taylor and Baranovici's goal is to obtain a *special use permit* and potentially expand to the connected vacant building. With the riding community expanding every year, our demand for service and motorcycle sales, has been requested countless numbers of times, we're here to make a difference and become Chicago's One Stop Shop for all motorcyclist needs.