

“The Kindred”

Celebrate Commemorate Come Together

126 Taylor Street
Old Town Keller

- **Problem-**

Texas weather does not give ideal outdoor photo/video/ event opportunity 9-10 months out of the year. Texas’s extreme seasons cause logistical issues for families/ individuals trying to create lasting memories. No multi-use publicly available studios in Keller, Southlake, Grapevine, Watauga, Haltom City

- **Solution-**

The Kindred. A mixed-use creative studio space available to the public and professionals, year-round. “The Kindred” has multiple rooms + an ideal outdoor space for any photography, videography, podcasting, or small event needs no matter the Texas season

- **Unique value proposition (UVP)-**

“The Kindred” would be the only mixed-use studio space available to a minimum of 5 surrounding metro-plex cities. The building creates a small environment which guarantees 1 photographer or videographer per booking session.

- Memberships available to photographers/ videographers/ podcasters/influencers to enhance their personal service offerings to their
- “The Kindred” would be known by Keller, and neighboring cities Southlake and Westlake, as a *premier, luxury children’s party destination*

- **Community Involvement-**

- “Cocktails and Community at The Kindred” 21+ nights; done monthly/ quarterly. Partner with local vendors to host 21+ nights. Building is open, *free to the community*. Cocktails, friends, neighbors coming together. Could align with city events hosted on Bates Street as part of the fun!
- Local sports, charity, and club sponsorships
- Event discounts for all city staff, and fellow Old Town/ Keller business owners
- 2 free non-profit events per year, nominated by the community
- Discounted single and event bookings for veterans and teachers
- Discounted children’s birthday bookings for single parents
- Building open, free to community on Keller High School prom + homecoming nights for photo opportunities
- Partner with local businesses to host large community watch parties for events like the Super Bowl
- Quarterly “open hours” free for local mom groups, homeschool groups, and creatives to come together

- **Our advantage-**

- Owners living proximity to building meaning ability to swiftly, and physically, show up and solve customer issues, resident MUA available for booking, turf outdoor space for beautiful outside photos and events all year
- Building location gives clients unlimited access to Old Town Keller for post celebration food, drinks, as well as additional backdrop options perfect for photography
- Located directly off Elm Street which is currently undergoing a city funded renovation to create a vibrant, and pedestrian-friendly community
- Located also within walking proximity to the brand new, city funded, 40-million-dollar Keller Sports Park

- **Customers-**

Photographers, Videographers, Content Creators, Cheer/ Dance teams, families, local businesses, Keller Sports Park teams/coaches, podcasters, wedding parties as getting ready space or pre/post wedding festivities, local churches, local non-profits, local women's groups

- **Marketing Channels-**

Robust social media presence. Facebook, Instagram and TikTok. Online website, targeted Google and FB ads. Farmers Markets, local sport/charity sponsorships, local business partnerships

Nice To Meet You!

Hi, we are Peter, Morgan and Stetson Bianchi.

A young family of 3, and proud residents of *Riverdance* neighborhood in Old Town Keller. As residents of Old Town, we are excited to be a part of the growth and development of Old Town Keller, because for us its more than business; its personal.

We have spent 3 years rooting ourselves in the community and enjoying all that is available to us as a young family. We are hopeful that The Kindred adds value to the city's multi-million-dollar investment and becomes a space where all of Keller can come together.

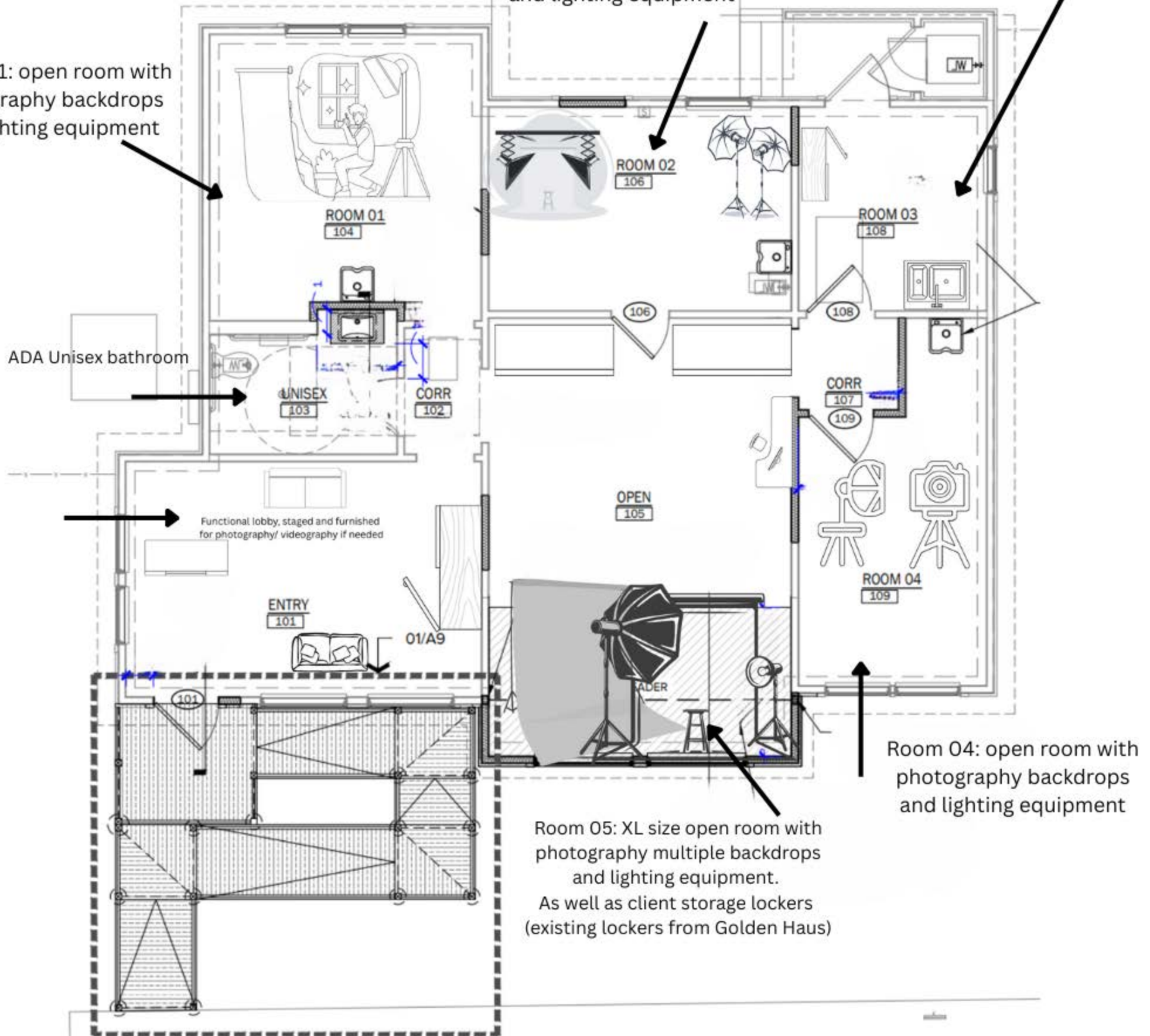
Being in the heart of *The Most Family Friendly City in Texas*, we look forward to our space becoming a vibrant, welcoming, and modern space that creatives, families, and professionals can come create, celebrate, commemorate and build memories and community

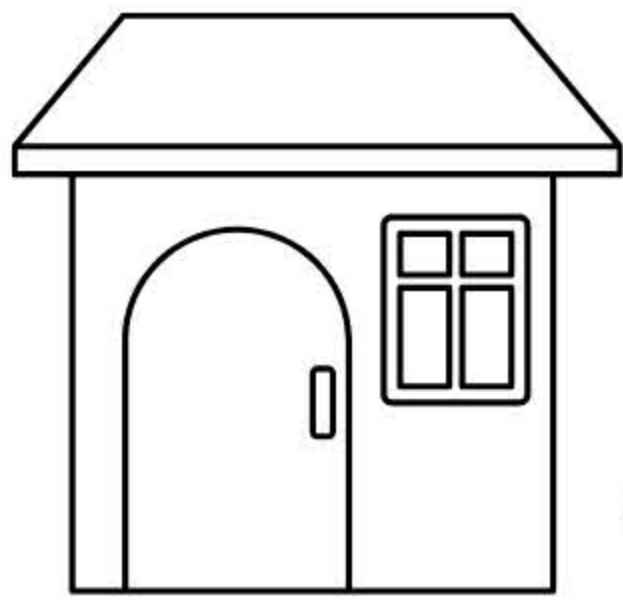


Room 01: open room with photography backdrops and lighting equipment

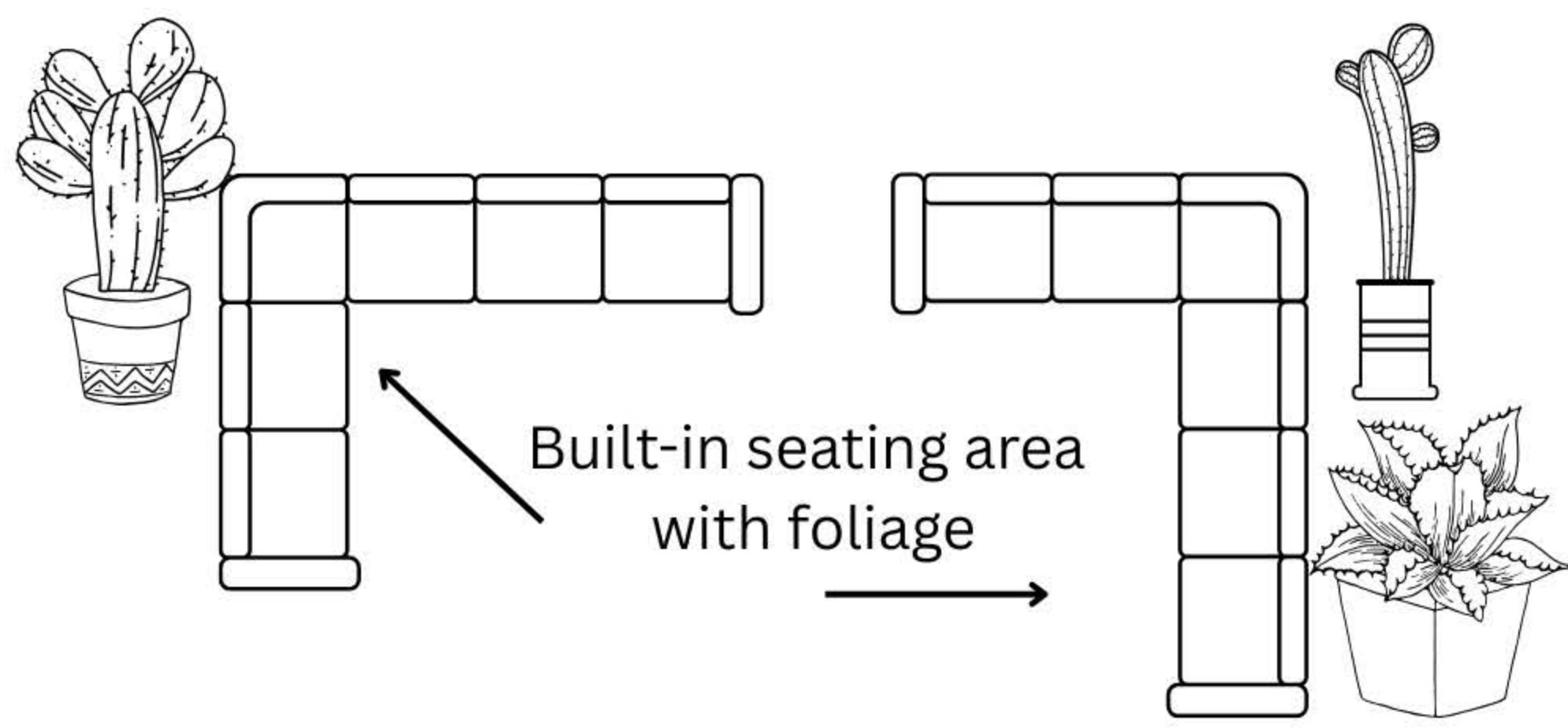
Room 02: open room with photography backdrops and lighting equipment

Room 03: "kitchen" area with existing sink + fridge
Guest pass through to backyard



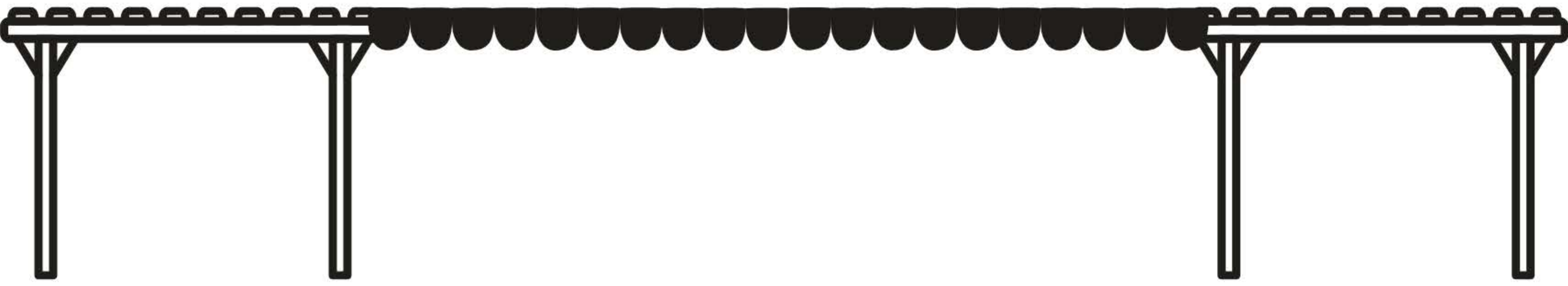


Small prop/ decor storage unit

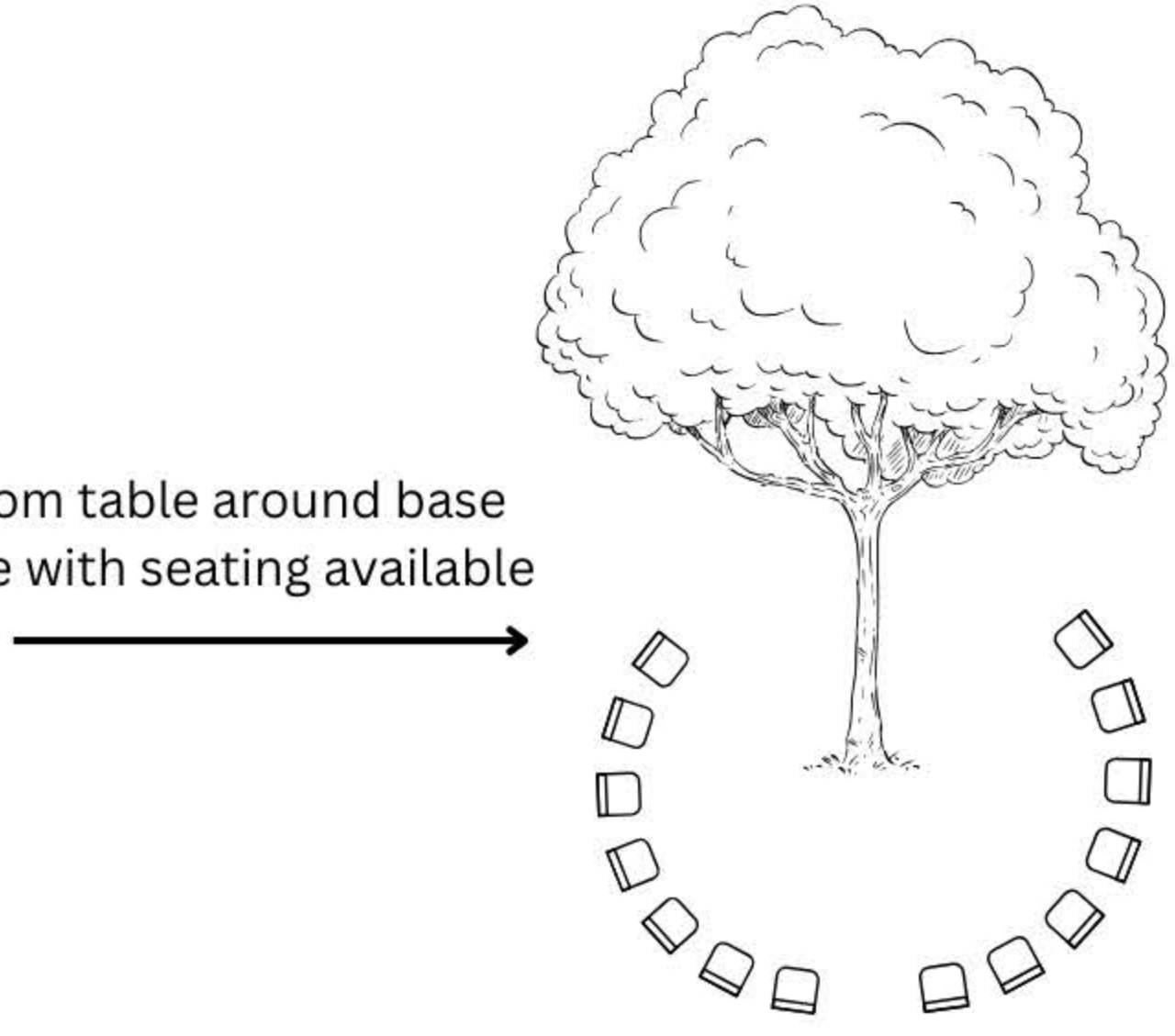


Built-in seating area with foliage

WIP: pergola/ a form of above head shade structure



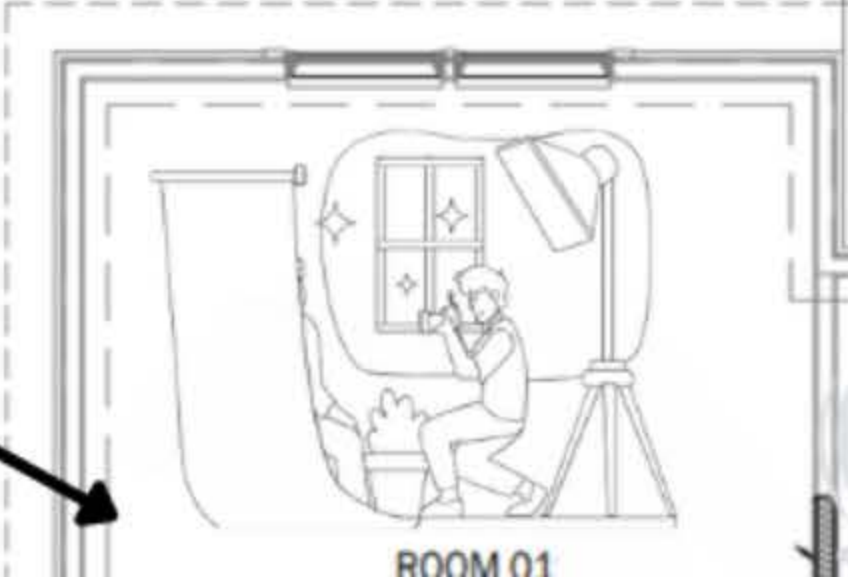
add 360 custom table around base of existing tree with seating available



partition wall securing septic system
Still accessible from side gate

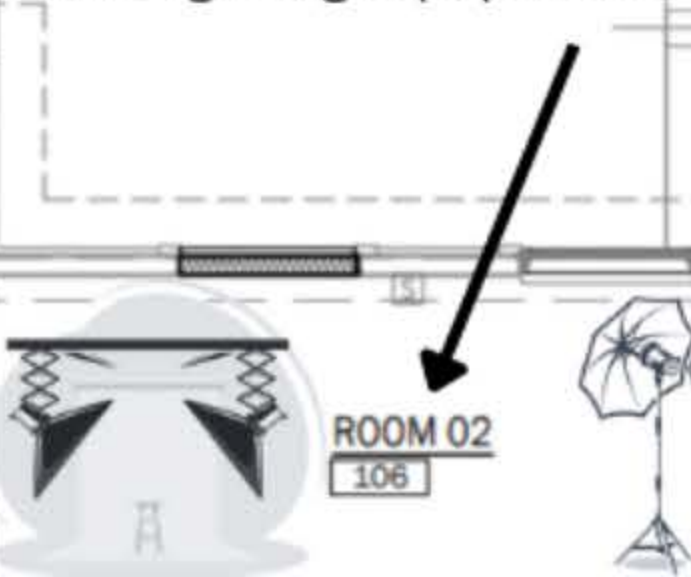


Room 01: open room with photography backdrops and lighting equipment



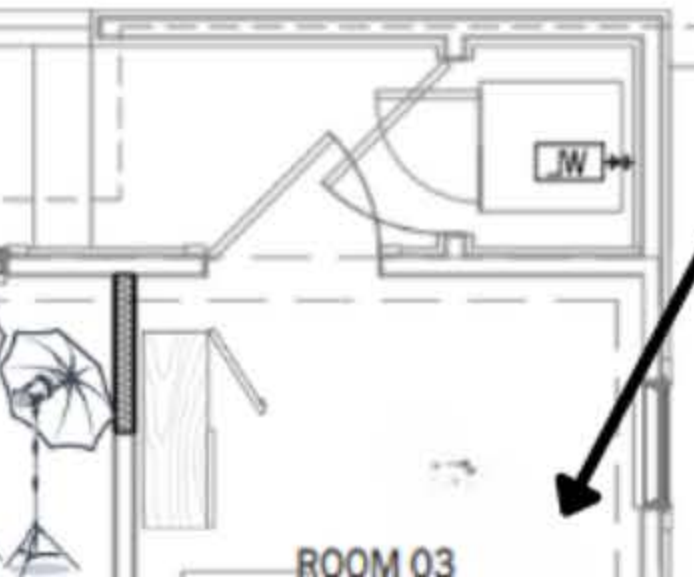
ROOM 01

Room 02: open room with photography backdrops and lighting equipment



ROOM 02
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Room 03: "kitchen" area with existing sink + fridge
Guest pass through to backyard



ROOM 03

126 Taylor Street
Backyard Improvement Plan









126 Taylor Street
Photo studio vision board





