

County Line Records

Introduction

We currently have an established business in Old Town, Keller, that has been operating for a year and 7 months.

Reason for Move

The reason for the move to the new location is based on the construction that will be starting on Elm St.

Keeping our business in Old Town and moving off 377 will allow more access to the store and draw in more customers from surrounding areas. This continued partnership will be a positive one for all of us. We will keep doing what we love, helping families create memories in Old Town, making Keller a place they want to visit and spend time and spend money.

With the upcoming closure down to one lane on Elm during construction we feel that our business will not survive. We have felt the loss of revenue this past year when pre-construction began for only the gas lines. Customers stated that they had nowhere to park due to the construction crews and our front lawn was torn up and the front entrance was not accessible. This decision was not made lightly as we enjoy our current location and have built a good clientele base. We want to stay in Keller as the customers, businesses and city have supported and encouraged us to stay.

New Location

We will occupy the building located at 600 N. Main St, in Old Town Keller. We will continue to bring an environment that everyone can enjoy whether you are 2 or 102. We will continue to provide the gift of music and memories to all our customers and business owners. Our goal is and will always be to provide exceptional customer service. We have built relationships and bonds with our local businesses in the Old Town and support each other. Lorissa currently sits on the Old Town Keller Merchants board.

Operational Plan

Still the same today, we purchase new records from our preferred wholesale companies and receive pre-owned records from estate sales, auctions, customers that want to sell collections and donations. We also carry CDs, 8-tracks and cassettes. New records are kept in its original packaging until it has been sold to customers. Pre-owned records are carefully cleaned and put in clean sleeves to maintain their highest potential quality. We carry a variety of genres but have the widest selection of Rock, Pop, Jazz, and Country because these genres contribute to over 68% of vinyl sales.

As you can see by the pictures below, we strive for a neat, organized, and stellar store. We create an inviting atmosphere, and inventory that appeals to our customer base. We want it to be easy for customers to find whatever they are looking for, whether they have something specific in mind or are simply looking for something new that aligns with their tastes.



To supplement the customers' music listening experience, we sell record players, speakers, headphones, and vinyl accessories (such as cleansers, sleeves, and needles). Finally, we stock novelty items, store and vintage T-shirts and music-related memorabilia so that customers can find unique items.

County Line Records has two employees. Employees are paid hourly, making \$16.00. During working hours, our employees are responsible for several different things. Employees organize inventory, keep a clean storefront, prepare coffee, restock shelves, clean and package records, check out customers, and assist customers with anything they have questions about. Ordering, buying, social media, and other advertising will be reserved for the owner. Shifts begin 15 minutes before opening hours and end 15 minutes after closing. Before opening, employees organize and restock inventory. During opening hours, they restock any music that has been purchased off the floor, keep the storefront clean, and put away music that has been used at the listening station. At closing, employees clean house, so the store is ready to open the next day.

Engaging Customers

Our store allows for all ages to come in shop, listen to music, hang out and experience life in Old Town Keller. We create a fun, vibrant location with outside games, seating, and music to allow kids, parents, grandparents, and visitors to make lasting memories. They can also spend time enjoying the other local shops that Old Town Keller has to offer. We want to partner with other businesses to continue to showcase what Old Town and Keller have to offer. Our customers can “feel” and experience the old town local atmosphere.

Fun Things going on at the Store

Vinyl Nites: With moving to the new location, we will be able to resurrect “Vinyl Nite” where everyone is invited to come out and listen to music, sort through our bins of records, sign up for drawings for cool prizes. Customers can bring their own record collections to listen to as well. This has been highly successful at our current location, and we look forward to continuing it. We want to launch Themed Nites: Where we have a specific genre and invite people to come dressed up in attire associated with that genre. (Example: 70's Nite-wear your butterfly collared shirts, and groovy outfits).

Store Hours

Monday-Friday – 11am-6pm

Saturday – 10:30am - 6pm

Sunday – 1pm – 5:30pm

Elevation

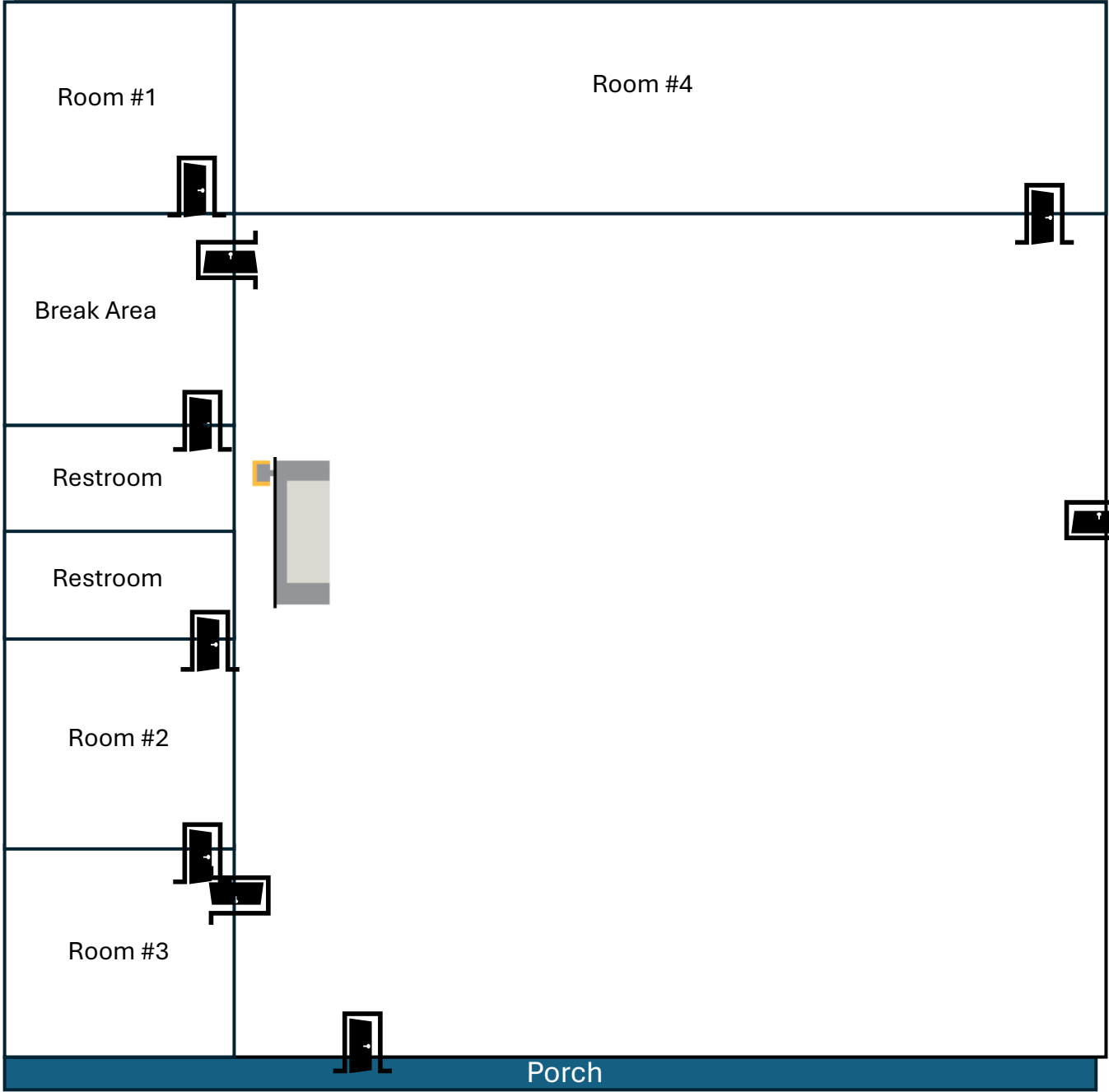


We are certain that County Line Records will still be successful in Old Town Keller. Our unique combination of innovative products and services, competitive pricing, and dedicated customer service makes us the go-to provider for our customers. We cannot wait to hear from you when you approve our SUP to move the store and we hope that you will join us for our Grand Opening and continue to make County Line Records your destination for all thing records and to bring your families to enjoy the fun, vintage vibe that we have.

Thank you.



- 18 Parking Spots
- Handicap ramp to building







We have communicated the move with other businesses within Old Town Keller. The Lucky Acorn and CocoDays are in full support of our move and have offered to help any way they can.

We have partnered with Mark the owner of the location, and he is in full support of our move into the building.

We will have Keller Design and Floors put in new carpet at the new location, so they are in full support of our move as well.