

# **SPICE THEORY PROPOSAL**

## **What kind of Business is Spice Theory?**

Sole Proprietorship

Spice Theory is a boutique styled novelty shop where Spices Peppers, Rubs, Salts, Sugars, and Nuts are sold. This includes some Gluten Free, Salt, Free, Sugar Free, and Vegan products.

## **What motivated me to pursue Spice Theory?**

I have always has a passion for cooking and experimenting with different spices and flavors since the tender age of ten. My slogan for Spice Theory is “Spices with “Sense” Appeal!” as the different textures, aromas, and flavors appeal to ones’ senses and triggers certain emotions. I am a firm believer that food should not only sustain us, but it should also be palatable, memorable, and fun.

I developed the idea for this set up while shopping at the local Farmer’s Markets in the Aurora area as well as a few while on vacation in California.

## **What attracted me to the ATC?**

What attracted me the most to the ATC was the fact that it is centrally located in the heart of Aurora. It is also the local station were many commuters from Aurora and neighboring cities go to get to their destinations by way of public transportation. As an Aurora native, I too have used public transportation at the ATC and saw booths where local businesses accommodated the needs of those people. For example, people passing through the ATC have been able to stop in for haircuts, a cup of coffee and snacks before and for their rides, and reading material. I recently saw that there were four vacant booths and felt that the space would be ideal for the look that I was going for, and like the other businesses, accommodate the commuters passing through. I recently met with Jim Pilmer and learned that 80+% of the people that frequent the downtown Aurora area are residents of other cities. In addition to that, there aren’t any novelty spice shops in the Aurora area for them or Aurora natives to purchase products. This brings me to my next and final point.

## **How will this benefit the City or Aurora?**

Spice Theory and its products are unequivocally unique, and very welcoming to the public. This includes, but is not limited to Aurora natives, but more importantly to tourists who visit our city. Spice Theory welcomes all to taste a bevy of common and exotic spices, rubs, salts, sugars, and nuts as an extension of me as an Aurora native. The goal is not only to influence tourists to make frequent trips to purchase Spice Theory products, but to also make frequent visits to the Progressive Downtown area as a whole. Thus possibly yielding more investors and business developers to continue the improvement of our city.