



CITY OF JOHNSTOWN
 Code Enforcement Office
 244 North Perry Street
 Johnstown, New York 12095
 (518) 736-4076

- OFFICE USE ONLY -	
Approved: ___ / ___ / ___	Receipt # _____
Permit #: _____, 20__	Fee Paid: _____
Signature: _____	

ADDRESS

BUILDING / DEMOLITION PERMIT APPLICATION

NAME

Applicant shall notify this Office of any changes in the information contained in the application during the period for which the permit is in effect. **A permit will be issued when: a) application has been determined to be complete, b) fee has been paid and 3) when proposed work is determined to conform to the requirements of the Uniform Code.** The authority conferred by such a permit may be limited by conditions.

Permit may be suspended or revoked if it's determined that work is not proceeding in conformance with the Uniform Code, with any conditions attached to such permit, or if there has been misrepresentation or falsification of a material fact in connection with the application for permit.

Demolition Permit will expire **six (6) months** from date of issuance / Building permit will expire **one (1) year** from the date of issuance or upon issuance of a Certificate of Occupancy (other than a temporary Certificate of Occupancy), whichever comes first. Permit may, upon written request, be renewed for successive one-year periods provided that a) permit has not been revoked or suspended at the time the application for renewal has been made; b) relevant information in the application is up to date; and c) renewal fee is paid (half cost of original permit).

TYPE

Additional terms of permit can be found on Schedule of Permit Fees.

APPLICANT INFORMATION		
Name / Company	<i>Curtain Call Cafe, LLC</i>	Phone: <i>518.312.0138</i>
Contact Person	<i>Erik Betz</i>	Email <i>hello@curtaincallcafe.net</i>
Address	State	Zip

PROPERTY OWNER INFORMATION, IF DIFFERENT THAN APPLICANT		
Name	<i>John Sardella / Brock Sardella</i>	Phone <i>518.775.7007</i>
Address	<i>12 W Main St</i>	State <i>New York</i> Zip <i>12095</i>

SUBCONTRACTOR INFORMATION (attach additional sheets if necessary)	
Name of Company	<i>A-MART Contracting</i>
Phone	<i>518.848.4522</i>

PROJECT INFORMATION		
Location	<i>12 W. Main Street</i>	Renewal Application: YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
Estimated Cost of Project:	<i>40,000</i>	Work will begin: <i>3 / 1 / 2026</i> for a period of ___ day(s) <i>16</i> week(s)

DEMOLITION GENERAL COMMENTS
Environmental Survey - _____
Asbestos Abatement w/ Way Bill - _____
Where is Debris going? - _____

RCVD
 FEB 25 2026

DESCRIPTION OF PROJECT

Interior Commercial Tenant Fit-Out – Curtain Call Café

Main Street, Johnstown, NY

This application is for an interior tenant fit-out of an existing first-floor commercial retail space to establish a café. There is no change in occupancy classification, use group, building footprint, or occupant load.

Scope of Work:

- Construction of a non-load-bearing service counter and barista station
- Installation of fixed cabinetry, shelving, and bakery display fixtures
- Installation of commercial espresso equipment and under-counter refrigeration
- Installation of a three-compartment sink and one hand-wash sink

Plumbing Work:

Minor plumbing modifications are proposed, including connection to existing water supply and sanitary lines. This may include vertical piping from the basement through the existing floor system to serve required sinks. No modification to structural load-bearing elements is proposed. Any required floor penetrations will be properly sealed and fire-stopped in accordance with NYS Building Code.

Electrical Work:

Minor electrical work to provide dedicated circuits for espresso equipment, refrigeration units, and lighting. All work to be performed by a licensed electrician in compliance with NYS Electrical Code.

No gas lines will be added or modified.

No structural walls will be removed or altered.

No modifications to roof, foundation, or exterior envelope are included.

Exterior signage will be submitted under separate permit.

All work will comply with applicable NYS Building Code, Fire Code, and Health Department requirements.

CONSTRUCTION SKETCH NARRATIVE

Curtain Call Café

Main Street, Johnstown, NY

This narrative corresponds to the attached interior layout sketch for the proposed café tenant fit-out.

The existing commercial space is approximately 22 feet wide by 64 feet deep (long and narrow configuration). The main public entrance is centered on the front wall facing Main Street.

FRONT CUSTOMER AREA

Upon entry, customers enter an open seating area. Seating will consist of movable tables and chairs. No structural changes are proposed in this area.

Menu display monitors will be mounted on the wall behind the service counter. These are non-structural installations.

SERVICE COUNTER / BARISTA STATION

The service counter will be located along one side wall toward the front half of the space. The counter is non-load-bearing millwork construction.

Behind the counter will be the barista work area including:

- Commercial espresso machine
- Under-counter refrigeration
- Grinder station
- Point-of-sale terminal

All equipment will be installed on finished flooring and will not require structural anchoring.

PLUMBING AREA

A three-compartment sink and one hand-wash sink will be installed behind the service counter in compliance with Health Department requirements.

Water supply and sanitary connections will tie into existing building plumbing. Vertical piping may be routed from the basement through the existing floor system to serve sink locations. Any floor penetrations will be properly sealed and fire-stopped per NYS Building Code. No structural beams or load-bearing elements will be altered.

ELECTRICAL

Dedicated circuits will be installed for:

- Espresso machine
- Refrigeration units
- Small equipment
- Lighting as required

All electrical work will be performed by a licensed electrician in accordance with NYS Electrical Code.

BASEMENT

Basement access remains unchanged. Plumbing tie-ins may occur in the basement ceiling area to connect to existing water and sanitary lines. No structural modifications are proposed.

STRUCTURAL STATEMENT

No structural walls will be removed or modified.

No changes to occupancy load are proposed.

No gas lines will be added or modified.

No exterior work is included under this permit application.

All work will comply with applicable NYS Building Code, Fire Code, and local regulations.

Curtain Call Café, LLC

12 West Main Street
Johnstown, NY 12095
Telephone: 518.312.0138
E-Mail: epbetz@gmail.com

Business Plan

This information contained in this business plan is representative of information provided to the NYS Small Business Development Center, University at Albany. The SBDC is not responsible for the overall accuracy of this information or operations based on this information.

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1.0 Executive Summary

Company Mission

Curtain Call Café exists to create a welcoming, community-centered coffeehouse where high-quality beverages and light food offerings come together in a dependable downtown setting. The café will serve as a consistent “third place” for teachers, municipal employees, local residents, and business professionals.

Keys to Success

- Weekday opening at 6:30 AM
- Lean and efficient menu
- Conservative financial projections
- Disciplined capital structure
- Strong owner-operated presence
- Mobile ordering for peak efficiency

Objectives

- Launch operations at 12 West Main Street
- Achieve 75 customers per day within 90 days
- Maintain COGS at or below 30%
- Maintain labor at or below 22%
- Reach stable monthly profitability in Year One
- Establish dependable community presence within 24 months

Opportunity

The downtown Johnstown corridor includes schools, municipal offices, small businesses, and residential neighborhoods. Primary specialty coffee competitors open at 7:00–8:00 AM. A 6:30 AM opening creates a competitive advantage for routine morning traffic.

The 12 West Main storefront has been vacant for approximately ten years. Its reopening contributes to downtown continuity and consistent foot traffic.

2.0 Funding Request

Total Project Budget: **\$80,000**

Total Confirmed Capitalization at Launch: **\$75,000**

The remaining \$5,000 represents contingency flexibility and may be covered through operating cash flow or deferred discretionary expenditures.

Uses of Funds

Plumbing Installation & Infrastructure – \$8,000

General Renovations & Build-Out – \$7,000

Furniture, Fixtures & Equipment – \$30,000

Initial Inventory & Consumables – \$8,000

Permits, Licenses & Professional Fees – \$3,000

Marketing & Pre-Opening – \$4,000

Working Capital Reserve – \$20,000

Total Uses – \$80,000

Plumbing installation supports espresso equipment, sinks, refrigeration drainage, and code-compliant water and waste lines.

Sources of Funds

NYS Grant Funding – \$25,000

Private Equity Raise – \$40,000

Owner Capital Contribution – \$10,000

Total Confirmed Capitalization – \$75,000

Private equity will be structured as limited, non-voting participation. No ownership control will be granted.

3.0 Products and Services

Curtain Call Café will operate as a specialty coffeehouse offering a streamlined beverage program and limited light food menu.

Beverage Program

Espresso drinks
Drip coffee
Cold brew
Tea and chai
Seasonal specialty drinks

Estimated Gross Margin: 65–75%

Food Program

Locally sourced bagels (toasted in-house)
Locally sourced muffins and pastries
2–3 wraps or cold sandwiches
2 entrée salads
Yogurt parfait
Select desserts

Food program is designed for minimal prep and operational efficiency.

Projected Average Ticket: \$7.50

Projected COGS: ~30%

4.0 Operations and Logistics

The café will operate with controlled flow and early-morning efficiency.

Hours of Operation

Monday – Closed

Tuesday – 6:30 AM – 2:00 PM

Wednesday – 6:30 AM – 4:00 PM

Thursday – 6:30 AM – 4:00 PM

Friday – 6:30 AM – 4:00 PM

Saturday – 7:00 AM – 4:00 PM

Sunday – 8:00 AM – 2:00 PM

Technology

Square POS & Mobile Ordering

Square Timeclock

Internet – approx. \$150/month

Carrier Bay Business Services – approx. \$250/month

Paychex Payroll – approx. \$100/month

Staffing

Owner/Operations Manager – Full Time

2–3 Part-Time Baristas

Peak Support (as needed)

Labor target: 20–22% of revenue.

5.0 Competition

Primary downtown competitors include:

Second Wind Coffee
Vintage Café
Chobbani Café

Curtain Call Café differentiates through:

- 6:30 AM weekday opening
- Mobile ordering
- Controlled beverage-centric model
- Warm, consistent atmosphere

The business does not compete on late-night volume or extensive kitchen offerings.

6.0 Location and Facilities

Location: 12 West Main Street

Size: Approximately 1,408 square feet (22' x 64')

Monthly Rent: \$1,500

Rent includes utilities (water, sewer, heat)

Internet separate (~\$150/month)

Renovations are limited and infrastructure-focused.

Furniture, Fixtures & Equipment Budget: \$30,000

7.0 Markets and Customers

City of Johnstown population: ~8,300

Fulton County population: ~53,000

Primary segments:

Teachers & school staff

Municipal employees

Local professionals

Residents & retirees

Break-even: approximately 45–50 customers per day.

Projected target: 75 customers per day.

Growth is projected gradually and conservatively.

8.0 Marketing Plan

Revenue Model:

In-store beverage and food sales

Mobile ordering

Light event-driven traffic

3-Year Forecast

Year One Revenue – ~\$202,500

Net Profit – \$36,000–\$45,000

Year Two Revenue – ~\$221,400

Net Profit – \$42,000–\$52,000

Year Three Revenue – ~\$243,000

Net Profit – \$48,000–\$60,000

Marketing approach prioritizes:

- Early-morning positioning
 - Local partnerships
 - Organic referrals
 - Limited advertising spend
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9.0 Company Information

Curtain Call Café, LLC

Owner: Tammie Powers-Betz

Operations Manager: Erik P. Betz

Lean staffing model supports operational control and financial discipline.

Conclusion

Curtain Call Café is structured as a disciplined, community-centered small business designed for durability rather than rapid expansion. Through conservative financial modeling, controlled capital, and consistent operations, the business is positioned to become a dependable Main Street presence while maintaining sustainable profitability.
