

MY WAY Business Plan

A Neighborhood Jewel for Homewood
2059 Ridge Rd | Homewood, IL

Executive Summary

MY WAY is a reimagined neighborhood destination designed to bring a sophisticated yet approachable vibe to 2059 Ridge Rd in Homewood, IL. As a long-time Homewood resident and retired Cook County Sheriff, Rodney Phillips, alongside Rich Township Trustee Candace Herron, aim to preserve the charm of the current space while elevating it into a vibrant community jewel.

Inspired by the Rat Pack and jazz era, MY WAY will blend upscale dining, a lively bar scene, and live music from talented jazz singers to create an inclusive and memorable experience for all guests. From professionals seeking an evening out to families enjoying homemade ice cream at Primo's Café, MY WAY promises to be a cornerstone of Homewood's social life.

This plan outlines our vision, target market, offerings, operations, and community impact. Grand Opening is targeted for **October 1, 2025**.

Mission Statement

To create a neighborhood jewel that celebrates Homewood's history and culture while providing an inviting, sophisticated gathering place where locals can enjoy great food, live jazz performances from singers, and camaraderie.

Vision

At MY WAY, we envision a space where:

- Professionals unwind after work in a refined, lively atmosphere.
 - Families come together at Primo's Café over a diverse menu and homemade ice cream.
 - Sports fans enjoy games on screen without sacrificing food quality or ambiance.
 - The smooth sounds of jazz legends performed by live singers transport guests to a nostalgic era with a modern twist.
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Core Values

- **Community Engagement:** Connecting Homewood residents through food, music, and shared experiences.
- **Inclusive Dining:** Offering a diverse menu catering to all dietary preferences.

- **Sophisticated, Fun Atmosphere:** Blending live jazz performances and modern dining to stand out in the local market.
- **Exceptional Service:** Managed by experienced hospitality leaders dedicated to providing warm and professional service.

The Concept

Daytime: Primo's Café Evolution

We will extend Primo's Café kitchen hours to serve high-quality food into the evening. A focus on vegetarian and vegan dishes such as *Cauliflower Pizza* and *Avocado "Crab" Toast* will cater to health-conscious guests. Families will enjoy visiting Primo's Café for homemade ice cream, making it a welcoming spot for all ages.

Evening: MY WAY Bar & Lounge

The space will transform into an upscale yet approachable venue offering:

- Classic dishes like *Sinatra Burger* and *Dean Martin Smoked Turkey Leg*
- Plant-based bar bites like *Truffle Mushroom Sliders* and *Buffalo Cauliflower Wings*
- Live performances by jazz singers on weekends

Target Market

- **Professionals:** Residents seeking an upscale alternative to traditional bars
- **Sports Fans:** Comfortable space to watch games with high-quality food & drinks
- **Health-Conscious Diners:** Broad selection of vegetarian and vegan options
- **Families & Friends:** Primo's Café offers homemade ice cream and a warm, inviting setting for family gatherings

Why MY WAY Will Succeed

- **Community-Centered Leadership:**
 - *Rodney Phillips* – Long-time Homewood resident, 20+ years in hospitality and real estate
 - *Candace Herron* – Rich Township Trustee, skilled in community engagement & digital marketing
 - *Denice Phillips* – Operations Lead ensuring high standards in service and food quality
- **Tailored Offerings:** A concept designed specifically for Homewood's unique demographics

- **Balanced Atmosphere:** A rare blend of nostalgia, sophistication, and inclusivity

Operations Plan

Hours of Operation

- Primo's Café: 11:00 AM – 10:00 PM (extended evening service)
- MY WAY Bar & Lounge: 11:00 AM – 1:00 AM (Fri-Sat), 11:00 AM – 11:00 PM (Sun-Thurs)

Staffing

- General Manager: Candace Herron
- Executive Chef: To be appointed
- FOH/BOH Staff: 25-30 employees across shifts

Design & Renovation

- Preserve existing aesthetics
- Minor updates for a jazz-era vibe (lighting, art, signage)
- Improved kitchen layout to support new menu offerings

Menu Highlights

Signature Dishes

- Sinatra Burger
- Dean Martin Smoked Turkey Leg
- Coltrane Steak Bites

Plant-Based Options

- Cauliflower Buffalo Wings
- Truffle Mushroom Sliders
- Mediterranean Power Bowl

Desserts (Primo's Café)

- Homemade Coconut Ice Cream
- Seasonal Fruit Sorbets (vegan friendly)

Drinks

- Classic cocktails named after jazz legends (e.g., *The Fitzgerald*, *Blue Note Martini*)

Community Impact

- **Economic:** Job creation for 30+ employees
 - **Cultural:** A unique venue celebrating music and history
 - **Social:** A gathering place fostering neighborhood connections
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Marketing Strategy

- **Digital Presence:** Social media campaigns targeting local demographics
- **Community Events:** Live jazz singer performances, sports viewing parties, family brunches
- **Partnerships:** Collaborations with local organizations and artists

Financial Overview

(To be finalized with projections)

- **Startup Investment:** \$300K (bill of sale for equipment) + minor renovations
 - **Real Estate Acquisition:** \$1,400,000
 - **Revenue Streams:** Food & beverage sales, event hosting, merchandise
 - **Year 1 Revenue Goal:** \$1.2M
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Next Steps

- Finalize acquisition of 2059 Ridge Rd
- Complete design updates and menu development
- Engage with community leaders (including Mayor Hofeld) for input and support
- Grand Opening Target: October 1, 2025

Contact Information

Rodney Phillips

Managing Partner, MY WAY Holdings, LLC

Tel. 312-805-6099

Email: 7mdconsulting@gmail.com