

DARDAR'S

GARDEN

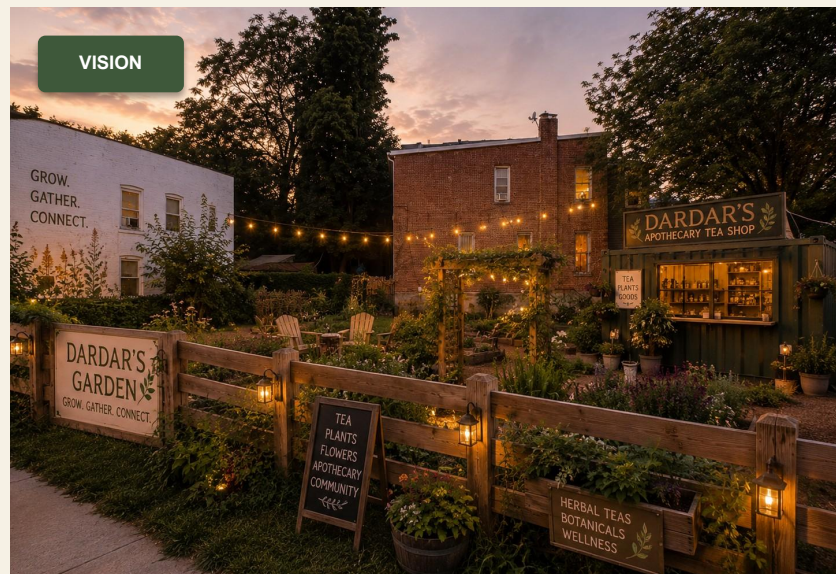
GROW. GATHER. CONNECT.

A community garden, youth learning space and botanical social enterprise designed to turn an underused Jersey City lot into a beloved neighborhood destination.

PROJECT + BUSINESS PLAN

A small lot with outsized community and brand potential

Dardar's Garden is designed as a low-capital, high-character neighborhood asset with diversified funding and earned-revenue paths.



The investment thesis

Activate private land → build community demand → layer grants + sponsorship → add responsible retail revenue → prove a repeatable neighborhood model.

One place. Four reinforcing engines.

COMMUNITY GARDEN

Raised beds, herbs, flowers, vegetables, native plants and volunteer stewardship.

YOUTH LEARNING

Little Gardeners sessions, sensory planting, pollinators, food systems and seasonal science.

THIRD PLACE

Beautiful seating, shade, warm lighting, workshops and neighborhood gatherings without requiring a purchase.

BOTANICAL ENTERPRISE

Tea, plants, flowers, seedlings, botanical goods and selected paid workshops through a separate commercial entity.

The flywheel

Beauty

earns attention

Programming

builds belonging

Community

attracts partners

Partners

unlock funding

Retail

supports sustainability

Why Jersey City, why this concept, why now

265K+

CITY RESIDENTS

15

SQ. MILES

12

COMMUNITY GARDENS*

20 hrs

AAL WEEKLY ACCESS MODEL*

Jersey City explicitly prioritizes innovative public spaces, community gardens, sustainability and access to open space. Its food action planning also identifies expansion of local food production and community gardens as an opportunity.

Strategic implication

Dardar's Garden is not trying to manufacture a new civic priority. It packages several priorities already visible in the city's planning language into one highly tangible, privately sited project.

*City Open Space Element / Adopt-A-Lot figures used as context; this project is on private land.

A deliberately simple physical program

Keep the build warm, flexible and inexpensive; let planting and programming create the richness.



1

Garden beds

Herbs • flowers • food

2

Tea kiosk

20-ft container

3

Gathering

Tables • Adirondacks

4

Kids

Natural play + sensory

5

Ecology

Native + pollinator

6

Infrastructure

Wood fence • paths • lights

A reason to return in every season

SPRING

Wake the Garden

Build + planting days
Seed-to-Sprout youth sessions
Pollinator weekends
Earth Day launch

SUMMER

Grow Together

Weekly Little Gardeners
Tea garden afternoons
Storytime + science
Harvest workshops

FALL

Harvest & Preserve

Harvest celebration
Herb drying + apothecary basics
Compost + soil health
Bulb planting

WINTER

Learn, Make, Plan

Tea blending + plant care
Seed library + starts
Botanical crafts
Community design nights

PROGRAMMING PRINCIPLE • Every active season: youth + volunteer + free/low-cost community gathering.

Community impact first. Earned revenue makes it durable.

Potential earned revenue

- **Tea + botanical beverages** High-frequency, brand-defining
- **Plants + flowers + seedlings** Seasonal retail + giftable
- **Workshops** Tea blending, herbs, gardening
- **Private/community events** Selective, mission-aligned use
- **Membership / supporters** Recurring community relationship
- **Branded goods** Tea blends, pots, totes, garden goods

Investor lens: build a destination brand before optimizing retail density.



A clean separation between mission and commerce

DARDAR'S GARDEN

Separate nonprofit corporation seeking 501(c)(3), or initially a qualified fiscal sponsor.

Funds: grants • donations • sponsorships

Uses: public-benefit garden, youth education, environmental stewardship, free/low-cost programming.



DARDAR'S APOTHECARY

Existing or updated for-profit LLC.

Revenue: tea • plants • flowers • goods • paid experiences

Uses: inventory, retail operations, commercial staffing and other ordinary business costs.

**Arm's-length agreements • separate books •
conflicts reviewed • restricted funds protected**

Recommended: document the private land permission as a multi-year site-use agreement before significant capital is deployed.

\$47.3K Phase I turns the concept into an operating place

Planning estimate; land acquisition excluded. Major costs should be validated with current vendor quotes before funding commitments.

\$47.3K

PHASE I CAPITAL TARGET

~\$17K

SITE + GARDEN

~\$11K

CONTAINER + KIOSK

~\$19K

UTILITIES + AMENITIES + RISK

Fence + site prep

\$9.5K

Container + kiosk conversion

\$11.0K

Beds, soil, plants + paths

\$8.9K

Electrical + water

\$6.0K

Furniture, kids + signage

\$5.8K

Permits/professional + contingency

\$6.1K

Design principle: spend on the elements customers and neighbors feel — entrance, planting, lighting, seating and programming — not expensive hardscape.

Do not finance a community asset from one pocket

Garden / open-space grants	\$15–20K
Corporate + local sponsors	\$7–10K
Founding community campaign	\$8–12K
In-kind plants / lumber / labor	\$5K+
Commercial capital / 0% or low-cost loan	\$5–10K

TARGET

\$50–60K

total resources

The goal is not merely to fund construction. It is to leave the project with cash, community ownership and multiple stakeholder groups invested in its success.

Make the impact visible, countable and fundable



500

founding supporters

1,500+

community visits

75+

children participating

24

youth garden sessions

12

workshops / partner events

50+

active volunteers

500+

volunteer hours

500+ sq ft

pollinator habitat

These are targets, not current results. Attendance, volunteer logs, planting maps, photos, surveys and partner testimonials create the proof.

Ten credible doors to knock on

Targets below are outreach prospects, not confirmed partners.

01 Rutgers Cooperative Extension Horticulture + 4-H

03 Jersey City Parks Coalition Volunteers + advocacy

05 Youth Foundation of JC Youth engagement

07 Liberty Science Center STEM + environment

09 Whole Foods Market JC Giving + in-kind

02 Sustainable Jersey City Garden network

04 Greater Neighborhood Alliance Community reach

06 JC Free Public Library Family programming

08 Healthy Greens JC / HHS Nutrition + food access

10 JC Sustainability / Env. Commission Resilience + native planting

First ask: 30-minute conversation + one concrete contribution — advice, letter, workshop, volunteers, materials, sponsorship or fiscal-sponsor discussion.

From permission to proof in 12 months

Q1

FORMALIZE

Multi-year site agreement
Structure + insurance
Founding committee
Petition + approvals

Q2

FUND + BUILD

Vendor quotes
Grant + sponsor campaign
Final site plan
Core construction

Q3

OPEN + PROGRAM

Planting + kiosk fit-out
Soft opening
Youth programming
Community events

Q4

PROVE + SCALE

Harvest + winter workshops
Impact report
Renew partners
Year-two capital plan

Critical path Site agreement → land-use / permit pathway → funding commitments → core build → programming proof.

792 Grand Street can work without massive foot traffic

The operating model depends on a healthy blended ticket and multiple discovery channels — walk-by, transit, destination and drive-by visibility.

\$600–700

DAILY SALES TARGET

\$14–15

TARGET AVG. TICKET

40–50

TRANSACTIONS / DAY

5–6

TRANSACTIONS / HOUR*

Illustrative daily customer mix

Walk-by conversion	~20
Nearby bus / transit	~9
Destination + repeat	~15
Drive-by discovery	~5

Why the site has multiple channels

GRAND STREET	Visible neighborhood corridor + vehicle exposure
BUS ACCESS	Grand St / Arlington stop nearby; routes 6 + 81
TRANSIT NETWORK	Additional nearby service + Garfield Ave light rail walk
LOCAL PROOF	Existing cafes nearby indicate beverage demand

CORE EQUATION • 40–50 customers/day × ~\$14–\$15 blended ticket = ~\$600–\$750/day

*Assumes an ~8-hour operating day. Traffic figures should be validated with an on-site count before investment.

Five operating days create a meaningful micro-retail business

TUESDAY → SATURDAY

\$3,000–\$3,500

target weekly gross sales

THEORETICAL 52-WEEK RUN RATE

\$156K–\$182K

before seasonality / closures

YEAR-ONE PLANNING RANGE

\$120K–\$145K

more prudent gross-sales planning range

Spring + summer should carry the strongest garden, flower and beverage demand. Fall remains attractive; winter requires packaged tea, plants, holiday products, pre-orders and selective programming.

Commercial principle: beverages drive frequency; flowers, plants and botanical retail lift the average ticket.

Prove the traffic assumptions before spending the \$10K build budget

A simple five-day count can turn a promising thesis into site-specific evidence.

7:30–9:30

AM COMMUTE

11:30–1:30

LUNCH

3:00–5:00

AFTERNOON

5:00–7:00

EVENING

Count for Tuesday through Saturday

- ✓ Pedestrians + direction
- ✓ Bicycles + scooters
- ✓ Vehicles / stopping behavior
- ✓ Bus boardings / alightings nearby
- ✓ Dog walkers + families
- ✓ Weather + unusual events

GO / NO-GO TEST • Can the site reasonably support ~40–50 daily transactions at a ~\$14–\$15 blended ticket?

What a sophisticated backer should want resolved

SITE TENURE

Signed multi-year agreement; rights to improvements, utilities, access and exit terms.

APPROVALS

Confirm zoning/use, container, food/beverage, electrical, accessibility and occupancy requirements.

ENTITY GOVERNANCE

Separate charitable and commercial books; conflict policy; arm's-length related-party agreements.

OPERATIONS

Insurance, child safeguarding, maintenance plan, opening hours, security and winter strategy.

ECONOMICS

Validate pricing, traffic assumptions and staffing before treating retail revenue as committed.

COMMUNITY LICENSE

Petition, listening sessions and partner letters before the project speaks for the neighborhood.

THE FOUNDING ASK

Help make Dardar's Garden real.

We are looking for a small group of founding partners who can accelerate the project with capital, materials, expertise, introductions or nonprofit/community infrastructure.

CAPITAL

Sponsor a visible component or anchor Phase I.

IN-KIND

Lumber, plants, soil, lighting, container work or professional services.

ACCESS

Introductions to funders, city stakeholders and neighborhood institutions.

EXPERTISE

Legal, construction, horticulture, retail, food-service or nonprofit governance.

Planning assumptions & source notes



Project is conceptual and pre-launch. No partnership, grant award, supporter count or revenue is presented as secured unless explicitly documented.



Private landowner permission exists; a signed multi-year site-use agreement is recommended before material investment.



Phase I capital budget of \$47,300 is a planning estimate from the project packet, not contractor bids.



Jersey City reports 265,000+ residents and has an explicit policy focus on open space, community gardens and sustainability.



The City's Open Space Element reported 12 community gardens at the time of that inventory; Adopt-A-Lot provides a useful local operating benchmark even though this site is privately owned.



Jersey City's Local Foods, Local Places action planning identifies expansion of food production and community gardens as an opportunity.

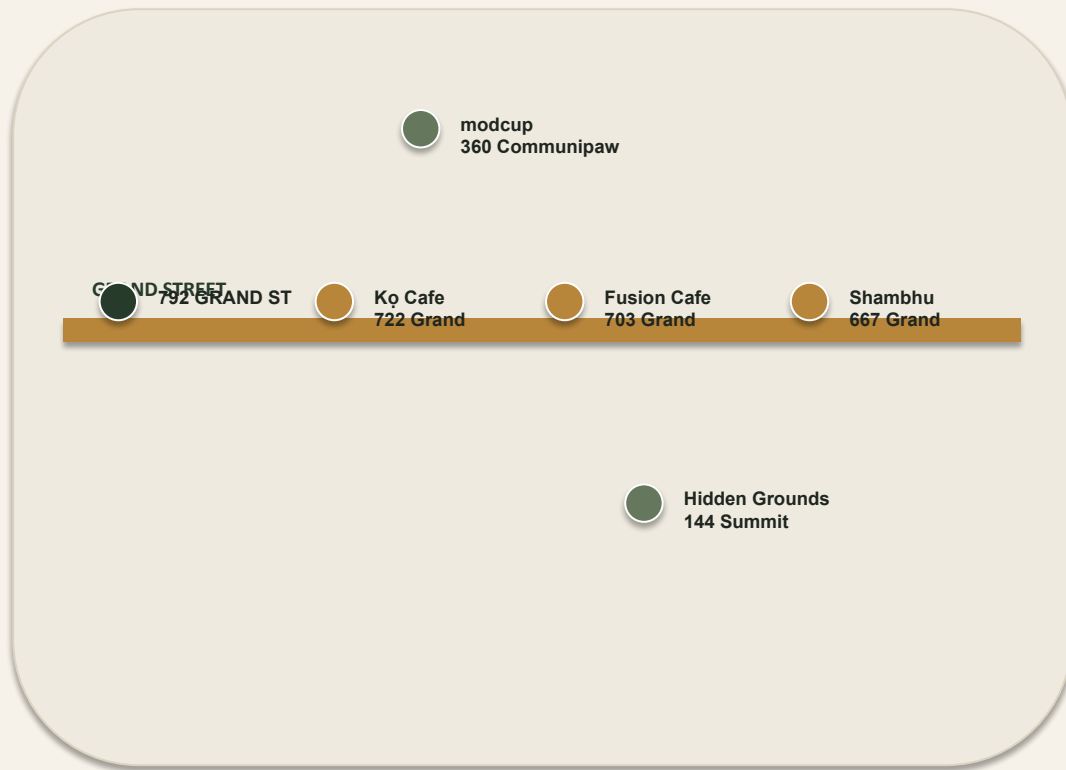


Legal, tax, land-use, food-service and nonprofit structure should be reviewed by qualified New Jersey professionals before implementation.

Public context sources: Jersey City About / Infrastructure / Adopt-A-Lot / Open Space Element / Local Foods, Local Places Community Action Plan.

A Proven Neighborhood Beverage Market

792 Grand Street sits inside an existing café corridor — evidence of established daily beverage demand.



**0.1–0.2
mi**

Nearest café cluster

Kō Cafe, Fusion Cafe and other beverage concepts are already within a short walk.

4.7–4.9★

Strong local ratings

Nearby cafés show that customers actively support neighborhood beverage businesses.

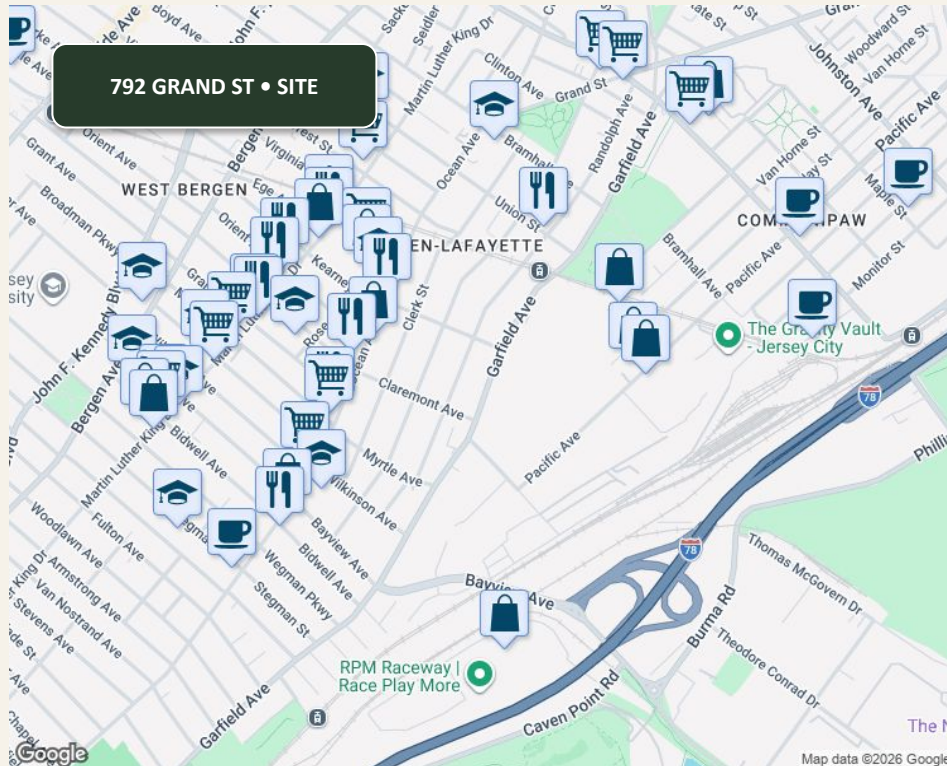
40–50

Daily transactions needed

At a \$14–\$15 blended ticket, Dardar's can reach the \$600–\$700 daily target without mass-market volume.

Transit Exposure: More Than Walk-By Traffic

The site is positioned on Grand Street with nearby NJ TRANSIT bus stops and access to the Hudson-Bergen Light Rail network.



1

NJ TRANSIT 81

Grand St + Arlington Ave is an official Route 81 stop; Grand/Communipaw and other Grand Street stops extend the corridor.

2

BUS CORRIDOR

Grand Street connects multiple nearby bus stops, creating repeated commuter exposure throughout the operating day.

3

LIGHT RAIL

Hudson-Bergen Light Rail stations serve the broader Bergen-Lafayette area and connect toward Exchange Place/PATH.

4

DESTINATION TRAFFIC

The garden can draw from transit riders, neighborhood walkers, cyclists, drivers and customers who intentionally travel to the site.

Commercial implication: Dardar's does not rely on a single traffic source.

A Garden Within a Larger Recreation & Visitor District

Nearby parks and attractions strengthen Dardar's as a stop before, after or during a neighborhood outing.



Berry Lane Park

~0.3 mi

Major neighborhood park; natural overlap with families, recreation and community programming.

Liberty State Park

~1.5–2 mi

Large waterfront destination with skyline views, trails, ferry access and major visitor traffic.

Liberty Science Center

~1.5–2 mi

300,000-sq-ft science center inside Liberty State Park; strong family and school-trip audience.

Lincoln Park

~1–1.5 mi

Large Hudson County park that expands the nearby recreation catchment.

Statue of Liberty / Ellis Island

via Liberty State Park

Regional sightseeing anchors reached by ferry from the park area.

Positioning opportunity: a calm botanical stop within a broader family + recreation ecosystem.

A Land Partnership Designed to Protect Both Sides

The lease should recognize that Dardar's is investing capital, labor and ongoing maintenance into activating an otherwise vacant property.

\$10K

Founder-funded Phase I improvement

6 MOS.

Build-out + permitting runway

5 YEARS

Requested initial lease term

<\$1K

Target stabilized monthly rent

WHAT THE OWNER RECEIVES

A cleaned, landscaped and actively maintained parcel; improved curb appeal; routine oversight; insurance; and a progressively increasing income stream.

WHAT DARDAR'S INVESTS

Approximately \$10K in initial improvements plus the operating effort required to build the garden, attract customers and maintain the site.

WHY THE RAMP MATTERS

The first months produce little or no operating revenue. Low early rent lets capital go into the property and gives the concept time to prove demand.

THE NEGOTIATING PRINCIPLE

“Treat the first \$10,000 of improvements and the ongoing stewardship of the property as part of the economic value Dardar’s brings — not simply as a tenant expense.”

Proposed Rent Ramp: Keep Early Capital in the Property

A graduated structure aligns rent with the business becoming operational and protects margin while giving the owner increasing predictable income.

MONTHS 1–6

\$1 / MO.

Build-out, approvals,
cleanup + launch

MONTHS 7–12

\$500 / MO.

Prove the concept
and customer demand

YEAR 2

\$750 / MO.

Stabilize operations
and repeat traffic

YEAR 3

\$1,000 / MO.

Mature operating
rent level

YEARS 4–5

\$1,100–\$1,250

Predictable long-term
owner return

WHY <\$1,000 / MONTH MATTERS

At a conservative \$120K–\$145K Year 1 sales range, \$750/month is roughly 6–7.5% of sales and \$1,000/month is roughly 8–10%. That preserves room for labor, inventory, insurance, utilities and maintenance.

OPTION B: SHARED UPSIDE

\$400/month base + 3% of gross sales above \$12K/month, with a negotiated cap. The owner participates if the concept materially outperforms while the business is protected in slower months.

NEGOTIATION POSITION

Open at nominal rent for six months and \$500/month thereafter. Avoid paying conventional finished-retail rent for raw land that Dardar's must improve and activate at its own cost.

Preferred outcome: a five-year relationship where the owner earns more as the garden becomes established — without rent becoming the reason the concept fails.

The Lease Security Required to Justify the Investment

Low rent only works if Dardar's has enough control and time to recover the money invested into someone else's land.

TERM + OPTIONS

5-year initial term with renewal options, giving the project enough runway to build a customer base and recover capital.

IMPROVEMENTS

Right to install approved removable fencing, garden beds, seating, lighting, container/kiosk and landscaping.

REMOVAL RIGHTS

Dardar's retains ownership of removable equipment and improvements and may remove them at the end of the lease.

INSURANCE + LIABILITY

Appropriate commercial insurance and a clear allocation of liability between operator and property owner.

APPROVED USE

Express permission for garden, tea/plant/flower retail, community programming, signage and other agreed uses — subject to required approvals.

EARLY TERMINATION

Meaningful notice and a negotiated buyout/reimbursement mechanism if the owner ends the lease early for redevelopment or sale.

OPERATING CONTROL

Clearly defined access, operating hours, utilities, security, maintenance and storage responsibilities.

PERMIT CONTINGENCY

Lease obligations contingent on obtaining the zoning, permitting and other approvals necessary for the intended operation.

Before capital is committed: confirm zoning/use feasibility, insurance requirements and the final lease with qualified local professionals.

Leadership & Operating Team

Founder-led, locally operated and intentionally lean — with clear ownership for the business, the garden and the neighborhood.



FOUNDER & PROJECT LEAD

Adam M.

Vision • Partnerships • Business Strategy

Adam leads the vision, property relationship, funding strategy and commercial development of Dardar's Garden. His role is to bring together the land, design, operating model, neighborhood partnerships and resources required to turn a small vacant lot into a beautiful, financially sustainable community asset.

Accountable for the project from site agreement through launch.



GARDEN & RETAIL MANAGER

Daily Operations • Merchandising • Guest Experience

Runs the Tuesday–Saturday operation: opening/closing, inventory, tea and plant presentation, cleanliness, sales targets and day-to-day care of the site.



COMMUNITY & PROGRAMMING LEAD

Neighborhood Outreach • Events • Volunteers

Builds relationships with residents and local organizations, coordinates workshops and children's programming, recruits volunteers and keeps the garden connected to the neighborhood.

LEAN TEAM BY DESIGN

The initial operating model is deliberately small: one accountable founder, one hands-on manager and one community-facing lead, supported by part-time help, volunteers and specialist partners as demand grows.

Dardar's Sits at the Intersection of Fast-Growing Consumer Trends

Dardar's combines two attractive growth markets: wellness-driven botanical beverages and a growing U.S. plant & flower economy.

FASTEST-GROWING ADJACENT CATEGORY

16.6% CAGR

GLOBAL ORGANIC TEA

2025–2030 forecast
\$1.77B market by 2030

Why it matters:
Consumers are increasingly choosing products associated with wellness, natural ingredients and healthier beverage occasions.

U.S. PLANTS & FLOWERS

2025–2030

8.0%
CAGR
\$6.7B → \$11.1B by 2030

U.S. HERBAL EXTRACTS

2024–2030

8.7%
CAGR
\$6.35B projected by 2030

U.S. TEA

2026–2033

5.9%
CAGR
\$5.37B projected by 2033

WHY DARDAR'S IS WELL POSITIONED

- Tea creates frequent, repeatable purchases.
- Plants + flowers lift average ticket and add gifting occasions.
- Botanical goods extend the brand beyond beverages.
- The garden itself creates an experiential wellness destination.
- Community programming adds reasons to visit beyond retail.

Dardar's bridges two growing categories: organic tea (~16.6% CAGR) + U.S. floriculture (~8.0% CAGR) — then turns them into one experiential neighborhood destination.