

WORK SESSION MEETING
October 07, 2024
9:00 AM
City Hall



CITY OF MILLS
EST. 1921

Mayor:
Leah Juarez
Council President:
Sara McCarthy
Council Members:
Cherie Butcher
Brad Neumiller
Tim Sutherland

AGENDA

CALL TO ORDER

AGENDA ITEMS

1. Anne with Mobile Concrete - Sewer usage
- [2.](#) Community Development Director - Library Lease
3. Nania Property Plan

ADJOURNMENT

AGENDA SUBJECT TO CHANGE WITHOUT NOTICE

In accordance with the Americans with Disabilities Act, persons who need accommodation in order to attend or participate in this meeting should contact City Hall at 307-234-6679 within 48 hours prior to the meeting in order to request such assistance.

Business Plan

WinDor



Executive Summary

WinDor: Supplying perfect entries and windows to elevate your home's beauty and functionality with integrity and trust.

WinDor is poised to become a leading provider of residential door and window solutions in Mills, Natrona County and across the state of Wyoming. With a strong commitment to craftsmanship and quality, we focus on creating beautiful, durable, and functional installations that enhance the aesthetics and value of homes. Our dedicated team is committed to delivering exceptional service and building lasting relationships with our clients, ensuring that each project reflects our high standards of integrity and excellence.

Business Overview

WinDor specializes in supplying and installing a wide range of residential doors and windows, catering to the needs of homeowners looking to upgrade their living spaces. Our services encompass everything from consultation and design to installation and aftercare, ensuring a seamless and satisfying customer experience. We leverage high-quality materials and skilled craftsmanship to deliver products that meet the specific needs of our clients, enhancing both the beauty and functionality of their homes.

Mission

Our mission at WinDor is to provide superior door and window solutions that not only meet but exceed our clients' expectations. We aim to create lasting relationships based on trust and integrity while continuing to enhance the beauty and functionality of homes in our community. Through a focus on quality, craftsmanship, and exceptional service, we strive to be the go-to resource for homeowners looking to improve their living spaces.

Problem

Homeowners often face challenges when it comes to choosing the right door and window solutions that provide both aesthetic appeal and functionality. Common issues include selecting quality materials, finding reliable installers, and navigating the complexities of home improvement projects. Many homeowners lack access to trustworthy service providers who truly understand their needs and can deliver on their promises.

Solution

WinDor addresses these challenges by offering comprehensive door and window solutions tailored to meet the unique requirements of each customer. Our expert team provides personalized consultations to guide homeowners in selecting the best products for their needs, followed by professional installation that ensures durability and aesthetic alignment with

the home. Additionally, our commitment to customer service means support continues long after the installation is complete.

Primary Products & Services

WinDor's primary offerings include a diverse selection of residential doors and windows, including entry doors, patio doors, vinyl windows, and custom solutions. Alongside the sale and installation of these products, we provide consultation services to help clients make informed decisions and personalized support throughout the installation process. Our commitment to quality ensures that every product we offer meets rigorous standards for both performance and appearance.

Primary Business Model

WinDor operates on a direct-to-consumer business model, allowing us to maintain close relationships with our clients and provide personalized service. We generate revenue through the sale of door and window products and installation services. This model enables us to streamline communication, tailor services to meet individual client needs, and establish a strong reputation in the community.

Industry Overview

The residential door and window industry is witnessing significant growth, driven by increasing homeowner investments in home improvement and energy-efficient solutions. The lack of housing along with the high cost of purchasing a new home has left homeowners desirous of staying in their current homes which in turn has caused more homeowners to seek enhancements to their living spaces, meaning the demand for high-quality, aesthetically pleasing products continues to rise. The industry is characterized by a mix of established players and emerging small businesses, presenting WinDor with opportunities to carve out a niche with our focus on craftsmanship and customer-centric service. As owners of current construction companies, we have noticed a large demand for residential window and door installation due to numerous companies no longer offering this service. A typical window and door lifespan is 15-30 years so you could expect 15% of homes in any given town would need window and door replacements each year. Roughly 5,000 homes per year, in our Natrona County community alone, will need window and door installations.

Core Marketing Activities

WinDor's marketing strategy will focus on building brand awareness through both digital and traditional channels. Core activities will include search engine optimization (SEO), social media marketing, local advertising, and participation in community events. We will also implement referral programs to encourage satisfied customers to recommend our services to friends and family, leveraging word-of-mouth as a powerful marketing tool.

Business Models

In today's competitive market, WinDor can consider various business models to enhance its offerings and reach a wider audience. Each model presents unique advantages and challenges that can shape the company's direction and growth strategies. Here are six potential business models for WinDor.

Direct Sales Model

The direct sales model involves selling door and window products directly to homeowners. This allows WinDor to establish a personal connection with clients, ensuring tailored service and support throughout the purchasing process.

Advantages

- Strengthens customer relationships through direct interaction.
- Greater control over sales process and pricing.
- Potentially higher profit margins compared to third-party sales.

Installation Services Model

This model focuses on providing installation services for doors and windows alongside product sales. WinDor can position itself as not just a supplier but also an expert installer, improving customer satisfaction and trust.

Advantages

- Adds additional revenue streams from installation fees.
- Enhances customer experience by providing a complete solution.
- Establishes WinDor as a knowledgeable leader in the industry.

Partnership Model

By forming strategic partnerships with builders, contractors, or real estate agents, WinDor can expand its reach in the market. This model promotes collaboration to drive sales and referrals.

Market Overview

A typical window and door lifespan is 15-30 years so you could expect 15% of homes in any given town would need window and door replacements each year. Roughly 5,000 homes per year will need window and door installations.

- **Industry Growth:** The residential door and window industry has been experiencing steady growth due to factors such as:
 - Increased home renovations and remodeling projects
 - Rising real estate values, leading to greater investments in home aesthetics
 - Growing awareness of energy efficiency and the demand for energy-efficient products
- **Market Segmentation:**
 - **Product Type:**
 - Doors (interior, exterior, sliding, bi-fold)
 - Windows (vinyl, wood, aluminum, impact-resistant)
- **Materials:**
 - Wood
 - Vinyl
 - Aluminum
 - Fiberglass
- **Geographic Trends:** Certain regions exhibit higher demand based on climate and design preferences, with a noticeable increase in the following areas:
 - Urban revitalization areas
 - Suburban developments
 - Regions emphasizing eco-friendly and sustainable building practices

Consumer Trends

- **Energy Efficiency:** Homeowners increasingly prioritize energy-efficient solutions. Key features sought by consumers include:
 - Double or triple-pane glass
 - Low-E coatings
 - Energy Star-rated products
- **Customization:** There is a notable trend towards personalized designs, which highlights the need for:
 - Variety in styles and materials
 - Custom sizing for unique home requirements
- **Smart Technology:** The integration of smart home technology in doors and windows is becoming more popular, encompassing:
 - Automated window treatments
 - Security features linked to smart home systems

Challenges

- **Competition:** The industry is marked by a high level of competition from both large manufacturers and local suppliers, requiring WinDor to:
 - Differentiate through superior customer service and craftsmanship
 - Develop unique selling propositions that resonate with target customers
- **Some of the competition we will be facing:**
 - Our greatest competition is currently Renewal by Andersen for furnish and install.
 - Lumber yards including Bloedorn Lumber.
- **Supply Chain Issues:** Disruptions in the supply chain can lead to delays and increased costs, making it crucial for WinDor to:
 - Establish strong relationships with suppliers
 - Maintain flexibility in sourcing materials
- **Regulatory Compliance:** Adhering to local, state, and federal regulations regarding building codes and energy efficiency standards is essential for success in this market.

By keeping these trends, challenges, and opportunities in mind, WinDor aims to position itself effectively within the residential door and window industry, ensuring sustained growth and a strong reputation in the Mills and Casper, WY community.

Revenue

Revenue Stream	2024	2025	2026	2027
Window Installation	\$38,048	\$468,000	\$538,200	\$618,930
Door Installation	\$3,810	\$45,731	\$52,590.65	\$60,479.24
Maintenance Services	\$8,514	\$102,168	\$127,587	\$147,288
Window Coverings	\$3,250	\$39,000	\$50,700	\$65,910
Replacement Parts Sales	\$634	\$715	\$805	\$907
Total Revenue	\$54,256	\$655,614	\$ 769,882	\$ 893,514

Note: Estimated revenue for the year 2024 is substantially lower than 2025 due to the showroom projected grand opening in January. The above numbers are based on small sales due to existing contractor relationships.

The residential door and window market is experiencing significant shifts driven by consumer preferences, technological advancements, and environmental concerns. Understanding these market trends can help WinDor position itself strategically, caters to evolving customer demands, and enhances its service offerings.

Sustainability and Eco-Friendly Products

Homeowners are increasingly prioritizing energy efficiency and sustainability in their choices. This trend is reflected in the growing demand for eco-friendly doors and windows that reduce energy consumption and lower utility bills

Key Points

- Increased interest in energy-efficient products Offer a range of energy-efficient door and windows
- Consumers prefer materials sourced from sustainable practices.
- The rise in energy codes and regulations promotes the use of green building products and window options to attract eco-conscious customers.

How to Leverage

- Highlight the sustainability of your materials and installation practices in marketing efforts.
- Collaborate with local environmental organizations to enhance community engagement and brand reputation.

Regulatory Compliance

WinDor recognizes that operating within the residential door and window industry requires strict adherence to various regulatory compliance measures. Ensuring compliance not only protects the company and its employees but also guarantees the safety and satisfaction of our customers. This section outlines the essential regulatory frameworks governing our operations, as well as our strategies for maintaining compliance.

Local Building Codes and Regulations

WinDor is committed to following all local building codes and regulations applicable to residential construction in every area where we are installing our products. This includes obtaining necessary permits before initiating any project and ensuring that all installations meet the prescribed standards for safety, energy efficiency, and structural integrity. We will regularly consult with the City of Mills's Building Department to stay updated on new or amended codes and regulations.

Environmental Regulations

In our quest to provide top-quality products and services, WinDor is also mindful of environmental regulations that may affect our operations. Compliance with the Environmental Protection Agency (EPA) standards concerning lead paint, particularly in homes built before 1978, will be strictly upheld. Our technicians will be trained in the proper procedures for lead-safe work practices to protect both our customers and the environment.

Health and Safety Standards

The safety of our employees and clients is of paramount importance to us. WinDor will adhere to Occupational Safety and Health Administration (OSHA) standards to ensure that all work sites are safe and compliant. We will implement safety training programs for our staff, emphasizing the use of personal protective equipment (PPE), safe handling of materials, and emergency preparedness. Regular safety audits will be conducted to reinforce compliance and safety awareness.

Product Compliance Standards

Our commitment to quality craftsmanship extends to ensuring that all materials used in installations meet relevant industry standards. WinDor will source products that comply with the standards set by organizations such as the American National Standards Institute (ANSI) and the American Society for Testing and Materials (ASTM). We will verify that all doors and windows meet the necessary certifications for performance, durability, and energy efficiency.

Licensing and Insurance

WinDor will maintain all required business licenses to operate legally in Wyoming. This includes a contractor's license and any other necessary permits specific to our industry. Our business will also carry liability insurance to protect our clients and employees from unforeseen accidents or damage arising during installation processes. Ensuring that we have robust insurance coverage is essential for managing risks associated with our operations.

Consumer Protection Regulations

We will comply with consumer protection laws that safeguard our clients' rights during transactions. WinDor will provide clear and transparent information regarding product warranties, service agreements, and pricing structures. Our customer service policy will emphasize responsiveness and ethical marketing practices to maintain trust and integrity with our clients.

Employee Training and Certification

To ensure ongoing regulatory compliance, WinDor will invest in the continuous training and certification of employees in areas critical to our industry. This includes training on the latest building codes, environmental regulations, health and safety practices, and new installation techniques. Supporting our employees in obtaining relevant certifications will enhance our overall service quality and regulatory compliance.

Monitoring and Auditing

WinDor will implement a robust monitoring and auditing system to ensure that all operational aspects adhere to regulatory compliance standards. Regular reviews of our processes and practices will be conducted, allowing for swift identification of areas for improvement or adaptation based on changing regulations. Engaging with external compliance experts periodically can also provide additional insights and reinforce our commitment to excellence.

Commitment to Community Standards

As an integral part of the Mills community, WinDor is dedicated to supporting local initiatives and ensuring our business practices align with community standards and expectations. This commitment extends to collaborating with local agencies and organizations that promote sustainable building practices, community welfare, and economic development. Through these partnerships, WinDor aims to enhance our reputation as a reliable and responsible business. We have targeted the old Bob Goff Library location as we will uphold the Mills Mainstreet Corridor standards and wish to be a part of the positive growth in the Mills community.

RFP response

- i In this response we will outline economic impact and development, projected capital investment, projected wage rate, projected sales tax special qualifications, and amount of bid.
- ii Here are some of the economic and development benefits that Windor will provide to the City of Mills.
 - Our projected capital investment is going to be \$40,000.
 - The average wage rate at WinDor is going to be \$25.50 per hour (\$53,040 annually).
 - Projected annual sales tax is \$7,500.
 - We anticipate creating 10 new full time job positions in the next five years.
- iii Our goal is to keep the beautiful charm the building brings to the Mills area. We would like to fix the window and maintain the Mills riverfront area's classic appeal. We are looking to stay long term and build a good relationship with the neighboring community of Mills. Our hours of operation will be 8-5 Monday through Friday, which is beneficial to respect the nearby residential neighborhood. With a combined of over 40 years of construction experience in the commercial and residential market, we are going to provide quality craftsmanship combined with the price point the average consumer could afford.
- iv Amount of bid
 - Year 1 - \$1,500 a month, plus we will furnish and install new storefront window where car drove through. Value of the window installed is \$4,293.31 (\$18,00 year + window).
 - Year 2 - \$2,000 a month (\$24,000 year)
 - Year 3 - \$2,500 month (\$30,000 year)
 - Year 4 - \$2,625 month (\$31,500 year)
 - Year 5 - \$2,756.25 month (\$33,075 year)Total over the next five years is \$136,575.00