

ZONING COMMISSION
Town of New Fairfield
4 Brush Hill Rd.
New Fairfield, CT 06812
203-312-5646 Fax 203-312-3508

SITE PLAN APPLICATION

Application Number 51-23-013

Map: 16 Block: 16 Lot: 48+83

Please type or print:

Date: 6/25/2023

Applicant: Candlewood Karaoke Rental, a subsidiary of Vibe Wellness, LLC

Mailing Address: 2 Pleasant View Rd. New Fairfield CT 06812

Project Address: 249 State Rt. 39, New Fairfield, CT 06812

Phone No: (347) 201-8915

Owner (s) of Record: JMS PROPERTIES, LLC

Address: 249 State Rt 39, New Fairfield, CT 06812

Phone No: (203) 241-3507

*Application is hereby made for site plan per section 8.1 and pursuant to the following section (s) of the Zoning Regulations:

Sections 4.1 - Business/Professional (7.2 - Newbury Use(s) Buildings, and Structures).

For the following purpose: TO RECEIVE CURRENTLY FOR THE 150FT SQ SPACE I HAVE RENTED SINCE 3/16/23 FOR EQUIPMENT OF USE OF MY SERVICES,
In compliance with the requirements of the Zoning Regulations, I am hereby submitting the fee, plans, documents and additional information as required.

Fee of \$160.00 (Includes State Surcharge).

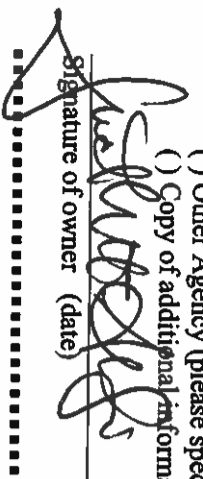
Application Requirements: (see attached)

Received
6-27-23 (4)

- Report from Health Department on adequacy of sewage disposal system and water supply.
- Report (s) from other Town Agencies as follows:

- Fire Marshal
- Town Engineer
- Inland Wetland Commission
- Conn. Dept. of Transportation
- Zoning Enforcement Officer
- Other Agency (please specify)

Copy of additional information as follows: _____


 Signature of owner (date) _____


 Signature of Applicant (date) 6/25/2023

For Office Use Only

- This Application Complies Does Not Comply with the requirements of the zoning regulations.

Application Complete: Yes _____ No _____

The application fails to comply as follows: _____

Comments: _____

Review by Zoning Enforcement Officer _____ Date _____

Date of Receipt by Zoning Commission: _____

Date of Commission Action: _____ Legal Notice Published _____

Application Approved Application Denied

Application Approved & Modified

Conditions: _____

BUSINESS PLAN

**of VIBe Wellness, LLC Connecticut Route 39, New Fairfield,
06812**

02/22/2023

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Executive Summary**

***Candlewood Kayak Rental, a subdivision of VIBe Wellness, LLC's
Ownership*** This company operates as a sole proprietorship.

***Candlewood Kayak Rental, a subdivision of VIBe Wellness, LLC's
Management*** Our social media platform and online booking system streamlines
the rental services and liability waiver contracts.

We are open 7 days a week. With 1 or 2 employees managing the intake and handling the return process..

Candlewood Kayak Rental, a subdivision of VIBe Wellness, LLC's Goals and Objectives Candlewood kayak rental will be providing private Kayak and Paddle board rental services. We will be initially be stocking between 16-30 personal water sports equipment; with accessibility to both Squantz Pond State Park launch, as well as Candlewood Lake launch..

Candlewood Kayak Rental, a subdivision of VIBe Wellness, LLC's Product Kayak and Paddle Board rental.

Candlewood Kayak Rental, a subdivision of VIBe Wellness, LLC's Target Market The target market varies from fitness and outdoor enthusiast, as well as families and tourist, looking for activities, near and around Candlewood Lake and Squantz pond..

Candlewood Kayak Rental, a subdivision of VIBe Wellness, LLC's Pricing Strategy. Currently offers hourly and daily rental rates as well as group rates.

Candlewood Kayak Rental, a subdivision of VIBe Wellness, LLC's Competitors Currently, and in the history of Candlewood Lake and Squantz pond, there have been no independently owned, small watercraft services offered..

Business Plan - Candlewood Kayak Rental, a subdivision of ViBe

Wellness, LLC The Company

Business Sector

The owners currently work in the following industry:

Outdoor sporting equipment rental .

Company Goals and Objectives

Candlewood kayak rental will be providing private Kayak and Paddle board rental services. We will be initially be stocking between 16-30 personal water sports equipment; with accessibility to both Squantz Pond State Park launch, as well as Candlewood Lake launch..

Company Ownership Structure

Candlewood Kayak Rental, a subdivision of ViBe Wellness, LLC is a sole proprietorship.

Ownership Background

Rachel Petrillo, RN, BSN, CEO (owner):

My personal and professional background is very fast. I have spent the last 20 years working as a registered nurse in the medical field.

After the birth of my daughter and the onset of Covid in 2020, it became increasingly important to me to increase my availability to leisure and family time.

There are so many ways to support health and wellness, other than being in a hospital based setting.

I have found that being outdoors and involved in low impact water sports increase your endorphins and overall happiness.

I am in service of all things wellness!.

Company Management Structure

Our social media platform and online booking system streamlines the rental services and liability waiver contracts.

We are open 7 days a week. With 1 or 2 employees managing the intake and

handling the Page 3 of 5

return process..

Organizational Timeline

We will begin providing these services on April 1st, 2023, with the anticipation of great growth in the spring, summer and fall, based on market analysis and necessity of this service in the lake community..

Company Assets

_____.

The Product

Candlewood Kayak Rental, a subdivision of Vibe Wellness, LLC's Product Kayak and Paddle Board rental.

Candlewood Kayak Rental, a subdivision of Vibe Wellness, LLC's Future Products In addition to renting personal water equipment, We will be selling a small inventory of shirts, hats and water jugs.

Marketing Plan

Candlewood Kayak Rental, a subdivision of Vibe Wellness, LLC's Target Market
The target market varies from fitness and outdoor enthusiast, as well as families and tourist, looking for activities, near and around Candlewood Lake and Squantz pond..

Location Analysis

The location is imperative for local business traffic and water access..

Established Customers

Our social site has 800+ followers currently.

Pricing

\$20/hr, minimum of 2 hours individual kayak
\$30/hr, minimum of 2 hours individual SUP

\$100/daily rate individual kayak
\$120/daily rate individual SUP

*Advertising Strategy, includes social media platform on Facebook, Instagram and
[www.candlewoodkayakrental.square/site](http://www.candlewoodkayakrental.square.site)*

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We have multiple advertising techniques that are currently in use, including a website, social media, branding on life, jackets and water equipment themselves, as well as foot traffic from the location.

In addition, we plan to display signs in the surrounding towns for additional

Exposure.. **Competitor Analysis**

Candlewood Kayak Rental, a subdivision of Vibe Wellness, LLC's Competitors
Currently, and in the history of Candlewood Lake and Squantz pond, there have been no independently owned, small watercraft services offered..

Staffing

Candlewood Kayak Rental, a subdivision of Vibe Wellness, LLC will continue to employ a single full-time employee in the short-to-medium term.



Proposed Usage Area for
Candlewood Kayak Co.

Included are 2 Parking Spaces

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Candlewood Kayak Co.

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