

# KenapocoMocha Coffee & Pastry Shop

James and Debbie Chinworth, along with 61 other local investors, own the KenapocoMocha Coffee and Pastry Shop at 101 E. 2nd Street in North Manchester, Indiana.

North Manchester has a year round population of 5,000+ and is also home to Manchester College which offers more than 55 areas of study to 1,036 students from 24 states and 23 countries. 75 percent of the students live on the 120-acre campus. "A college town needs a coffee shop!" said James and Debbie, so they purchased and lovingly restored a Victorian home adjacent to the downtown North Manchester business district.

Besides James and Debbie, there are 61 local investors in the coffee shop. Some community members and college students work there, others contribute their products. One woman makes numerous types of soups, a local baker makes fresh breads daily and pancakes are offered every Saturday morning. Students come and play board games on the table in the 'library' in the evenings. There is a 'mix' of small and large tables, couches, easy chairs and even a piano to help the patrons feel comfortably "at home."

The Small Business Development Center assisted the Chinworths with writing their Business Plan. James had never written a business plan before and having someone to aid in the process was invaluable. The SBDC also acted as a sounding board and helped them stay on track with their business goals.

Currently, there are 2 full time employees and 16 part-time, with the managing barristas, Zach and Kira Hawkins, living in the apartment above the coffee shop. Their next goal is to be prepared for the upcoming town "Fun Fest", a three-day festival in North Manchester which will attract 7-10,000 people on Friday night. This will be an advantageous opportunity to serve a large number of new patrons.

The Chinworth's goal is to be THE gathering place in North Manchester after major events in the community and at the college, and they are looking to add decadent desserts to their menu.

If they could give potential business owners one piece of advice, it would be, "Create a culture of anticipation! The first three weeks of business was incredible due to the anticipation we created building up to the opening. 'Community Ownership' – has made all the difference."

*"We are grateful for the trust of the community, from the investors to the employees to the volunteers, for making this a meaningful experience!" - James Chinworth*