



**BROTHERS'
FIELD**

LONG GROVE, IL

&

1855

DEVELOPMENT NARRATIVE



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Dear Village of Long Grove Board and Staff,

We hope this letter finds you in good health.

Please be notified that this document is the narrative, or overall story, of “Brothers’ Field” and “1855”.

For context, we will be sharing our history, present, and future with you as we hope and plan for the overall communal growth of our businesses and Downtown Long Grove.

This letter’s purpose is to give you an overall look at the plans we have here at 340-344 Old McHenry Road, Long Grove.

Questions such as:

“How did we get here?”

“What does Brothers’ Field do?”

And

“How will this benefit Long Grove?”

will all be answered in this document.

We thank you for your time and consideration. Our deep desire is to see Long Grove, Illinois thrive and become a bright beacon of community, joy, and life-long memories for years to come.



BROTHERS' FIELD

LONG GROVE, IL

HISTORICAL TIMELINE

Brothers' Field starts with myself, Jesse DeSoto, and my brother, Aaron DeSoto, moving from Milwaukee, WI to Buffalo Grove, IL to open our previously located Fred Astaire Dance Studio in 2005.

After many years in Buffalo Grove, we began to look for a new location to continue to do what we've always done—better people's lives through the social, physical, and mental benefits of ballroom dance.

We shopped around here in Downtown Long Grove, and upon taking in the beautiful and unique atmosphere of the atmosphere and culture, we knew we had to get involved. In 2016, we built our present dance studio located at 342 Old McHenry Rd.

Through the people and businesses of Long Grove, we immediately felt more connected, invested, and known during the first six months here than we had felt in 10+ years of our previous dance studio location.

Through many years of loving Long Grove, and finding success in our Fred Astaire dance studio, we found ourselves having laid deep roots in town through the Festivals and various activities of the Village and the Historic Downtown Long Grove Business Association.



2020 (COVID)

This brings us to 2020.

In spring of 2020, we found ourselves as so many other businesses did-closed for a pandemic and unable to conduct business as we once had. We had to look for new ways of doing what we have always done-bringing some joy into people's lives.

After spending a few months playing football outside, we had the idea of bringing our studio clientele out to our field for "outdoor dance parties". In the middle of covid, we were doing the impossible-bringing some joy and laughter back into the world!

As the pandemic hit all businesses incredibly hard, we all had to react and adapt so as to survive. As other businesses were moving outside, we to had to find a way to keep our students (clientele) engaged and serviced.



Taking on the name of “Brothers’ Field”, we then had the idea of showing outdoor movies on our field for local families to come enjoy themselves socially outdoors.





We received some truly phenomenal feedback. Two separate families grabbed my brother, Aaron, by the arm and said,

“Thank you so much...this is exactly what we needed. We needed a place to just get out of the house and live our lives.”

Moved by the feedback we had received, we continued to host our outdoor studio parties and invited people of the community to attend as well. We also became the hosting site for HDLGBA events such as the DIY-Build-A-Scarecrow and the Long Grove Firefighter’s Winter Walk Through.

2021 (COVID)

Prior to the pandemic, our liquor license was for our indoor studio parties. We received it slightly before the pandemic hit. From hosting these outdoor dance studio parties, and the feedback we had received, we wanted to additionally be able to serve drinks outdoors. We then utilized this liquor license so that we could provide this additional service to studio clientele and new patrons. We then constructed our outdoor bar-coined the “Tiki Bar” where we served, and still serve, alcoholic and non-alcoholic drinks out of the tiki bar. The tiki bar also serves as a respite during events such as the HDLGBA Fests.

In spring of 2021, we began to serve out of our weekend Tiki Bar.





As we were right in the middle of covid, we looked around and saw how other businesses in town had also reacted to the pandemic. They had moved their dining outside, started to host and plan outdoor activities, and even brought on outdoor music.

Through both the “Temporary Special Event Permit” issued during covid, and the current “Special Event Permit”, we started to provide the additional service of acoustic live music on our premise.

We continued to host our popular outdoor movies, our dance studio parties and shows, the Historic Downtown Long Grove Business Association (HDLGBA)’s “Bite-Sized Chocolate Fest”, the town-wide mini golf course, private parties, the “In Motion Dance” (Long Grove business) newly formed outdoor dance showcase, the HDLGBA Ghost Walk, the HDLGBA Pet Parade, the Long Grove Firefighter Winter Walkthrough, and more.

Wanting to also offer our own events, we planned our first “Blues Fest” in May and our first “Fairytale Festival” in June.







2022 (COMING OUT OF COVID)

This previous year, we were thrilled to again be opening our “Brothers’ Field” doors, which had now become well-received and known as a community event venue, a weekend tiki bar, and a family-friendly space for all.

We were able to continue to make a difference in the downtown businesses and community.

We were able to continue our weekend tiki bar, serving drinks out of our tiki bar to patrons. Thanks to the Village, we were permitted, by way of special event applications, to host (or be apart of) multiple fantastic events, such as:

HDLGBA “Egg Hop”, HDLGBA Chocolate Fest, Fairytale Festival Outdoor Movies, acoustic patio music, charity fundraisers, Blues Fest 1 & 2, HDLGBA Strawberry Fest, Christmas in July and the premiere screening of the Long Grove movie “Christmas with Felicity”, the Long Grove Historical Society’s Trivia Fundraiser Night, Country Fest, HDLGBA Apple Fest and DIY Scarecrow Day, and more!





We have been incredibly blessed with the resounding response and impact that we've had on people looking to come into Long Grove and have an enjoyable day or weekend. We have also been able to see the incredible impact that Brothers' Field has had on surrounding businesses- feedback of higher patrons in stores, increased revenue brought in, and new exposure opportunities. We love coordinating with our neighbor businesses to come out to our space and get in front of a new audience and clientele. We have received overwhelming feedback from both residents and businesses alike of thankfulness and deep appreciation for the "breath of fresh air" that we have been able to build here in town.

"Brothers' Field" is truly unique. Why? It's an organically built business born out of a pandemic which forced everyone to adapt- resident and business alike. What makes this business special is that the business model was not created in a board room around profits and personal goals. Brothers' Field was born from a need, the need of families and individuals to have a place to make face-to-face connections and life-long memories. Our business is specifically constructed in a way that promotes human interaction and counteracts the negative affects of isolation, sedentary lifestyles, and digital obsession.

Why is Brothers' Field needed?

It's the glue, the missing piece, that the Downtown Long Grove needed to be able to adapt and flourish in the new economic norm which has changed from a mainly retail based market to a hybrid retail and experience-based market. Brothers' Field was born as a natural reaction to the world, and need, around us. Furthermore, the local residents and businesses have shown us that this is something that should be in Long Grove, is needed in Long Grove, and is successful in Long Grove. The past three years have been a wonderfully successful trial run and litmus test.

So, what does Brothers' Field do?

Brothers' Field creates an environment that breeds family activity, community connection, and stimulates business growth-both on its grounds and in downtown as a whole. We provide an otherwise unavailable outdoor space in the downtown area. We create an atmosphere of inclusion and support for our fellow person built on the concepts of "brotherly love".

please see next page for additional information

FUTURE PLANS

1855 INTRODUCTION

Looking at Brothers' Field and into the future, we would like to add our front "Old Red" house into the plans. This building at 340 Old McHenry Road is in detrimental shape. Mold and poor structuring have made it so that this building needs to be reconstructed. We want to remove the existing building and recreate a larger building based on the same architecture, color, and design. This new building is estimated to open on November 1, 2023.

please see the last pages of this document for layout and exterior architectural images of this new building

This building will be replicated as the same existing three-story building.

2nd Floor (Top Floor): This floor will be used as a single-unit apartment which can be rented out.

1st Floor: This floor will have a "catering kitchen", a bar, bathrooms, and a general seating area.

Basement: Storage, refrigerators, etc.

This business, named "1855", will be a restaurant, bar, event space, and private party venue. It's main function will be to serve drinks from its bar and serve food from its catering kitchen. This will be what 1855 looks like when it is "open".

In addition to this, 1855 will plan events such as: Open Mic Nights, Costume Parties, Breakfast with Santa, etc.

These events will be open to the public.

Additionally, 1855 will host private parties such as: baby showers, anniversaries, retirement parties, birthday parties, celebration of life, etc.

Open days and hours: Monday-Sunday 9am-12am. Year round.

Open to the public or available for private party rentals.

Occupancy: 150 people including outdoor patio.

Uses private party vendors and caterers to supply pre-prepared food and utilizes the catering kitchen for serving guests. No fryer, grill top, or hood in the kitchen. A catering kitchen allows for limited on-site food to be made (ex. paninis, crepes, sandwiches, desserts). Full bar on-site.

When 1855 is not hosting a private party, it will be open as a bar and serve food (stated above) from its catering kitchen.

1855 operates and mirrors much of the restaurant industry as is, but is slightly geared more towards private parties and events than general dining. This business will be applying for a “Tavern” liquor license.

Once 1855 is constructed and running, it will be Brothers’ Field’s brick and mortar and therefore will simplify the liquor license moving forward. Brothers’ Field *at that point* will be applying for the “Tavern” liquor license since it will have the brick and mortar establishment of 1855.

BROTHERS' FIELD FUTURE PLANS

What does Brothers' Field look like for the future? We are planning on again being open this season (2023) from May-October. We will have the same tents up for the six month period per Long Grove's statute.

Tiki Bar: Open on the weekends (acoustic live music possible)

Friday: OPEN 5PM-12AM

Saturday: OPEN 10AM-12AM

Sunday: 10AM-6PM

Events: We have the same listed events as last year (HDLGBA Egg Hop, Blues Fest, etc.) as well as a few added themed days and events. Our concert days are approximately 6-8 **total days** a season and are generally Fridays or Saturdays. The band's amplified music ends at 10:30PM.

Examples include but are not limited to:

Blues Fest 1 & 2

Deadhead

Country Fest

Community Events

Examples include but are not limited to:

Outdoor Movies

Egg Hop (Hosted by HDLGBA)

Princess Days & A Fairy Halloween

Christmas in July

Havana Nights

Fred Astaire Outdoor Dance Shows

DIY Scarecrow Day (Hosted by HDLGBA) & Fall Fest

Long Grove Fests (Hosted by Historic Downtown Long Grove Business Association)

Brothers' Field has, and will continue to seek, to complement the Historic Downtown Long Grove Fests. Brothers' Field has become "The Oasis" during the festivals. We offer family seating (largely unavailable on festival grounds), additional bathrooms, and a respite from the festival's environment. We offer visitors the opportunity to take a moment, rest, and therefore stay longer during the fest days.

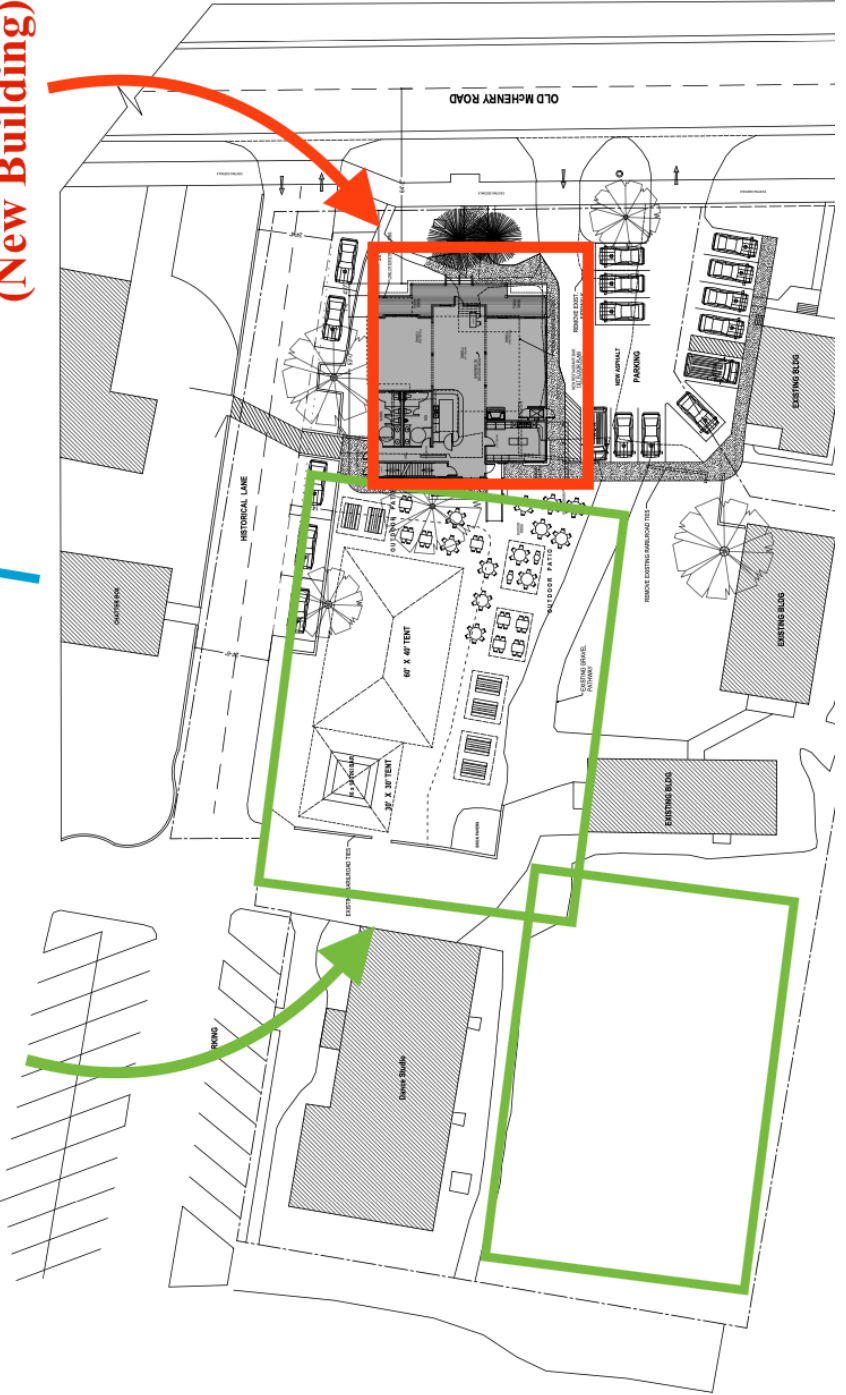
We do not schedule private parties or event days during these dates so as to not take up parking spots and to keep the main focus on the Festivals.

Private parties: As we have done the last couple years as well, we will also be considering private party rentals as people reach out to us.

**1855
(New Building)**

NORTH

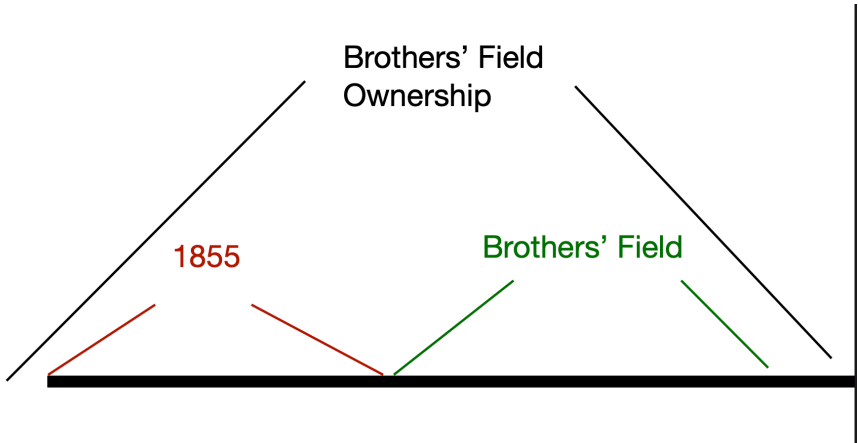
Brothers' Field



OWNERSHIP

To answer any “ownership” questions, Brothers’ Field will be the head business of both “Brothers’ Field” and “1855”. “1855” will simply be a new name for the specific new constructed building. Again, Brothers’ Field will be the entity to have the new “Tavern” liquor license once 1855 is constructed.

Please see the attached ownership illustration.



CO-EXISTENCE

How will 1855 and Brothers' Field co-exist and connect?

1855 will run its regular indoor business year round. It will continue to be a bar, catering kitchen/restaurant, event space, and private party venue. It will do this Monday-Sunday all year round. 1855 will serve food out of its back kitchen window to patrons of the outdoor Brothers's Field activities-whether Brothers' Field is hosting an HDLGBA event, a private rental, a Brothers' Field event such as "Country Fest", or just open on the weekends.

For the warm months that Brothers' Field is open (typically May-October), 1855 will provide a catering window to serve food, offer indoor bathrooms, and provide its patio seating for patrons of Brothers' Field.

Brothers' Field will run its regular outdoor business of tiki bar, events, community events, and private parties during the warm months (typically May-October) when it is open seasonally.

As stated above, Brothers' Field will utilize the bathrooms, seating, and catering kitchen of 1855 to best serve its customers.

please see next page for a "Co-Existence" timeline

Co-Existence Timeline

Warm Months (May-October) Brothers' Field Open



1855 Open Year Round

January

December

FINAL PLAN

“What is the final plan, the ultimate goal, of this endeavor?”

Our final plan is for Brothers’ Field and 1855 to run in synchronization with each other. Both these businesses offer different services for patrons during warm months and cold months that directly benefit and complement each other.

When it’s nice out? Come on out to Brothers’ Field! Get a drink, listen to some music, visit other shops in town, and stop into 1855 for some food and bathroom usage.

When it’s cold out? Come on out to 1855 for some indoor food, drinks, and a good time!

This plan is what our establishment will look like for years to come. We are hoping to bring this already so well-received business into fruition by the end of this year.

OUR REQUESTS

For us to be able to reach this “final plan”, we kindly request three things from the Village Board.

1. We request that the Village Board refers us to the Planning Commission Zoning Board of Appeals.
2. We request the approval of a business license for Brothers’ Field.
3. We request that the Village Board grant Brothers’ Field a “Transitional” liquor license *just for the 2023 season*.
4. We request that the Village Board approve 1855 to exist as a Long Grove Business.

For us to arrive at our previously stated “Final Plan”, Brothers’ Field would need just one more season operating as it has. We would need a temporary “Transitional” liquor license for this 2023 season.

1855 opens in November, 2023. Once that establishment is running, we will be able to get a “Tavern” liquor license for Brothers’ Field since we will have a proper brick-and-mortar establishment.

These requests would grant us the ability to continue to do business and benefit the downtown economy and community.

Thank you and may we continue to see Long Grove thrive!

-Jesse DeSoto

