

o **Business Owner: Kristy**

Sam George, Owner - Mad Goat Coffee

§ What are the risks/hazards for the community, community strengths, community weaknesses, suggestions for improvement?

- The risks and hazards are that Danville and Vermilion County is not a growing population currently. Vermilion County is declining in population, but that may be due to the high taxes of Illinois. Danville is not a super wealthy community which can be a challenge for business owners. Many people also work outside of the county as well so with the travel to their jobs, they are also spending money outside of the county and outside the city of Danville. The strengths include that of a loyal customer base. Many people are loyal, committed and support small businesses. It is nice to travel within Danville knowing that small businesses support one another in one form or another.

§ If your group were to complete a community change project on the county seat or the whole county, what would be the ideal change project?

- The community change project would play up the natural beauty of Vermilion County. There are so many different natural resources nestled within the county that many other counties in Illinois lack. Vermilion County has many parks such as Forest Glen Preserve, Heron County Park, Kennekuk Cove County Park, Lake Vermilion County Park, Kickapoo State Recreation Area, Harry "Babe" Woodyard State Natural Area, and Middle Fork State Fish and Wildlife Area. So incorporating these natural resources and beautiful parks to create positive growth will help people want to move to this community.

§ Community members perception of level of safety in the community

- The perception is that Danville is not safe. However, Danville is not as bad as what many portray it. Gun violence in cities is much worse than in Danville. Recently, the gun violence in Champaign has been much worse than that of Danville as well. However, in accordance to violence such as theft, illegal drugs, etc, Danville is about equal with Champaign. The violence is much higher now due to the factors from being isolated for the past two years due to COVID-19. However, there have been more developments in police and visual improvements to add safety to the community. The Mayor of Danville, Rickey Williams, Jr. stands by the Police Department. The city council listens to the police and the residents of Danville to make positive changes within the city.

§ Community members perception of personal health and the health of the community.

- Mad Goat Coffee has developed a healthy community. Many people have lots of issues with obesity, drugs, etc. The infrastructure lacks few gyms. There are parks, but not many and if one wants to go to parks, they have to drive to places like Kickapoo. The culture needs to change as there are many blue collar workers so there is less priority to exercise, etc. These people are working all day long from early morning to late evening and the last thing they want to do when they do get home is exercise, or cook a healthy dinner, etc.

§ Community members perception of the ability of the community to identify, plan, and meet the health needs of the community (intra-community resources).

- The healthy needs of the community are needed within Danville and the city limits. There are farmers markets in the summertime, however, there are no community gardens within the city limits which could benefit the community. Again, there are many blue collar workers and people working minimum wage jobs. There is a need for gyms and exercise within the community, but those gyms are located in areas where people need to drive to them, they are not in friendly areas of the city where people have to use city transportation due to not owning a vehicle.

§ Citizen's perception of the future of the community.

- There is a lot of potential for the city of Danville. About 10-15 years ago, the city had hit rock bottom. The city was not clean, it was not a family friendly community. However, things have since changed. Larger employers are starting to move into the community which is growing and adding jobs. Downtown Daville is starting to grow as well. Carle is building a new facility, the Fisher Theater was purchased some years back and renovated and is gorgeous now. The Palmer Arena which is the hockey rink is older but there is a new hockey team in town which will bring spectators. Also, there is a new Casino being built so within the next five to ten years, there will hopefully be positive growth. There also is a cannabis dispensary which has been very successful for the city. The tax revenue has surpassed the city's expectations. Also, FedEx is building a new warehouse. All of these businesses moving to Vermilion County will see several hundred jobs.

§ Do they live in this community? If so, how long? If not, how long have they worked in this community?

- I grew up in southern Vermilion county, and attended the University of Illinois. Graduating in 2008 from the U of I, I found myself back in Danville working for my family's greenhouse shop. I met my wife, Rachel while attending the U of I and she became a

teacher in Oakwood. I was looking for an opportunity to grow within Danville and after researching, I realized that Danville lacked a nice Coffee Shop. In 2015 Mad Goat Coffee was born. We roast all our own beans and have expanded to two locations within Danville. In 2018, we expanded our coffee and began producing bags of coffee for sale at Common Grounds Food Co-Op in Urbana, in 2019, we expanded to Harvest Market in CHampaign and in 2020, with the new Harvest Market in Springfield, IL, we expanded again. A year ago, we began selling our coffee in Meijer grocery stores in both Illinois and Indiana. We have a 15 kilo roaster and only have the need to roast about twelve hours a week, but have the capacity to roast four times as much. We hope to expand roasting and selling bags in the retail market. A few years ago when we opened our second location, my wife and I had to make the decision to either quit both of our full time jobs or sell Mad Goat Coffee. We decided to quit our full time jobs, and work at Mad Goat full time which has been successful for both of us. My wife Rachel, is from the Chicago-land area, and we purchased a house in downtown historic Danville and love this community.