

Depot Coffee House Coffee Operations & Youth Engagement Programs Community Partners Report 2012

Mutuality and Sustainability Infuse Our Work



Without a doubt, the biggest event in 2012 occurred when, in February, the operational responsibilities of the coffee shop portion of the Depot were transferred to the Youth Project Board and staff. This came about after several years of sub-contracting with an independent business to work in the space. It was a big step, a big risk, and a great deal of work (and experimentation). Our Board felt it was important to keep the business running as normally as possible while a huge restructure occurred in our staffing and other systems operations. **Our goal is to completely embody the graphic emblems – coffee cup, musical note, and wheel - in our Depot logo.** We are a place where youth (and others) gather to socialize and enjoy musical performances by local youth artists and other youth-run activities. We are a place for commuters and local residents to get organic coffee drinks, hand made soups, sandwiches, cookies, and treats as well as packaged snack foods, high energy products, juices, and sodas. We are hub for a variety of community groups who use our space, who support our mission, and who enrich our lives. We are a trailhead for the extensive regional bike trails that bring hundreds of bikers and hikers through our doors throughout the year. We are all these things – in one place, with one staff. Our Board – almost entirely consisting of high school students – is involved in every aspect of what happens at/with The Depot.

If you had access to the notes from some of the original meetings that happened leading up to the opening of the Depot in 1998, you would recognize this change as the **original vision** of the Depot founders - a coffee shop to support the youth programming and provide a place for all parts of the local community to feel safe and welcome.

The real turning point for our new combined organization was hiring a full time Manager for the coffee counter who would create and promote a line of Depot style goodies as well as manage the barista staff. **We hired Phil Velo who started in June as our full time Coffee Operations Manager.** Phil has a good understanding of our customer base and has created food and beverage choices to appeal to the morning coffee patron as well as the weekend biking family and the Friday night youth band audiences. Phil manages a staff of part time baristas who cover the counter for an average of 12 hours every day of the week.



Phil's talents include baking delicious cookies and treats for the coffee counter. Until a Hopkins-based baking place is ready, Phil spends a few mornings a week at Minnetonka Community Center creating all the soups, scones, breads and cookies that are sold at the Depot. **Our Community Partners support the Depot in many different ways** - including letting us borrow a kitchen!

Partnerships

The Depot Partners represent organizations in the community with a natural connection to youth development, outdoor recreation, or philanthropic support of creative endeavors. Representatives meet as a group several times a year as well as provide expertise and encouragement to Depot Staff and Board as needed. Each of the Partner organizations provides funding that helps support the youth project.

- ☑ **Hopkins School District:** Hopkins Schools partner with the Depot in several ways. There is ongoing financial support for the Youth Project program that provides area youth with a chemical-free music venue and place to socialize in the suburbs. Youth Project Director, Ted Duepner teaches in the Marketing classes at Hopkins High School where the enrolled students use the Depot as a learning lab to try on different marketing ideas and create materials that are used by the Depot. Depot staff members also work closely with the One Voice Coalition to encourage youth (and the whole community) to make better choices around drug and alcohol use.
- ☑ **Hopkins Minnetonka Recreational Services:** This joint cities organization financially supports the Youth Project as part of services and programs that are provided for the youth of the community. Ted Duepner serves as Youth staff for Rec Services special programming.
- ☑ **Three Rivers Park District:** The Depot building is a trailhead for the extensive bike trails maintained by Three Rivers. The Park District helps support the regular maintenance of the building and provides repairs and improvements in the building and on the property. The solar panel array on the Depot roof came from the Minneosta DNR through Three Rivers. Coffee counter staff are experienced year-round bikers and provide reliable information and advice for our biking cusotmers.
- ☑ **City of Hopkins:** The City is the fiscal agent for all aspects of the Depot and employs the staff. The Depot has an office cube at City Hall and thereby has access to City professionals - IT, legal, accouting, HR, development - and infrastructure- copier, fax, computers etc. Ongoing funding is provided as well to support the Youth Project.

- Depot Youth Foundation:** Established as a separate 501 (c) 3 organization, the DYF is able to receive funds from Foundations and individuals who would not otherwise fund the Depot. This enabled The Depot to participate in the on-line event, Give to the Max Day in November as well as to accept a donation of shares of stock. The Foundation has community and youth representatives on its Board directing the mission of supporting youth programming at the Depot.



“Bean Counting”

2012 Revenue: \$300,000

2012 Expenses \$270,000

2012 Board Officers

Jesse Pederson, Reid Madden, Mariah Peterson, TJ Gowen



Attendance/Participation at Depot Youth Events:

EVENT DESCRIPTION	% Youth	Annual Total Attendees
<p>OPEN MIC NIGHT Held every Tuesday, “first come” sign ups, no charge to participate or be in audience. Volunteers run event, 1-2 staff. Average weekly audience is 35-40.</p>	80%	2000
<p>LIVE AND LOCAL MUSIC Held on Fridays and some Wednesdays throughout the year. Most bands are high school students – sometimes Depot “alumni” bands play. There are time slots for up to 4 bands. An average of 80 - 150 attendees and 10-15 performers each night. Volunteers (5-10 people) run event with a minimum of 2 staff.</p>	80%	7000
<p>BOARD SUPPORTED EVENTS The Depot hosts and staffs open admission events for other youth organizations like Teens Alone, Hopkins and Edina Earth Clubs, Wayzata KIVA. The Depot has also begun offering innovations for the Friday of every month, offering a different activity for local teens - yoga class, dancing, comedy night, etc. as well as big annual Halloween party and other theme nights.</p>	95%	1000
<p>BOARD MEETINGS AND COMMUNITY SERVICE Board members meet at least once a month for business and planning as well as representing the Depot at community meetings or in community service projects. It is the same 12-18 people throughout the year.</p>	96%	400
ESTIMATED ANNUAL TOTAL ATTENDEES		10,400

2012 Highlights



The Depot annual MLK Weekend Board and Staff Retreat took place at YMCA Camp Icaghowan and included group activities, individual challenges, and review and evaluation of the past year's events. Outdoor activities are part

of the plan - whatever the temperature!

The Board decided that a Beach Party would perk up a dreary January evening. As these pictures attest, the idea caught on!



The Depot Halloween Party has become an annual tradition - another themes party night! The Depot costume competition brings out the best (!) in everyone. There was even some Gangnam Style!





This was the first year the Depot has been able to participate in Give to the Max Day! There is now a separate non-profit organization dedicated to supporting the Depot Youth programs. This is an important part of our long term sustainability as we attempt to build a donor base. Congratulations **Depot Youth Foundation** for a successful launch!



Picture by James Warden, Hopkins Patch

Eagle project benefits the Depot! Depot Board member Reid Madden organized a crew to totally transform the Depot storage shed which hold many of our paper products and off seasonal items. The Minnetonka Rotary Club donated money to purchase building supplies for this project. Another great example of community partnerships at The Depot.

To learn more about the Depot:
thedepotcoffeehouse.com
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Picture by James Warden, Hopkins Patch



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