

The Pikeville Project

Pikeville, Kentucky

Jim Baumann — Jimbo Slice Pizza LLC

Prepared for discussion — Kentucky Chamber Community Engagement Session on Entrepreneurship
Hazard, Kentucky · Wednesday, October 28, 2026

pikevilleproject.com · (606) 357-1200 · info@jimboaspizzas.com

Five years in the making — one journey, four stages

The Pikeville Project — trailer → restaurant → cabins, one merch thread through

ACT 1 — THE TRAILER

2022 - 2026

Florida residencies + Pikeville trailer days
Proof of concept: \$195-\$395 net per day open — demand was never the problem.
Days open were.

ACT 2 — THE BRICK-AND-MORTAR

Dec 2026 - Jun 2027

\$20K finish → café opens Dec 2026 (front of house). Spring 2027: back bar, games, TVs. Six-month proof: eight metrics, closed monthly.

ACT 3 — SLICE N STAY

Opens spring 2028

165 acres on Hillbilly Trails.
2027 = raise-and-build runway;
6 cabins open spring 2028 → gated stages to 20; four container venues.

THE MERCH THREAD — woven through all three acts

Act 1: the Hollerbak brand is born; first online order (\$29.19)
Act 2: a permanent channel beside the dining room — five storefronts
Act 3: SNS shops sell before the cabins exist — traffic + Founding Guests

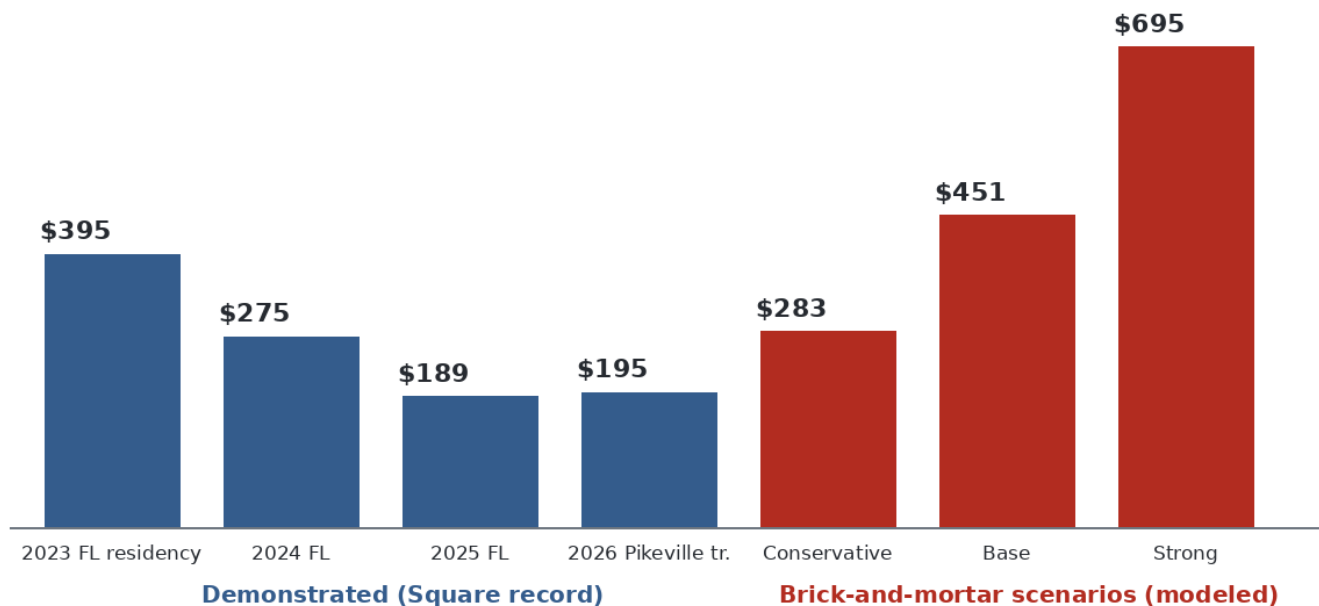
Each stage earns the next: the trailer proved the product · the café proves the P&L · the cabins meet proven demand on 165 acres.

 **MERCH THREAD — the Hollerbak brand sells online from the trailer era onward — revenue even on days the trailer never opens**

The record — four years of Square history, not projections

Net sales per operating day — demonstrated vs modeled

Square sales analysis (Oct 21, 2026). Scenarios: uplift $\times 1.5$ / $\times 2.25$ / $\times 3.25$ on the demonstrated Pikeville week; bar layered at 15/20/25% of sales.



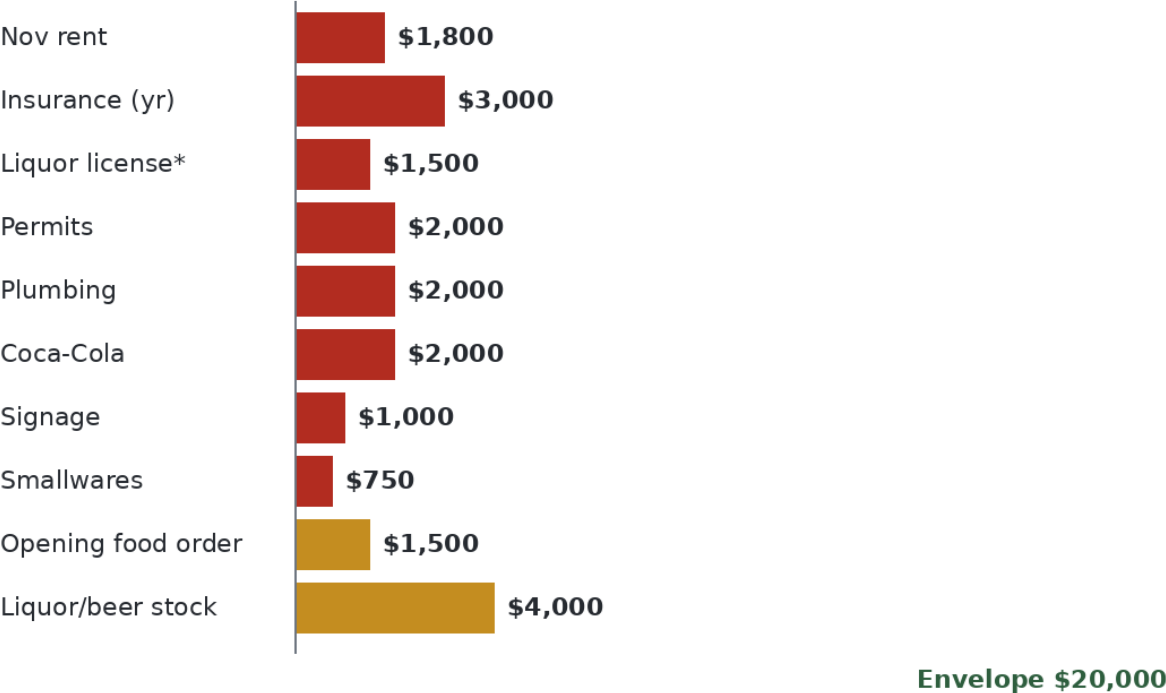
- **The record** — 5,482 orders · \$89,221.75 collected · Dec 2022 – Oct 2026 (Square)
- **Pikeville trailer, 2026** — \$194.50 net per operating day across just 41 days
- **Best single day** — \$905 (Jul 4, 2026): event traffic multiplies a day 3–4×
- **Weekends lead** — Fridays \$285/day · Saturdays \$251/day, pizza-only, no bar
- **Clean trading** — average tender \$18.47 · refunds ~0.4% across four years
- **Merch live today** — website shop · Meta Shops · Etsy (41 listings) · Shopify launching, one Printful backbone



The café: self-funded, opening December 2026

Jimbo Slice — finish package vs the \$20,000 envelope

Jim's workbook lines; total \$19,550. *Researched liquor package: \$2,131–\$2,650 (see plan §3.2).



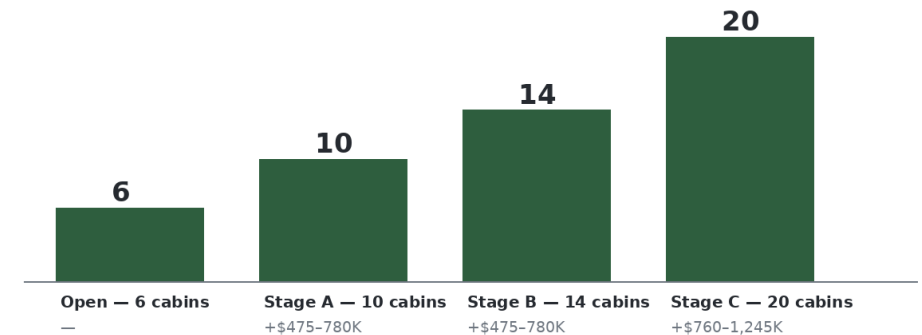
- **The room** — 284 Town Mountain Rd, Suite 103, Pikeville; equipment already in place and owned
- **The finish** — a \$20,000 package on the owner's workbook (\$19,550 budgeted): licenses, permits, plumbing, Coke fountain, signage, opening inventory
- **Self-funded** — no outside capital is sought for the restaurant; it opens either way
- **December 2026** — front-of-house café: to-go pizza · sandwiches incl. Cuban · salads · espresso · Coke fountain · beer & wine as the license issues
- **Spring 2027** — the back bar: sports TV wall, games, a second full bar (deferred package capped at \$10,000)
- **Six-month proof** — Dec 2026 – Jun 2027: the same metrics closed monthly, across a full seasonal cycle

The opportunity: cabins where the trails already are

- **The land** — ~165 wooded acres at 1470 Hopkins Frk, Pikeville, backing onto the Hillbilly Trails system (100+ miles, night riding)
- **Opens with six cabins** — 2 Creek (sleeps 4) · 2 Hardwood (sleeps 6) · 2 Ridge (sleeps 8)
- **Phased to twenty** — roads, water, septic and power sized once for 20; each stage gated on ~55–60% occupancy held
- **Four container food venues** — a grill/BBQ · a Jimbo Slice pizza spot · coffee + breakfast · a bar
- **Planned rates** — Creek \$179 · Hardwood \$249 · Ridge \$315 per night (plus cleaning)
- **Planned opening 2028** — 2027 is the runway: the raise, land diligence, and the build, behind the restaurant's proof
- **The gap** — no cabin community with food and trails exists in Pikeville today

Slice N Stay — gated cabin stages (backbone sized for 20 from day one)

Each stage proceeds only if the prior stage holds ~55–60% occupancy (SNS Plan v2 §2.1). Incremental cost, pre-built route.



Gated growth: 6 → 10 → 14 → 20 cabins. Stopping at any gate is a complete, operable property.

Pikeville's visitor economy is already moving

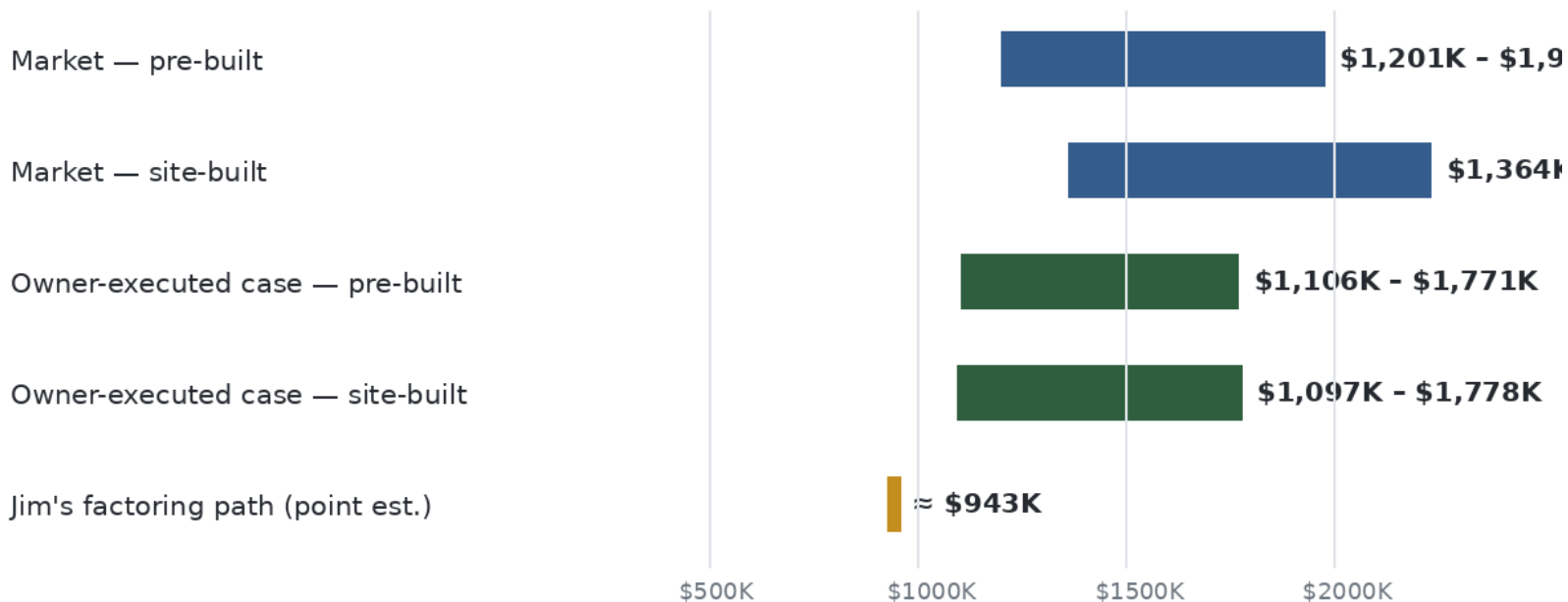
- **AirDNA** — Pikeville scores 98/100 as a short-term-rental market; revenue per listing +144.9% year over year (\$135 average nightly rate at 50% occupancy)
- **Hatfield-McCoy Trails** — 93,000+ trail passes in 2025 and \$68M+ in regional economic impact: the model the Hillbilly Trails follows, in this project's backyard
- **Breaks Interstate Park** — 300,000+ visitors a year, 35 minutes away
- **Hillbilly Days** — 125,000+ visitors every April, in Pikeville (attendance figure; no impact number is published)
- **Pikeville Medical Center** — 348 beds serving a ~500,000-person region: year-round, weather-proof demand
- **Kentucky tourism** — \$14.3B economic impact in 2024, a third straight record year
- **The supply gap** — three midscale hotel flags and aging independents; no resort or cabin-community product in the market



Slice N Stay Phase 1: what it costs, three honest ways

Slice N Stay Phase 1 — total project cost by lens (incl. \$250K land)

Researched ranges, SNS Plan v2. Owner-executed case = labor at 40% of market (bootstrap Case F).



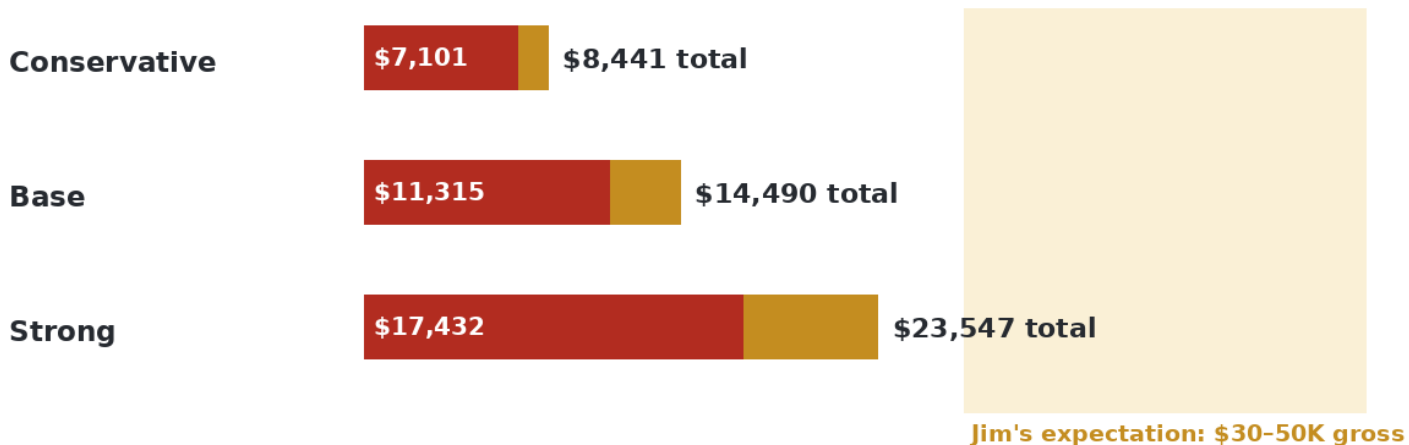
- **Founder's factoring path** — ≈\$943K for Phase 1, including the ~\$250K land
- **How he gets there** — his own labor priced at ~40% of market rates (bootstrap) and used units bought at his per-size targets
- **Per cabin** — Creek \$50K ✓ · Hardwood \$75K ✓ · Ridge ≈\$99K realistic floor
- **Researched market range** — \$1.1M–\$1.77M for the same Phase 1, shown as the honest range around his path
- **The condition** — the labor rate gets validated by one live priced scope before it anchors any ask



Projections — built from the trailer's actual record

Monthly net sales — scenarios + DoorDash vs expectation

Final forecast workbook basis, Oct 21, 2026 (net; 301 effective selling days/yr after holiday closures). Gold = DoorDash net receipts, modeled at 25% commission / +25% markup (placeholder). Band: Jim's \$30–50K gross $\approx$ \$27.5–45.9K net.



Red = dine-in scenarios (Square analysis). Gold = DoorDash modeled net receipts on top (25% commission placeholder).

- **Stabilized month (projections)** — \$8,441 Conservative · \$14,490 Base · \$23,547 Strong, net sales per month
- **The cost stack** — \$5,850/mo from Jan 2027 (rent, payroll, food, insurance, marketing)
- **Cushions** — +\$2,591 / +\$8,640 / +\$17,697 per stabilized month: positive in all three scenarios
- **Owner's target** — \$30–50K/month gross is the owner's growth target, shown for scale. It is a target, not the projection
- **Method** — demonstrated per-day history, uplifted for full-time trading, the UPike calendar, and holiday closures ($\approx$ 301 selling days/yr). Not a capacity model



Funding for Slice N Stay — the restaurant needs none

- **For Slice N Stay only** — land + cabins. Jimbo Slice Pizza is self-funded and opens in December either way; no outside capital is sought for it
- **Preferred shape** — one bank (debt) or a small number of private-equity partners; terms set directly with the owner
- **Also welcomed** — USDA Rural Development and Appalachian Regional Commission programs, state incentives, and guidance on which fit a Pike County cabin build
- **Timing** — conversations open now, for speed; every month from December adds a closed month of real restaurant numbers to the file
- **Nothing promised here** — no equity percentage, return figure, or distribution schedule appears in this deck; those are structuring conversations



What we'd value from this room

- **Banking introductions** — lenders who know Eastern Kentucky hospitality and tourism (Chase sponsors this session — a good first conversation)
- **Investor connections** — private partners and economic-development folks who back trail-and-tourism projects in the region
- **Program guidance** — which programs fit, who administers each, and the first step for each
- **Your read** — what would make this file stronger for a lender or partner in this region?

The Pikeville Project — pikevilleproject.com · the plan at pikevilleproject.com/plans

Jim Baumann · Jimbo Slice Pizza LLC · 284 Town Mountain Rd, Suite 103, Pikeville, KY 41501 · (606) 357-1200 · info@jimbspizzas.com