

Project Profile

Location:

20 Mechanic Street
Bradford, PA

County:

McKean

Description:

Business Expansion

Total Project Cost:

\$155,000



John Williams European Pastry Shop

People:

Joe Frombach credits his success in the baking business to “not knowing when to give up.” That’s being modest. He’s been plenty smart enough to ride waves like waterside dining, catering to outdoors tourists, and now the “test kitchen” trend, which includes hands-on cooking experiences for diners.

Progress:

When Joe decided to add a test kitchen to the bakery that’s been in his family since 1981, Bradford’s Office of Economic and Community Development referred him to The Progress Fund. There, he got terms on a \$150,000 package of loans — half from The Progress Fund, half from the state First Industries Tourism Program. “I showed it around to the banks and asked if they could match it, but they couldn’t,” he says.

Impact:

Joe already draws area campers into town for delicious breakfasts overlooking Tunungant Creek. Using a plan honed by the Clarion University Small Business Development Center, he hopes to boost business and bolster Downtown Bradford’s revival. When the test kitchen is done, it will host everything from cookie-baking birthday parties for kids to make-your-own-pastry lunches for bus tours. “With the craze of cooking and cooking shows and the Food Network, that has a lot of potential right now,” he says. Sounds like a yeasty recipe for a rising future.

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