

Beverly Nabours
Founder
Sedona, AZ

The Bluebonnet Club at the Texas Teahouse



Overview

I have an idea for a wellness center at a cute little location at 601 Mingus in Cottonwood. This little place was on the way between where I lived in Cottonwood Ranch and my mom's place at Carefree Assisted Living down the road so I passed it every day. The more I passed by, the more I thought about it, and other people I mentioned it to became interested as well (counselors, healers, etc.).

location
in Cottonwood, AZ
that I passed every
day on my way to
visit Mom (which
was on the market
at the time)



I thought it was an ideal location to serve people in need from the hospital nearby (Verde Valley Medical Center) and also from Cottonwood Ranch who were perhaps suffering from traumatic loss and perhaps in need of counseling and other services that a wellness center could provide. I was at the edge of presenting this idea, just after recovering from major dental surgery - when Mom passed away and the idea essentially stopped evolving when I had to break away and drive to Texas for Mom's memorial. But the idea has always stayed with me.

I wanted to name it 'The Bluebonnet Club at the Texas Teahouse' in honor of my mom, Dot Nabors, who was raised in Waco, Texas. I would fill the space with her Texas-themed art and furniture as well as family-oriented paintings, hand-painted china and art created primarily by Mom and my grandmother, Emily Merritt (as well as just a few of my southwestern and Colorado-themed paintings).

The Bluebonnet Club

The Bluebonnet Club would be open to the public. A place to rest and relax. People waiting for loved ones in surgery at the nearby hospital, or perhaps waiting for an appointment nearby or at the hospital themselves, having driven from far away. Locals who just want to unwind and get one-on-one counseling or a massage or rent a community room for small private club meetings.

Mission

To provide a serene retreat at the heart of Cottonwood, where healthcare providers and the community can unwind and rejuvenate amidst Texas and Southwest- inspired décor, fostering wellness and respite.

Goals

- **Serve as a hub for wellness** Provide counseling and healing services tailored to support those coping with traumatic loss and other challenges, leveraging a community of counselors and healers.
- **Celebrate the Southwest and Texas heritage** Honor the spirit of Texas through art and furnishings that reflect the cultural richness and warmth of the Lone Star State, paying homage to my mother's legacy.
- **Support local healthcare** Cater primarily to nurses and hospital service staff, alongside residents of Cottonwood Ranch, offering a haven for relaxation and support.

Specifications

- Counseling, group meetings
- Sitting rooms, discussion rooms
- Closed-door meetings, 1:1 meetings

The Space Aesthetics

- My grandmother's bluebonnet paintings, Mom's paintings, hand-painted china, antique hand-painted lamps, switch plates, plates, etc.

Additional details

- Books, piano, games ● Coffee, tea, pastries, sandwiches ● Sculpture garden ● Horses, ponies interaction (backyard)

Additional restful activities ...

The Revenue Model

- Room space (ala “WeWork”), rent per hour
- Private Massage / Spa facilities
- Non-alcoholic beverages - especially TEA
- Community space, free • Bluebonnet Club Membership / perks
- Retail: China, western art, sculpture, paintings - gallery / gifts
- Seasonal Garden parties • Weddings • Tours
- BBQs ● Food truck events
- Summer crafts ● Book clubs ● “Artist’s Way” groups

1. Angel funding • Local Foundations • Verde Valley ...

2. 501(c)(3) grant requirements

Benefits to the public: Cultural, charitable, educational, etc

Beverly Nabours ViaMedia Design & Production

Additional notes

Facilitate healing/comfort food and drink / seasonally (but not full meals) limo/van transportation/local tours/Mainstreet diversions Emphasize Magnolia influence? An 'extended waiting room' Offer a relaxing environment where healthcare providers and community members can unwind and find solace.