



Rural Development • Business & Cooperative Programs • Rural Business Development Grant

Local Coffee House Creates Brand Loyalty in Brownwood

In 2011, Marco and Yesnia Sandoval opened the Common Grounds Coffee House and Deli in Brownwood. Since that time their products have grown in popularity with the local community. They serve organic coffee and teas along with deli style food.

Common Grounds source their roasted coffee beans from a Texas company that are organically grown and fair trade certified.

While visiting with the Sandovals, they explained the differences in how their coffee is roasted versus a well known national chain coffee house brand.

The Sandovals also mentioned how once their regular customers have tried other branded coffees, they most often like the Common Grounds Coffee blends better.



Common Grounds Owners Marco Sandoval and wife Yesenia pose for photo with Daniel Hutson, Christy Marlar, Michelle Parker all of West Central Texas Council of Governments and John Powell, Area Director.

Recently, Common Grounds had some trouble with their business cash flow due to various debts since opening. They had another location in the local mall that had to close for various reasons, which contributed to the problem. With the loan from the West Central Texas Council of Governments Revolving Loan Fund, the Sandovals were able to consolidate their debts, resulting in reducing their monthly debt service by approximately 50% and greatly improved their cash flow situation.

The Sandovals were originally educators from the Odessa area and decided to open a coffee house in Brownwood after their son moved there to attend college. They got their start in the coffee business by helping run their church's coffee bar and from there started to learn the business. Through trial and error they have succeeded in creating a brand and quality products the local community wanted. "The community has been very good to us," Marco stated in a recent interview.

West Central Texas Council of Governments, partnering with USDA Rural Development and the Rural Business Development Grant, have established a Revolving Loan Fund designed to help rural small businesses like Common Grounds.

Obligation Amount: \$100,000

Date of Obligation: February 5, 2016

Congressional District: Congressman Conaway, Senator Cornyn, Senator Cruz

Partners: West Central Texas Council of Governments

Demographics: Brownwood, Texas, population: 19,288

Impact: This loan saved three local jobs and allowed a business the opportunity to continue doing what they are passionate about.