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KELCHER ENTERTAINMENT GROUP



PROPOSAL FOR CONCESSION SERVICES FOR CONCESSION SERVICES FOR ADDISON CIRCLE PARK PAVILLION KITCHEN

SOLICITATION 21-85

ATTN:

Wil Newcomer

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PROPOSAL FOR CONCESSION SERVICES FOR SOLICITATION 21-85

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**WE WORK HARD, SO
YOU DON'T HAVE TO**



A COMPANY WITH EXPERIENCE

Kelcher Entertainment Group began its concessionaire business circa 1995 with their first client, The Deep Ellum Arts Festival. Since this initial foray, K.E.G. has become one of the top contenders in the concessionaire industry serving the DFW area. K.E.G. has successfully catered hundreds of events ranging from crowds of 15,000 to 150,000 people.

In May 2014, K.E.G. was awarded The City Of Irving Water Park's concession contract for 5 years. This component was an addition to the company's already massive network of sales points for other parks and venues.

Kelcher's superior logistics, flexibility and ability to deploy staff when and where necessary, and understanding of supply and demand created an unprecedented sales record for Irving. The volume of concession sales surpassed the entire volume of sales from the previous year's contract. K.E.G. achieved this feat in under **2 months of operations.**

K.E.G. provides the necessary infrastructure to deliver the highest quality products and outstanding service to your guests. We work with established suppliers who deliver the best concession products available.

We have the ability to design a line of products that meet the wants and needs of the patrons while simultaneously reflecting the The City of Addison's image within your branding guidelines.

With our extensive experience, operational challenges are easily managed within our umbrella of services. With over 200 employees on staff, suppliers, trailers, storage, concessions stands, tents, tables, point of sale system, and TABC knowledge, we can easily meet your concession requirements.

Our capabilities, resources, and knowledge will make for an easy pairing for Addison Circle Park Pavillion Kitchen if selected as your concessionaire. K.E.G. is motivated, ready, and adequately equipped to serve Addison with pride and dedication.



WHEN WORK BECOMES A A LIFETIME PASSION

Kelcher Entertainment Group is a direct result of the efforts of twin brothers Mark and Dirk Kelcher. In tandem, they have successfully opened and managed over 30 restaurants, bars and cafés.

Their humble beginnings date back to 1994, now with over 20 years of restaurant and concession experience under their belt, they have the ability to achieve anything.

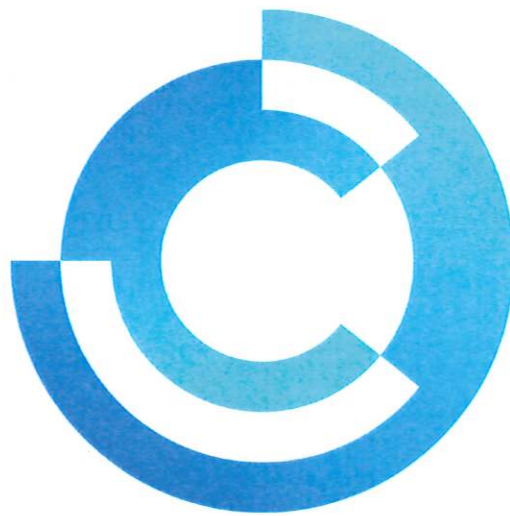
The Kelcher's ability to work off of each other's ideas and understand each other's goals has made them an efficient, respected, and trusted duo to do business with.



**FLEXIBILITY TO THE NEEDS OF BOTH THE CLIENT
AND CUSTOMER IS WHAT MAKES US GREAT**

- Dirk Kelcher

OUR CONCEPT



THE CIRCLE CAFE

Our concept for The Circle Cafe is to provide a venue that serves visitors of Addison Circle park meals, snacks, drinks, and health conscious items. The logo marries the “double C” in the title as well as the styling of the “Blueprints of Addison” sculpture

located right in front of the cafe. Additionally, the branding for Circle Cafe is the traditional blue tones that Addison currently uses, and has used in the past.

001. // THE CHALLENGE

Addison Circle park is wanting to make use of the Park Pavillion Kitchen. The requirements are to provide a venue that will serve as concessions for the park, as well as a small venue space rentable for gatherings, parties and events.

The kitchen must provide professionally trained staff, operate during ideal park hours and annual events.

002. // THE SOLUTION

KEG has a large team of staffing and management capable of handling the needs of Addison Circle Park Pavillion Kitchen. We have the necessary equipment ready to go; Soda Taps, Heated Cabinets, Turbo Chef ovens, and Sandwich Prep Coolers. We can provide quick and easily prepared food items, and provide soft drinks as well as alcoholic beverages.

Additionally, our cross-pollination with our other concessions and restaurants allows us to provide a wide variety of options for park patrons.

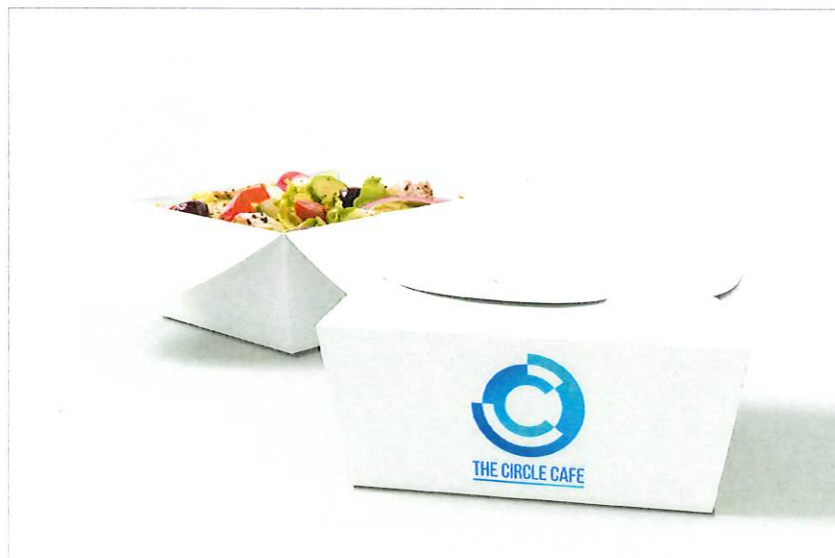


Pavillion Concept

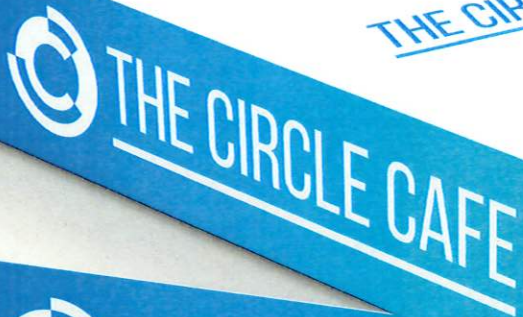
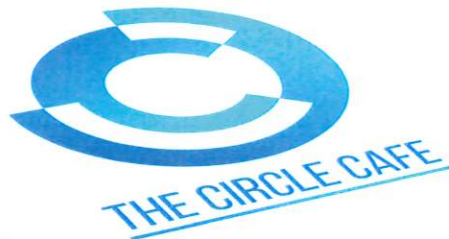
While we do want a degree of signage for brand recognition, we are aware of Addison's rules and regulations for signage. Subtle and classy is the image we wish to portray.

MENU CONCEPT

Addison residents are active, health conscious, and love outdoor events. We plan to provide traditional tried and true items such as Pizza and Sno Cones, as well as more wholesome options like Salads, Fruit, Smoothies, and sandwich wraps



A BULK OF SERVICES



EFFECTIVE PROCESS MANAGEMENT

One of the core strengths of Kelcher Entertainment Group is its ability to do everything in-house. This means faster product delivery and quality products and service on call. K.E.G. also employs a team of marketing professionals and graphic designers capable of maintaining a Facebook page for The Circle Cafe if necessary.

We have the ability to facilitate concession equipment anytime, anywhere. Our internal network of suppliers, storage and delivery vehicles keep our points of sale fully stocked, producing visible results. Our image and reputation is very important to us, and it shows in the quality of our work ethic and products. Our staff is both TABC qualified and food handling certified.

WE PROVIDE NOT ONLY FOOD AND DRINK. WE PROVIDE WELL TRAINED **CONCESSION PROFESSIONALS.**

Kelcher Entertainment Group employs an impressive 200+ employees. Many of our staff are regular concession workers who are ready and flexible for the needs of the industry. In addition to this, many of those employees are service industry professionals working at restaurants owned and operated by Kelcher Entertainment Group.

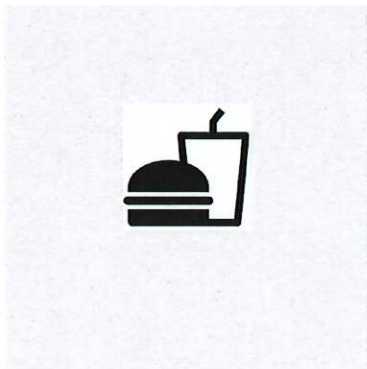
Our wait staff is trained in hospitality, professional restaurant courtesies, proper food handling practices, and are kept up to date on TABC certifications. Our family of employees cross-pollinate across all our endeavours giving us a greater sense of unity that shows in everything we do. Nothing is uncharted ground for us, and we strive for excellence in everything we do.

WHAT WE CAN DO FOR YOU?



PROFESSIONAL STAFFING

All of our staff is proficient in customs and courtesies of the service industry, ready to fill your concession needs.



TOP QUALITY CONCESSIONS

Working with our network of suppliers, we have access to higher quality products, as well as a larger selection.



TABC COMPLIANCE

Kelcher Entertainment Group manages their own liquor licensing if necessary and follows TABC guidelines.



SUPPLY AND DEMAND

With a fleet of over 30 delivery trucks, trailers, and storage facilities, we are capable of meeting any supply need.



BRANDING REPRESENTATION

We have the ability to operate our branding image within the rules and guidelines established by Addison.



INSURANCE COVERAGE FOR ALL NEEDS

We operate under liability insurance policies covering \$1,000,000 to \$5,000,000 for all required coverages.

SOME OF OUR NOTEABLE PROJECTS

Kelcher Entertainment Group has done concessions for thousands of venues and events. To list all of them would be a redundancy, but we would like to highlight some of the key events we have been involved in.



DEEP ELLUM ARTS FESTIVAL

Drawing 1000's of people from across DFW, The free 3-day, Deep Ellum Arts Festival® exemplifies everything that makes this area rock. Experience more than 200 decorative and visual artists selling and commissioning original works, and 150 original bands and performance artists showcasing the newest sights and sounds from 6 different stages and 2 additional performance areas!

Kelcher Entertainment Group successfully met the needs of the concessions demand and was able to implement additional supplies as the festival sales exceeded initial projections.



SMOKED MUSIC & BBQ FESTIVAL

A deliciously curated Music & BBQ Festival that brings the BEST Texas BBQ to the heart of Dallas at Main Street Garden Park.

SMOKED brings the BEST BBQ from all over the Lonestar State to the heart of downtown Dallas! 15+ BBQ joints from across Texas will be firing up their pits and serving savoury samples of smoked goodness: brisket, ribs, pork, sausage and more. Live music and games entertain during the tastings.

Kelcher Entertainment Group is on hand to drive sales and help the event run smoothly.

**GOOD FOOD, GOOD DRINKS,
GOOD TIMES, IT'S
WHAT WE PROVIDE.**





UNTAPPED MUSIC FESTIVAL

The premiere indie music festival draws enthusiasts state-wide. K.E.G. supplied a special menu appealing to the likes of the demographic for this event.



REDBULL FLUGTAG

One of the most unique events that Red Bull hosts, it's a fun dive into the lake as contestants try out their flying machines.



LIGHTS ALL NIGHT

Among the largest electric music festivals in the nation, K.E.G. has the scale to provide concessions for this multi-day festival.



ELECTRIC DAISY CARNIVAL

Made famous for its high energy performers and music, this event demands concessions at a high volume. K.E.G. met this demand.



BLACK EYED PEAS SUPER BOWL PARTY

K.E.G. was contacted to host the official Super Bowl Party for the Black Eyed Peas. Our professional staff was able to meet the needs of 1000's of VIP guests.



REDBULL GRC

K.E.G. has a good working relationship with Red Bull. This is one of many events we do concessions for. Rally Cars, music and good food are always crowd-pleasers.

OTHER EVENTS WE HAVE HOSTED CONCESSIONS

Arlington ISD Football Stadiums
City of Irving Public Pools
NBA all star game Dallas
NBA All Star Game Houston
Super Bowl street party Houston
Big Twelve championship Houston
Bedford Blues Festival
Alliance Airport Ten Year Anniversary
Dallas Jazz Fest
City of Garland Fourth of July
ESPN Super Bowl Party

City of Rowlett Fourth of July
City of Irving Fourth of July
Las Colinas Fourth of July
The Colony Fourth of July
Ft Worth Jazz Festival
Red Bull Soapbox Derby
Cinco De Mayo at Dallas City Hall
Dia De Los Todies
Taco Libre! Music Festival
The HUB Sports Bar Kaboom Town
Maxim Magazine VIP Events
And hundreds more...

CASE STUDY

DEEP ELLUM ARTS FESTIVAL

Kelcher Entertainment Group is tasked with the enormous responsibility of providing concessions for the Deep Ellum Arts Festival for 23 years. The festival draws in a staggering amount of people from all over the DFW area... roughly estimated

200,000 attendees are there annually. Kelcher staff is always on hand to oversee operations, employing adequate management and logistics to see the job to completion. This is a shining example of our ability to adapt and overcome situations on the fly.

001. // THE CHALLENGE

The Deep Ellum Arts Festival of 2015 had 30,000 more visitors than expected during the span of the 3 day event. The influx of visitors created an immediate demand for additional staffing, food and beverage, as well as the management capacity to oversee necessary changes that the situation demanded. Consumption increased and supplies were depleting rapidly and filling the required demand was a serious challenge with the happiness of the client and customers at stake.

002. // THE SOLUTION

We were able to increase staff immediately, allowing us to seamlessly cater to the patrons of the event without any problems or delays in service to the guests. In this particular case of an emergency situation, our staff notified management immediately, assessing the situation and to act accordingly. We were able to deploy our resources instantly to fill in the necessary gaps before they existed. This was due to the speed and diligence of all our team. It's what makes us great.



Deep Ellum

One of the biggest public events Dallas hosts annually. We have a solid working relationship with Dallas and continue to provide concessions for several events.

SALES STATISTICS

Period:
2014 - 2015

Explanation:
A rough overview of the scope that the Deep Ellum Arts Festival generates.



SAMPLE MENU

TIME TESTED FAVORITES FOR EVERYONE TO ENJOY

Descriptions

EATS

PIZZA	\$7.00
WINGS	\$7.00
WRAPS	\$7.00
SALAD	\$7.00
SANDWICH	\$7.00
FRUIT	\$3.00
CHEESE PLATE	\$7.00
HUMMUS	\$7.00
VEGGIE TRAY	\$7.00



COMBOS

ALL COMBOS INCLUDE A FOUNTAIN DRINK & CHIPS OF YOUR CHOICE

#1 SANDWICH COMBO	\$10.00
#2 WRAP COMBO	\$10.00
#3 CHICKEN NUGGETS	\$8.00
#4 HOT DOG	\$7.00

SNACKS

SNO CONE	\$3.50
ICE CREAM BARS	\$2.00
ICE CREAM CUP OR BOMB POP	\$2.00
CANDY BARS	\$2.00
COTTON CANDY	\$2.00
GRANDMA'S COOKIES	\$2.00
CHIPS	\$2.00
PICKLE	\$1.00



DRINKS

GATORADE	\$3.00
BOTTLED WATER	\$2.00
FOUNTAIN DRINK	\$2.00
WINE	\$7.00
BEER	\$4.00
FROZEN COCKTAILS	\$7.00

PAYMENT METHODS

-

CASH

We provide our own tills and money handling services.

CREDIT

We also provide our own point of sale credit services.

PROPOSED HOURS

-

MON - FRI 4pm -9pm
SAT - SUN 10am-9pm

RATES FOR PRIVATE EVENTS

PARTY PACKAGES
\$500 minimum (half day/staffed)

FINANCIAL STATEMENT FOR PRIOR RESTAURANT OPERATIONS.

Kelcher Entertainment Group is responsible for several ventures to include restaurants, bars, and cafés. To focus on just one would not be an adequate representation into the scope of K.E.G.'s revenue. In the section below we have provided an attached letter from our CPA briefly detailing our finances.

NOTEABLE RESTAURANTS AND BARS OWNED BY KELCHER ENTERTAINMENT GROUP



Karey Koon, CPA
Accounting, Consulting & Income Tax Service

April 1, 2021

To Whom It May Concern,

I have been engaged as the Certified Public Accountant for Mark and Dirk Kelcher and their various business enterprises for approximately 25 years. During that time they have operated multiple hospitality companies that have each reported annual sales exceeding \$1.5 million.

Mark and Dirk Kelcher have various investments in residential and commercial rental real estate and apartment complexes with a value, net of related debt, in excess of \$5.5 million. The estimated fair market value of their investments in hospitality companies exceeds \$5 million. Investments in marketable securities and retirement accounts exceed \$500 thousand.

Sincerely yours,

Karey Koon, CPA

P.O. Box 20546
Waco, TX 76702-0546
(254) 717-2821

REFERENCES

- | | |
|---|--------------------------------------|
| Joe Miller (S&M Amusement) | 972.841.8850 joeyjeez@yahoo.com |
| Justin Martinez (Fair Park Concessions) | 817.996.9968 1fiesta@sbcglobal.net |
| Mandy Ferris (NW Mutual) | 469.767.6192 msmandylee1@yahoo.com |



Nutrition Facts

Serving Size 1 wrap (312g)
Servings Per Container

Amount Per Serving
Calories 490 Calories from Fat 190

	% Daily Value*
Total Fat 21g	32%
Saturated Fat 10g	50%
Trans Fat 0g	
Cholesterol 35mg	
Sodium 1260mg	12%
Total Carbohydrate 55g	53%
Dietary Fiber 8g	18%
Sugars 8g	32%
Protein 26g	

Vitamin A 40% • Vitamin C 35%
Calcium 30% • Iron 10%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	Less than	300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4



THE CIRCLE CAFE



STAFF MANAGEMENT PLAN

Kelcher Entertainment Group's staff is divided into a clear cut ranking structure. Our concession staff is managed by supervisors who are mobile and ready to be there on site when needed, or to assist in matters that require real-time problem solving. These duties include making sure the customers are happy and taken care of to keeping everything in stock to meet the demand of the venue.



TIMELINE OF OPERATIONAL DEPLOYMENT

Kelcher Entertainment Group's years of concession and restaurant management allows for quick expedition of resources. We can confidently say that we can have concessions for your venues up and running in a matter of just a few days.

Our staff is trained and ready for quick setups such as this, and we are ready to take on this opportunity with you!

15% | 30%

CONCESSIONAIRE REVENUE SPLIT

Kelcher Entertainment Group is prepared to provide 15% of concession revenue, and 30% of alcohol revenue. We feel this is an amount that is fair for both parties involved, this share agreement of the revenue will allow us to cover our operating costs.

This will empower us to provide the level of service that people have come to expect from K.E.G. over the years.



WWW.KELCHER.COM



THANK YOU FOR YOUR CONSIDERATION

Kelcher Entertainment Group thanks you for taking the time to look into the services we have to offer. We believe that the Park Pavillion Kitchen facility that the City of Addison provides is a fantastic asset for the public and we are excited for the opportunity to foster a working relationship. Your vision paired with our abilities to provide concessions, staff and management to your venue would be a mutual benefit for all.

Sincerely, Mark & Dirk Kelcher.



CONTACT

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