

Java & Hopps Proposal
for Bid #22-117



Java & hopps
Creamery @ addison circle





Executive Summary

Vision: Our Big Idea is to connect, serve and interact with all visitors of the Addison Circle Park, Residents of the Town of Addison, and the surrounding communities. We will provide outstanding and interactive services that will increase park visitation and provide yet another reason to return to Addison.

Mission: We strive to become the recognized vendor for locally sourced snacks, beverages, soft serve treats and outdoor recreational activities at the Addison Circle Park.

Purpose:

- ✓ To provide outdoor activities throughout the year while connecting, serving, and interacting with all visitors of the Addison Circle Park including all residents of the Town of Addison, and surrounding communities.

AND

- ✓ Host several events each month and partner with local businesses to either provide an entertainment service or market and sell a local product to the visitors of the park.

Need-gaps:

Park Visitor Needs:

1. Readily accessible outdoor activities for adults
2. Family friendly outdoor activities.
3. Outdoor activities & events available throughout the year.
4. Food & Beverage vendor for quick snacks, beverages, and grab & go items.

Park & Community Needs:

1. Aesthetic enhancement of the pavilion patio area.
2. Outdoor corporate or company events & other outdoor activity management.
3. Outdoor games & activity rentals
4. Activity schedule beyond the Town of Addison annual events.

Solution: Addison Circle Park

- ✓ **Pavilion Kitchen and Patio enhancement:** We plan to procure several picture worthy aesthetic enhancement features for the pavilion patio along with several pieces of kitchen equipment to prepare the offered menu items.
- ✓ **Menu Items:** Picnic Baskets, Snacks, Grab & Go Food, Sweets, Treats, Packaged Drinks, Beer and Wine, Local Addison Circle Restaurant Menu items (Taste Addison Circle) and Local Dallas area restaurants catering food items to be sold during special events
- ✓ **Picnic Baskets – Taste Addison Circle:** Local Addison Circle Restaurant Menu items to be sold in a picnic baskets or catered (Pre-Ordered and delivered)
- ✓ **Adult Activities:** We will offer *outdoor games* like Cornhole, Croquet, Giant Lawn Jenga, Competitive Activity Events along with *outdoor activities* like Picnic Date in the Park, Paint in the Park, Arts & Crafts, Wine Tasting, Outdoor Movies, Live Music, Pet Events, Happy Hours, How to Events, BBQ Cook Off, etc.
- ✓ **Family Oriented Activities:** We will offer family friendly *outdoor games* like Giant Lawn Jenga, Mini-Golf, Soccer, four-square along with *outdoor activities* like Family Picnic in the Park, Scouting or Co-ed Activity events, Day Camping, Activities @ the Fountains, Arts & Crafts, Birthdays, Pokémon Go interaction etc.
- ✓ **Local Business Collaboration:** Our idea is to bring local business within the Town of Addison Office towers into the park for networking events or company outings/team building activities.



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Business Plan

Objectives: We aim to offer weekend and weekday park events, food and beverage items and outdoor activities throughout the year to all park visitors.

Compensation to Town of Addison: *Compensation to Addison for the rental of the kitchen shall be percentage rent based on the sales before salestax. That percentage will be 20 % of all sales up to \$2000 then 10% to \$3000 and 5% there after per month. We shall also be responsible for utilities, trash, and upgrades to existing area. We will also purchase and control rental games for the park. We will install allowed seating, climate systems, tvs, and security cameras with in the pavilion. All upgrades will become property of the park.*

Additional responsibilities- any excess trash beyond normal use will be the responsibility of java & hopps during Addison events stanchions will be used to help with crowd control.

Golf cart will be parked by trash area when not in use

Keys to Success -Addison Circle Park

1. Pavilion Menu Items and special event catering.
 2. Picnic Baskets – Taste Addison Circle.
 3. Adult Activities.
 4. Family Oriented Activities.
 5. Addison Circle Annual Events.
 6. Local Business Collaboration.
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Products and Services Summary:

quick service food items
dog treats
beer and wine
game rentals
pavilion rental center

Addison Circle Annual Events

Our Big Idea is being the vendor at the park entrance providing snacks, refreshments and activities that provide a great introduction to all Town of Addison events hosted at the Addison Circle Park.

Local Business Collaboration

Our Big Idea is to bring local business within the Office towers into the park for networking events or company outings/team building activities.

Rental prices:

Hourly rate for party rentals will be \$200 per hour with 2 hour minimum. It will include 2 cases of water, trash removal, 50% discount on game rental

*prices may vary due to demand

Hours of Operation: Current open hours will be from 6 am to 8pm all days

*times will vary due to demand and season

Insurance: COI will be produced to the town of addison listed

Who are we

Kiran Thota

Mr. Thota has started his career as a Data Analyst at a fortune 500 financial company and has extensive knowledge in Finance and Risk Management. He has grown into the Senior Manager role and has a great experience in driving business solutions and assessment of risk along with providing great insights to the business through data analysis techniques. He has been investing in multiple retail businesses and has 5 years of experience owning and operating business that sells frozen yogurt through automated vending machines. He also had experience partnering with his family owned Indian restaurant 'Hyderabad House' in Memphis Tennessee.

Benjamin Gossman

Mr. Gossman started his career as a chef in New Orleans at the Hyatt regency hotel and convention center. Mr. Gossman helped manage the offsite catering functions for the hotel. The tasks that Mr. Gossman was involved in included, moving, and setting up a mobile catering kitchen, preparing food, plating and clean up at event venues within the city's tourist locations. Mr. Gossman did these functions from for a convention with a total of 5000 people at one high-end event to small groups of 50 to 100 attendees. During Mr. Gossman career as a chef, he works in several restaurants' brands such as: bravo restaurants, Copeland restaurant group, and the Oceanaire Seafood Room. Mr. Gossman has studied under several chefs throughout his Twenty-Year career. During the 8 years Mr. Gossman spent with the Oceanaire Seafood Room, Mr. Gossman was the executive Sous Chef for following Oceanaire Seafood Room locations; DC, Baltimore, and New Jersey. Mr. Gossman was then moved to Dallas where he was awarded the Executive Chef position at the premier Dallas/Galleria location which did upwards of 10 million in annual sales. Some of the Executive Chef Duties would include Hiring and management of Kitchen Staff, Daily Menu design and preparation, ordering and receiving of all Food & Beverage product orders, and oversight of all quality control of food and service coming out of the kitchen.

Most recently, Mr. Gossman has been the owner of "Snowie Naturals" which is a premium shaved ice company with a Dallas location. With this company, Mr. Gossman has worked several large events over the course of 5 years. Some of the large events that Snowie Naturals has been a concessionaire at are, Dallas Fair Park - Jam' Balya, Dallas Fair Park - Earth Day, Addison Circle Park Oktoberfest, Addison Circle Park - Kaboom Town, Addison Circle Park & Dallas Nights.

Education

Memphis culinary school - Dean's list

Local Business Collaboration

Our Big Idea is to bring local business within the Office towers into the park for networking events or company outings/team building activities.

Pavilion rental	\$ 200	starting packages for pavilion to include 3 hours
Event set up	\$ 75	additional equipment for rent such as AV equipment
Catering	\$ TBD	will include inside or outside catering for parties
Activity Rentals	\$1- \$5 per hr	lawn and board games
Chairs & Lounge rentals	\$2-\$4 per hr	chairs for large events

Addison Circle Annual Events -

Our Big Idea is being the vendor at the park entrance providing snacks, refreshments and activities that provide a great introduction to all Town of Addison events hosted at the Addison Circle Park.

Pavilion Patio Enhancement: Making the space modern, inviting and picture worthy is the ultimate goal for the pavilion patio seating area. Enhancement ideas include backdrop wall seating area with planters with exterior plants, heat lamps for the colder months and planters to line the perimeter of the seating area. Plans will also be made to install a string lighting features in the ceiling of the pavilion seating area.



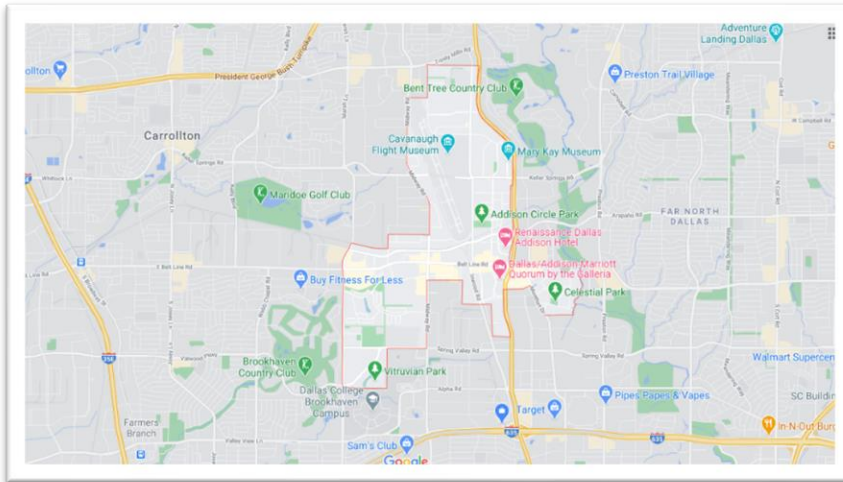
Our menu will feature several different programs such as; coffee and ice tea, over the top shakes, signature ice cream creations, shaved ice, popcorn, mini donuts, beer, and wine.

we are unable to currently post pricing as prices are constantly changing right now.

future menu offerings will increase and change depending on demand and season. we will likely include sandwiches or pre made heat and serve options due to equipment restraints.

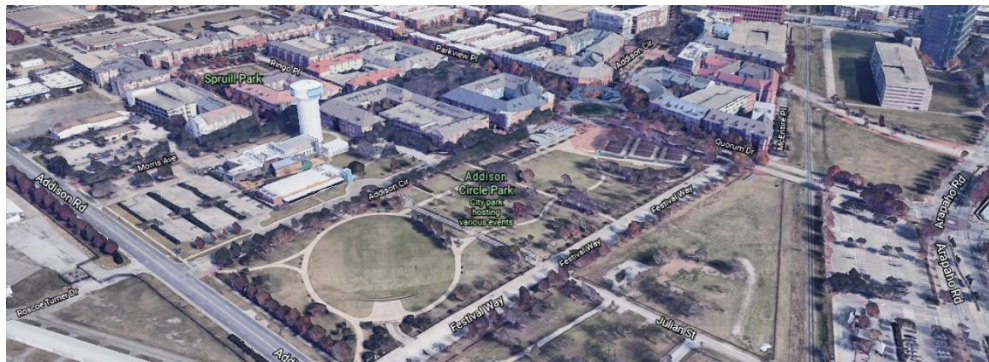


Location: Addison, TX



The Town of Addison has over 13,000 residents with an estimated daytime population of over 100,000. Within the Town of Addison city limits, there are more than 170 restaurants, which comes to one restaurant for every 79 Addison residents. Addison is a popular location for many Dallas-area restaurants because Addison allows restaurants to serve alcoholic beverages by the drink, while many nearby municipalities do not. Addison has 22 hotels, featuring a total of at least 4,000 hotel rooms and meeting facilities.

Addison Circle Park – 4950 Addison Circle Dr Addison, TX 75001



The Addison Circle Park is a large outdoor area that will provide the space needed for park visitors to enjoy activities. Located in the heart of North Dallas at the Dallas North Tollway between Beltline and Keller Springs and near several large office towers, businesses, and residential communities.

Annual Addison Circle Events



The Town of Addison hosts and organizes several annual events each year. Each year these events bring thousands of visitors to the park.

The Addison Circle Park Pavilion – Building and Lease Details



800 Sq. Ft
Year Built – 2003
Building Class - B

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Existing Kitchen Equipment:

- Cooler x2
- Steam Table x1
- 3 compartment sink

Business Process – Brand & Business Development (Year 1-3)

Phase 1: (Year 1 or 2022)

- Grand Opening Event – Picnic in the Park
- implement all menu items & offer picnic baskets – Taste Addison Circle
- Create partnerships with all Addison Circle restaurants
- Implement equipment rental program – Adult & Family.
- Develop and implement Online marketing campaign.
- POTENTIALLY - Addison Circle Park Annual Events – Taste Addison, Kaboom Town, Oktoberfest, Addison Nights
- Get the word out – local news and Addison Magazine.
- Begin developing relationships with other Addison restaurants to set up catering events
- Begin calling local Addison office tenants to discuss corporate/company events
- Set up outings with local Addison businesses such as painting in the park or other family fun experiences

Strategic Business Enhancements – 2022-2024

The highest priority business enhancement is the partnership with local restaurants, event planning companies and local office tenants. Events are what will be the main economic revenue driver for @ThePavilion. Average daily visitor sales will not be high enough to sustain this business model long-term. Start from Day 1 and focus on getting patrons in the park or residents to begin making plans to come into the park. Group On events, local businesses or retailers hosting events in the park and large events with a total patron count of 50+.

Funding & Capital:

Loan Amount	\$60,000
Lender	
Fully Amortized	
Interest Rate	0% Fixed Rate
Loan Terms	5 Year
Payments (Monthly)	\$0.00
Funding Sought	\$60,000

Monthly Expenses Summary:	Total Expenses
Kitchen Equipment	\$60,000
Monthly Lease Rate	15%
Labor	\$6000 per month
Food Costs	22%
Rental maintenance	
Working Capital	
Marketing Campaigns	
	Total - \$000,000

Current Investors:
\$50,000 – Dave

Strategy and Implementation Summary

The implementation of the below distribution channels will happen in Phases through year 1 to year 3.

Distribution Channels

- Annual Addison Circle Events - Taste Addison, Kaboom Town, Octoberfest, Addison Nights
- Local restaurants or food trucks caterin
- Parties and family events
- Local retailer pop ups
- Office parties & networking events

Other Channels include other large events hosted at the park with the partnership of an event planning company.

Marketing Strategy – Brand Development Strategy

Online Marketing programs:

- *SEO – Google Ad Words/Other search engines*
- *Free events*
- *Online Marketing Campaigns, Pay Per Click, Banners etc.*
- *Social Media – LinkedIn, Facebook, Twitter*
- *Radio - FM, AM & Internet Radio (iHeart Radio, Sirius XM, Pandora)*
- *Local News PR Releases*

Our Target Audience:

- Current Town of Addison Resident
- Past Town of Addison Resident
- Park patron/frequent visitor
- Addison Annual Event customer/visitor
- Local area residents from across the DFW
- Local Hotel customers
- Young Adults
- Active or desire to be more active Families.

Who will be our customers:

- Park Visitors
 - Addison Circle Residential community residents
 - Surrounding community residents
 - Town of Addison Residents
 - Dallas, Carrollton, Farmers Branch & Plano city residents
 - Adults and families
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