

Re: Concessions

Our background: We have run the concession stands at Neshotah Beach and Vietnam Ball Park in Two Rivers for 8 years. The city was closing them down, due to not making a profit on them. We begged them to give us an opportunity to take them over. They finally agreed and in our first year we tripled what they did in revenue. It only went up in revenue from there. We did a lot of promoting for the beach and the softball leagues which also contributed towards the revenue jump.

Products: We sell a variety of items. Water, sports drinks, bottled soda (which many people like because of the cap) and can soda. We serve prepacked ice cream novelties such as ice cream sandwich, drumstick, popsicles to name a few. Dippin Dots is a huge fan favorite when it comes to ice cream. We don't sell the fake itti bits or prepacked, we serve the scooped ones with a special freezer that goes -32 degrees. We also do the nachos, pretzels, candy, chips and other concession stand novelty's. We have served pizza, hotdogs and cheese curds as well.

Pricing: Pricing will vary every year. Prices continue to vary from time to time based on the cost of goods. I will give examples of a few items and prices..... Bottle soda \$1.50, water \$1.00, dippin Dots \$4.00, Popsicle \$1.00, both nacho's and pretzels \$3.00, hot dogs \$2.00.

We would love the opportunity to operate the concession stands. I know on the proposal it had 4 stands listed. The water park and zoo are concessions are the most attractive. I don't know how profitable the beach and silver creek parks would be as I don't see nearly as much activity at those parks which may make those hard to operate.

Thanks for the opportunity.

Adam Wachowski