

TIKIGODS



your local tropical adventure

TIKISEATS

	OPEN SEATS	PRIVATE ROOMS	TOTAL
TIKIBAR	42		42
TIKIRESTAURANT	146	48	194
TIKIHALL		100	100
TIKIPARTY		150	150
TIKIFOOD VILLAGE	128		128
		TOTAL	614

TIKICAPACITY

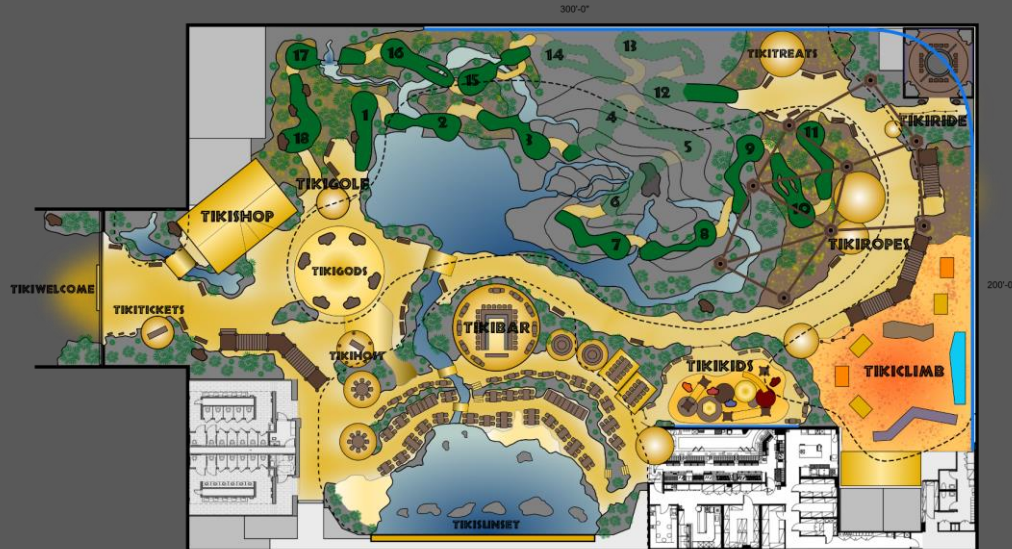
PEAK DAY ATTENDANCE AND MOMENT ATTENDANCE

		BRUNCH			LUNCH			SNACK			DINNER			DRINKS			
		9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00
ENTRIES	Family	50	150	200	200	200	200	250	250	250	50						
	Adult				25	25	25	50	50	50	75	75	25	25			
	Party						25	25	25	25							
	Event										100						
DEPARTURES	Family				50	150	250	250	200	200	250	250	200				
	Adult								25	25	25	50	50	50	75	75	50
	Party										25	25	25	25			
	Event															100	
MOMENT CAPACITY		50	200	400	575	650	650	725	825	925	875	625	375	325	225	50	0

**TIKIPEAK-DAY
ATTENDANCE:
2,450**

THEORETICAL HOURLY AND MOMENT CAPACITY

	THRC	NOTE	MOMENT CAPACITY	NOTE
TikiGolf	48	4 people every 5 minutes	72	4 people per 18 holes
TikiRopes	48	4 people every 5 minutes	18	9 towers, 2 levels
TikiClimb	48	8 people every 10 minutes	20	8 people simultaneous
TikiRide	80	4 people every 3 minutes	16	4 seat/3 screen
TikiGames	96	8 people every 5 minutes	24	8 games, 3 ppl per station
TikiKids	24	12 kids per 1/2 hour	24	12 kids, 12 adults
ATTRACTIONS	344		174	
TikiBar & Restaurant			236	Total seats
TikiFood Village			128	Total seats
TikiParty			150	5 private rooms, 30 people
TikiHall			100	Total banquet capacity
FOOD + BEVERAGE			614	
TikiShop			25	950 sqft
TikiTreats			10	Bench seating
RETAIL			35	
GENERAL/WAITING			50	
TIKITOTAL CAPACITY	344		873	



TIKI REVENUE

PER CAP SPENDING	Peak Days				Off-Peak Days			Special Events
	Day/Family Time			Night/Cocktail	School Trips	Social Leagues	Corp. Groups	Events
	Adults	Kids	Birthday Prty	Adults	Kids	Adults	Adults	Groups
ATTRACTIONS								
Mini Golf (1 Round)	\$18	\$12	\$8	\$15	\$6	\$8	\$8	\$0
Ropes Course (1 Hour)	\$18	\$12	\$8	\$5	\$6	\$8	\$8	\$0
Climbing (1 Hour)	\$18	\$12	\$8	\$5	\$6	\$8	\$8	\$0
FOOD								
Meal	\$24	\$18	\$18	\$25	\$5	\$12	\$30	\$35
Alcohol	\$18	\$0	\$0	\$35	\$0	\$20	\$25	\$35
MERCHANDISE								
Clothing/Souvenirs	\$15	\$15	\$10	\$5	\$5	\$0	\$0	\$5
Signature Treat/Party Favor	\$8	\$8	\$8	\$8	\$0	\$8	\$8	\$15
AVERAGE PER-CAP SPEND	\$119	\$77	\$60	\$98	\$28	\$64	\$87	\$90
AVERAGE DAILY ATTENDENCE	250	250	45	150	150	100	100	75
ANNUAL DAYS (SEE DETAIL BELOW) OR EVENTS	164	164	104	156	201	156	50	50
TARGET ANNUAL REVENUE	\$4,879,000	\$3,157,000	\$280,800	\$2,293,200	\$844,200	\$998,400	\$435,000	\$337,500
TOTAL ANNUAL REVENUE	\$13,225,100							

PEAK DAYS DETAIL

Weekend Days (52wks x 2days)	104	days
School Vacation Weeks (12wks x 5days)	60	days
TOTAL	164	days
Adult Cocktail Nights (Th/Fr/Sat, 52wks x 3days)	156	days
Adult Social League Nights (Sun/Tues/Wed, 52x3)	156	days
OFF PEAK	201	days

What are we replacing?

J.C. Penney

\$11.4m rev per store

Typically 50,000 sqft X 2 floorplates = 100k sqft

Competitive F&B references?

	Revenue	Locations	Rev Per Location
Chili's	\$3,500,000,000	1251	\$2,797,762
Cheesecake Factory	\$2,127,000,000	201	\$10,582,090
PF Chang's	\$877,000,000	216	\$4,060,185
Dave & Busters	\$539,000,000	118	\$4,567,797
California Pizza Kitchen	\$639,000,000	205	\$3,117,073
Chuck E. Cheese's	\$383,000,000	541	\$707,948
Legal Sea Foods	\$240,000,000	35	\$6,857,143
Bahama Breeze	\$239,000,000	40	\$5,975,000
Hard Rock Café	\$211,000,000	42	\$5,023,810
Rainforest Café	\$144,000,000	19	\$7,578,947

TIKIBUDGET

What is a reference startup budget?

Cheesecake Factory

Capex+FFE: \$8-10m per location 7,500-10,000 sqft per store
\$900-\$1,000/sqft capex/FFE

Pre-opening costs: \$1.7m-\$2m

PREP		
Demo/Structural	Opening up 2nd floor/double height	\$1,250,000
ATTRACTIONS		
TikiRide	Interactive compact revolving ride	\$475,000
TikiGolf	18-hole themed minigolf (excludes volcano)	\$215,000
TikiRopes	Belay climbing + towers	\$275,000
TikiClimb	~20ft climbing towers, bouldering walls	\$275,000
TikiKids	Themed play structure, softplay area	\$275,000
TikiGames	Themed midway games	\$250,000
TikiSchool	Educational overlays, materials	\$125,000
F&B		
TikiBar/Food	~200 seat restaurant + bar + kitchen + BOH	\$6,500,000
TikiFoodHall/Treats	~100 seat food hall/carts/themed huts	\$650,000
TikiPartyRooms	5 ~30 person private themed rooms	\$350,000
TikiHall	~100 person event hall	\$175,000
MERCH		
TikiShop	Shop fit out, ~1,000 sqft	\$125,000
THEMING		
Volcano of the Gods	Concrete themed volcano, water feature	\$975,000
Endless Summer Wall	Large format LED wall	\$925,000
TikiStyle	Themed graphics, signage, misc décor	\$400,000
TikiLight	Architectural & themed lighting package	\$325,000
Plantings - Faux/Real	Faux palm trees, ground plantings, potted	\$350,000
Restrooms/BOH	Themed restrooms and back of house	\$350,000
TikiWelcome	Entrance/Signage/Tickets	\$125,000
TikiSky	Perimeter 450' sky printed/illuminated wall	\$146,250
TikiStairs	2 themed stairways	\$250,000
DEVELOPMENT		
Management	2 FTE @ 1 Year	\$200,000
Concept Design/Sourcing	4 FTE @ 1 Year	\$450,000
Proj/Construction Mgt	6 FTE @ 1 Year	\$600,000
Architecture/MEP	Allotment	\$600,000
Legal/Permitting	Allotment	\$100,000
PRE-OPENING OPS		
Staffing Pre Open	15 FTE @ 0.25 Year	\$300,000
Inventory/Food/Merch	Allotment	\$50,000
Rent (1 year pre open)	\$15/sqft X 75k sqft? (GRATIS?)	\$0
CONTINGENCY		
Contingency	10% allotment	\$1,708,625
PROJECT TOTAL		\$18,794,875

TIKI GODS

A vibrant tropical sunset scene. The sky is a mix of orange, red, and yellow, with a bright sun low on the horizon. In the foreground, a river flows from a waterfall on the left towards the right. The banks are lush with palm trees and other tropical vegetation. On the right bank, there is a thatched-roof hut. In the background, there are mountains and more palm trees. The overall atmosphere is warm and adventurous.

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