

# Business Plan

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COMPANY





# Maintenance & Repair Schedule

- All equipment and areas will be inspected and maintained by our staff.
- Equipment in the concession area will be covered by a preventative maintenance schedule in accordance with the manufacturer's suggested service and inspection intervals.
- Qualified outside contractors will be engaged for those tasks that require a greater level of expertise.
- Concession areas will be included in a routine deep cleaning schedule developed by our home office.



# Staffing Plan

## Hierarchy

- General Manager
- Supervisors (F&B, Retail)
- Guest Service Lead (Keyholder)
- Cooks
- Guest Service Agents
- Catering Wait Staff



### SUBMARINE SANDWICHES

ALL SANDWICHES MAY BE PREPARED AS A GLUTEN-FREE WRAP.

**TURKEY BREAST** 9.99  
 ROAST TURKEY BREAST, SWISS CHEESE, BELL PEPPER, LETTUCE, HONEY MUSTARD.

**ITALIAN** 10.99  
 HAM, SALAMI, PEPPERONI, PROVOLONE CHEESE, LETTUCE, TOMATO, SWEET PEPPERS, PEPPER CREEK DRESSING.

**FRIED CHICKEN** 10.99  
 TENDER BREADED CHICKEN, LETTUCE, TOMATO, PICKLES, MAYO.

**VEGGIE BÁHN MÌ** 9.99  
 VEGGIE PATTY, CUCUMBER, CARROT SHREDS, PEPPER, SRIRACHA MAYO.

**ROAST BEEF** 10.99  
 THIN SLICED ROAST BEEF, CHEDDAR CHEESE, TOMATO, HORSERADISH MAYO, FRIED ONION STRAWS.

### GRILLED SANDWICHES

ALL SANDWICHES MAY BE PREPARED AS A GRILLED GLUTEN-FREE WRAP.

**HAM PANINI** 9.99  
 HAM, PROVOLONE CHEESE, CARAMELIZED ONIONS.

**THREE CHEESE PANINI** 9.99  
 CHEDDAR, ASIAGO, MOZZARELLA.

**GARDEN PANINI** 9.99  
 TOMATO, ZUCCHINI, BASIL, MOZZARELLA AND ASIAGO CHEESE.

**STEAK PANINI** 11.99  
 STEAK, MOZZARELLA CHEESE, ROASTED RED PEPPER, CARAMELIZED ONIONS.

### SALADS

**ASIAN SALAD BOWL** 8.99  
 VEGGIE PATTY, ROMAINE, CABBAGE, CARROT SHREDS, BROCCOLI, SESAME DRESSING.

**STEAK SALAD BOWL** 10.99  
 STEAK, ICEBERG, RED ONION, GRAPE TOMATOES, BLUE CHEESE DRESSING.

**SPRINGS VEGAN SALAD BOWL** 8.99  
 SPINACH, ROMAINE, HEARTS OF PALM, PUMPKIN SEEDS, DRIED CRANBERRIES, PEPPER CREEK DRESSING.

### PIZZA

**THREE CHEESE** 9.99  
 14 IN. RED SAUCE, MOZZARELLA, PARMESAN, AND ASIAGO.

**PEPPERONI** 11.99  
 14 IN. RED SAUCE, MOZZARELLA AND PEPPERONI.

### FOR THE KIDS

SERVED WITH SIDE OF APPLE SLICES

**GRILLED CHEESE** 5.49  
 WHITE BREAD, AMERICAN CHEESE.

**MAC & CHEESE** 5.99  
 THE GOOD STUFF.

**CHICKEN TENDERS** 6.99  
 TENDER BREADED WHITE MEAT, RANCH DIP.

### DRINKS

**COCA COLA FOUNTAIN** 1.99 | 2.99  
 REGULAR | LARGE

**BOX WATER** 2.50

**LOCAL CRAFT BEER** 5.99

### SWEET TREATS

**CHOCOLATE PUDDING** 2.99

**FRESH BAKED GIANT COOKIE** 2.99  
 CHOCOLATE CHIP OR DULCE DE LECHE.





# Catering & Events

## Sample Menu

### Carnegie Deli

Red Bliss Potato Salad, Creamy Cole Slaw,  
Sliced Fresh Fruit in Season

Cheddar, Swiss & Provolone Cheese,  
Smoked Ham, Roast Turkey Breast, Roast Beef,  
Genoa Salami, Corned Beef, Tuna Salad, Egg Salad  
with Sliced Tomatoes, Leaf Lettuce and Red Onion,  
Roasted Red Peppers, Olives & Pickles,  
Assorted Breads & Fresh Baked Rolls

Key Lime Pie, New York Cheesecake & Double Fudge  
Chocolate Cake  
31.00 per Guest

### Express Buffet

Soups and Salad

Choice of Tomato or Butternut Squash  
Garden Salad with Ranch Dressing & Balsamic  
Vinaigrette

Chicken & Mushrooms in a Marsala Wine Sauce,  
Oriental Pepper Steak, Grilled Filet of Salmon with  
Lemon, Rice Pilaf, Fresh Seasonal Vegetables

Tiramisu, Florida Sunshine Cake, Oreo Cheesecake  
& Warm Banana Nut Bread Pudding  
33.00 per Guest

### Executive Lunch

Cheese Board

Classic Caesar Salad, Baby Mixed Greens, with Ranch  
Dressing and Balsamic Vinaigrette,  
Marinated Artichokes & Mushrooms, Caprese Salad  
Grilled Chicken with Lemon Caper Sauce, Blackened  
Mahi Mahi with Citrus Salsa,  
Mojo Pork Loin, Roast Tenderloin of Beef  
with Hunter's Sauce  
Garlic Smashed Potatoes, Tortellini Alfredo, Medley of  
Fresh Seasonal Vegetables

Fresh Seasonal Fruit Display, Dutch Apple Strudel,  
Chocolate Layer Cake,  
Cherry Cheesecake, Carrot Cake,  
& Warm Banana Nut Bread Pudding  
42.00 per Guest

All Luncheons Include Freshly Brewed Starbucks  
Regular and Decaffeinated Coffee & Tazo Teas





# Marketing Plan

The key to developing strong top of mind awareness for Homosassa Springs Wildlife State Park is to create a strong brand that will extend the guest experience beyond the initial visitation. Our idea is to create a companion brand (working name: Springs Provision Company) that acts as a full blown retail and concession hub for Homosassa Springs and as a single source to help guests plan their visit to the state park and the region.

The anchor of Springs Provision Company would be a robust and visually driven website that would promote a variety of park resources including:

- Park planning and visitation guide
- Catering and picnic program options
- Promotion of special events and happenings
- Forum for collaboration with local vendors and special promotions

By building a companion brand we will be maximizing the guest experience well beyond the physical park as well as opening up multiple touch point opportunities for public relations and media tie ins.



## Interpretive Plan

We will leverage our strong expertise in conservation education to create memorable and amazing Summer Camps and daily interpretive events.

Our experts include certified teachers and writers for Public Television. We will bring their skills to bear on Florida conservation and animal stories.

One great example of our programs is the KREW camp: which teaches lessons kids and adults will learn for life.





## Safety Program, ADA Program

- Our full safety and ADA programs are included in the exhibits.

# West Entrance Retail Shop

Rendering







# West Entrance Retail Shop

## Conceptual Floorplan

### Upgrades

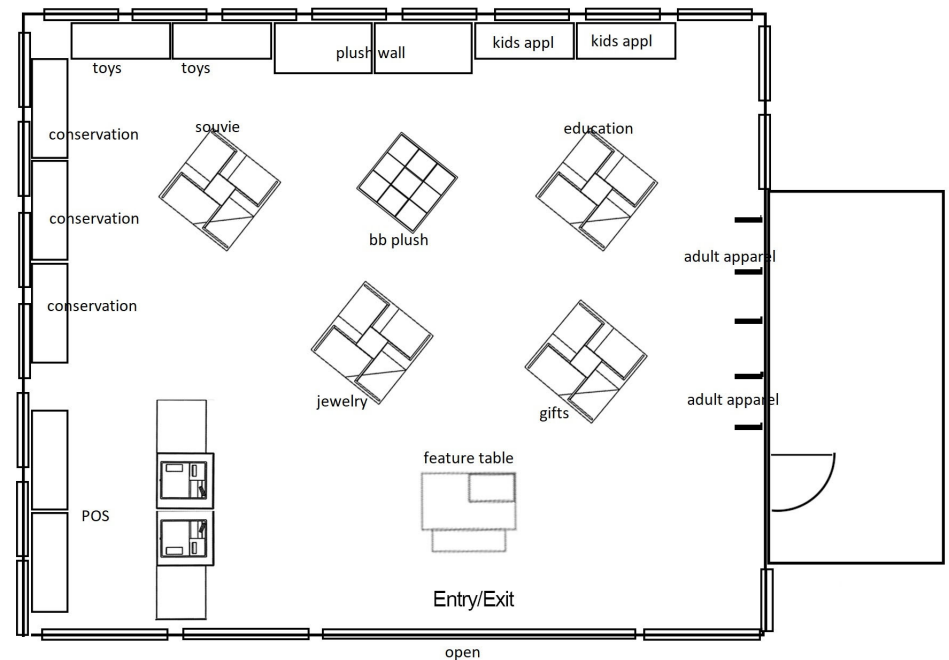
- Track lighting to be added to the shop for better accents on the merchandise
- All existing and added lighting will be LED bulbs
- All grid will be removed and replaced with custom wall bays, this will allow for better conservation collection messaging
- All slat wall will be upgraded
- 2 POS cabinets will be installed to better service the guest
- The current electrical chase will be re-moved, and the cords will all be hidden
- The main entrance will be expanded to give a more welcoming feel to the shop

### Theming

- The upper walls will be themed to a vintage Florida roadside attraction look
- All fixturing will be color schemed to match the interior
- The new wall bays will give more flexibility to the vertical merchandising space
- Graphics and signage will be themed to match the interior of the shop

### Investment

- TBD

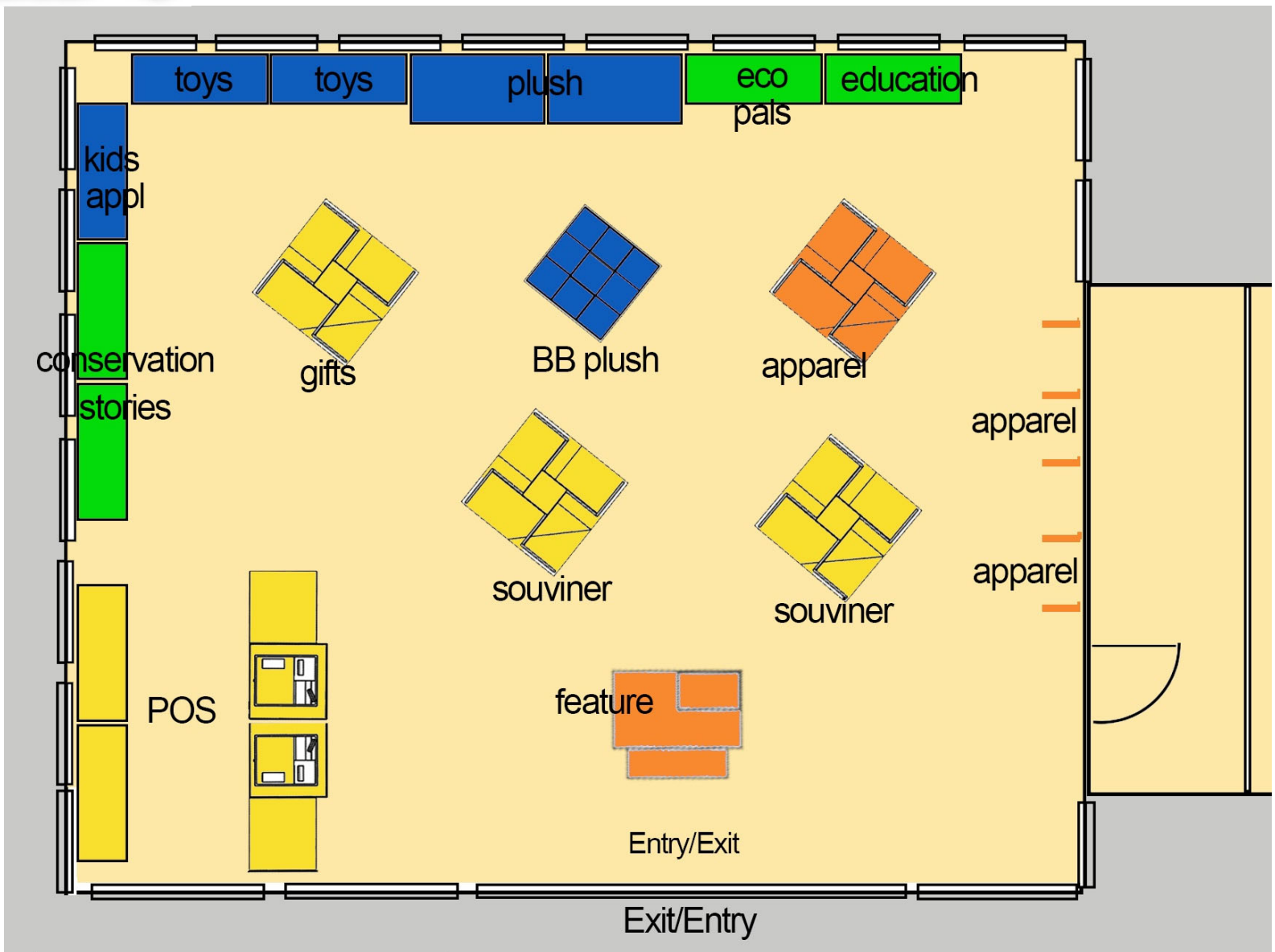






# West Entrance Retail Shop

Conceptual Floorplan





# Visitors Center Retail Shop

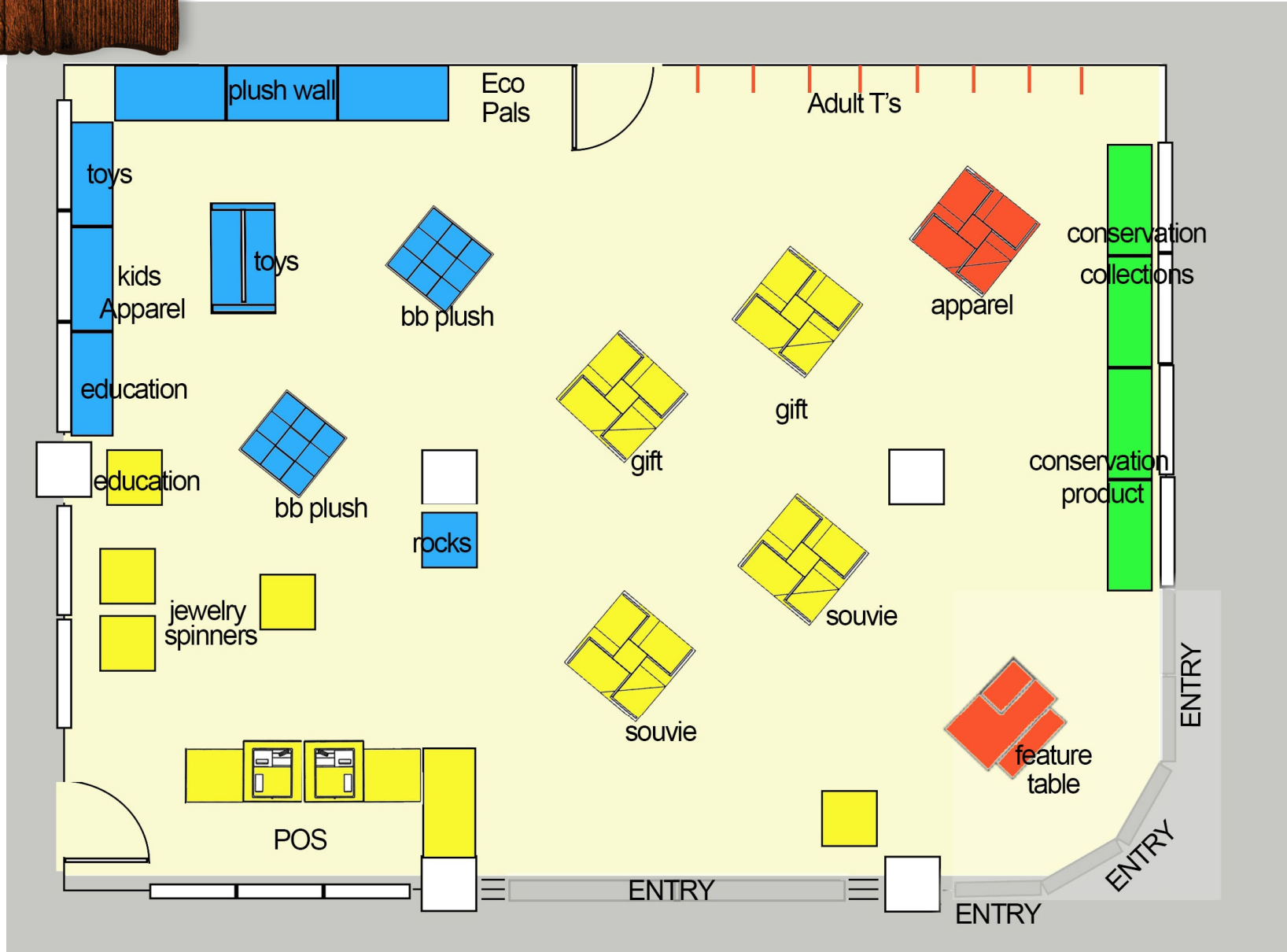
Rendering





# Visitors Center Retail Shop

## Conceptual Floorplan





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# Coffee Bar

Menu

Springs Provision Company

# COFFEE BAR



*We Proudly Brew*  
STARBUCKS COFFEE





# Coffee Bar

Mobile Cart Concept







# Wildside Cafe

Food Approach







# Operation Schedules

Every Day that Park is Open

**Our Operations will follow this daily schedule:**

**West Entrance Snack Bar (Wildside Café): 9:00am - 5:30pm**

**Snack Shack: 11:00am - 4:00pm**

**Visitor Center Gift Shop 9:00am - 5:30pm**

**West Entrance Gift Shop 9:00 - 5:30pm**

**Pepper Creek Terrace (as contracted by customers)**

**Thank You!**

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