

## Business Plan Summary Sheet

June 25, 2019

Springs Provision Company  
7751 Kingspointe Pkwy  
Suite 104  
Orlando FL 32819

Re: Business Plan Summary for Concession Operations at Ellie Schiller Homosassa Springs  
Wildlife State Park SUP-BP #02-19

Please consider the below Business Plan Summary for Which **Iconic Parks Homosassa LLC d/b/a Springs Provision Company** would be willing to enter into a Concession Agreement with the Florida Department of Environmental Protection.

**Company Name:** Iconic Parks Homosassa LLC, a Florida Limited Liability Company whose members are subsidiaries of Iconic Attractions Group and Wildlife Trading Company.

**Term:** ten (10) years, with an option to extend for five (5) additional years.

**Commencement Date:** September 1, 2019.

**Agreement End Date:** August 31, 2029.

**Commission Rate:** Twenty percent (20%) of gross sales for all the concessionaire's operations within the Park; please see paragraph F of the Sample Agreement for details.

**Minimum Guarantee:** \$200,000 in total annual commission payments to the Department which the Concessionaire is willing to pay regardless of gross sales. The normal calculation of this amount is 80% of the Concessionaire's projected commission payments to the Department.

**Services:** Food and beverage service serving prepared and hot food to park visitors; Merchandise resale; Special event management services, including pavilion rental; Catered food for special events (including alcoholic beverages); Summer camps; Interpretive Tours and programs; Wi-Fi service.

### Capital Improvements:

Project	Investment	Schedule
West Entrance Bldg. restaurant remodel.	\$20,000	Sept. 2019
Establish working catering kitchen at Visitor Center.	\$50,000	Sept. 2019
Snack Shack area improvements.	\$3500	Jan. 2020
LED Lighting conversion for Visitor Center & West Entrance.	\$10,000	Q2 2020
West Entrance Shop Remodel	\$75,000	Sept. 2019
Visitor Center Shop Remodel	\$100,000	Sept. 2019
We will work out a schedule with the Department for future investment.	TBD	TBD

**Facilities, Space, and Equipment:** The Garden of the Springs Picnic Pavilion and Gazebo will be used to stage special events, catered events and summer camps. The West Entrance Gift Shop and Snack Bar will be used as a retail shop and counter service restaurant. The Snack

Shack will be used to sell drinks and treats to park visitors. The Visitor Center Gift Shop will be used as a retail store for souvenirs, snack and visitor necessities. The Visitor Center Pepper Creek Terrace will be used to host catered events.

**Monthly Share of Utilities:** Yes. We are willing to accept responsibility for the utilities outlined in Call for Business Plans Packet SUP-BP #02-19.

**Security Deposit:** The Concessionaire shall post with the Department, upon execution of a concession agreement, a security deposit in the amount of \$50,000. Please see paragraph **E** of the Sample Agreement for details.

**Insurance:**

Commercial General Liability: \$2,000,000 per occurrence and \$5,000,000 in aggregate.

Automotive Liability: \$1,000,000 (all autos).

Liquor Liability: \$1,000,000.

Worker's Compensation: \$1,000,000.

Employee Dishonesty/Crime: \$500,000.

Environmental Liability: \$500,000.

**Industry Related Licenses, Certificates, and Memberships:**

Florida Restaurant and Lodging Association, Allied Member (Iconic Attractions Group).

Florida Fish and Wildlife Conservation Commission, License to Possess Class I and/or Class II Wildlife for Exhibition (John Dunlap – Iconic CEO).

Association of Zoos and Aquariums, Commercial Member (Wildlife Trading Company).

Florida Attractions Association (Iconic Attractions Group).

I, the Respondent, understand and agree that the goods and services the Concessionaire may offer as a result of this Call for Business Plan does not preclude the Department nor the Park's Citizen Support Organization from the selling of Florida State Park promotional merchandise; catering of the Park's Citizen Support Organization-sponsored special events; catering of Park-sponsored special events; or other similar services. I, the Respondent, agree to work with the Park's Citizen Support Organization, and if at any time, no mutually agreeable terms can be reached between I, the Respondent, and the Park's Citizen Support Organization, the Department's decision shall be final.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Dunlap', with a long vertical line extending downwards from the end of the signature.

John Dunlap  
on behalf of Springs Provision Company, Respondent