

- Kid's club / birthday party usage - this would be directed toward kids that are not yet old enough for school. Again, pickleball is the primary product for daytime usage, but this could be a supplement.
- Corporate / personal events - the space will be very nice for large events, and could be rented out if we could get a significant premium fee above the futsal/soccer uses in the evenings.

Summary

In total, about 50% of the baseline assumed revenue is either locked in, or very high confidence. The other 50% is our best estimate of what we believe the facility will generate, given our knowledge of the market, the demand, and the fact that 1,500+ people will pass through the facility each day. The court-time revenue is very well known, and our estimated revenue is conservative. It is conservative because a) it is at the 35th percentile of likely range, b) we've assumed the courts are only utilized 69% of the time, and c) as noted in the "other revenue opportunities", there are a number of ways we could increase the revenue if our initial products don't yield revenue at, or above, our budget.

The non-court-time revenue has less specificity and a wider range of possible outcomes given these products are new to us. I lowered the revenue for the low end of the range for the pub and cafe to be 10% of the total revenue per your request, but I do not believe that is a realistic outcome. Because of that assumption, the non-court-time revenue range of possible outcomes looks very wide, but again I think that is inflated because of the extremely conservative assumptions for the cafe and pub. We plan to have a very nice cafe and pub, to align with a nice facility for the higher end economic profile of our customers. We expect to have 150+ customers captive in the facility at most all times. To hit our baseline budget, only a small fraction (as noted in the table above) of those need to purchase an item to achieve our budget.

Restaurant Menu

SALADS

	Menu Price	Product Number	Food Cost (40%)	Unit Sales Assumptions Per Day	Unit Sales Assumptions Per Month
Caesar Salad	\$ 8.00	1 \$	3.20	10	300
Arugula Salad	\$ 9.00	2 \$	3.60	10	300
Buratta Caprese	\$ 10.00	3 \$	4.00	8	240
Add Chicken	\$ 5.00	4 \$	2.00	8	240
		Total:		36	1080

ANTIPASTO

Meat, Cheese, and Fruit Plate	\$ 8.00	5 \$	3.20	8	240
Garlic Bread	\$ 6.00	6 \$	2.40	8	240
		Total:		16	480

COLD SANDWICHES

Garden Sandwhich	\$ 8.00	7 \$	3.20	10	300
Chicken Pesto Sandwhich	\$ 10.00	8 \$	4.00	12	360
		Total:		22	660

PIZZA

Margherita Pizza	\$ 11.00	9 \$	4.40	30	900
Pepperoni Pizza	\$ 12.00	10 \$	4.80	10	300
Sausage Pizza	\$ 12.00	11 \$	4.80	10	300
Vege Pizza	\$ 12.00	12 \$	4.80	10	300
Supreme Pizza	\$ 13.00	13 \$	5.20	10	300
Special Pizza	\$ 13.00	14 \$	5.20	10	300
Additional Topping Standard				Total:	2400
Additional Topping Special					

TOTALS: 154 4620

Coffee Bar Menu

			Food Cost (40%)		
American Coffee	\$ 3.00	1 \$	1.20	15	450
Espresso (Double)	\$ 3.00	2 \$	1.20	10	300
Cappuccino	\$ 4.00	3 \$	1.60	6	180
Latte	\$ 5.00	4 \$	2.00	6	180
Caramel Latte	\$ 6.00	5 \$	2.40	3	90
Mocha Latte	\$ 6.00	6 \$	2.40	3	90
Hazelnut Latte	\$ 6.00	7 \$	2.40	3	90
Hot Tea	\$ 3.00	8 \$	1.20	4	120
Sweet Pastry	\$ 5.00	9 \$	2.00	10	300
Savory Pastry	\$ 6.00	10 \$	2.40	5	150
Water Bottle	\$ 2.00	11 \$	0.80	10	300
Sparkling Water Bottle	\$ 3.00	12 \$	1.20	5	150
		Total:		80	2400

Pub Menu

			Food Cost (28%)		
Draft Beer Standard Pour (10 ounces) (Non Premium Beer)	\$ 5.00	1 \$	1.40	7	210
Draft Beer Standard Pour (10 ounces) (Premium Beer)	\$ 6.00	2 \$	1.68	7	210
Draft Beer Pint Pour (16 ounces) (Non Premium Beer)	\$ 9.00	3 \$	2.52	7	210
Draft Beer Pint Pour (16 ounces) (Premium Beer)	\$ 10.00	4 \$	2.80	7	210
Bottled/Canned Beer (12 ounce) (Non Premium Beer)	\$ 4.00	5 \$	1.12	7	210
Bottled/Canned Beer (12 ounce) (Premium Beer)	\$ 5.00	6 \$	1.40	7	210
Red Wine Glass (5 ounces)	\$ 8.00	7 \$	2.24	3	90
Red Wine Bottle (750ml)	\$ 28.00	8 \$	7.84	1	30
White Wine Glass (5 ounces)	\$ 8.00	9 \$	2.24	3	90
White Wine Bottle (750ml)	\$ 28.00	10 \$	7.84	1	30
Soda Softdrink (16 ounces)	\$ 3.00	11 \$	0.84	5	150
Juice Softdrink (10 ounces)	\$ 3.00	12 \$	0.84	2	60
Water Bottle	\$ 2.00	13 \$	0.56	10	300
Sparkling Water Bottle	\$ 3.00	14 \$	0.84	5	150
		Total:		72	2160