



## Venice Circus Adventure Golf, LLC

431 Airport Ave E # 205

Venice, FL 34285

Phone: 606-259-2331 Fax: 606-349-1040

E-Mail: johnmischel@email.com

# Letter of Interest to Lease Property

To: Mr. Peter Boers, Procurement Manager

From: John Mischel and Partners

Date: May 13, 2014

Our partnership is interested in leasing approximately 2 to 2.5 acres of the 11 acres that are available. We may require more of the property in the future based on our success and growth.

We have attempted to address the nine areas requested in this initial contact letter to the city.

### 1. **IDENTIFY**

My name is John Mischel. I have a B.S. degree from K.S.U. in KY. Since graduation I have been in sales, management and ownership of a multimillion-dollar automobile dealership, which I created 14 years ago in KY.

My wife is a college educated R.N. and KY State certified teacher.

My business associates, Mr. & Mrs. Chester McCoy, are both college educated KY State Certified teachers.

I, John Mischel, have extensive experience in dealing with the public as well as owning a mid-sized, multi-million dollar automobile dealership. I plan in using this extensive experience along with my wife and business partners to be the owner operators of our new business.

Our proposal is for a **Family oriented Entertainment Center (FEC)** with an outdoor 36-hole "Circus Themed" mini-golf course, including an indoor arcade and food service area. Our initial vision is to refurbish the octagonal shape "Gunther Gebel-Williams" building (at our expense) to "like new" condition and make it the base of our operations. We foresee the building being used as an arcade, commissary and restroom facility. We are also in the process of securing a "circus style" ticket wagon for entry onto the mini-golf course.

Although we have a strong vision of the final course design and layout, we will be entertaining any suggestions from all sources including, the public, the city, the airport and groups such as non-profit organizations to help with the final design of the **FEC**, to keep in the spirit and history of the Venice Circus.

We believe that our business concept not only benefits the City Of Venice but also the airport, the citizens, and the tourist who are visiting our community for now and the future.

### 2. **Affiliations**

We are currently consulting with Horwath mini-golf of NJ, Harris mini-golf of NJ, as well as several other industry leading mini-golf developers for guidance throughout all phases of our **FEC**

project in Venice. The combined experiences of the developers are well over 100+ years and have references available if requested.

We are using industry-accepted standards for population and traffic patterns to estimate revenues. We expect to get a ROI within 16 - 24 months and at that time (possibly sooner) we would possibly like to expand our lease to encompass more property, again more revenue for Venice, and less pressure for the city to figure out what to do with the property. I believe the current “look” of the location is not the image trying to be portrayed by the Southern Gateway Corridor.

Mini-golf is used throughout the nation as a great “family oriented” physical activity and can be designed in honor of the circus tradition.

### 3. **Development Details**

We are working with Mr. Orlando Bevington at “VCAFI” to acquire original artifacts and artwork from the circus to incorporate in our design.

We have a vision of people driving over the South Venice Bridge and taking pride in the refurbished land and it's use for a circus themed **FEC**. In order to honor the “Circus” tradition as much as possible, each of the 36 holes, will have a particular theme, including placards with a description of some aspect of the circus or circus life. Not only will it be a fun place for families but also an educational experience honoring the heritage of the former Venice Circus Arena.

The centerpiece of the refurbished property will be the old octagonal shaped building, being brought back to life, with life-sized replicas of some animals and performers. We plan on refurbishing the outdoor training cage area as well. This part of the project will have a replica of an “animal trainer” holding a replica “tiger” at bay as if the actual event was currently occurring. We plan on incorporating these displays like this as part of course play.

(Side note: As of now we haven't approached the family of Gunther Gebel-Williams to see if they would support us in the use of his name and or likeness in our project, but we plan on approaching them, when appropriate, for their support. If the survivors decline to support us we plan on using generic information about animal training for our placard for this hole. We believe that once we present the “whole” vision of our **FEC** to the family, we can garner their support.)

Another example of a hole might be to represent the art of trapeze near Tito's trapeze school, with placard explaining the history and the connections to the circus, again fulfilling our vision of being fun, historical and educational all at once.

Inside the air-conditioned octagonal building we plan on having circus original artwork and props (possibly some replicas when necessary). Our building will include handicap accessible restrooms, a small arcade for family to play and a foodservice area with a “circus” style menu including peanuts, popcorn, cotton candy, pretzels, hot dogs, ice cream, and other like items. We have already hired a local Venice, FL based restaurant consultant to help with the design and legalities involved in fulfilling our vision.

We are also considering a playground area for the smaller kids based on the final layouts on parking spaces and the amount of room we have available in phase one.

Another aspect of our **FEC** is the marketing of our concept to the public. We are planning on using multiple sources of advertising our business including; Internet, print, radio, television and networking throughout the community at local schools and “family oriented” organizations such as the YMCA and local churches to let them know about our facility.

We, by choice, are not going to allow tobacco based items to be used inside our building, a no alcohol policy will be enforced and anyone who is vulgar or unruly will be warned once and then ejected from our facility. In this day and time we believe keeping our **FEC** family oriented is of the utmost importance to us.

We are also planning using a mascot to market our **FEC**, a clown named "Rayo", to help promote our business to the public.

#### 4. **LEASING OPTIONS**

It is our intention to sign a long-term lease option from the start. We propose a 20 (twenty)-year lease to begin with and 2 (two) 10-(ten) year renewal options. We would propose an option to continue leasing after the initial 20-year term expires, as well. We obviously would like to gain more of the property for future "approved" expansions if our initial investment is successful. Our intentions are not to leave the property once the substantial initial investment is made.

Phase one is to refurbish the octagonal building and acquire the land immediately surrounding the building, which is encompassed by an existing fence on three sides and to the road marker on the back side of the building (approximately 170 feet). Without the exact scaled plat of the property we are estimating that this area puts us at below 2.5 acres of land initially.

We will definitely consider leasing more of the available land from the city in the future for "city approved" expansions of our F.E.C. concept, being phase two, they might include an air-conditioned indoor mini-golf course, rock climbing walls, or batting cages. Obviously we intend on working directly with city and their planning department to accomplish the goals of the Southern Gateway Corridor for Venice. We would proceed with great caution not to disrupt the ebb and flow of the community.

We will be able to establish traffic and usage patterns at our **FEC** fairly quickly after completion. Once this is established we hope to lease more of the available property from the city in the future.

Obviously the more we are leasing, the more business we are doing, the more the city is going to benefit from the extra revenue from our operations and that equates to less land for the city to maintain! We believe that working with all parties as a team we can possibly make our **FEC** a source of pride and joy for everyone in the community.

#### 5. **Compatibility: Southern Gateway Corridor – SGC**

The SGC connection is undeniable! The Venice Circus Arena is currently in disrepair and obviously inconsistent with the goal of the SGC. By us refurbishing the "Gunther Gebel-Williams" building and adding a scenic mono-golf course (which falls into policy 16.6 section "C" of the SGC plan) we are incorporating a complete development plan that stays consistent with the goals of all people who care about Venice, FL., and the preservation of the heritage of the Venice Circus connection.

Another thought to consider, by a private group taking the lease on a portion of the property we will be taking some of the "burden" from the city of Venice to figure out what to do with the property and by creating jobs we actually will be increasing the revenue back to the city.

I have also been coordinating a business plan with a group of entrepreneurs, Vecus Entertainment Group, to create a realistic and profitable corporate "Business Plan" to lease the "Big Top" building and surrounding property (approximately 4 acres) from the city as well. We are both

excited about the future potential of this building area being refurbished and backed by an actual profitable corporation running the property.

Vecus Entertainment Group will be submitting a proposal separately from our proposal. We all have agreed that once the “Big Top” building is refurbished it will be an additional source of pride and revenue for the City of Venice, a win-win for everyone.

We have also agreed that the proposed cut-through road on the property best suited for us is option “2”, this is the road that comes from Tamiami Trail and runs between my proposed leasehold and the old “Big Top” property to Airport road. We estimate it would be approximately 170 feet behind the octagonal shaped building.

## 6. **Benefits to the City**

The benefits of our **FEC** proposal are extraordinary. Not only do we stay in harmony with the spirit of the SGC plans as an inviting, beautifully landscaped, “Circus Themed”, educational, recreational property, but we also offer the City of Venice a brighter future by letting the citizens and tourist know we are promoting a “Family Friendly” environment. Not only does this increase the tourism base of Venice it will also create more jobs and revenue for the city.

Furthermore, our project should help alleviate some of the public pressure that the City and Airport face on trying to figure out what to do with the old Venice Circus Arena! We believe it’s going to be win-win “Homerun” for everyone.

## 7. **Honoring the Tradition**

We believe that refurbishing the octagonal shaped “Gunther Gebel-Williams” building as the essential focal point of our FEC. With this building as our “base of operations” we will be able to fulfill the rest of our vision of a “Family Oriented” and educational place for locals and tourist alike to come spend some quality time with their loved ones and hopefully pickup some knowledge of the importance, history and influence that the circus had on the City of Venice, FL.

We will be setting a new and innovative standard in mini-golf by having 36 differently themed holes that all will have a placard honoring some part of the circus, circus life, the City of Venice or even the connections and influence that the airport (FAA) and railroad had on the fact that Ringling choose Venice, FL as a winter home for their circus.

We would love to have input from anyone who can advise us in the area of the Circus history and help us design our placards so they tell an accurate story.

## 8. **Financials**

Our group has enough cash on hand and privately “guaranteed” bank funds to cover all aspects of the development of our FEC. We have estimates on all aspects of the completion of our FEC the main variable being the final negotiated land lease rate. We also have a cash on hand “cushion” for any unforeseen expenses.

Although private capital is our source of funds for this project and we would accept any financial assistance, lease concessions or contributions that are available.

## 9. (Timeframe)

We would literally begin refurbishing the building tomorrow if we could! Now let’s be practical.

We believe to coordinate all aspects of the FEC with everyone involved and the final decisions to execute our plan, it will be early to late fall before we can move in on the property, the sooner the better for us.

That being said, the octagonal building refurbishment and course construction are the two largest physical tasks at hand. Based on experience from our course consultants if we coordinate both projects to begin around the same time we believe everything can be completed in about 2 to 3 months from the start date. Our goal would be a "Grand Opening" day by the beginning of 2015 in conjunction with the New Year.

Please don't hesitate to contact me with any questions or concerns.

606-259-2331

431 Airport Ave. E. # 205

Venice, FL 34285

Thank you for your time and consideration.

A handwritten signature in black ink, appearing to read 'John Mischel', written in a cursive style.

**John Mischel**

Owner – Venice Circus Adventure Golf, LLC

