

Brass Blossom Bazaar

Business Presentation



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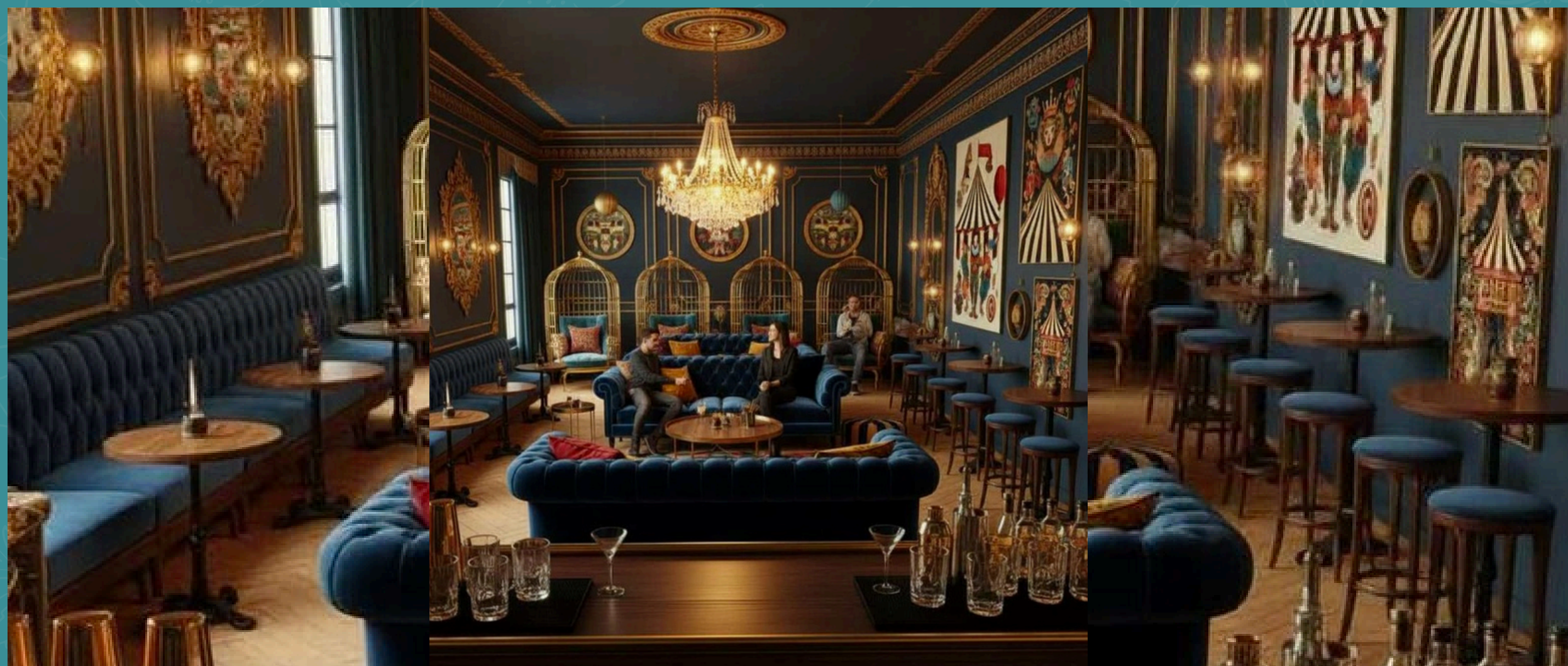
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Introduction

Brass Blossom Bazaar is a premium family entertainment center (FEC) concept designed to appeal to all age demographics, offering a unique blend of family-friendly daytime attractions and sophisticated adult entertainment in the evening. The facility will feature go-karts, a state-of-the-art arcade, themed mini-golf, laser tag, a speakeasy lounge, a main bar with auto-scoring darts and shuffleboard, high-end carnival-style food, and a French-style cafe.

Targeting both families and adults over 21, Brass Blossom Bazaar aims to capture a significant share of the rapidly growing FEC market, projected to reach between \$84 billion and \$110 billion by 2030-2033 (CAGR of 9.0% to 13.3%).





Date:
October 1, 2025

Business Model

The business model anticipates \$11 million in annual revenue with a five year outlook through a combination of individual attraction charges, package deals, and group/private event bookings. This business plan outlines the concept, market opportunity, operational strategy, financial projections, and funding request of \$6 million required for buildout and initial operations over a 12-month period. Brass Blossom Bazaar's goal is to establish a dynamic and profitable concept with the potential for national and international expansion.



Company Description

Name and Location

Brass Blossom Bazaar Located in the Northwest Las Vegas Valley

Legal Structure

Limited Liability Corporation.

Mission Statement

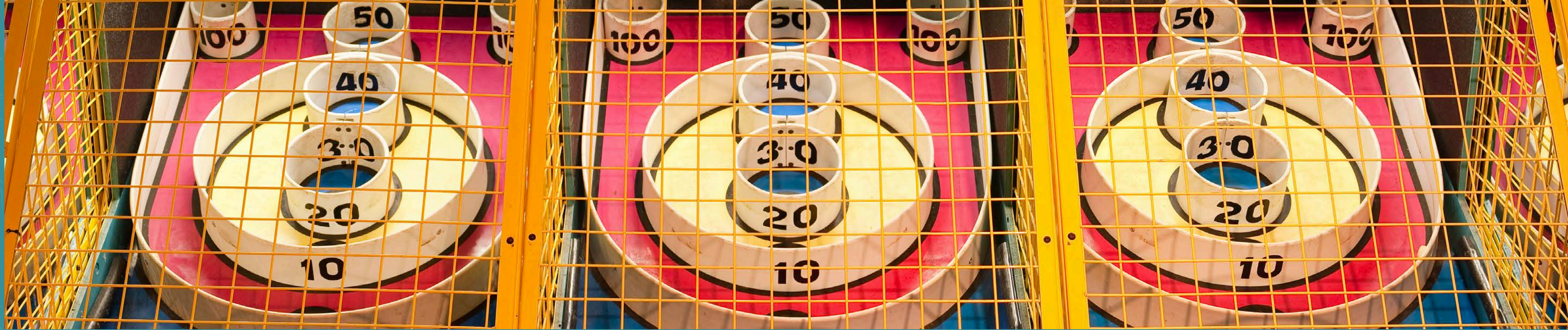
To provide a premium entertainment experience for all ages, fostering memorable moments and creating a vibrant social hub within the community.

Vision Statement

To become a leading innovator in the family entertainment industry, known for its unique blend of attractions, exceptional service, and commitment to creating lasting memories.

Core Values

Innovation, Quality, Customer Satisfaction, Community Engagement, Safety, and Sustainability.



Industry Overview

The global family entertainment center market is experiencing substantial growth. Market valuations range from \$28.2 billion to \$52.3 billion as of recent estimates, projected to reach between \$84 billion and \$110 billion by 2030-2033, representing compound annual growth rates of 9.0% to 13.3% across different market segments. The indoor entertainment center segment, which encompasses facilities similar to the proposed Brass Blossom Bazaar concept, demonstrates particularly strong growth dynamics. Market research indicates this segment was valued at \$30.8 billion in 2022 and is projected to reach \$108.4 billion by 2033, representing a robust 12.1% CAGR from 2024 to 2033. Alternative assessments suggest the indoor amusement center market size was estimated at \$51.29 billion in 2024 and is projected to reach \$84.03 billion by 2030, growing at a 9.0% CAGR from 2025 to 2030. These variations in market size estimates reflect different definitional boundaries and geographic coverage, but consistently demonstrate strong growth trajectories across all assessments.



Target Market



Families

Millennial and Generation X parents with children aged 5-17. These families seek experiential entertainment and are influenced by social media recommendations. Households with incomes exceeding \$70,000 spend almost four times as much on out-of-home entertainment compared to households with \$30,000-\$39,999 incomes.



Adults 21 and Up

Young professionals and adults seeking social entertainment options, including upscale dining and bar experiences. Generation Z alone represents \$360 billion globally and influencing an additional \$600 billion in family spending.

Market Needs

The market demands diverse entertainment options, high-quality food and beverage offerings, and a safe and engaging environment. Consumers are increasingly seeking hybrid entertainment models combining indoor and outdoor offerings are gaining traction to drive year-round engagement, featuring climate-controlled virtual reality arenas alongside open-air attractions with modular canopies.

Competitive Analysis

Key Competitors

Dave & Buster's, Main Event Entertainment, Chuck E. Cheese, Bowlero Corp, Lucky Strike Entertainment.

Competitive Advantages

Brass Blossom Bazaar differentiates itself through its premium concept, unique speakeasy bar, high-end carnival food, French-style cafe, and focus on both family and adult entertainment. This dual focus allows for extended operating hours and diversified revenue streams.

Market Share Strategy

Capture market share by offering a superior customer experience, innovative attractions, and targeted marketing campaigns.

Strengths

Unique concept, diversified revenue streams, premium offerings, strong target market appeal.

Weaknesses

High startup costs, operational complexity, dependence on economic conditions.

Opportunities

Growing FEC market, increasing demand for experiential entertainment, potential for national and international expansion.

Threats

Intense competition, economic downturns, changing consumer preferences, regulatory changes.

Organizational Chart



General Manager



Sales Manager



Assistant General Manager



Executive Chef



Executive Sous Chef



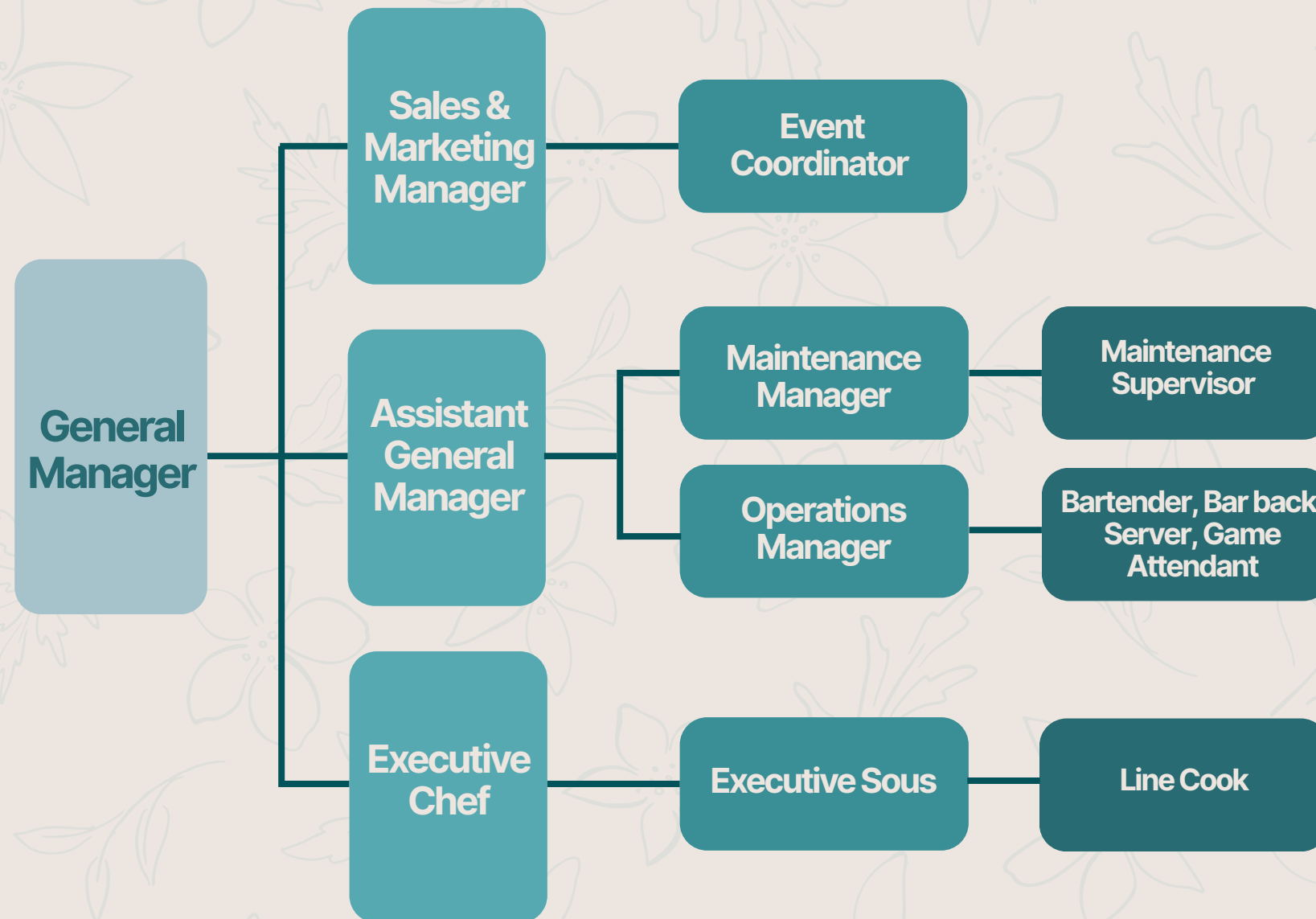
Operations Manager



Maintenance Manager



Line Staff Members



Meet Our Team



Steve Ely
Co - Founder



Maria Ely
Co - Founder

With over a combined 40 years of Leadership within the experiential, food & beverage and hospitality industries the Leadership team of Brass Blossom Bazaar have been a part of developing and launching emerging brands in the Las Vegas market such as Flight Club Social Darts, Play Playground, F1 Arcade and GameWorks in addition to operating over 44 unique bar, restaurant and entertainment concepts across the county.

The leadership developing Brass Blossom Bazaar has held Director and General Manager roles within the largest and most prestigious resorts in Las Vegas such as the Bellagio Resort, Mandarin Oriental, MGM Grand, Caesars Entertainment and Red Rock Resorts. These roles both developed and oversaw operations of multiple bars, celebrity restaurants such as Morimoto, Tom Colicchio's Craft steak, large-scale pool operations and entire beverage divisions generating over 90 million in annual revenue.

Attractions

VR Experience

A computer-generated, simulated experience that immerses users in interactive, 3D digital environments.



Climbing Wall

Unique and creative indoor climbing structure for all ages.

Crazy Mini Golf

An immersive and creatively designed mini-golf course with unique themes and challenges.



Laser Tag

A high-tech laser tag arena with interactive elements and strategic gameplay.





Attractions

Speakeasy Bar

A hidden, upscale bar offering craft cocktails and a sophisticated atmosphere for adults 21+.

Main Bar

A lively bar area with auto-scoring darts, shuffleboard, and a wide selection of beers, wines, and spirits.

French Style Cafe

A cafe serving pastries, sandwiches, coffee, and other light meals.

Arcade

State-of-the-art arcade games, including classic and modern titles, and prize redemption options.

Marketing Strategy

The objectives will be to establish brand awareness and generate initial customer. Increase repeat visitation and build customer loyalty. Lastly, promote group events and private party bookings.

Target Market Segmentation & Channels

Families

Target millennial parents through social media marketing, family-oriented events, and partnerships with local schools and community organizations.

Adults (21+)

Target young professionals and adults through social media advertising, email marketing, and partnerships with local businesses and event organizers.

Social Media Marketing

Creating short-form videos, collaborating with influencers and other brands, running contests and giveaways, using user-generated content (UGC), and leveraging data analytics to inform content decisions. Other strategies focus on customer care, building community, storytelling, and establishing a consistent brand voice and presence across platforms.

Search Engine Optimization

Optimize website and online content to rank high in search engine results. Creating keyword-optimized blog content (SEO) and using platforms like Google Ads to display targeted ads for products or services (paid SEM). Other strategies involve targeting ads by location, device, and time of day, using audience remarketing, and leveraging shopping ads on platforms like Amazon and YouTube.

Pay-Per-Click Advertising

Google Ads and social media advertising to drive targeted traffic to the website.

Email Marketing

Build an email list and send targeted promotions and updates to subscribers.

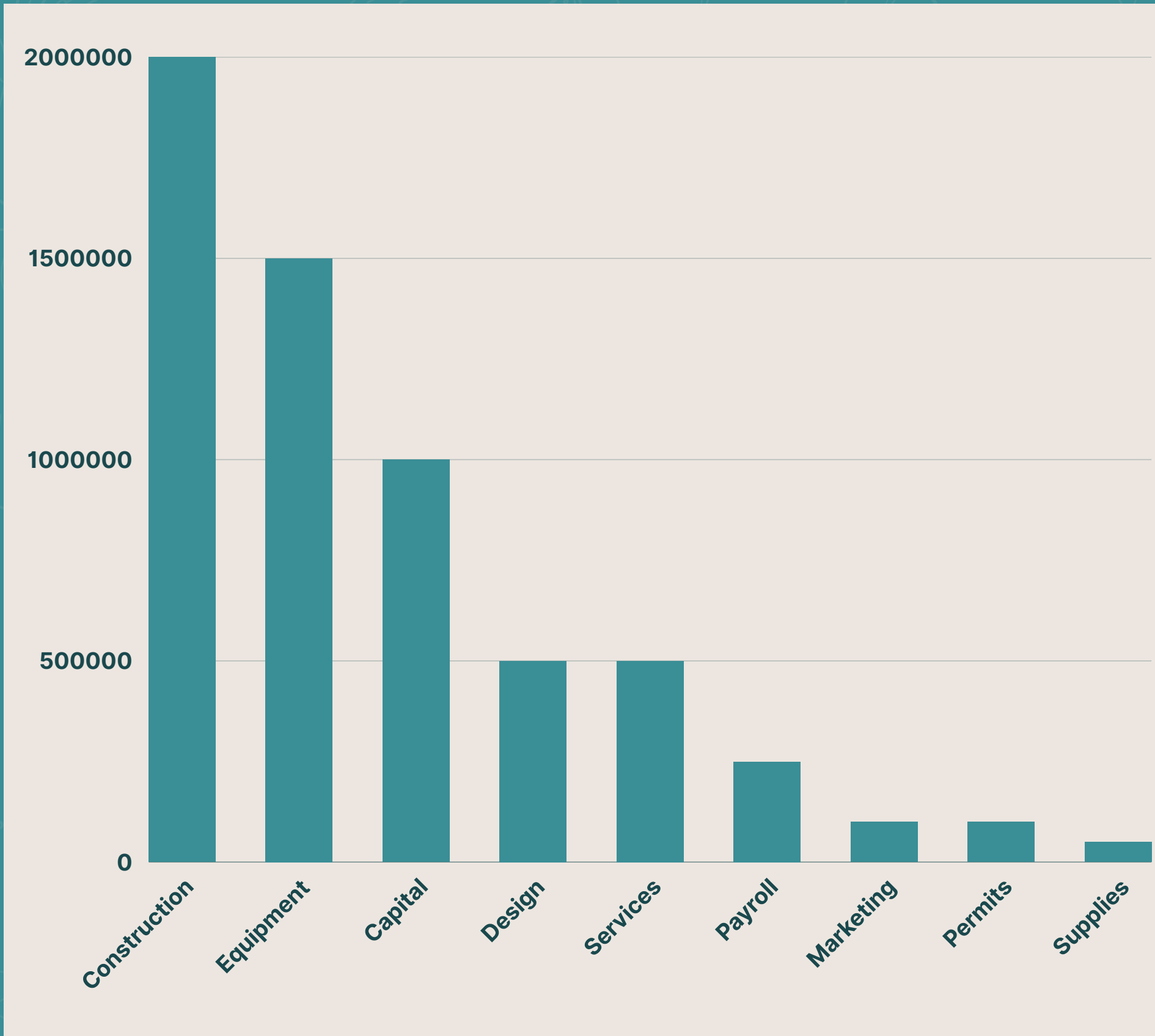
Public & Local Partnerships

Generate media coverage and build relationships with local journalists and influencers. Collaborate with local businesses, schools, and community organizations to promote Brass Blossom Bazaar.



Sales Strategy

-  **Pricing Strategy**
Implement a dynamic pricing strategy that adjusts prices based on demand, time of day, and seasonal factors.
-  **Package Deals**
Offer package deals that combine multiple attractions and food/beverage options.
-  **Membership Programs**
Offer membership programs with exclusive benefits and discounts to encourage repeat visitation.
-  **Group Sales**
Target group event organizers and corporate event planners to generate bookings.



Funding Request

Funding Amount \$6,000,000

- * \$2,000,000 for Construction & Development
- * \$2,000,000 for Entertainment Equipment
- * \$1,000,000 for Working Capital
- * \$250,000 for Interior Design & Ambiance
- * \$250,000 for Professional Services
- * \$250,000 for Pre-Opening Staffing & Payroll
- * \$100,000 Marketing & Branding
- * \$100,000 for Licensing, Permits, & Insurance
- * \$50,000 for Initial Inventory & Supplies

Financial Projections

	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>	<i>Year 5</i>
Revenues	<i>\$7,000,000</i>	<i>\$8,000,000</i>	<i>\$9,000,000</i>	<i>\$10,000,000</i>	<i>\$11,000,000</i>
Total Costs and Expenses	<i>\$4,550,000</i>	<i>\$5,200,000</i>	<i>\$5,850,000</i>	<i>\$6,500,000</i>	<i>\$7,150,000</i>
Net Income	<i>\$2,450,000</i>	<i>\$2,800,000</i>	<i>\$3,150,000</i>	<i>\$3,500,000</i>	<i>\$3,850,000</i>

Year One Detailed Financial Projections

Revenue Stream

- 
 Crazy Pool Tickets \$444,000. Based on average ticket price of \$12 and projected visitation of 37,000.

- 
 Arcade Revenue \$2,200,000 . Based on average spending of \$10 per visit and projected visitation of 220,000.

- 
 Mini Golf Tickets \$550,000. Based on average ticket price of \$15 and projected visitation of 37,000.

- 
 Laser Tag Tickets \$850,000. Based on average ticket price of \$15 and projected visitation of 56,667

- 
 Speakeasy Bar Revenue \$650,000. Based on average spending of \$25 per visit and projected visitation of 26,000.

- 
 Main Bar Revenue \$400,000. Based on average spending of \$20 per visit and projected visitation of 20,000.

- 
 Food Revenue \$400,000. Based on average spending of \$10 per visit and projected visitation of 40,000

- 
 Cafe Revenue \$350,000 . Based on average spending of \$8 per visit and projected visitation of 43,750.

- 
 Birthday Parties \$500,000. Based on average party revenue of \$500 and projected bookings of 1,000 parties.

- 
 Corporate Events \$500,000 . Based on average event revenue of \$1,000 and projected bookings of 500 events.

Average Spend per guest

Avg. Per Person	\$58
Attraction	\$42
Food & Beverage	\$16
Attendance	<i>300 guest per day</i>
Events	<i>3 events per day</i>
Combined Events	<i>\$730,000 yearly</i>
Total Year One	<i>\$7,081,000 yearly</i>

Year One Expense Breakdown

Expenses



Rent \$660,000. Based on estimated monthly rent of \$55,000



Utilities \$375,000. Estimated utility costs for electricity, water, and gas.



Payroll \$2,000,000. Estimated payroll costs for all employees.



Marketing \$190,000. Marketing budget for advertising, promotions, and public relations.



Insurance \$190,000. Estimated insurance costs for general liability, property, and workers' compensation.



Cost of Goods Sold \$1,000,000. Cost of goods sold for food, beverages, and arcade prizes.




Equipment Maintenance \$100,000. Maintenance costs for go-karts, arcade games, and other equipment.



Licensing & Permits \$20,000. Annual licensing and permit fees.

Go Kart Expansion Expense and Revenue



Build Out	\$1,112,500
Operating Expenses	\$870,000
Total Expense	\$1,982,500
Ticket Price	\$15
Guest's per Day	300
Total Revenue Yearly	\$1,642,500

AREA DEMOGRAPHICS



POPULATION

1 Mile	3 Miles	5 Miles
15,898	161,411	427,833



AVERAGE HOUSEHOLD INCOME

1 Mile	3 Miles	5 Miles
\$110,767	\$104,737	\$103,106



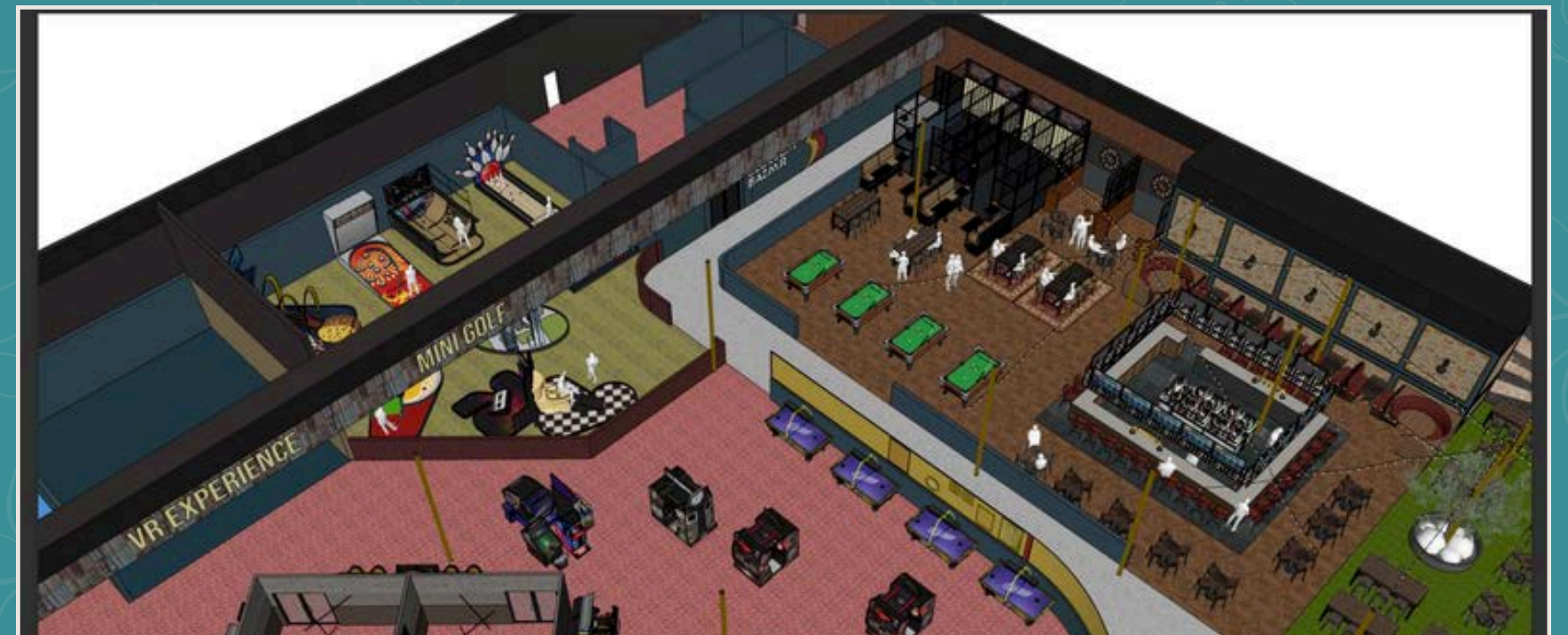
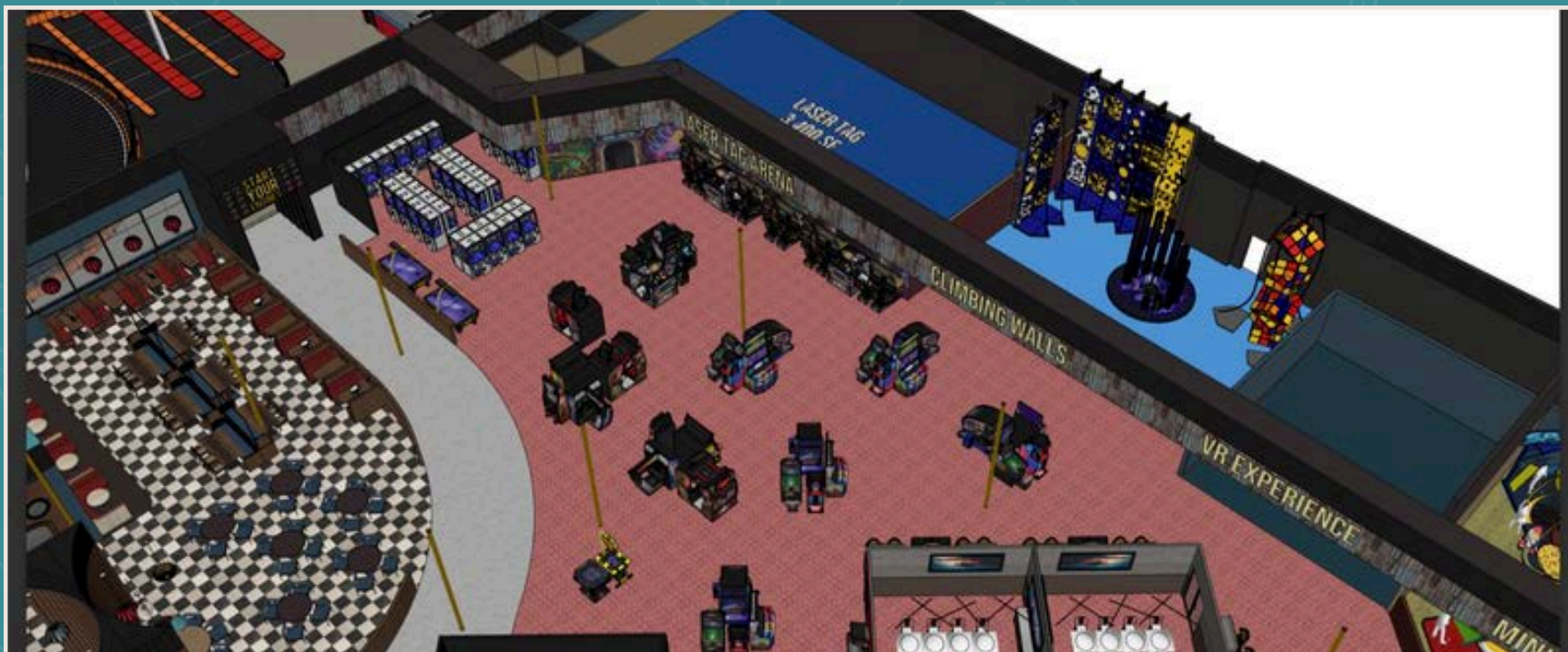
TRAFFIC COUNTS

Lone Mountain Rd	Decatur Blvd
7,100 VPD	24,100 VPD

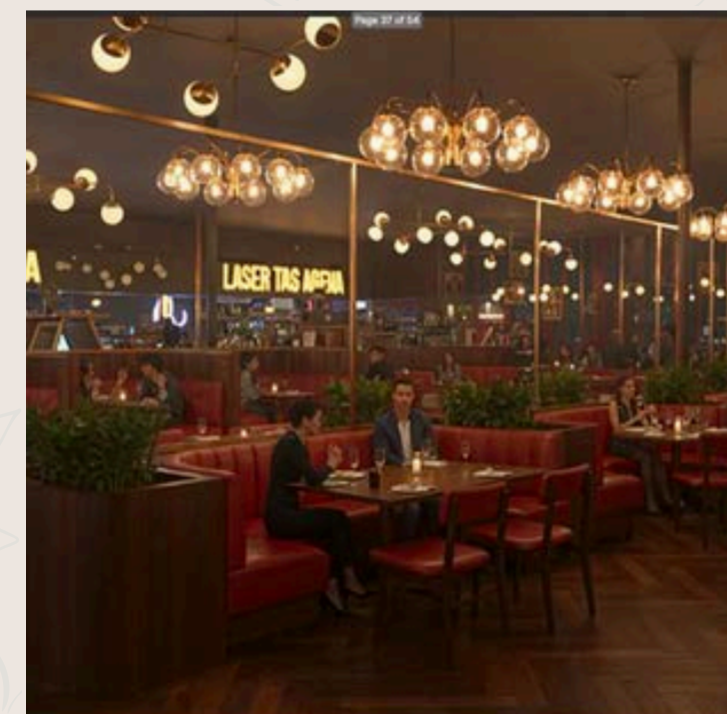
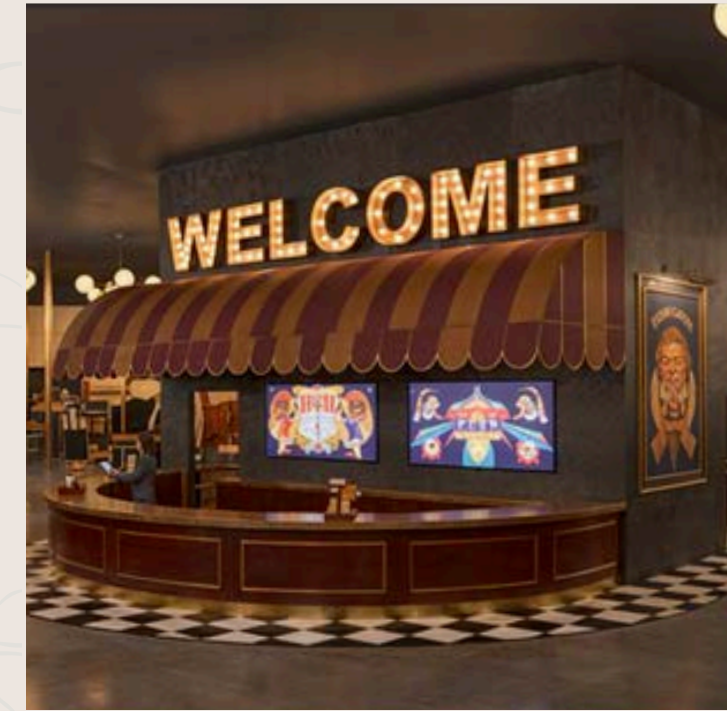
Sources:
SitesUSA 2024
TRINA, NV DOT, 2023



Floor Plan Layout



Renderings





steve@brassblossombazaar.com
maria@brassblossombazaar.com

