

Case No. 19UR009

Legal Description:

Lot 1RA of Five Star Subdivision, located in Section 25, T2N, R7E, BHM, Rapid City, South Dakota

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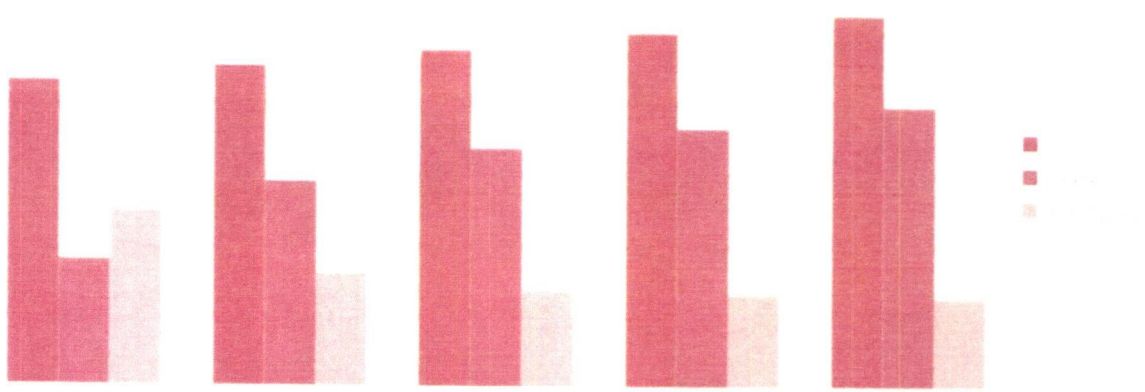
RAPID CITY DEPARTMENT OF COMMUNITY DEVELOPMENT

Executive Summary

Highlights

Axe it Out is an urban axe throwing venue. It is an up and coming sport that is becoming popular at a rapid pace. Sioux Falls, SD has a couple locations that have been very successful. My husband and his family visited one while there in March of this year. He was immediately hooked, and after seeing how excited his sister was the first time she got the axe to stick, he thought, "how cool would it be to open one in Rapid City?" I was hesitant at first as I felt that sounded like a huge liability, especially mixing alcohol with it. After researching it I quickly learned that there are rules and safety is number one. There are strict limits to one alcoholic drink per hour while throwing. So we agreed that he would be in charge of building the lanes, upkeep, and the axes and I would take on the daily business responsibilities. The feedback we have received so far has been positive and very exciting.

Financial Overview



Objectives

Axe It Out's objectives are to start a profitable business with the intention of growing profits in our current location and expanding in the future, whether by leasing a larger space or buying property. All the while providing excellent customer service and upholding the highest safety standards to ensure our customers have the best experience possible.

Mission Statement

To provide a safe and fun environment for men and women to come enjoy this new sport, whether it be the first time throwing an axe or experienced throwers participating in a league.

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Description of Business

Axe It Out is Rapid City's first exclusive axe throwing venue. Customers will be able to learn the art of axe throwing and even join in league play with the WATL.

Company Ownership/ Legal Entity

Axe It Out is an LLC business that provides a service to its customers.

Startup will require a one-time building permit and a conditional use permit. A beer and wine license will need to be acquired as well and maintained every year.

Location

Axe It Out has already leased out suite six at 811 Disk Drive in Rapid City. This location provides many advantages to the business. First is parking, the lot is large and will provide ample access to the business. The second is the signage, there is a potential for high visibility pylon signage that can be seen from I-90. Third is that the space was once set up for a restaurant and provides a large cooler and ADA rest rooms, although there is some build out needed to make the space usable for Axe It Out's business.

Interior

The interior space that has been leased will be set up with two lanes that have two targets each along with two single target lanes. There will be seating areas where customers will be able to sit, watch, and drink a variety of beverages.

For diagrams of the lanes and targets, please see the Appendix, Diagrams 1, 2 and 3.

Safety

The safety of Axe It Out customers is of utmost concern. Axe It Out will be following World Axe Throwing League (WATL) regulations, which require the following:

1. An axe should never be thrown until a coach has provided a demo and instruction for which the participant has been present.
2. Fences or walls block this area from the rest of the facility to keep throwers and axes all contained in a safe environment.
3. Only the two participating throwers and the axe throwing coach are allowed inside the lane at one time. This includes ensuring the area behind the throwers is clear of any other person up to 5'.

To address the only safety issue that has recently come up where the axe bounced back towards the thrower, we will not be using rubber mats or axes with rubber handles. We will also be putting down saw dust and other materials to absorb the kinetic energy from axes that hit the ground.

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Hours of Operation

Axe It Out's hours of operation will be:

Monday: Closed (When/ if Leagues are started they will be held Monday nights)

Tuesday – Thursday: 5:00 pm to 10:00 pm

Friday – Saturday: 3:00 pm to 12:00 am

Sunday: Closed – Would be available for private events

All customers will be 21 years of age or older. To ensure compliance with State and Federal liquor laws, all customers will be required to show their ID at the door.

Products and Services

Axe It Out plans to not only provide the venue and supplies for its customers but also to serve a variety of beverages, mainly beer and wine, but also some soft drinks and water.

In the future we also plan on having a variety of merchandise available for purchase, such as t-shirts and other apparel.

Suppliers

Beverages will be supplied by Coca-Cola and Fisher Beverage Co. WATL will be supplying official merchandise and some axes. Lowe's will also be utilized for some axe supplies. Internet will be provided by Midco.

Management

Melissa Boehrens-Bonham personally has over 21 years of management and customer service experience. For full coverage of all areas, there will be three employees on duty at all times. Two employees will monitor the lanes and provide the demonstration and instructions. One employee will be manning the concession area and monitoring the rest of the space. Initially we will be hiring five part-time employees to ensure adequate coverage.

Marketing

Market Analysis

According to the United States Census Bureau's American Community Survey, in 2017 Rapid City had 53,436 people over the age of 21. Of those, 15,907 people are within the target demographic of 20-34.

Tourism is a big part of the economy in Rapid City. According to South Dakota Department of Tourism, the number of visitors coming to South Dakota was 14.1 million people in 2018, up 1.4% from 2017.

Competition

Currently, the only direct competition for Axe It Out in Rapid City is Escape 605, which offers Escape Room activities along with Axe Throwing and JJ's axe throwing, both of which are located in Sioux Falls, SD.

Pricing

The standard price of an hour of axe throwing will be \$30 per person. During League play it will be \$180 per person for an eight-week session. On Tuesdays it will be a promotional price of buy one hour and get a second customer's hour free. In the future we hope to open Sundays for family day where no alcohol is sold and kids age 11 and up will be able to throw for \$15 per kid for an hour.

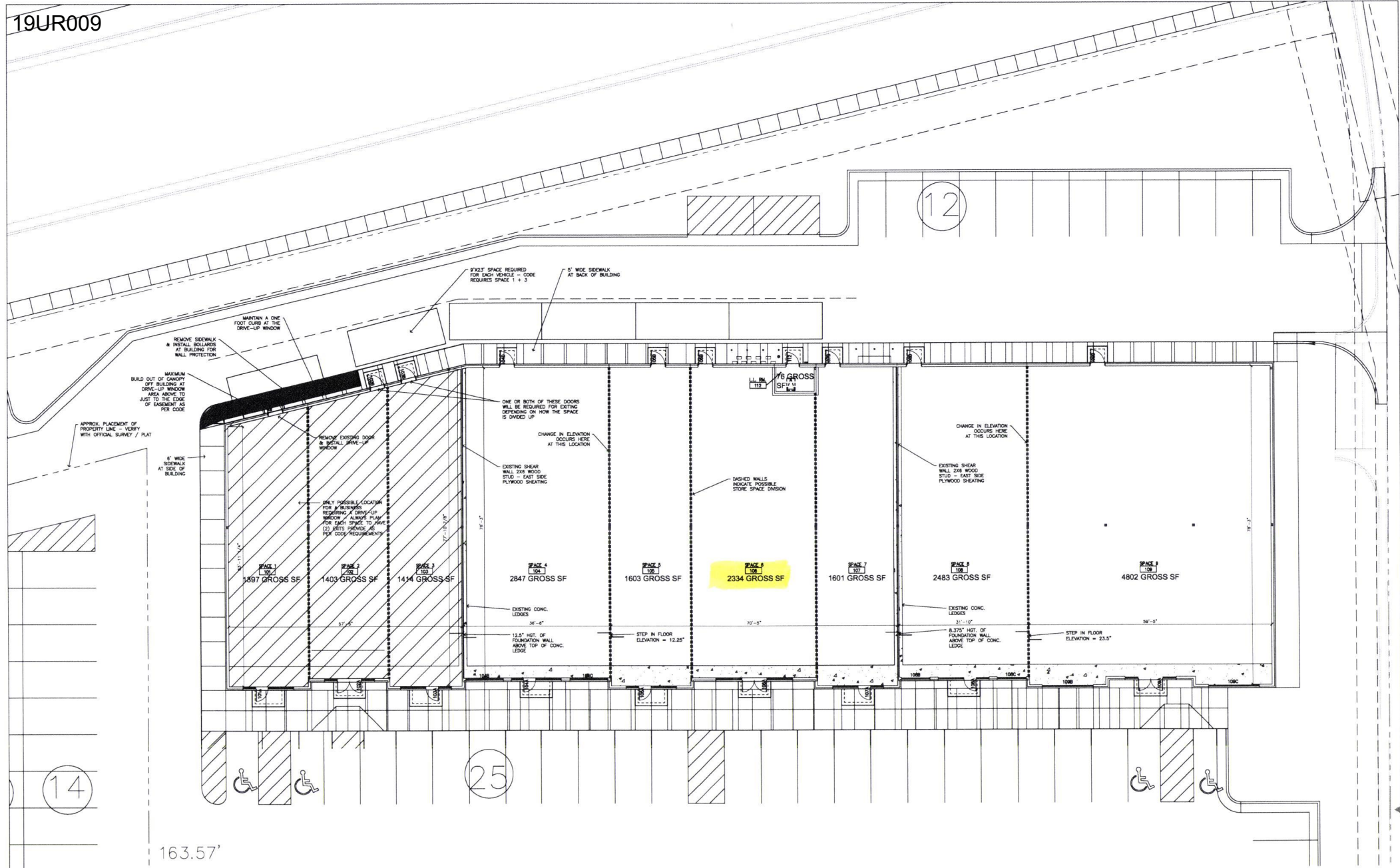
Advertising and Promotion

Axe It Out plans to advertise mainly on social media sites such as Facebook and Instagram.

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Revisions	
No.	Date

Project Number: 14109
 File Name: SITE PLAN
 Drawn By: AMP
 Checked By: BCK
 Date: 5.27.14

CLIENT
 CENTERPOINT PROPERTIES
 1616 17TH STREET, SUITE 470
 DENVER, CO 80202
 303.297.3137

FLOOR PLAN
 TENANT IMPROVEMENT IN EXISTING BUILDING
 811 DISK DRIVE, RAPID CITY, SD

DATE: 5.28.14

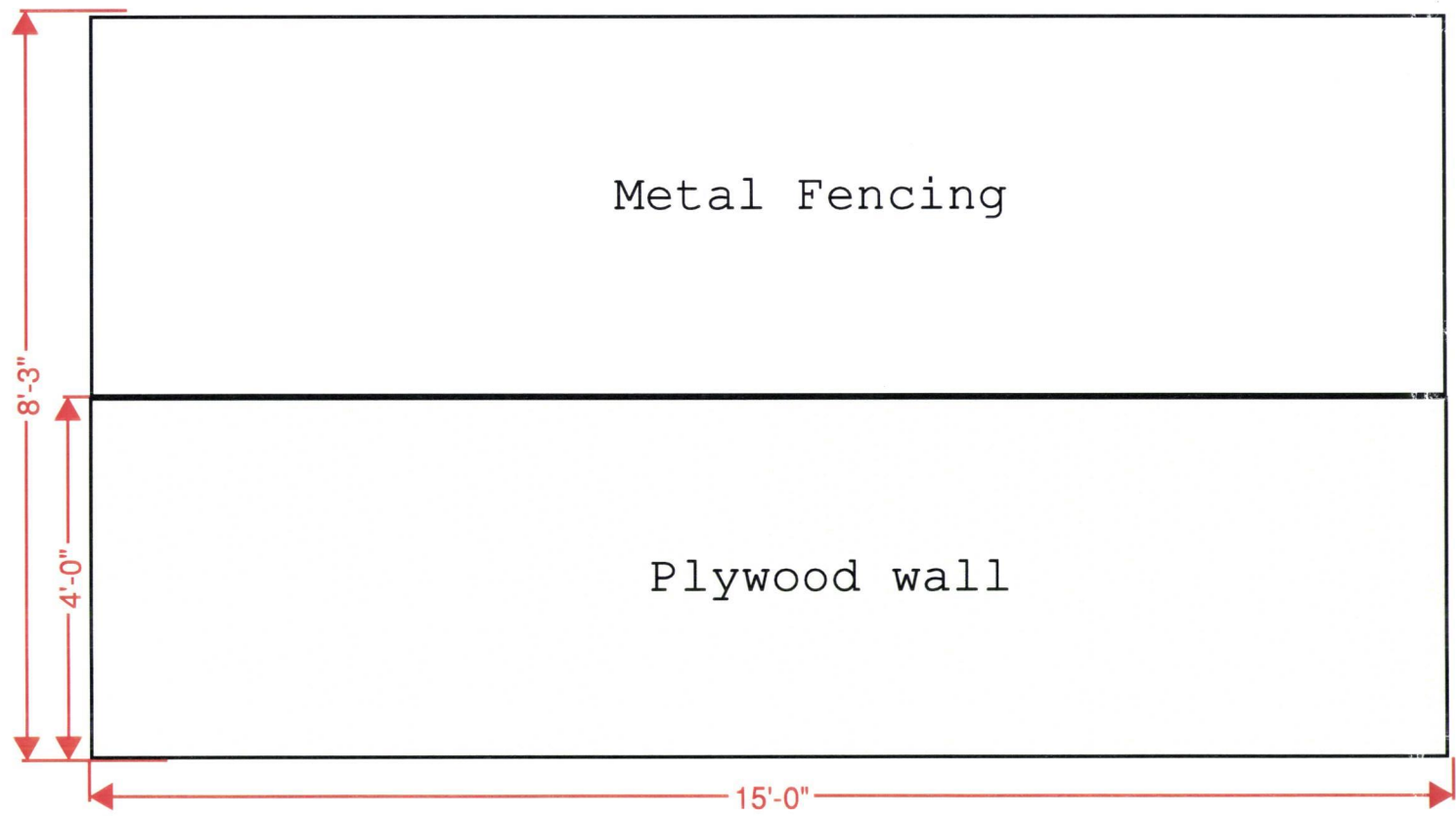
A3
 Drawing Number

FLOOR PLAN
 SCALE: 3/32" = 1'-0"

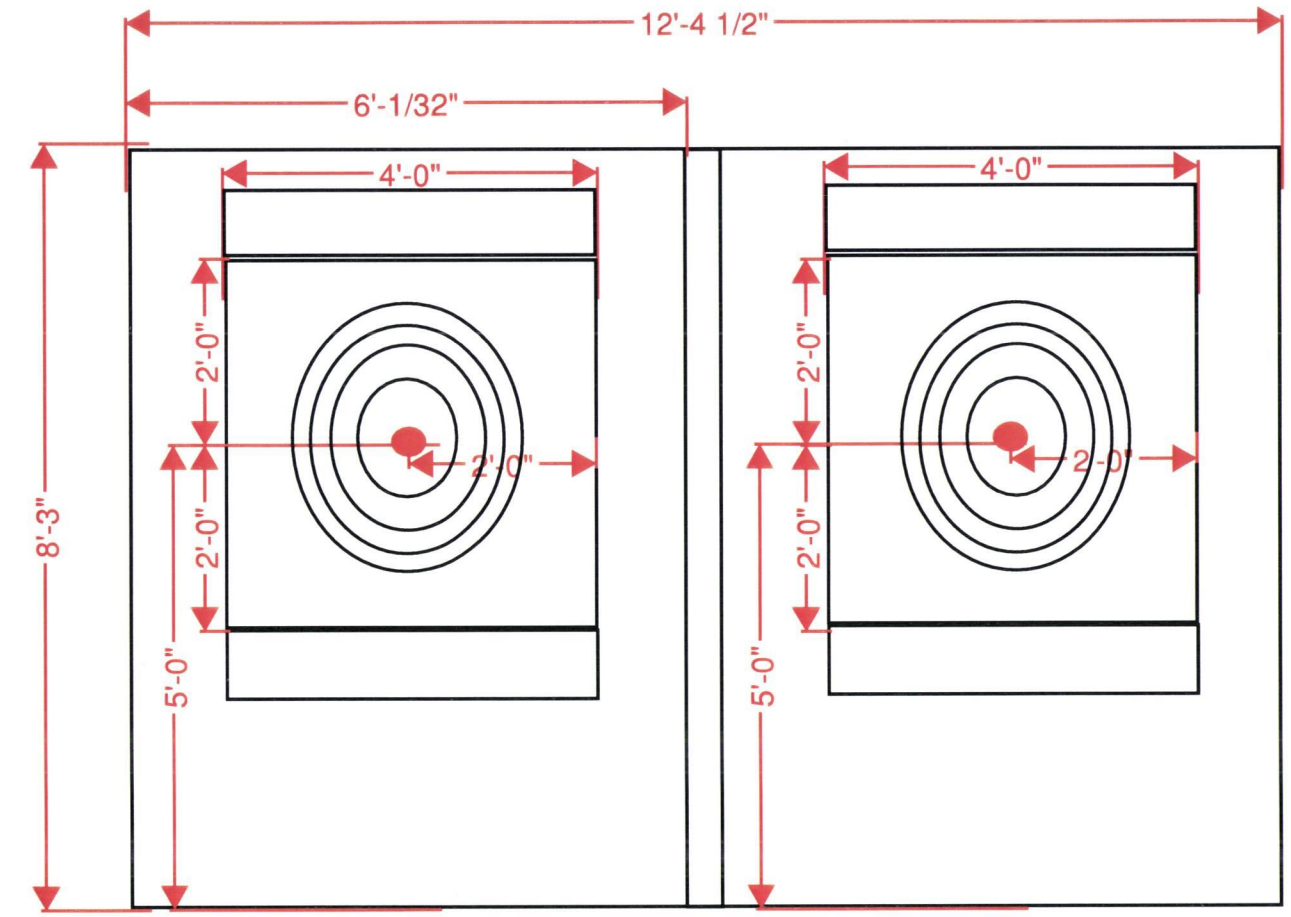


163.57'

Side view

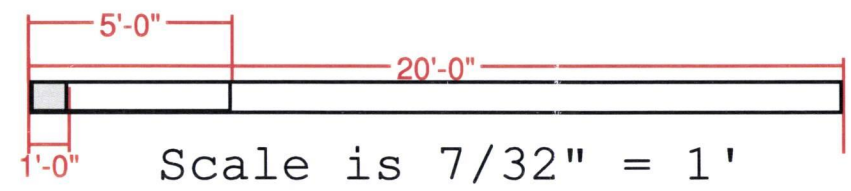


Front view of the lanes

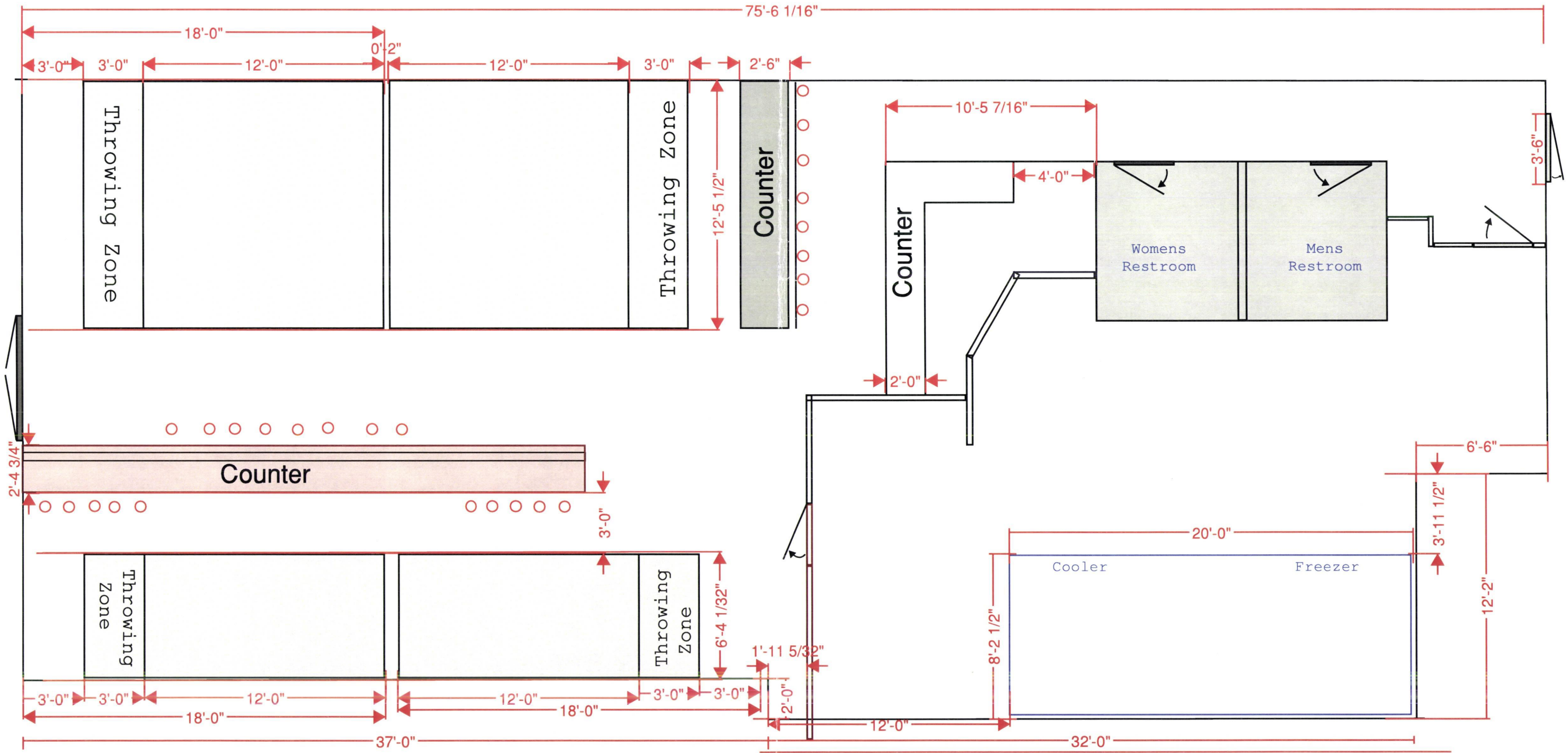


Scale is 1/2" = 1'

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