



EATERTAINMENT CONSULTING, DESIGN & PRODUCTION SERVICES

The White Hutchinson Leisure & Learning Group is a full-service feasibility, design, production and consulting company for location-based family and children's leisure, entertainment and eatertainment venues.

Our production services are not limited to the physical eatertainment facility. Rather, our comprehensive approach covers every aspect of developing, building, setting-up, opening and operating an eatertainment facility.

White Hutchinson has a core team of design and other professionals (our Production Alliance) that includes the disciplines of architecture, interior and mechanical design; market research; brand, name and logo development; acoustics and audio-visual design; horticulture and landscape design; kitchen design; food and beverage service start-up; entertainment and play attraction design and procurement; game room operation; graphics, wayfinding and sign design; child development; management start-up and training. Additionally, we collaborate with the best quality suppliers throughout the world on the design of entertainment and play equipment and activities.

We have found from experience that the only way we can deliver a quality and successful project to our clients is through a comprehensive and tightly managed production process that coordinates all aspects of the business, just not the architectural improvements. Eatertainment facilities are very specialized and there are hundreds of facility, equipment, operations, branding, management and marketing details that need to be simultaneously addressed and coordinated during development for success.

White Hutchinson prides itself on its independence. Unlike many consultants and designers who derive secondary income from commissions on equipment or from contractors they specify for clients, our ethical standards prohibit us from accepting any such income, which could bias our advice to clients. As a result, we have no loyalties or obligations to any suppliers or contractors. We have no ownership, nor will we accept any commissions, rebates or other compensation from suppliers or contractors. We believe it is our job to represent the best interest of our clients and help them make the best business decisions, which sometimes is to not to proceed with a project.

Our comprehensive design and production services cover every aspect of designing developing, opening and operating a fully-branded eatertainment facility, including:

- Site evaluation and selection
- Market research and feasibility
- Center concept development
- Qualitative guest research
- Cultural research
- Financial projections
- Cost estimates
- Mix/program development
- Operating capacity/design day calculations
- Capacity calculations for all entertainment and events
- Space/adjacency planning
- Concept planning
- Brand development
- Project name development
- Logo and graphic identity design
- Schematic design
- Architectural design
- Interior design
- Mechanical design
- Electrical design
- Civil engineering design
- Landscape design
- Mascot/costume character design and procurement
- Children's safety design including ASTM and CPSC compliance
- Design for adult and children's accessibility
- Design for family friendliness
- Wayfinding/sign design
- Acoustic design
- Audio-visual design
- Lighting design
- Custom millwork design
- Assistance with selecting security systems
- Food Service:
 - Menu development and pricing
 - Recipe development
 - Product sourcing
 - Kitchen, counter area and bar design
 - Select and source small wares
 - Coordinate bidding for all kitchen equipment, including comparative analysis of bids
 - Develop menu board concepts and designs

- Quality control standards and procedures
- Sanitary practices and procedures
- Waste monitoring and control
- Inventory control and ordering
- Policy and procedure manuals
- Hiring assistance and screening for specialized F&B staff, including F&B manager and chef
- Training manuals
- Food service personnel training
- Kitchen set-up
- POS and technology systems selection and set-up
- Start-up operations
- Furniture and fixture design/specifications and procurement coordination
- Custom design/specification and procurement coordination for all entertainment and play attractions, equipment and supplies
- Custom theming and finishes design/specification and procurement coordination
- Design/specification and procurement of all finish materials
- Coordinate reviews and approvals with all governmental entitlement agencies
- Assistance with selecting a contractor and bid analysis
- Coordinate final construction documents, specifications and bids
- Review and approve all color dye lot, color finishes and material submissions
- Review and approve shop drawings
- Construction progress inspections
- Coordinate installation of all furnishings, fixtures, entertainment and play equipment, signage and other finishes
- Develop and monitor development schedule
- Management Start-up:
 - Business culture
 - Organization chart and all staff positions & job descriptions
 - Operational procedures
 - Manager's handbook
 - Employee handbook
 - Selection assistance with and interview manager and key personnel
 - Management incentive program
 - Hiring standards
 - Labor law compliance
 - Staff orientation program
 - Guest services program
 - Mystery shopper program
 - Cash and inventory management
 - Point-of-sale and debit card system selection
 - Banking procedures
 - Loss controls

Staff training programs
Group sales
Marketing and advertising program
Advise on design of brochure & collateral
Membership/loyalty programs
Labor management
Attraction and general admission pricing
Risk management & quick response emergency plan
OSHA compliance
Amber alert procedures
Day-to-day operations & facility management
Birthday party programs and training
Advise on required training for first aid and CPR
Develop working with children and families customer service manual for staff
Customer service training for working with children and families
Game Room:
Layout, selection, procurement or contracting advice for games
Optimum ticket payout for games
Point level formula for redemption prizes
Game room and prize center promotions
Game tournaments
Redemption store/counter design, and merchandising
Prize selection and procurement
Training for game technician and game room staff
Advise on development of sponsorship programs and implement in design
Development and training on hygiene, health and sanitation policies for any play areas
Assistance with other areas of management and start-up of operations as required
Prepare punch lists
Post occupancy evaluations
Develop post occupancy adjustments
Post occupancy re-training
Consulting and assistance on all other areas of development, opening and operations

White Hutchinson Leisure & Learning Group

Kansas City, Missouri, USA

Doha, Qatar

01.816.931-1040

randy@whitehutchinson.com

www.whitehutchinson.com