



**AN ADVENTURE AND ENTERTAINMENT EXPERIENCE**





**JOIN US FOR SOME  
EXCITEMENT**







We are excited to present our comprehensive proposal for Jack's Backyard, an extraordinary and expansive entertainment complex that will redefine the concept of leisure and recreation in Lewisville. With a vast array of exciting and diverse activities, a wide selection of delectable food and drink options, captivating live music performances and a vibrant and inviting atmosphere, Jack's Backyard aims to become the ultimate destination for unforgettable experiences, endless fun and cherished memories for individuals, families, and friends of all ages.

Located in the heart of Lewisville, Jack's Backyard will offer a one-of-a-kind entertainment experience. This meticulously designed complex will become a multifaceted entertainment destination that caters to the varied interests and desires of our guests, providing a remarkable escape from the ordinary and a hub of excitement and enjoyment.

# OUR TEAM



## DIRK & MARK KELCHER

Kelcher Entertainment Group, helmed by the dynamic twin duo Mark and Dirk Kelcher, is a name synonymous with success in the entertainment and hospitality industries. With a history spanning more than three decades, Kelcher Entertainment Group is a testament to the brothers' entrepreneurial spirit and exceptional business acumen. We are thrilled to present a proposal that showcases the remarkable achievements of Kelcher Entertainment Group and its invaluable contributions to the hospitality industry.

From their humble beginnings with Jack's Pub & Grill to their involvement in prestigious events, festival partnerships and the creation of numerous thriving businesses, Mark and Dirk Kelcher have demonstrated an unwavering dedication to providing top-tier entertainment, hospitality and culinary experiences.



## STEPHEN ARRANT

With more than 25 years in the service industry, Stephen Arrant has a wealth of hospitality operations and guest relations experience. Prior to joining Kelcher Entertainment Group, Arrant was a facilities director for 8020 Hospitality, where he opened the first multi-brand, single-unit concept of HG SPLY CO, HERO and Standard Service for 8020 in its newly built 27,000-square-foot, 1,000-person capacity venture in Trophy Club, Texas.

Arrant's additional accolades include opening and overseeing multi-unit concepts for Lombardi Family Concepts in Legacy West such as Toulouse, Taverna and Kai. He also worked for one of Dallas' hottest groups, Front Burner Society, where he was the general manager of the award-winning Mexican Sugar Legacy.

His desire to continue to learn and grow with the world of food and beverage is what keeps Arrant motivated to sharpen his skills with each opportunity to make a positive impression on his guests.



JACK'S  
BACKYARD

# CURRENT VENUES

OWNED AND OPERATED BY KELCHER ENTERTAINMENT GROUP

**Dough Bro's**  
ITALIAN KITCHEN & BAR

Keller Springs 2011

**Dough Bro's**  
ITALIAN KITCHEN & BAR

Bedford 2022

**Dough Bro's**  
ITALIAN KITCHEN & BAR

Plano 2023

**Dough Bro's**  
ITALIAN KITCHEN & BAR

Farmers Branch 2023



Bedford 2009



The Colony 2017



Bedford 2022



Grand Prairie 2010



Fort Worth 2019



Farmers Branch 2023



Bedford 2013



The Colony 2017



Carrollton 2021



Inwood 2023



Farmers Branch 2023

## PREVIOUSLY OWNED RESTAURANTS AND BARS

Jacks Pub & Grill

Gypsy Tea Room

Green Room

Trees

Umalaut

Jerabaum

Inferno Lounge

Top Rail Ballroom

Jaden's

Cedar Social

Primos

The HUB Sports Bar

Ron's Place

Lakefront Grill

District 30

**KELCHER ENTERTAINMENT GROUP**



*Estd*

*1994*



To satisfy appetites and provide a delightful culinary experience, Jack's Backyard will showcase a diverse selection of food options carefully chosen to appeal to a wide range of tastes. Kelcher Entertainment Group is proud to introduce offerings from some of our esteemed restaurants, including Barrel & Bones Craft Bar & Smokehouse and Dough Bro's Italian Kitchen. Barrel & Bones, renowned for its artful in-house smoked barbecue and an extensive collection of bourbon and whiskey, will provide guests with succulent smoked meats, delectable sandwiches and a wide variety of flavorful sides. Dough Bro's Italian Kitchen, known for its scratch-made Italian cuisine, will offer mouthwatering pizzas, savory calzones and an array of other Italian delicacies, ensuring that every craving is met with authentic flavors and exceptional quality.



## Attractions:

Go Kart Racing: Feel the exhilaration of high-speed go-kart racing on our state-of-the-art track. Our meticulously designed course will provide an adrenaline-pumping experience, while the illuminated track and vehicles will add a captivating visual element, especially during nighttime races. Whether you're a racing enthusiast or a casual driver, our go-kart racing promises an unforgettable adventure.



## LIVE MUSIC

Immerse yourself in the enchanting world of live music at Jack's Backyard. Our dedicated stage will feature talented local artists and bands covering a wide range of genres to cater to diverse musical tastes. From energetic performances to intimate acoustic sets. Our live music events will create a vibrant and engaging atmosphere for guests to enjoy while dining or simply relaxing with friends.

Jack's Backyard will regularly draw visitors from a 15-20 mile radius for its regular schedule of live music. Friday nights will feature a regular schedule of local bands with no cover charge for guests. On Saturday nights, larger regional names will take the stage, including bands such as Stoney Larue, Jason Boland and Cory Morrow.

Quarterly, Jack's Backyard will host larger touring acts including Josh Abbott Band, the Toadies and more.





## PICKLEBALL

Join the fastest-growing sport in America and experience the thrill of pickleball on our top-notch courts. This popular sport combines elements of tennis, badminton, and ping pong, providing a fun and competitive activity for individuals of all skill levels with expertly maintained courts and equipment.

The pickleball courts at Jack's Backyard offer not only a tourism draw but also create a new community gathering place. The center will be available to host Lewisville community pickleball leagues and clinics, with special negotiated rates specifically for Lewisville residents. In partnership with Lewisville ISD, there are opportunities for the development of school-based teams and clubs as well. The space also allows for the hosting of regional pickleball tournaments and events.



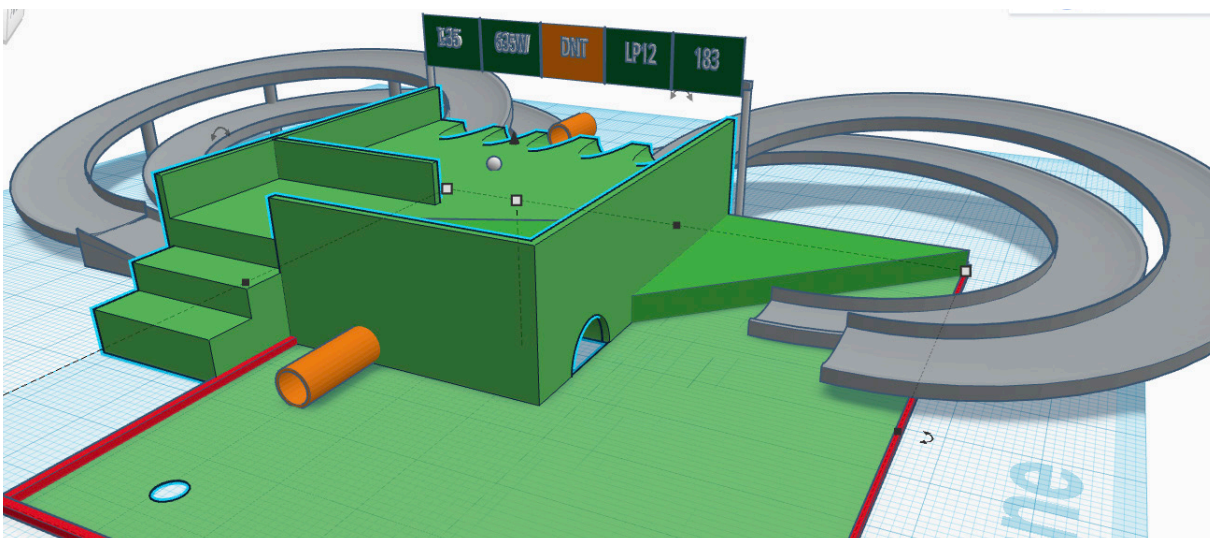
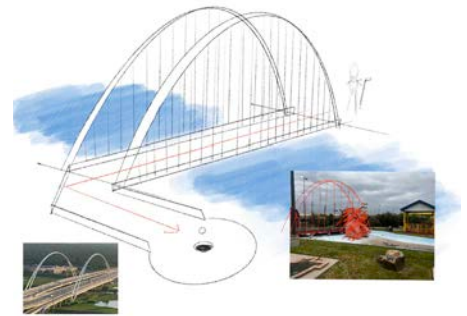
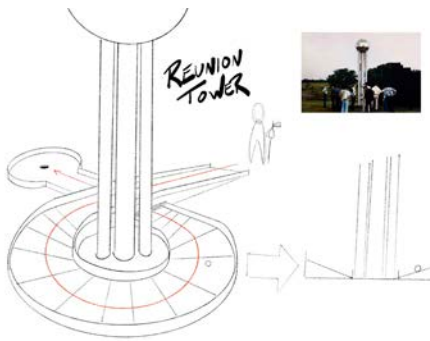


Zip Lining: Soar through the air and take in breathtaking views as you zip-line across our thrilling course. From the launch platform to the landing point, every moment will be filled with excitement and a sense of adventure. Our zip-lining experience will cater to thrill-seekers looking for an adrenaline rush, as well as those seeking a unique perspective of the surrounding landscape.



## MINIATURE GOLF

Embark on a whimsical journey through our intricately designed miniature golf course. At Jack's Backyard, we're proud to showcase some of the Dallas-Fort Worth's most famous structures and landmarks including the Lewisville Fighting Farmers Water Tower in our imaginative course layout. Putt your way through replicas of these iconic buildings and renowned monuments, giving your miniature golf experience a uniquely local touch. Every hole will be a delightful adventure, immersing players in the rich history and charm of the city.



Kelcher Entertainment Group has carved an unparalleled legacy in the realm of concessions and venue management, delighting and serving millions of people with its exceptional services. Kelcher Entertainment Group's expertise has graced an array of high-profile gatherings from the bustling Curtis Culwell Center to numerous stadium events, leaving a lasting impression on attendees worldwide.

Diving into the realm of adrenaline-pumping events, Kelcher Entertainment Group has been instrumental in orchestrating iconic Red Bull spectacles like Flugtag and Soapbox Races, pushing the boundaries of imagination and wowing audiences with extraordinary feats. Additionally, Kelcher Entertainment Group's experience extends to managing concessions for the monumental EarthX Expo, the world's largest green gathering held annually at Fair Park in Dallas.

Beyond the realm of heart-pounding events, Kelcher Entertainment Group's expertise shines at electrifying concerts such as a performance by the celebrated Black Eyed Peas and the exclusive Maxim Super Bowl Party. These ventures have captivated audiences and yielded substantial financial success, with several events raking in more than a half-million dollars in revenue.

In addition to these prestigious feats, Kelcher Entertainment Group has been a cornerstone in the vibrant arts and music scene, providing delectable food and top-notch concessions services for the Deep Ellum Arts Festival for several consecutive years. Kelcher Entertainment Group has also been sought out for renowned festivals like Smoked Music & BBQ Festival, Untapped Music Festival, Lights All Night, Electric Daisy Carnival and many others, each event benefiting from the Kelchers' unwavering commitment to excellence.

Kelcher Entertainment Group has honed its expertise in catering and managing concessions for large venues. Its network of industry connections and vast operational experience empowers it to swiftly mobilize and flawlessly run concessions at a moment's notice. The result is a seamless and awe-inspiring experience for eventgoers, as Kelcher's masterful touch elevates gatherings of any magnitude into unforgettable spectacles.





## Food Options:

At Jack's Backyard, we believe that exceptional entertainment should be complemented by outstanding culinary offerings. To achieve this, we are excited to introduce food options from some of our esteemed restaurants, including:

**Barrel & Bones Craft Bar & Smokehouse:** Step into the world of Barrel & Bones, a culinary haven that celebrates the art of in-house smoked barbecue .

With three successful locations in Dallas, The Colony and Carrollton, Barrel & Bones is renowned for its mouthwatering smoked brisket, tender turkey, savory sausages, and more. Our menu extends beyond the classics, featuring tantalizing creations like pulled pork sandwiches, delectable deviled eggs, velvety mac & cheese, and indulgent brisket-infused cheeseburgers. In addition to extraordinary spirits, Barrel & Bones offers one of the largest selections of bourbon and whiskey in Dallas/Fort Worth, along with a wide range of craft beers, IPAs and craft cocktails.

**Dough Bro's Italian Kitchen:** Discover the authentic taste of Italy at Dough Bro's, a culinary gem with three convenient locations in Dallas, Plano, and Bedford. Scratch-made food and exceptional flavors make Dough Bro's a go-to destination for Italian cuisine. Indulge in our specialty pizzas, meticulously crafted with fresh ingredients and mouthwatering toppings. From the classic Margherita pizza to The Bro, loaded with a variety of savory meats, our pizza offerings cater to every palate. Beyond pizzas, our menu features tantalizing calzones, satisfying sandwiches, refreshing salads and the indulgent flavors of deconstructed lasagna. Each dish is prepared from scratch using the finest ingredients, ensuring an authentic and unforgettable taste experience.







## THANK YOU FOR YOUR CONSIDERATION

In summary, Jack’s Backyard entertainment complex is poised to revolutionize the concept of leisure and entertainment in Lewisville. With a diverse range of attractions, including go-kart racing, live music performances, pickleball, zip lining, arcade games and miniature golf, there will be something for everyone to enjoy. The illuminated go-kart track will provide a thrilling night racing experience while our pickleball courts will cater to the growing interest in this fast-paced sport. The miniature-golf course will take players on a journey through Dallas’ most famous landmarks, creating a unique and memorable experience. To complement the entertainment, our food options from Barrel & Bones Craft Bar & Smokehouse and Dough Bro’s Italian Kitchen will ensure guests have access to exceptional dining experiences.

We are confident that Jack’s Backyard will become the premier entertainment destination in Lewisville, attracting visitors from near and far. With our commitment to providing unforgettable experiences, exceptional food, and a vibrant atmosphere, we look forward to bringing this vision to life and creating a remarkable entertainment complex that will leave a lasting impression on guests of all ages.



### CONTACT

#### Address

Kelcher Entertainment Group  
1833 Airport Freeway  
Bedford, TX 76021

#### Phone & Fax

Phone: + 214-577-4900  
Mobile: + 214-577-7171  
Fax: + 972-829-8910

#### Online

Email 1: Mark@Kelcher.com  
Email 2: info@Kelcher.com  
Website: www.Kelcher.com

# Jack's Backyard



## INTRODUCTION

---

Chris Zielke of Centurion American (the Client) retained Trifecta Management Group (TMG) to complete an outdoor attraction study for an indoor-outdoor restaurant/entertainment 'Jack's Backyard' project located at 1951 North Summit Avenue, Lewisville, TX. A demographic report was run to evaluate the market in the 5-10-15 mile radii along with a 30-minute drive time to establish estimated foot traffic, which was used to produce the pro forma's for each of the attractions. We anticipate this will bring approximately 300k visitors to this site each year.

The information in this document was completed by the technical and operations groups at TMG, who did in-depth research on the attractions along with conversations with the manufacturers on the details of each. As a result, this report contains insight to the outdoor attractions that we feel are potentially a good fit for this location.

## Attractions

---

### Zip Line

The Fly Wire zipline has gained traction and notoriety as the “Best Major Theme Park Ride” -- one of the highest industry honors – for its design and savvy configuration. A spiral staircase leads to a zipline tower which allows two riders at the same time on two lines. This zipline configuration is reported to be the safest and fastest in the world.

Zipline at a towering height of 31 feet on the standard Fly Wire models (custom configurations also available). Soar over waterparks, through tropical resorts, serene waterscapes, clear football fields or zip over amusement parks. The Fly Wire Zipline is designed specifically for clients in need of fast cycle times and safe method of descent.



### Patented Stopping Device.

The Fly Wire Zipline’s stopping device, the “Declinator,” was awarded best technology for its brilliant design and savvy configuration. The Declinator is recognized as the safest decelerator on the market. This proprietary device fully lowers zip liners safely to the ground with a hydraulically activated decelerator. The stopping device communicates with the zipline’s tower, preventing the platform doors from opening, until the zipline cables are high in the air and safe to operate. Zipliners will descend into a spring activated power pack, providing extra thrills by launching them backwards before safely lowering to the ground.



Estimated Purchase Price: \$200,000

Estimated Installation: \$75,000

Installation estimate does not include the cost of civil engineer for soil density test or crane rental.