

Where Good Friends Meet!

welcome to your

Neighborhood RESTAURANT



FRANCHISE
OPPORTUNITIES





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OUR MISSION STATEMENT

"To provide service of the highest quality while treating our guests to abundant portions of flavorful, homemade food in a neighborhood restaurant setting that fosters fun and excitement."



We learned early on that the best restaurants are the ones that take no shortcuts. We therefore take the time to prepare almost all of our menu items from scratch. Although this bucks the national trend, we feel that your lunch or dinner tastes better when served with more homespun care. It's a little more work, but we're sure that our informed diners can taste and feel the difference.



THE QUESTIONS

What does the Franchise Fee cover?

The franchise fee secures for the franchisee the right to own and operate an Okoboji Grill unit in a protected territory. It also secures the right to its trade name, trademarks, distinctive decor and manner in which the Okoboji Grill does business.

Other rights include:

- A. Restaurant Design and Layout Assistance
- B. Site selection and Lease Negotiation Guidance
- C. Okoboji Grill Name Identity
- D. Training
- E. Opening Assistance and Ongoing Operations Guidance
- F. Established Lines of Supply
- G. Proprietary Recipes and Procedures
- H. Menu
- I. Operations Manual

What does it cost to build and open an Okoboji Grill?

Depending on whether you renovate an existing building or build from scratch, an Okoboji Grill building project can cost anywhere from \$500,000 to \$2 million. Much of the variance is determined by the size of your building, whether you need to purchase land, and the market in which you decide to build.

Does Okoboji Enterprises help with the site selection?

Yes. We are very much involved in the site analysis with you. Whether it be a new facility or an existing restaurant, we will work hand-in-hand with you to pick the best available site.

What size specifications are required for an Okoboji Grill?

As a general rule, we recommend a facility of not less than 4500 square feet nor more than 6800 square feet. We have plans and layouts for various building configurations.

What about the sale of alcoholic beverages?

A full-service license for the sale of such beverages by the glass is an integral part of your operation. An Okoboji Grill typically generates 15-25% of its total revenue from the sale of alcoholic beverages.

How long does a franchise agreement last?

The initial term is 20 years after which you may renew for an additional option period of 15 years, subject to lease availability.

Do I receive training from Okoboji Enterprises?

Franchisees or their designated managers are required to attend and successfully complete the training program, the cost of which is included in your franchise fee. However franchisees must pay their own costs relating to transportation, lodging and meals. In addition, our Operation Specialists and a New Store Opening Team will work with you in your unit during your opening.

Can I sell my Okoboji Grill Franchise?

Yes. Your business is like any other and can be sold to any buyer pending approval from Okoboji Enterprises. There is a transfer fee for legal, administrative and training fees that will impact the transfer.



OUR ANGLE



Casual Dining is by far the fastest growing segment of the \$250 billion restaurant industry. A small regional chain operating out of Des Moines, Iowa as the Okoboji Grills is making some noise and contributing to this boom.

Entrepreneurs looking to succeed as franchisees in the food service industry want experience, expertise and brand equity which is why the Okoboji Grill is a prudent restaurant franchise option. From project planning and site analysis through training and store opening, we have the experienced support staff to help you through every phase.

Okoboji Enterprises operates and franchises one of Des Moines, Iowa's most popular casual dining restaurants. Operating since 1989, the Okoboji Grills have established themselves as one of the area leaders by attracting families, couples and singles for great food in a vibrant yet relaxed neighborhood setting.

Owners and still operators Leroy and Ann Gessmann had a vision in the mid 1980's. Noticing a change in modern lifestyles and eating habits of Americans, the

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Gessmanns foresaw the market changing. Fortunately it was changing toward their own segment, the segment of casual dining. What they saw was a consumer that treated dining out as more commonplace and necessary, not as an event reserved for special occasions So with the modern day consumer endorsing instant gratification, free spending and convenience, who better is

there to take advantage of these habits than the casual dining restaurateur? By joining forces with the Okoboji Grill, you can take advantage too.

The Okoboji Grill quite deftly satisfies the demand for personal attention not found in a fast-food restaurant while finding a way to deliver reasonable pricing that a fine dining restaurant cannot provide. Quite simply, an Okoboji Grill can provide service without sacrificing personality and comfort without sacrificing atmosphere. All at a reasonable price.

A typical Okoboji Grill is 4500 to 6800 square feet with a designated "Cheers-like" bar area located separately from the main dining room. Televisions abound throughout the facility making your Okoboji Grill a preferred neighborhood venue for sporting event viewing. The menu consists of appetizers, sandwiches and full dinner entrees with the profitable pasta dishes growing in demand with each passing menu. Most sandwiches are ordered with the signature Boji Fries, a uniquely seasoned French Fry served with a side of homemade ranch dressing.

Capture a segment of the casual dining boom with Okoboji Grill. Be a part of the personal, friendly atmosphere and invest in a small yet growing franchise system with lower fees yet with a proven concept and top notch support.

Please consider the enclosed materials carefully and together we can share the successes of the Okoboji Grill. Okoboji Grill... Where Good Friends Meet.

THE BUSINESS

The purchase of a franchise from the Company for operation of an Okoboji Grill Restaurant (a “Franchise”) entitles the franchisee to display the “Okoboji Grill” trademark and related logo, and to utilize the system developed by Okoboji Grill and the Company to establish, operate and promote an Okoboji Grill Restaurant, which system includes a unique and readily recognizable design, color scheme, layout and signage for the business premises, equipment selection and installation, accounting methods, marketing and promotional techniques, personnel training and a confidential manual of operating procedures.

BUSINESS EXPERIENCE



William Leroy Gessmann – Director; President

Leroy Gessmann, the originator of the Okoboji Grill Restaurant concept and has been employed as President of Okoboji Enterprises since its formation in 1989 and the Company since its formation in 2002. The Company maintains its principal office in Grimes, Iowa. Prior to his involvement with the Okoboji Grill Restaurant concept, Mr. Gessmann was employed in the restaurant business since October 1986 with Micky Finns and Philadelphia Bar & Grill. He is the shareholder and a director and officer of the Company.

Ann K. Gessmann – Director; Treasurer and Secretary

Ann Gessmann has been employed as Treasurer and Secretary of Okoboji Enterprises since its formation in 1989 and the Company since its formation in 2002. Prior to her involvement with the Okoboji Grill Restaurant concept, she was employed by Carriers Insurance Company.



Richard Filloon – Vice President of Operations

Rich Filloon has been employed as Vice President of Operations since May of 2004. Prior to working for Okoboji Enterprises, he was employed with Domino's Pizza, Inc. from 1986 to 2001 as a Franchise Consultant, Franchise Operations Director, Regional Director, Regional Vice President and Area Vice President.

THE STEPS

Contact Okoboji Enterprises or local Okoboji Grill for a franchise information brochure.

1. Complete the application found in the brochure and submit it to the Okoboji Grill corporate office. We will schedule an interview with you at which time you will learn about the franchise program. We will discuss your financial qualifications, personal responsibilities and business objectives. You will be encouraged to contact and visit any of our Okoboji Grill locations to better understand a working unit.

2. While considering your application, we will prepare a background, character and credit check to verify all your submitted information. We will also evaluate your submitted location site or assist you in finding a location suitable for our concept.

3. Upon acceptance as a franchisee with a workable location, we will formalize and verify your capitalization and assist you in developing your construction plan which must include one of our design and décor options.



4. A deposit of \$1000 will be paid to secure your position as a franchisee with 50% of it earmarked for return to you in the event the project never materializes.

5. The franchise agreement is signed and construction may then begin.

6. Prior to your restaurant opening, you and/or your operating partner are then scheduled to attend a four week on-the-job training program at Okoboji Grill in Des Moines, Iowa. Two key employees are also required to train at this store.

7. Throughout construction we will visit your construction site and monitor the progress of your new facility. One week before opening we will coordinate an on-site training program for cooks and servers that will include point-of-sale and menu education as well as basic table service guidelines.

8. As your store opens, we will send in one of our experienced New Store Opening Teams to assist you.

9. Okoboji Enterprises will remain involved in your store by assisting you in the areas of purchasing, recipes, marketing, costs, research, design and human resources throughout the life of your Okoboji Grill.



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Welcome



OKOBOJI GRILL

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Catch The Wave!



OKOBOJI GRILL

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OKOBOJI GRILL

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est. 1989



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