

INTRODUCING



A HATCHET HOUSE

HUNTINGTON BEACH

SURF CITY USA



2 **HB**
LOCALS

& **THEIR**
BEAUTIFUL
SON

S **HARING**
THEIR
PASSION



MEET STUMPY'S
OPERATED BY LASHELLE CREATIVE

— Hatchet —
STUMPY'S
— House —

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STUMPY'S

Hatchet
STUMPY'S
House

STUMPY'S FRANCHISE

The name Stumpy's comes from the original owners throwing hatchets at a tree stump. They found themselves hosting wine and hatchet throwing gatherings for their friends and family. This got so popular that it spawned the creation of the first Hatchet House in the United States (Hatchet Houses have been in Canada for about 20 years, but Stumpy's was the first in the U.S.).

In the Hatchet House's controlled throwing pits, customers take turns tossing their hatchet at the target, perfecting their form and technique. After several trials, most find this activity to be addicting. During allocated pit times, friends can gather in the common area at large farm tables and comfy couches. Guests that book a pit are welcome to order food, and beverages, available for purchase at the food counter.



STUMPY'S HUNTINGTON

Beyond the standard hatchet experience Stumpy's Hatchet House Huntington Beach will be host to the following:

- Leadership training
- Team building
- Business retreats
- Conferences
- Fundraising events (school, boosters, FD, PD, etc...)
- Hatchet League Competitions

Stumpy's Hatchet House Huntington Beach's goal is to be a service to its community, bringing members together through fun wholesome activities and looking to give back in any way we can. We feel its very important to be a contributing and involved member of the area and community that surrounds us.



STUMPY'S HUNTINGTON

Stumpy's Hatchet House Huntington Beach Full Capacity Staffing

- 1 Front desk assistant
- 5 Pit coaches/bosses (see layout on next page for pit assignments)
- 1 Trainer
- 1 Manager
- 1-2 Owner/Partner.
- 2 snack bar employees (responsible for taking orders, making and cooking pizzas)

Guests will make all orders either in the lobby (before they go in for training) or at the snack bar.

Guests will also be responsible for picking up their order once their number is called.

If a guest orders beer or wine (we have a Type 41 CA ABC license) it must be at the snack bar so that their ID can be checked and their wrist band can be marked.

As things progress toward an open date, we will attend additional training on running the business and staffing. It will be followed up by on site (Stumpy's Hatchet House Huntington Beach) training. Based off real time training these numbers may be adjusted slightly to cover things we didn't anticipate.



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GUEST EXPERIENCE

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STUMPY'S
House

GUEST EXPERIENCE

Front Desk

- The guest is greeted by Front desk personnel.
- Front desk personnel are usually the first point of contact.
- They will use their RBS and Stumpy's specialized training to look for and spot any odd behavior or drunkenness. Anyone that is deemed drunk or buzzed will not be allowed to throw hatchets.
- Here guests will verify their online bookings, or book a pit as a "walk in".
- Pits are booked by the hour - 1 or 2 hours (similar to bowling or top golf).
- They will be given a time slot and wrist band to quickly indicate which time slot they belong to.
- Wrist bands are handed out to individuals by the Stumpy's staff only. Guests are not allowed to give other guests wrist bands. This helps insure all guests have had an initial vetting via the front desk
- After signup is complete and everyone has a wrist band they will be asked to wait in the lobby, or they will be moved directly into the safety briefing.

Safety Briefing

- During the safety Briefing the guest will receive a presentation on all the safety procedures.
- During this presentation the safety instructor will use his/her RBS and additional Stumpy's training to spot any drunkenness or odd behavior (this is the second point of contact). Anyone that is deemed drunk or buzzed will NOT be allowed to throw hatchets.
- Once the presentation is complete, they will sign waivers and meet the throwing coach.



GUEST EXPERIENCE

Throwing Coach

- The throwing coach is one of the most important members of the Stumpy's staff for spotting drunkenness, as they will have the most contact with individuals and groups (this is the third point of contact)
- Throwing coaches will leverage all their RBS and additional Stumpy's training as they teach and watch individual throwers.
- Throwing coaches teach people proper throwing techniques.
- Throwing coaches go over and repeat many of the safety rules.
- Throwing coaches will watch individual throwers - keeping an eye out for safety violations and possible drunkenness, throughout the guests allotted pit time.
- Throwing coaches oversee 2 pits per coach. They stay close to their assigned pits so they can be of service to the guests and provide a safety over-watch.
- After the throwing coach goes over the techniques, it's time to throw hatchets!

Throwing Pits

- Throwing coaches/pit bosses will maintain a watchful eye over their assigned pits (2 pits per throwing coach). Pits have 2 lanes - 1 hatchet per lane.
- After both throwers have tossed their hatchets, they are allowed to grab their hatchet and deposit into the hatchet box (NO HAND-OFFS ALLOWED UNDER ANY CIRCUMSTANCE)
- Roaming management will also be on the floor backing up the Pit bosses and interacting with guests. This ensures a friendly inviting environment and helps maintain a watchful eye over the guests (this is the fourth point of contact).

GUEST EXPERIENCE

Food Counter (Lumber-Snacks)

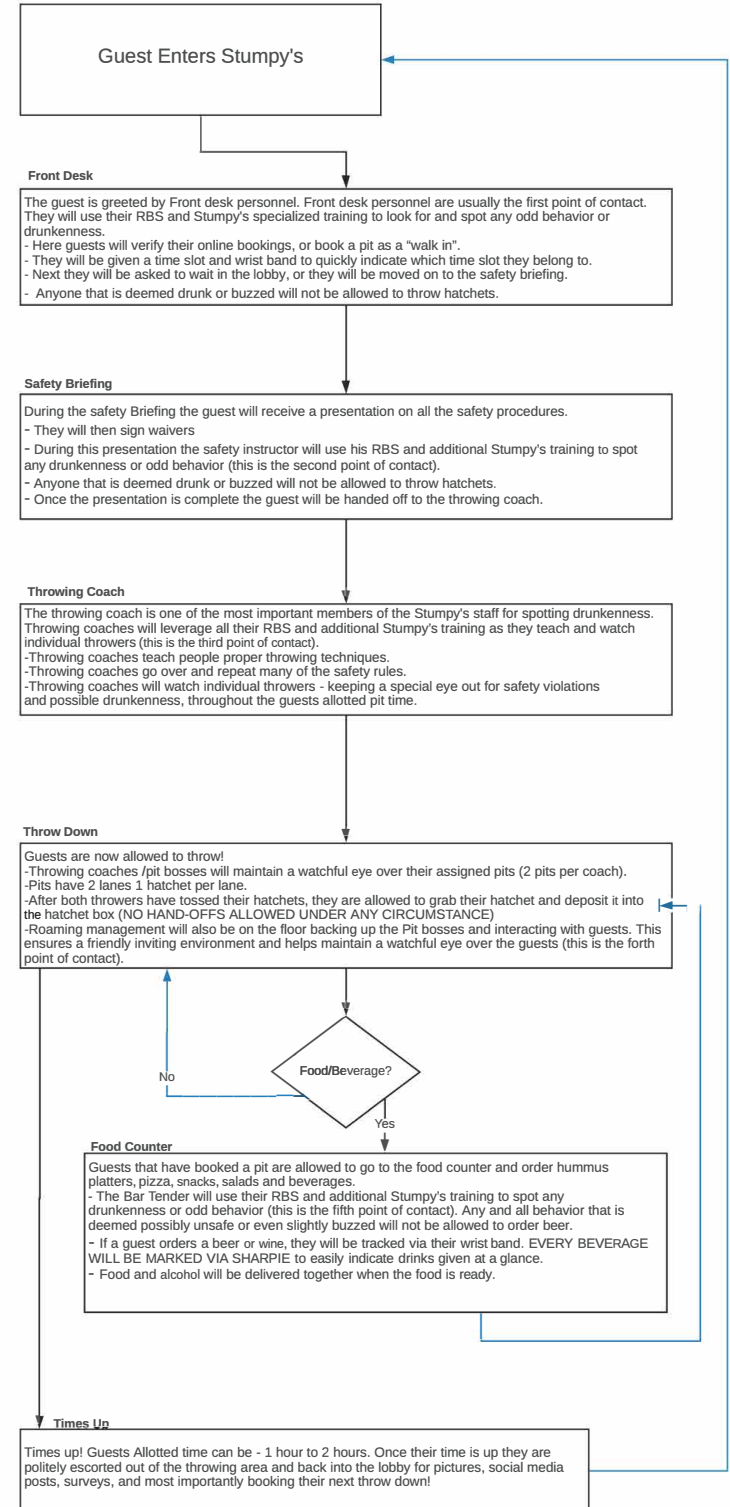
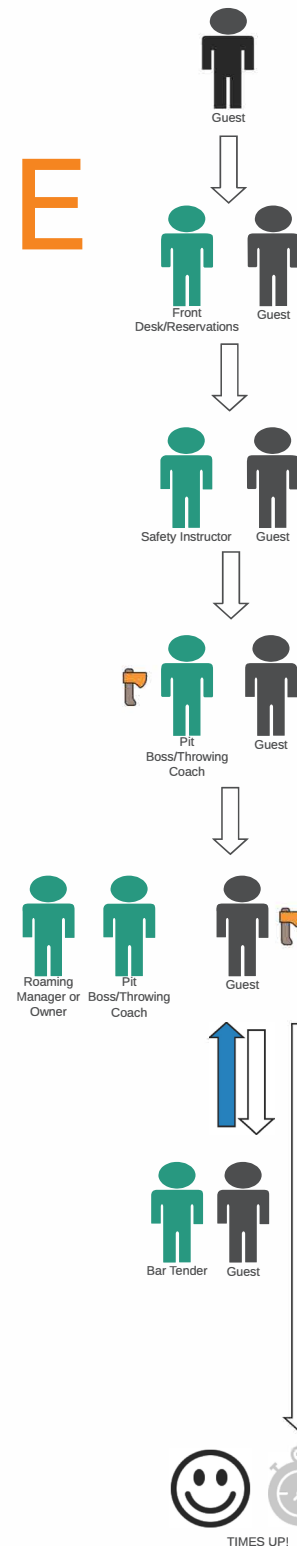
- Guests that have booked a pit are allowed to go to the food counter and order hummus platters, snacks, salads, pizza and beverages.
- The bar tender will use their RBS and additional Stumpy's training to spot any drunkenness or odd behavior (this is the fifth point of contact). Any and all behavior that is deemed possibly unsafe or even slightly buzzed will not be allowed to order beer or wine.
- If a guest orders a beer or wine, they will be tracked via their wrist band. Every beer will be marked via Sharpie to easily indicate drinks given at a glance.
- Food and alcohol will be delivered together when the food is ready.
- Food items will be made on the premises, using ingredients and dough from Sysco Foods.
- Food items will be cooked via a vent-less pizza oven and or air fryer.

Time is up

- Guests Allotted time can be 1 hour to 2 hours.
- Once their time is up they are politely escorted out of the throwing area and back into the lobby for pictures, social media posts, surveys, and most importantly booking their next throw down!

GUEST EXPERIENCE

STUMPY'S HATCHET HOUSE HUNTINGTON BEACH - GUEST EXPERIENCE FLOW CHART



Hatchet
STUMPY'S
House



SAFETY

Hatchet
STUMPY'S
House

SAFETY COMES FIRST

Safety at Stumpy's is our highest priority. Before even opening our Huntington Beach location, we will go through a detailed 5 day training program with HQ.

Once we have completed the program, and HQ is satisfied with our knowledge, the training team comes out the Huntington and runs a course with our staff. They stay with our staff until they are certain everyone knows protocol. This is how important our safety measures are.

Our customers will receive their own mini training course. This is a very controlled environment and each person entering must go through it. Throwing coaches will instruct you on how to throw safely as well as monitor all games in play. Under the watchful eye of our trained staff, using the procedures and techniques they were taught, our guests will experience the fun and excitement of competing to hit the bullseye.

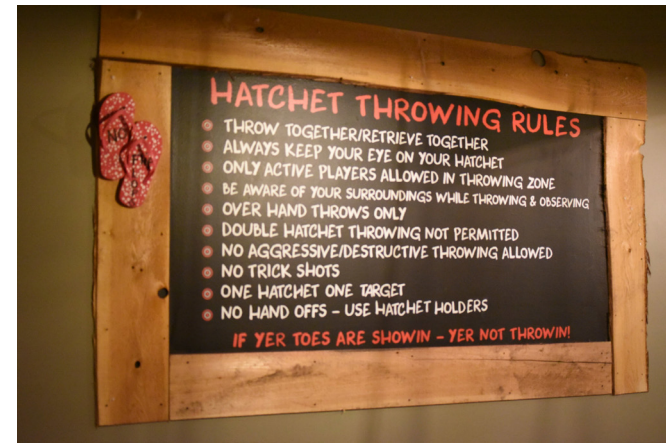
SAFETY COMES FIRST

LIST OF THE FRANCHISE SAFETY RULES FOR ALL PATRONS:

- Your safety is our highest priority
- Drink responsibly (beer or wine only) *this may vary depending on local laws
- Do not take hatchets out of the pit area
- Follow your throwing coach's instruction
- Exercise common sense!
- When throwing, always keep your eye on your hatchet
- Only active players are allowed in the throwing zone
- Beware of your surroundings while throwing and observing
- Overhand throws only
- Double hatchet throwing not permitted
- No aggressive/destructive throwing allowed
- No trick shots
- One hatchet, one target!
- No hand offs - Use hatchet holders. This is another big safety step - when a thrower retrieves the hatchet and their turn is up, they deposit the hatchet into an open box near the throwing line, blade side down for the next person.
- All customers are required to sign a Waiver of Liability explaining that they understand the rules and etiquette of Stumpy's Hatchet House.



SAFETY COMES FIRST



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House



HOURS OF OPERATION

Hatchet
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House

HOURS OF OPERATION

MONDAY - WEDNESDAY

11AM - 10PM

THURSDAY - SATURDAY

11AM - 12AM

SUNDAYS

11AM - 8PM

IF WE HAVE SPECIAL OR CORPORATE EVENTS WE MAY
OPEN EARLIER.





LUMBER-SNACKS

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LUMBER-SNACKS

With the whole outdoorsy feel of Stumpy's Hatchet House, we want guests to get a taste for a SoCal lumberjack meal. That's why we are partnering with Sysco foods to get that wholesome vibe. We want to provide a delicious yet hearty flavor right here in Huntington Beach CA! Using a pizza oven and an air fryer to cook our meals, everything is prepared to order and delicious.

Our menu includes consist of;

5 different pizzas - all personal pizza size, 2 kinds of crust. Regular and cauliflower
Cheese pizza Pepperoni pizza - Veggie pizza - Meat lovers pizza - BBQ chicken pizza

Hummus platter comes with assorted veggies and pitta bread or naan.

Plain hummus - Garlic hummus - Spicy hummus

Salads

Greek Spinach salad - Caesar Romaine salad

Snacks

Pretzel bites - French Fries (add ons)

Type 41 CA ABC license



LUMBER-SNACKS



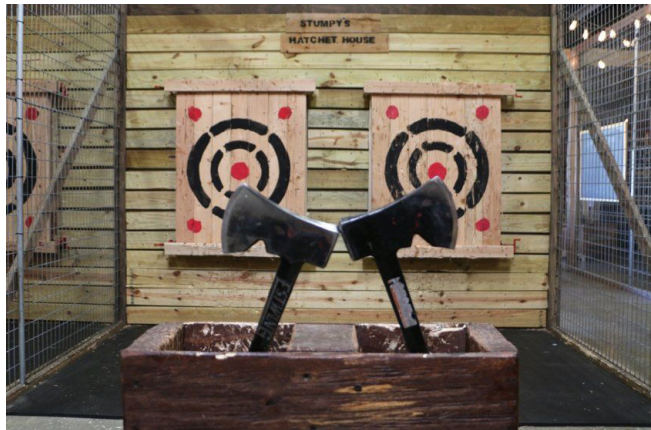
Hatchet
STUMPY'S
House



PHOTOS

Hatchet
STUMPY'S
House

THIS IS STUMPY'S



Hatchet
STUMPY'S
House



THE LASHELLE'S

Hatchet
STUMPY'S
House

LASHELLE CREATIVE

LaShelle Creative is excited and proud to be the first to bring this proven business concept to Huntington Beach. We love our community. Our family is 100% committed to this community. With our new business endeavor, utilizing the proven business practices of the franchise, we are confident we can bring a fun, engaging experience that residents and visitors will be talking about and sharing with their friends. Stumpy's Huntington Beach will be a benchmark in our community, of how a local family can contribute to the enjoyment and experiences of our friends, neighbors and their guests. Happy memories will be made at Stumpy's Huntington Beach and with your support we know we can accomplish our dream.





ADDITIONAL INFORMATION

ADDITIONAL INFO

Food and Alcohol is not our main selling point, it is less than 15% of our business plan. Our main money maker is Hatchet throwing. As mentioned, we are not set up like a bar or restaurant, we will only serve people and groups that have booked pits. There is no extra room for a classic dining room or bar set up. All of our space is dedicated to the hatchet pits and the pit designated lounge areas leaving no room or time for alcohol sales after they have thrown hatchets. Our business only works if they can drink beer during their allotted times. After working with the ABC and HBPD to insure no one is able to get drunk while throwing hatchets, we came up with detailed safety procedures (as shown in "Safety Comes First") that curbs all of our concerns.



ADDITIONAL INFO

Despite anyone's initial reaction- supervised hatchet throwing is extremely safe.

Stumpy's Franchise has at least 25 operating Hatchet Houses and an additional 14 on the way. There have been millions of hatchets thrown, and our franchise has a perfect record with zero claims.

Additional resources

An article that helps explain other hatchet houses.

<https://www.eater.com/2018/1/19/16885916/ax-throwing-bars-explained>

This is a great report because; it starts out with the typical preconceived dangers of Hatchet throwing. Later, the reporter concludes that anyone can safely throw and have a great experience.

<https://www.youtube.com/watch?v=w3dFKP0bvjc>

The following article depicts a Stumpy's coach explaining hatchet throwing in a typical Stumpy's Hatchet House environment.

<https://www.youtube.com/watch?v=IPDiNt4XTBI>





THANK YOU!

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