



# OVERVIEW

JULY 2020





# Bar K: A Destination Dog Park, Bar & Restaurant

**Thoughtful Design  
Experiential Destination  
Creative Connection**



## Design Destination

- State-of-the-Art Dog Park
- Creatively Crafted Common Areas
- Professionally Staffed

## Social Destination

- Indoor/Outdoor Bar & Restaurant
- Inclusive Community Meeting Space
- Concert Stage & Event Space

## Emotional Destination

- Dog/Human Recreation Inside the Urban Core
- Professional Programming
- Pet/Human Health & Wellness Education







# Bar K: The “What”

## Destination Dog Park, Bar, Restaurant & Event Space

*Our mission: To build the premiere lifestyle brand for dog-human recreation, by creating joyful & unique experiences for people and dogs – starting in Kansas City and expanding around the Country.*

**Think “Top Golf” for Dog Lovers**



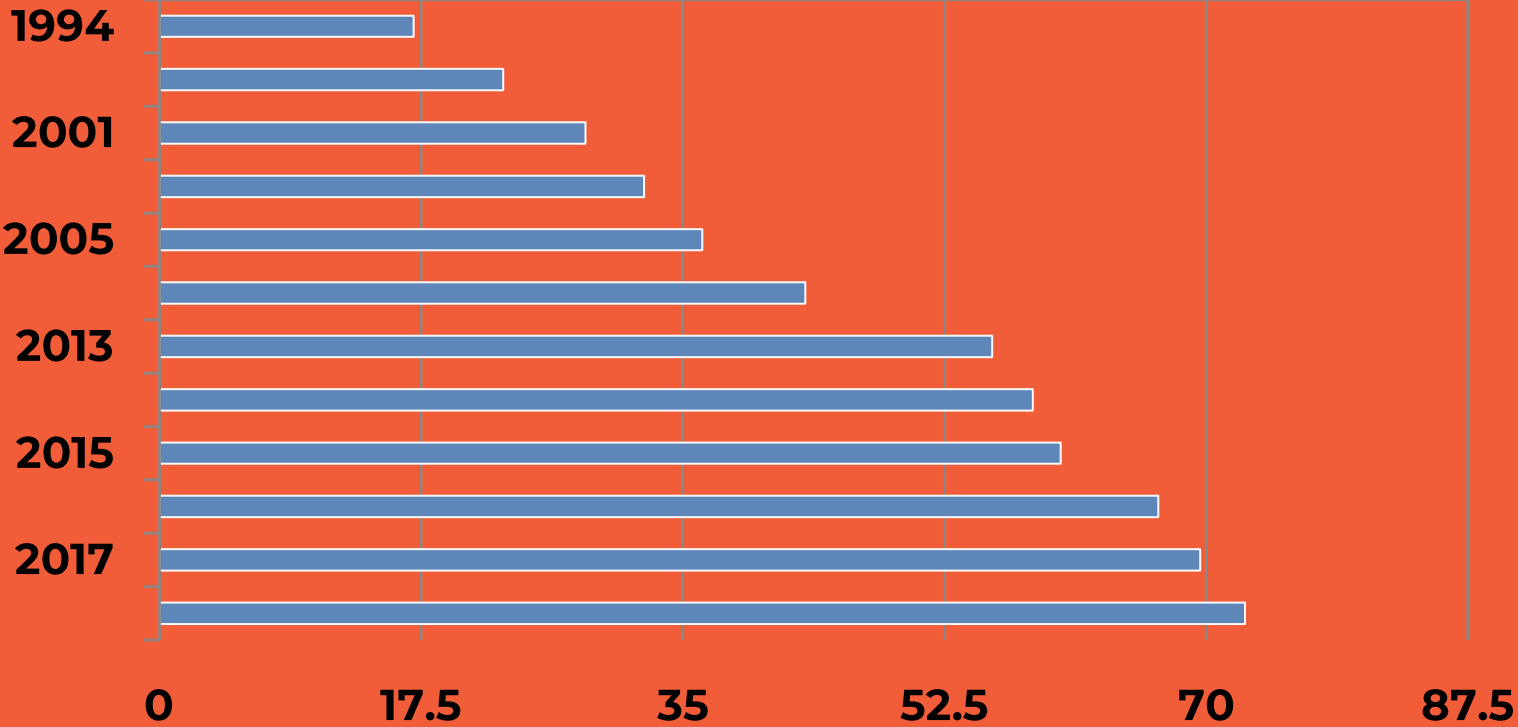
Bar K: The “Why”

The Pet Industry  
is \$74B and  
growing.

Ninety-five percent of dog owners consider their dogs  
a member of the family – yet there are virtually no  
thoughtfully designed destinations for dog lovers . . .

**UNTIL NOW**

# Pet Industry Growth (in billions)



**Recession Proof Categories:**

Pets & Parks Continue to Grow through Economic Downturns





- 1 Bar/Restaurant
- 2 Small Dog - Off Leash Area
- 3 Petfinder® Park
- 4 Puppies Pub
- 5 Patio Seating - Leashed Area
- 6 2nd Floor Patio Seating - Leashed Area
- 7 Rieger Rickshaw
- 8 The Groom-Groom Room
- 9 Restrooms
- 10 Outdoor Bar
- 11 Seresto® Stage & Beer Garden
- 12 KC Crew Lawn Games
- 13 Splash Pool
- 14 Union Dog Bowl
- 15 Westlake Ace Doggie Jungle Gym
- 16 Time Out/First-Aid Station



**The First Bar K Opened August 2018 on the Riverfront  
in Downtown Kansas City MO**

# SINCE OPENING IN AUGUST 2018, BAR K KC:



**WELCOMED  
300K+  
HUMAN  
VISITORS....**



**AND  
200K+  
DOGS!**



**CREATED  
100+  
NEW JOBS**



**HOSTED  
250+  
PRIVATE  
EVENTS**



**ENROLLED  
1,600  
MEMBER  
HOUSEHOLDS**



**ADDED  
+/- 100  
NEW  
MEMBERS/  
MONTH**

# SOCIAL MEDIA FOLLOWING (@BARKDOGBAR)



**22,000**  
FACEBOOK  
FOLLOWERS




**16,200**  
INSTAGRAM  
FOLLOWERS




**1,270**  
TWITTER  
FOLLOWERS

# WHAT OUR CUSTOMERS ARE SAYING

Facebook - 4.9 Stars  
(345 Reviews)

 **Bonnie Smith** reviewed Bar K Dog Bar — 5★ June 9, 2018

Updated Aug. 18, 2018:  
Disney, roll over. You have lost the title of happiest place on earth. Our first visit to its permanent location. Live music. Acres of dog play areas and a pool. Drinks. Food for people and dogs. Dog heaven on earth.

 5

 **Cindy Ward** recommends Bar K Dog Bar. 1 month ago

The most brilliant idea a dog lover could ever invent! Love to visit when we stay with our son and daughter in law who live in the apartment complex right across the road. Their 2 babies, (their dogs- lol) Nalah and Sully are there almost daily! Can't wait to return in October with our fur baby, Lola (a cavapoo). She dearly loves it here!!!!

 1

 **Kristen Reedy** recommends Bar K Dog Bar. 1 month ago

Loki all wore out, I have been nervous to let him off the leash because I simply never had. I have been hesitant at the dog park due to the size and i had already run across a few aggressive dogs and just did not feel comfortable letting him away from me. This set up with all the staff put me at ease and he had a blast! What a wonderful idea and great staff!

Thank you so much for giving our pups a fun safe place to hang out!



 1

# WHAT OUR CUSTOMERS ARE SAYING

Google - 4.7 Stars  
(1,332 Reviews)



**William Kidd**

Local Guide · 30 reviews · 59 photos

★★★★★ 2 months ago

This place is awesome. The bar is great, with a full one on the inside and two more outside. The dog park has plenty of things for your dog to do including a small pool for when it's hot. Everyone there is really nice and friendly. There is also live music some nights.



1



**Cathy McLeod**

Aug 24 · 10:24 PM

★★★★★

What a fun and safe place for my dogs, and me! Now that I have been there for meals and music I can say Woof!! From me, and my dogs... our favorite playground! And tonight we had a wonderful family reunion at BarK. Our first, and BarK made the experience Delicious, easy and fun!



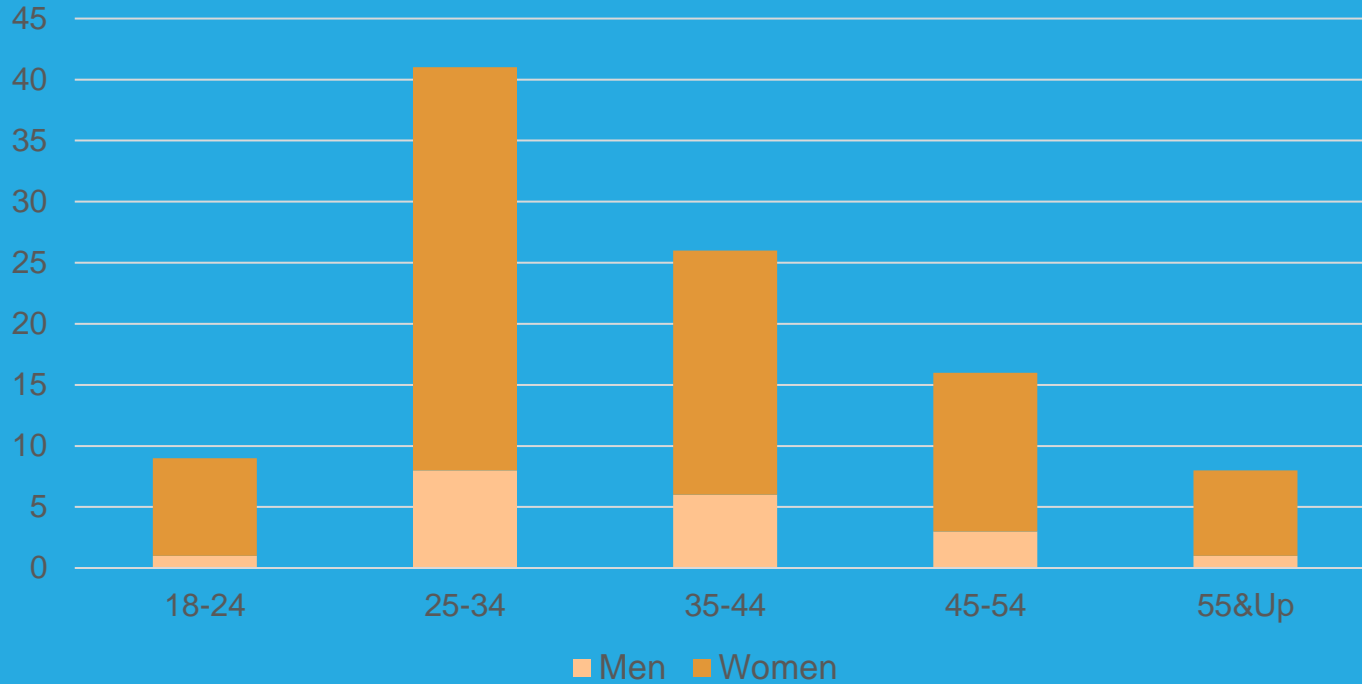
**Brigid Rasins**

Oct 7 · 8:15 PM

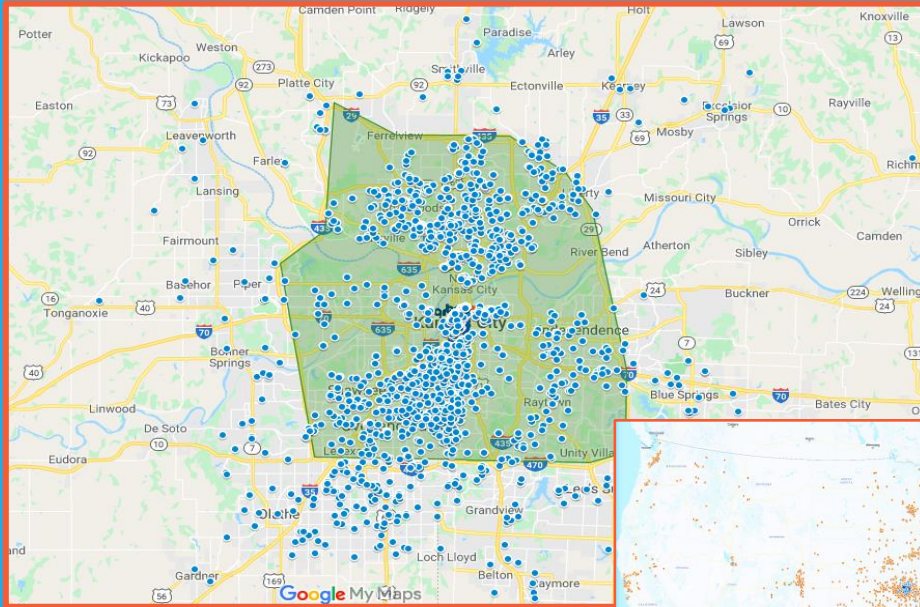
★★★★★

I sat on the deck drinking a hot chocolate and kaluah and saw a dachshund in banana pajamas. This place is a dream come true.

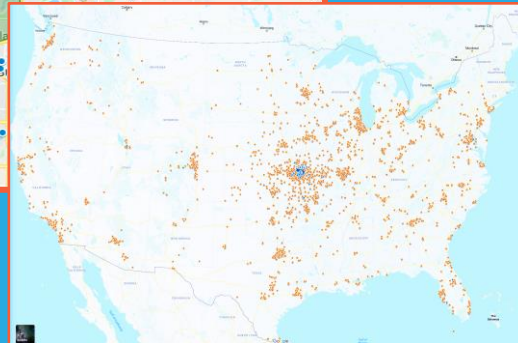
# SOCIAL MEDIA DEMOGRAPHICS (FB FOLLOWERS)



# Member/Guest Geographic Distribution



Member Distribution – KC Metro Area  
(Green inside I435 Loop)



Guest Distribution by Zip Code

## Member Distribution

| Distance to Bar K | # of Members | % Live More than this distance |
|-------------------|--------------|--------------------------------|
| 2 Miles           | 288          | 80.41%                         |
| 10 Miles          | 846          | 42.45%                         |
| 20 Miles          | 1320         | 10.20%                         |
| 50 Miles          | 1450         | 1.36%                          |
| Total Data Sets   | 1470         |                                |

## Guest Distribution

| Distance to Bar K | # of Guests | % Live More than this distance |
|-------------------|-------------|--------------------------------|
| 2 Miles           | 803         | 97.74%                         |
| 10 Miles          | 8349        | 76.55%                         |
| 20 Miles          | 19187       | 46.11%                         |
| 50 Miles          | 28242       | 20.67%                         |
| Total Data Sets   | 35602       |                                |

# AWARD-WINNING EXPERIENCE



- Cornerstone & People's Choice Awards (KC EDC)
- Capstone Award for developments that “transformed Kansas City” (KC Business Journal)
- Innovation Award for Sustainability (KC Industrial Council)
- “Rethinking the Future” Award for Excellence in Design
- “Best Dog Park” and “Best Place to Drink with Your Dog” (The Pitch “Best of” Competition)





NAMED  
**“AMERICA’S COOLEST”**  
**PET BUSINESS**  
2019 BY PETS+ MAGAZINE!



# BAR K COVID-10 RESPONSE

During Kansas City's Stay-at-Home Order, Bar K:

- Continued to pay all employees 60% of average pay (including tips)
- Secured forgivable PPP loan of \$350K
- Secured \$10k EIDL grant & \$150,000 loan
- Obtained 6-month SBA loan forgiveness
- Negotiated rent deferment w/landlord
- Stayed highly engaged w/customers through daily social media activity
- Launched charitable initiative to help struggling hospitality workers

Bar K reopened on May 15, 2020, with multiple safeguards to ensure employee & customer safety:

- Sharply limited capacity in park & building
- Disposable menus
- Hands-free check-in & check-out
- Masks required in all dining areas
- Hands-free door openers
- Strict cleaning/sanitizing protocols
- Rigorous enforcement of social distancing

# FINANCIAL RESULTS POST RE-OPENING MAY 15

## Financial Highlights (May 15-June 23):

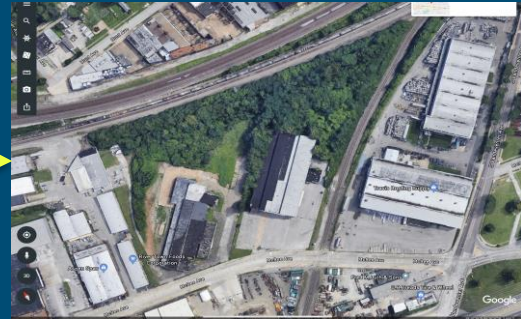
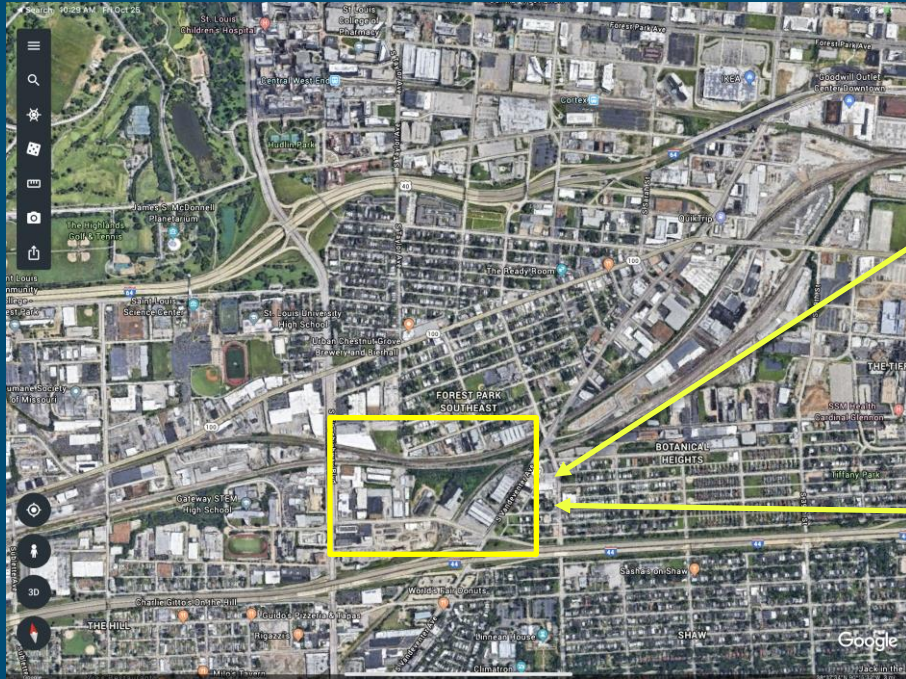
- Total revenue \$350,173
- 199 new Memberships
- +10% Membership increase over same period 2019
- 17,005 human visits
- 12,449 dogs

Due to strong crisis management, abundant outdoor spaces & our unique customer experience, Bar K is well-positioned to emerge from this crisis in a very strong position.

# Bar K Expansion Plans

- **Bar K is Looking to Expand Quickly into New Markets**
- **Goal is 5 Cities in 3 Years; 10 in 5 years**
- **St. Louis and Oklahoma City currently in development**
- **Exploring Additional Opportunities in Denver, Minneapolis, Dallas, Schaumburg & Other Markets**
- **Ultimate Goal is to Build the Premiere Brand for Dog-Human Recreation in the United States**

# COMING SOON: BAR K ST. LOUIS



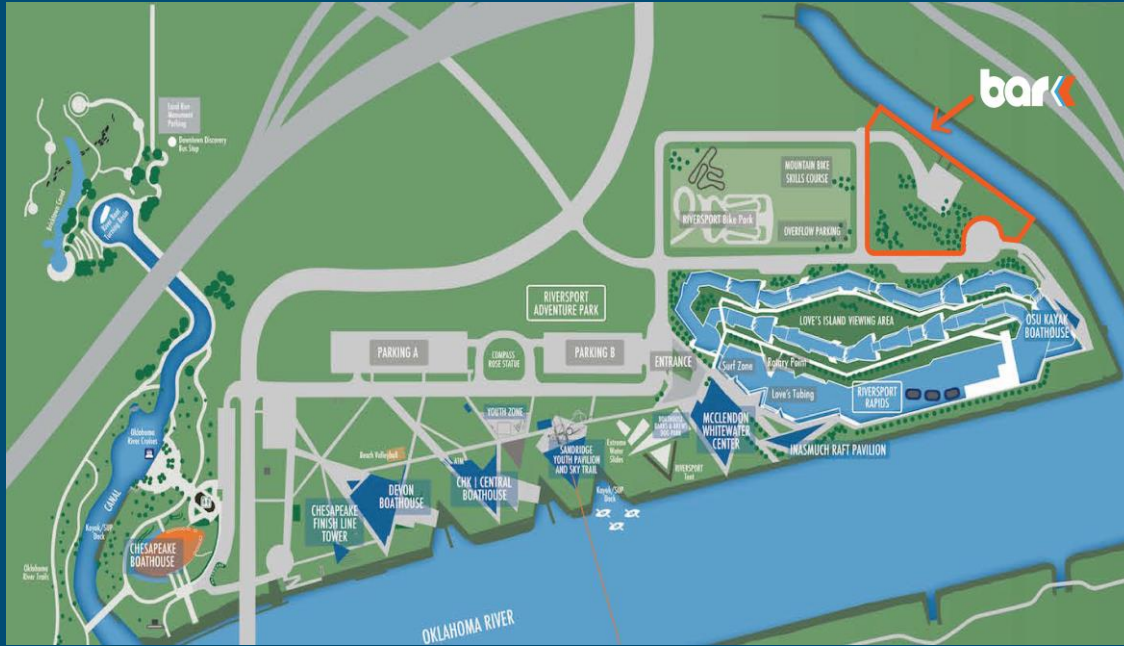


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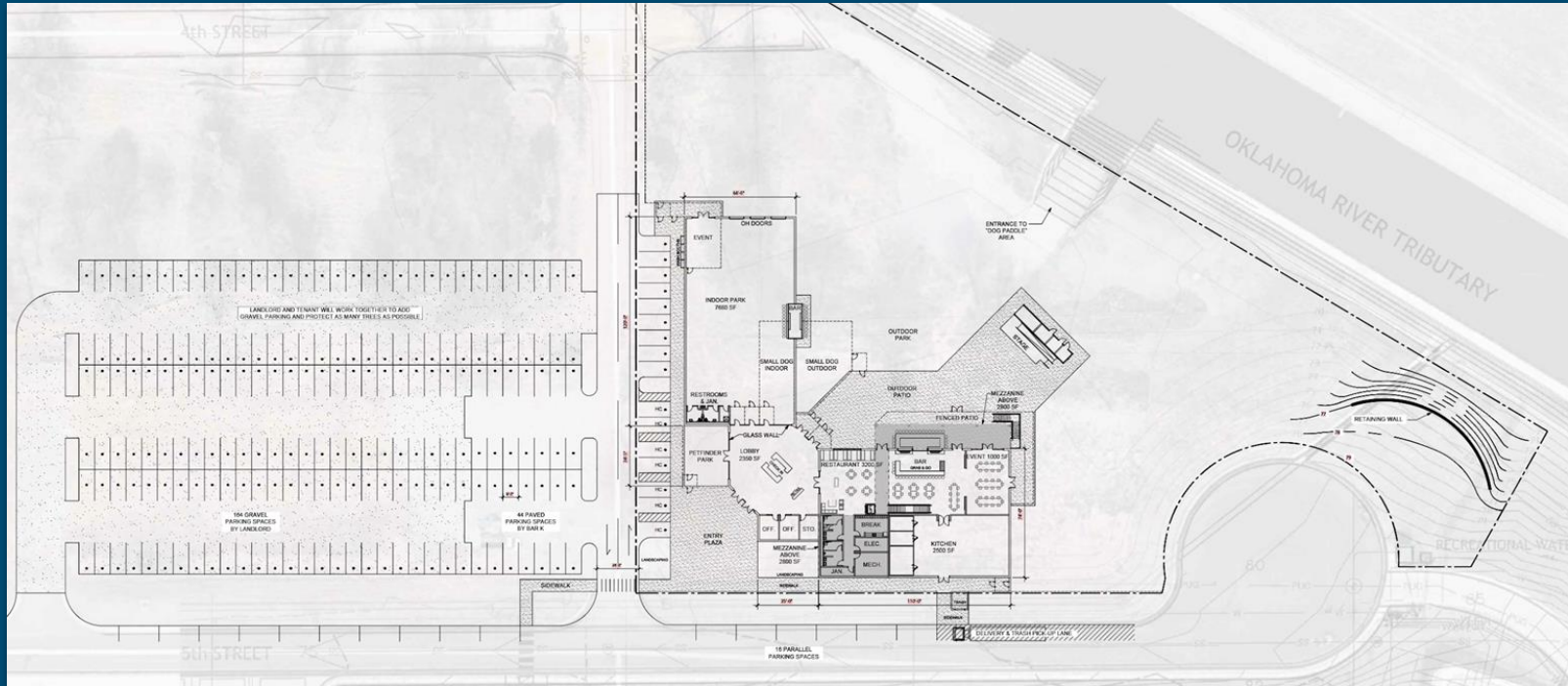
# COMING SOON: BAR K OKLAHOMA CITY







# COMING SOON: BAR K OKLAHOMA CITY



# bar<<



**STELLAR**  
DEVELOPMENT, LLC

For information contact  
**Steve Graham**  
Stellar Development  
4717 Central, KCMO 64112  
(913)808-2851