



# One-Eyed Kellee's Business Plan





Beer, Wine, & More  
TouchTunes Music  
Food & Snacks  
Pool, Darts, & Games

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# Table of Contents

1. Executive Summary
2. Company Overview
  - a. Sample Menu
  - b. Team and Management
3. Market Analysis
  - a. Target Market
  - b. Location Analysis
  - c. Competitive Analysis
4. Marketing Plan
5. Operations Plan
6. Financing and Loans
7. Financial Analysis
  - a. Profit and Loss Statements
  - b. Business Valuation
  - c. Sales Forecast

# Executive Summary

**One-Eyed Kellee's** is a highly successful, **5-star rated neighborhood pub** offering an exceptional opportunity for potential buyers seeking a **profitable, turn-key business** in an up-and-coming community. Known for its welcoming atmosphere and loyal customer base, One-Eyed Kellee's has become a local favorite.

The bar features a wide selection of both **national and local craft beers, wines, hard seltzers, sakes, ready-to-drink cocktails, and an impressive array of wine-based spirits**, ensuring there is something for every taste. In addition, our daily food specials keep guests returning, contributing to the pub's popularity and profitability.

**One-Eyed Kellee's** also offers a variety of **entertainment options** that enhance the overall customer experience and drive additional revenue. The **pool table, TouchTunes music system, and dartboard** create an engaging and lively atmosphere, attracting both regulars and new patrons alike. These amenities, combined with our excellent food and drink offerings, contribute significantly to the pub's **strong bottom line**.

This is a **prime opportunity** for a new owner to take over a **well-established, profitable, and highly rated-pub**. With a strong brand, loyal customer base, and proven revenue-generating amenities, **One-Eyed Kellee's is perfectly positioned for continued success under new ownership**.

# Company Overview

Located just south of downtown St. Petersburg, FL, our neighborhood pub at **3007 6th St S** is a welcoming and vibrant gathering place for locals and visitors alike. Designed with a warm and inclusive atmosphere, One-Eyed Kellee's features **14 barstools, 7 tables, outdoor seating**, and can accommodate up to **40 guests**.

We take pride in our thoughtfully curated drink selection, offering **6 draft beers, a diverse selection of wines and champagne, hard seltzers, premium sakes, ready-to-drink cocktails, and a variety of wine-based spirits**. Our experienced team of **five skilled bartenders** is dedicated to delivering excellent service with a friendly, laid-back charm.

From our **colorful venue, inviting décor**, and our custom-designed **"Kellee" logo**, everything about our pub exudes a sense of **community, fun, and relaxation**. Whether you are looking to unwind after a long day, catch up with friends, or discover a new favorite drink, our pub is the perfect spot to sip, savor, and stay awhile.

Come for the drinks, stay for the vibe—**your neighborhood bar is waiting to welcome you!**

# One-Eyed Kellee's Menu



## One-Eyed Kellee's Drinks

### Beers on Tap

Bud, Bud Light, Mango Cart,  
Amber Bock, FL Ave Luminescence IPA, Unholy (Tripel)



### Bottles and Cans

|               |               |               |
|---------------|---------------|---------------|
| PBR           | Bud/Bud Light | Busch Light   |
| Miller Lite   | Mich Ultra    | Rolling Rock  |
| Coors Banquet | Coors Light   | Yuengling     |
| Corona        | Modelo        | Pacifico      |
| Heineken      | Guinness      | Boddingtons   |
| Stella        | Moosehead     | Labatt's Blue |

IPA/Other – Jai Alai, Hazy Little Thing, Coppertail Free Dive, Space Dust and Unholy (Belgian Tripel)



Seltzers/Cider/Other – Nutrl, Mamitas, Surside Ice Tea or Lemonade, Markerade, Gin N Juice, Angry Orchard

Wine – Chardonnay, Pinot Grigio, Cabernet, Merlot, Prosecco (splits), Gambino (bottles)



Shots – Wine-based liquors: Tequila, Vodka, Coconut Rum, Cloudy & Hot Sake, Cinnamon (Foeball), Féileácan Irish Cream ("Baileys") Irish Car Bomb, White Tea, Lemon Drop, Jell-O Shots, Cinnamon Toast Crunch (Foeball & "Baileys"), Coco Cream (Rum & "Baileys")



# One-Eyed Kellee's Food

|               |                 |                  |
|---------------|-----------------|------------------|
|               | Chicken Tenders | Burgers          |
| BLT           | Corn Dog        | Jalapeno Poppers |
| French Fries  | Hotdogs         | Egg Rolls        |
| Cheese Sticks | Popcorn         | Slim Jims/Chips  |



## Weekly Food Specials



Monday - Chicken Tenders & French Fries

Tuesday - Hard & Soft-shell Tacos

Wednesday - Macho Nachos (tacos if you ask nicely!)

Thursday - Chili Cheese Dogs

Friday - BLT w/chips



## Sodas and other Non-Alcohol

Coke, Diet Coke, Sprite, Mountain Dew, Fanta Orange, Dr. Pepper, Water, Red Bull, Heineken O.O

## Team and Management

At the heart of our pub is our incredible team of **five experienced bartenders**, each bringing their own unique energy, professionalism, and creativity to the bar. Their **vibrant personalities** and dedication to excellent service create an inviting atmosphere that keeps patrons coming back. Many of our regulars even plan their visits around specific shifts just to see their favorite bartender!

Beyond pouring drinks, our bartenders are **true professionals**, always finding innovative ways to attract new business while ensuring every guest feels welcome and well cared for. Whether they are crafting the perfect pour, sharing a laugh with customers, or brainstorming fresh ideas to enhance the experience, their passion shines through in everything they do.

Leading our operations is our **outstanding general manager**, who not only oversees **marketing and social media** but also ensures smooth day-to-day operations. She has a keen eye for **problem-solving, cash management, and inventory control**, handling all purchases for **beer, wine, and food** with precision and care. Her diligence keeps everything running seamlessly, allowing our team to focus on delivering top-tier service. To ensure a seamless and successful transition, our **GM has committed to remain in role for 90-days post sale, as has our broader staff**. You could not find a more dedicated staff prepared to support the transition.

With such a talented and dedicated staff, our pub isn't just a place to grab a drink – **it's a community where people come to connect, unwind, and feel right at home.**

# Market Analysis

## Target Market

Our pub caters to a **diverse and inclusive customer base**, welcoming patrons from all walks of life. Whether young professionals, long-time locals, or retirees looking for a relaxed spot to unwind, our bar fosters a warm and inviting atmosphere where everyone feels at home.

Situated in an **up-and-coming neighborhood**, our location benefits from a growing community, including the **new townhome complex adjacent to the bar**, which has introduced a fresh wave of potential regulars. This mix of long-standing residents and newcomers creates a unique dynamic, blending familiar faces with fresh energy.

With its **casual, welcoming vibe**, our pub is the perfect gathering place for neighbors, professionals, and social drinkers looking for a comfortable, laid-back environment to enjoy quality drinks and great company.

While our pub welcomes a diverse mix of patrons, it's our **loyal regulars** who drive the greatest profitability. These dedicated guests return frequently, often bringing friends and introducing new customers to the bar. Their consistent business not only fuels revenue but also strengthens the **sense of community** that makes our pub so special.

By fostering personal connections and providing an environment where people feel like part of the family, we've built a customer base that **chooses us time and time again**. This loyalty translates into steady sales, word-of-mouth marketing, and a reliable foundation for continued success.

## Location analysis

Our pub at **3007 6th St S** is positioned in a rapidly growing neighborhood, making it an exciting investment opportunity. With **multiple housing projects** recently completed—such as the **Lake Maggiore apartments**—and more developments on the way, we are already experiencing increased foot traffic and an expanding customer base. Additionally, a **new shopping complex** is being planned just down the road, further enhancing the area's appeal.

St. Petersburg has accounted for **48% of the population growth in Pinellas County** since 2020, with downtown leading the boom. **Old Southeast** and **Pinellas Point** have been named "**Up and Coming Neighborhoods**," with **One-Eyed Kellee's centrally located** between the two.

Beyond the growth, our pub has proven to be a **resilient business**. Unlike many similar establishments that suffered devastating losses during **Hurricane Helene and Hurricane Milton**, our bar remained **untouched and fully operational**. With some competitors unlikely to reopen, we are well-positioned to capture even more market share as the community continues to thrive.

## Competitive Analysis

One of the greatest strengths of our pub is that **we simply don't have a lot of competition** in the area. This, combined with our **intentionally affordable pricing**, makes us the go-to spot for both regulars and new guests looking for great drinks without breaking the bank. We understand that many of our patrons are **cost-conscious**, so we keep prices slightly lower to ensure they continue visiting while also making it easy for first-time guests to recognize the value we offer compared to other options.

Unlike bars that cater to a niche crowd, **our pub is truly inclusive** – welcoming everyone, regardless of age, background, or lifestyle. We

make a conscious effort to **give back to our community** through customer-oriented discounts like our **Veterans discount** and **Service Industry Night discount**.

To keep things fun and rewarding for our loyal guests, we offer **Free Pool on Thursdays**, a **Reverse Late-Night Happy Hour with Free Pool on Mondays**, **Karaoke and Service Industry Discount on Wednesdays**. These perks ensure that our regulars feel valued and continue to choose us **day in and day out**.

## Marketing Plan

Our pub's marketing approach is **organic and community-driven**, relying heavily on **word of mouth, internal promotion (via our Atmosphere TVs), and Facebook** to attract and retain customers. We've built strong local recognition, further amplified by our feature on '**St. Pete is Awesome**', a popular social media page with **145K Facebook followers** and **75K Instagram followers**.

To engage passersby and promote key events, we utilize **external signage** to highlight celebrations like **St. Patrick's Day, Halloween, and our Anniversary Parties**, as well as our **monthly pool tournaments**. These promotions help generate excitement and bring in both regulars and newcomers.

While our current strategy has been effective, we recognize an even greater opportunity for growth. **Launching a dedicated website** and expanding our presence on **Instagram and X** could significantly enhance our visibility, attract new patrons, and drive even higher profitability. By leveraging these additional platforms, we can further establish our pub as a must-visit destination in the community.

Beyond traditional marketing, our pub has gained **exciting exposure in the entertainment industry**. We secured **product placement in the upcoming full-length feature film, "Killer Keg,"** set for release later this year. Additionally, **One-Eyed Kellee's** is featured in a **promotional reel for the new video streaming service, The B Stream.**

These media placements will introduce our brand to a broader audience, further solidifying our presence and creating buzz that extends beyond our local community.

## Operations Plan

### Sales and Inventory Management

- **Point of Sale System:**

We utilize the Clover POS system to efficiently track sales, monitor customer trends, and manage inventory in real time. This system provides detailed analytics to support decision-making and operational adjustments.

- **Inventory Sourcing:**

- **Beer Inventory:** Sourced from **Great Bay Distribution** and **JJ Taylor** Distribution, ensuring a consistent supply of popular and specialty beers.
- **Wine Inventory:** Procured exclusively from **Southern Glazer Wine and Spirits**, guaranteeing high-quality selections and reliable delivery.
- **Food Inventory:** Primarily obtained from **Restaurant Depot and Sam's Club**, balancing cost efficiency with quality for our food offerings.

### Human Resources and Staff Management

- **Leadership:**

Our amazing and dedicated General Manager leads all HR efforts including recruiting, hiring, training, and ongoing staff

management. This centralized approach ensures that all employees are consistently trained and aligned with our service standards and operational goals.

- **Staff Certifications:**

Every team member holds **ServSafe Food Handler** Certification and **ServSafe Alcohol** training. This commitment to certification ensures a safe, compliant, and responsible service environment.

- **Customer Experience:**

Our bartenders are trained not just in drink preparation but in creating an engaging customer experience. Their role is critical in making patrons feel valued, encouraging repeat visits, and fostering a loyal customer base.

## **Entertainment and Marketing**

- **Current Events:**

- **Weekly Karaoke:** Held on Wednesday evenings, these sessions draw a dedicated crowd and contribute to midweek traffic.
- **Free Pool:** Mondays and Thursdays, we reward our loyal patrons with Free Pool, along with a Reverse Happy Hour Monday (10pm to Close).
- **Monthly Pool Tournaments:** These events provide regular entertainment and community engagement, helping to build a social atmosphere.

- **Growth Opportunities:**

There is untapped potential in expanding our entertainment offerings. Introducing weekly events such as themed nights, live music, or trivia could drive additional foot traffic and significantly boost profitability.

## **Operational Excellence and Transition**

- **Streamlined Processes:**

The integrated approach of our Clover POS system, combined with solid supplier relationships, ensures that operational

processes run smoothly, from sales tracking to inventory management.

- **Quality Control:**

With rigorous staff training and mandatory certification, One-Eyed Kellee's maintains high standards in service, ensuring a safe and enjoyable environment for all patrons.

- **Transition Assurance:**

For prospective buyers, the business operates with established systems and processes that have consistently delivered results. The existing framework not only supports current operations but also provides a strong foundation for future enhancements and growth initiatives.

Our **customer-centric Operations Plan** is primed for success. The combination of robust inventory management, committed staff, and a proven entertainment formula, along with clear avenues for future growth, makes **One-Eyed Kellee's an attractive opportunity for new ownership.**

## **Financing and Loans**

**One-Eyed Kellee's is a debt-free business** with no outstanding loans or outside financing. All **property, fixtures, and equipment are owned outright, ensuring a smooth and straightforward transition for the next owner.**

# Financial Analysis and Valuation

## Profit & Loss Statement

| Profit & Loss Statement       | 2023             | 2024             |
|-------------------------------|------------------|------------------|
| <b>Revenue</b>                |                  |                  |
| Sales Revenue                 | \$295,920        | \$306,145        |
| Other Revenue <sup>1</sup>    | \$51,919         | \$75,088         |
| Gross Revenue                 | \$347,839        | \$381,233        |
| <b>Cost of Goods Sold</b>     |                  |                  |
| COGS                          | \$109,593        | \$113,019        |
| <b>Gross Profit</b>           | <b>\$238,246</b> | <b>\$268,214</b> |
| <b>Expenses</b>               |                  |                  |
| Salaries & Wages <sup>2</sup> | \$157,405        | \$168,219        |
| Repairs & Maintenance         | \$3,258          | \$23,611         |
| Rents                         | \$3,500          | \$12,000         |
| Utilities                     | \$14,696         | \$13,444         |
| Taxes & Licenses              | \$11,338         | \$8,745          |
| Depreciation                  | \$90             | \$90             |
| Advertising <sup>3,4</sup>    | \$3,929          | \$2,400          |
| Merchant Fees                 | \$8,226          | \$9,520          |
| Other Expenses (see detail)   | \$15,945         | \$16,129         |
| <b>Net Income</b>             | <b>\$19,859</b>  | <b>\$14,056</b>  |

<sup>1</sup> Other Revenue is Credit/Debit Card tips (which are included in Sales & Wages)

<sup>2</sup> 2023 includes \$15,264 in Officer Compensation when Co-Owner worked as GM

<sup>3</sup> 2023 includes Design work for One-Eyed Kellee Logo and mural on outer wall

<sup>4</sup> 2024 includes fee for Product Placement in upcoming Hollywood film (Killer Keg)

| Other Expenses              | 2023            | 2024            |
|-----------------------------|-----------------|-----------------|
| Office Supplies             | \$434           | \$88            |
| Decorations                 | \$1,033         | \$386           |
| Mileage Reimbursement       | \$1,041         | \$1,238         |
| Bar Supplies                | \$3,332         | \$3,198         |
| Gifts                       | \$660           | \$1,620         |
| Amortization                | \$7,078         | \$7,079         |
| Meals                       | \$117           | \$120           |
| Professional Fees           | \$2,250         | \$2,400         |
| <b>Total Other Expenses</b> | <b>\$15,945</b> | <b>\$16,129</b> |

## Total Owner's Benefit

| Total Owner's Benefit (SDI)                               | 2023            | 2024            |
|---|-----------------|-----------------|
| Net Income  | \$19,859        | \$14,056        |
| Rents <sup>1</sup>  | \$3,500         | \$12,000        |
| Amortization  | \$7,078         | \$7,079         |
| Advertising Expense                                       | \$3,929         | \$2,400         |
| Non-recurring Repair/Maintenance <sup>2</sup>             | \$2,824         | \$18,030        |
| Decorations <sup>3</sup>                                  | \$1,033         | \$386           |
| Gifts <sup>4</sup>  | \$660           | \$1,620         |
| Meals   | \$117           | \$120           |
| Mileage Reimbursement                                     | \$1,041         | \$1,238         |
| Capital Investments (Stools, Coolers, Appliances)         | \$622           | \$1,054         |
| Payroll Processing (at 50%) <sup>5</sup>                  | \$1,125         | \$1,200         |
| Vestis - Maintenance Supply Service (at 50%) <sup>6</sup> |                 | \$703           |
| <b>Total Owner's Benefit (SDI)</b>                        | <b>\$41,788</b> | <b>\$59,886</b> |

<sup>1</sup> Business LLC began paying Rent to separate Building LLC

<sup>2</sup> \$12,781 of 2024 one-off repair expense from car damage to building

<sup>3</sup> All decorations convey (Holiday and Themed events)

<sup>4</sup> Holiday gifts to staff including holiday dinner and team building events

<sup>5</sup> Pay accountant for payroll processing (Gusto, ADP, Paychex are all 50-75% less)

<sup>6</sup> Initiated Maintenance Supply Service midway through 2024, was previously done in house

## Off-books Revenue

Cash Revenue is generated from Vending (e.g., pool table, dartboard, jukebox, video/arcade games). After vendor split, One-Eyed Kellee's earns an average of \$1,100 per month. 2025 is tracking higher than 2024 with the last two months averaging \$1,168. Annualized, the business drives an incremental \$13-\$14,000 in off-books revenue and we expect this to continue growing in 2025.

The actual **Total Owner's Benefit (SDI)** was \$55,000 in 2023 and **\$74,000 in 2024.**

We are forecasting SDI to be \$90,000 in 2025. However, to be conservative, we use 2024 figures in our valuation.

## **Business Valuation Analysis**

Valuation multiples for a neighborhood pub range between 1.5x to 3x of Total Owner's Benefit (SDI). While 1.5x to 2.5x is most standard, a higher multiple, up to 3x, is warranted where there are strong growth trends, minimal required owner involvement, great location with limited competition, unique brand, strong community presence, loyal customer base, and a strong consistent team.

**One-Eyed Kellee's is in a growing neighborhood with minimal competition, a strong community presence with loyal regulars, a staff that consistently delights our patron family, and a GM that manages all aspects of the business.** A higher valuation multiple is wholly justified.

Given our value drivers, we believe a fair multiple is 2x to 2.5x, **valuing One-Eyed Kellee's between \$148,000 to \$185,000.**

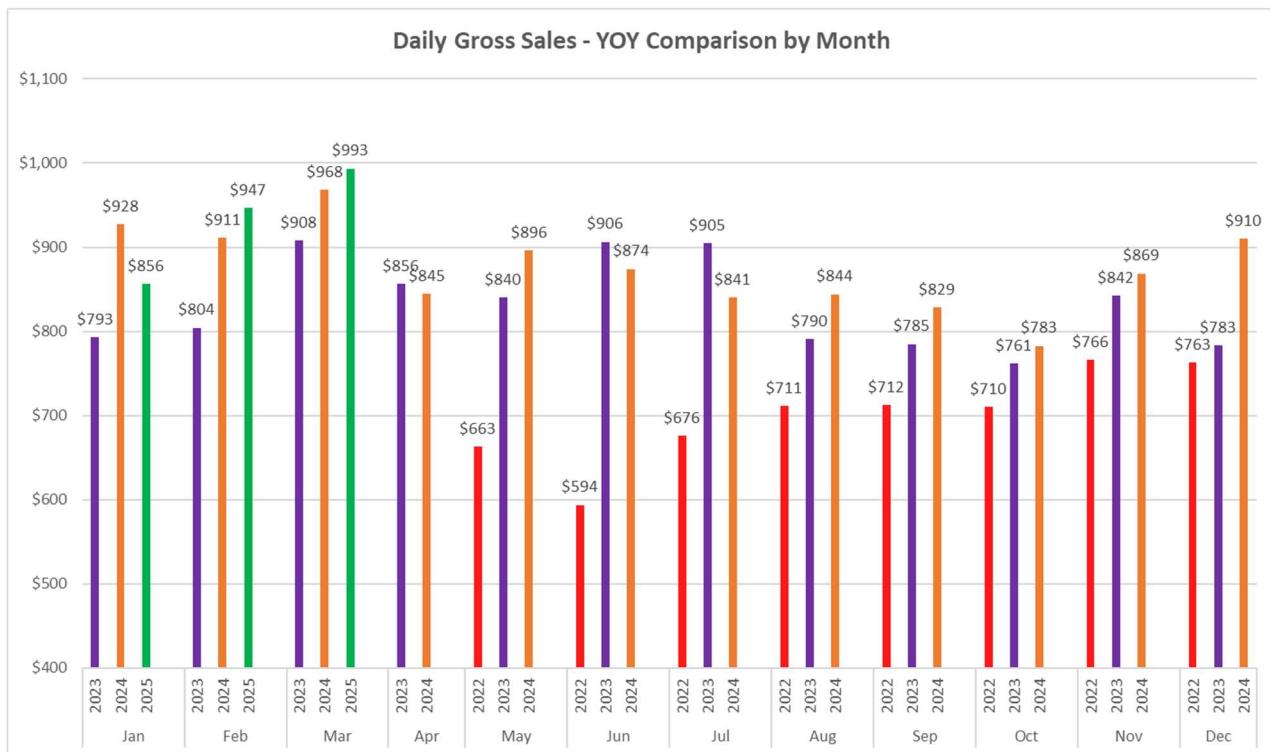
## Daily Gross Sales by Month (YoY Comparison)

Our Average Daily Sales (ADS) by Month have grown Year over Year with few exceptions. Key drivers include our strong local presence, customer loyalty, area growth & new housing nearby, smart promotions & value offerings, and our highly personable team.

All of these factors have contributed to **sustained growth** and **higher daily averages**, even in months traditionally seen as slower. The result is a more resilient, profitable, and future-ready business.

As excited as we are about our 2024, we believe 2025 will be better. Historically, February is largely in line with January. In 2023, ADS was \$804 in February vs. \$793 in January (1.4% increase). In 2024, ADS was \$911 in February vs. \$928 in January (1.8% decline). In 2025, ADS was \$947 in February vs. \$908 in January, a growth of 10.6%. Where historically we have seen flat performance, we saw growth of nearly 11%. March was even better, resulting in our highest ADS ever at \$993. To continue that great trend, April is currently tracking at \$920. If that sustains, it would be an increase of 8.9% YoY.

Given what we have seen so far in 2025, we are forecasting Gross Sales between \$325,000 and \$330,000 (6% to 8% annual growth).



## Demonstrated Growth

Since acquiring the bar in 2022, we have **significantly grown** the business compared to performance under the previous owner. This growth is the result of **intentional improvements across operations** (including expanding our beer, wine, and wine-based spirits options), **driving community engagement** (through special events, holiday potluck dinners, and customer appreciation specials), and **brand visibility** (rebranding the bar as One-Eyed Kellee's and painting both inside and out).

Full year results for the 4 prior years to us purchasing and rebranding as One-Eyed Kellee's.

|                                    | 2018           | 2019           | 2020              | 2021            |
|------------------------------------|----------------|----------------|-------------------|-----------------|
| Gross Rev                          | \$111,593      | \$115,070      | \$133,075         | \$204,235       |
| COGS <sup>1</sup>                  | \$49,466       | \$59,871       | \$560             | \$84,338        |
| Gross Mgn                          | \$62,127       | \$55,199       | \$132,515         | \$119,897       |
| Other Income                       | \$1,862        | \$2,253        | \$230             | \$354           |
| Total Income                       | \$63,989       | \$57,452       | \$132,745         | \$120,251       |
| SG&A                               | \$54,380       | \$50,548       | \$156,064         | \$81,676        |
| Officer comp                       | \$7,000        | \$7,000        | \$4,659           | \$0             |
| Salaries <sup>2</sup>              | \$13,325       | \$13,787       | \$60,589          | \$36,449        |
| Repairs/maintenance                | \$0            | \$2,045        | \$4,456           | \$1,756         |
| Taxes/license fees                 | \$9,875        | \$10,474       | \$16,059          | \$23,846        |
| Depreciation                       | \$10,030       | \$1,969        | \$1,608           | \$1,470         |
| Other deductions <sup>3</sup>      | \$14,150       | \$15,273       | \$68,693          | \$18,155        |
| <b>Business Income<sup>4</sup></b> | <b>\$9,609</b> | <b>\$6,904</b> | <b>(\$23,319)</b> | <b>\$38,575</b> |

<sup>1</sup> No indication why this is so low (we think COGS got booked as Supplies)

<sup>2</sup> We learn previous owner was required to pay \$30K in Payroll Penalties. We believe this is that penalty.

<sup>3</sup> We believe this is actually COGS.

<sup>4</sup> We believe negative net income is result of the Payroll Penalty.

**The business is in a stronger position than ever.** We've built on the solid bones left by the prior owner and elevated One-Eyed Kellee's into a growing, profitable, community-loved neighborhood pub with **significant upside**.