

2007 Emerging Business of the Year



Name of Business	Fox Pavilion
Owner	Brooks Kellogg
Nature of Business	Entertainment Center
City	Hays, Ks
County	Ellis
Phone	785 - 621- 4WED
Web Site	www.foxpavilion.com
Business Structure	Limited Liability Company
Business Began	October 2006
Employees at Start Up	23
Employees in 2007	43
KSBDc Counselor	Sheryl Davis

The KSBDc assisted the Fox Pavilion with:

- Business Planning
- Cash Flow Projections
- Start Up Cost Estimates
- Marketing



October 21, 2006 marked the opening of the Fox Pavilion in downtown Hays. The original Fox Theater opened in April of 1950, was renovated and now is a multi-use entertainment facility offering custom wedding experiences, dinner theater/movies, live music/entertainment, dances, reunions, community events, company meetings and more. In addition to the large theater area, the facility includes a "50's themed" bar, an outdoor patio and a specially vented cigar lounge.

The Fox Pavilion is closely associated with Bakery Shop & Catering, LLC which provides management and full catering services for all Fox events. Bakery Shop & Catering, LLC is located in a former hospital that has been renovated to provide office space to the Hays Community. Bakery Shop & Catering offers weekday lunches and a wide variety of catering services as well as smaller meeting and banquet rooms equipped for audio visual presentations. This association provides customers with complete services relating to their event.

"There are incredible business opportunities and only a small number of people addressing them. Do not be afraid to take risks and yet pay attention to everything. People in the trenches know what is working and what is not, but may not tell you. You must be involved with them enough to engage them in conversation, to read their body language, before you can really assess the situation and make changes."

Brooks Kellogg, Owner

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When Brooks Kellogg purchased the building in March of 2006, financing for the project required a business plan that addressed not only the renovation of the Fox Theater, but renovation of space for Bakery Shop & Catering. The FHSU KSBDc worked with all parties involved in the renovation and operation of the cooperating businesses. The result was not only a financing proposal for the renovation, new equipment and working capital, but an operational plan that provided a good understanding of how the businesses would work with each other. According to Brooks Kellogg, "The business plan created with the assistance of the FHSU KSBDc was used to secure financing and ceased to be a working document. Now that we have addressed the initial operations issues and have management in place, it is time to dust off the plan and use it to grow the business."