

Frequently Asked Questions

Last Updated February 2018

Our mission at the Food Hall Company is to create culinary and entertainment destinations in local communities to benefit aspiring restaurateurs, real estate developers, and the most influential consumers alike. We strive to identify the big ideas that highlight the latest culinary trends, designs, and service styles. We bring them to life using our imaginations, experiences and passion for restaurants. Wherever we operate, our food halls answer the question, "Where can I find the best _____ in town?"

What exactly is a food hall?

Food halls have existed in Europe for hundreds of years and over the last few years have crossed the pond to the US. It is an influence that we see growing and being more popular each year. Some of the more notable ones are: Ferry Terminal and The Hall in San Francisco, Grand Central Market in Los Angeles, The Public Market in Milwaukee, Reading Terminal in Philadelphia, and Chelsea Market and Gotham Market in NYC. These places and others have set a high bar for food hall offerings and are now being joined by more recent developments like Latinicity in Chicago, Oxbow Market in Napa Valley, Ponce City Market and Krog Market in Atlanta and many other smaller markets like St. Roch Market in New Orleans. These markets become part of the culture of their neighborhoods, reflecting the food trends regionally and drawing from vast areas – essentially becoming part of the tourist attraction draw in their areas. Legacy Hall is the same kind of magnet for foodies and consumers from all adjoining counties and has become a destination in and of itself, all under one roof and one management company. Plano and Frisco are undergoing an incredible residential and office growth explosion and Legacy Hall is in the center of it all, becoming a world class food hall and entertainment facility.

Who is behind this project?

Legacy Hall is managed by the Food Hall Company LLC which is a subsidiary of Front Burner Restaurants. Since 1994 Front Burner has created and managed over 14 highly successful concepts including Mexican Sugar, Whiskey Cake, The Ranch at Las Colinas, Ida Claire, Velvet Taco, The Keeper, Haywire and Sixty Vines. We currently operate 100+ highly successful restaurant locations nationwide.

What is Legacy Hall comprised of?

Legacy Hall opened December 2017. The unparalleled venue is equal parts food hall, beer garden, craft brewery, and live entertainment destination. The three-story, 55,000 square foot building anchors the highly-acclaimed Legacy West development in Plano. There are 22 artisanal food stalls run by local chefs and aspiring restaurateurs that provide the very best in food theater, showcasing the sights, smells, sounds, and tastes of an array of international cuisines made in open kitchens where the art of cooking is on display.

Two large craft cocktail bars, a natural wine bar, and a full-fledged craft brewery at the top of the hall offer guests the perfect pairing of food and drink. The Box Garden [opening Spring 2018] serves as the backyard to it all—an outdoor beer garden and live entertainment venue holding over 1,500, that's comprised of reclaimed shipping containers, for the ultimate patio experience.

Where is Legacy Hall located?

Legacy Hall is the anchor tenant of the highly-acclaimed Legacy West, a 240-acre mixed-use development on the southwest corner of the Dallas North Tollway and State Highway 121 in Plano, Texas – the central part of what the media calls the \$5

Billion mile. The development opened April 2017 and has quickly become one of the highest trafficked developments in North Texas. There is over 300,000 square feet of shopping, entertainment and corporate office space. It contains high-end retail shopping with Tesla, MAC, Front Gate, West Elm, Fabletics, Peter Milar, and many others. There are also many full-service restaurants like Haywire (a new Front Burner Restaurants concept), Del Frisco's Double Eagle Steak House, Mesero, Fogo de Chao, North Italia, True Foods, Tommy Bahama, Shake Shack – and others. Moreover, there is a beautiful new 292-room Renaissance hotel and a 620 apartment-home complex. Plus, there are four large seven story parking garages along with some office space above the retail stores. For more specific information on Legacy West please visit www.legacywest.com.

The hall is surrounded on all sides by over a hundred thousand professionals working at many corporate headquarters including JP Morgan, Liberty Mutual, Frito Lay [Pepsi], JC Penney, Ericsson, Capital One, Bank of America, NTT Data, Dr. Pepper, USAA, FedEx, Toyota and many more. Legacy Hall serves a large and diverse audience as it sits in the heart of over five hundred thousand affluent consumers in the North Dallas area...growing to over several million consumers in the DFW Metroplex who could drive up to Legacy Hall for weekend events and ticketed shows. Legacy Hall has already become one of the top dining and drinking destinations in North Texas, bringing in over 30,000 people per week prior to the opening of the Box Garden.

What is the vision for food stalls at the hall?

The vision for the food offerings is a series of stalls offering high quality, chef-driven specialty foods with a wide range of ethnic diversity and a cooked-to-order mentality. Each stall offers a limited number of highly specialized and targeted culinary offerings, artisanal and local in design and execution, with affordable prices typically found in food halls serving food counter-style. Each stall presents its own unique personality/trade dress in a size ranging from 125-400 square feet depending on location, and menu. Most stalls feature local DFW area chefs/restaurateurs looking to expand their brand identities or trying to create a new one using Legacy Hall as their experimental kitchen.

What is the setup of a typical food stall?

Food stalls vary from 125 to 400+ square feet. Each stall houses whatever cooking equipment is needed and we encourage stall occupants to allow for some seating at their counter as well. Having some energy at the stall itself will help 'personalize' that space. The hall provides exhaust hoods to match the equipment needs of the individual stalls, brings all utilities to the stall space, provides a front counter and side walls and a facade on which to mount signage. No ceilings are needed as this will be an entirely enclosed area but we will review all design drawings to allow for personalization of the space if it calls for some type of cover or grid work to hang lighting or other design elements. Each stall's design must be approved for certain design criteria and process which will be established but again, we will do our best to allow the food hall to develop a personalized look and feel that is both eye-catching and unique.

What is the process for becoming a stall operator?

All potential food stall occupants apply to license a space by first filling out an application on the website. You will be asked to present a proposal which will detail your Big Idea. This will begin the process of arranging for presentations, interviews, and tastings to be conducted by the management company. Legacy Hall will review all potential applicants and make determinations as to what we think will be the best 'mix' for the Legacy Hall stalls. We will then work directly with Licensees on design, development, construction, training, menu design, flavor profiles, and continued menu development once operating.

Each potential stall owner will be asked to present a simple yet thorough business plan that will detail the trade dress, specific stall concept/culture statement, design

inspirations, menu with pricing and general layout of the space – all of which will become exhibits to the individual stall owner's license agreement. Legacy Hall may have an array of stall ideas in mind but we will be completely open to new and innovative ideas that we might not have on our list of potential stall occupants. Our collective goal is 'best of class' in all offerings and to that end we will conduct comprehensive food tastings with potential Licensees.

At what point is the license agreement presented?

Once the process of menu design and profiles is complete, we will begin the licensing stage. We realize not all Licensees are comfortable reviewing specific license agreements so we have a template that is easy to follow and understand. There are various terms depending on size of the stall. This will be reviewed during the approval process. If potential Licensees are more comfortable having a broker represent them, then we require that the Licensee work an arrangement out with their broker for compensation. We will not pay a commission to brokers in this process and prefer to work directly with the Licensees.

What does it cost to open a stall?

Obviously, there is no way to estimate a total to this without knowing what each stall will offer. However, it is our estimation that the Licensee might spend within a range of \$15,000-\$40,000 depending on the particular stall offerings, cost requirements, and stall size. With proper operations, any stall operator can achieve somewhere between a 3 and 5 month payback. We will not be providing any improvement allowances due to our provision of the duct work, utilities, facade, floor drains and skeletal walls. Your overall costs will be minimal compared to street side locations and overall size considerations – as well as not having to provide seating, bars or other guest accommodation such as restrooms or an office area.

What are the license terms? What is the fee to me?

There are a variety of license terms to consider. The various term options will be discussed individually with potential Licensees during the interview process. As with most food hall operations, you will be charged an Occupancy Cost. That cost will be a flat 30% of total sales and includes a multitude of services Legacy Hall provides. Legacy Hall also offers an additional menu of services to all food stall occupants as well– such as accounting services, insurance program offerings and access to possible lending sources. In addition, Legacy Hall handles all credit card processing and does daily reconciliations of credit card sales, collecting credit card funds (this is approximately 2.2% of sales and is included in the License Fee) and distributing funds on a weekly basis. There are no cash transactions in Legacy Hall; Hall passes are available for purchase for cash users. Daily reports will be compiled from the POS system. All Licensees will be required to use the POS system supplied by Legacy Hall.

What are the operating details?

Hours of Operation: The hall is open seven days a week for breakfast, lunch and dinner. See the website for exact hours as they change by day of the week.

Technology Systems: The POS system, as previously stated, is provided to all stall operators. The specifics of how this process of collecting and distributing funds will be discussed with each Licensee at the time of interview. Legacy Hall has the most advanced information access technology. Maintenance of this equipment is part of the signed agreement with the POS vendor, as is support availability and installation. Equipment and services requested above the base POS package will be provided at the cost of the Licensee (additional terminals, printers, etc.).

Storage: Besides what can be stored in the stall itself, each stall is provided a small storage cage on the second level of the food hall. This area is secured and accessible to stall owners and staff only, and the space itself can also be personalized by the stall Licensee to reflect particular storage needs – i.e. more refrigeration if needed, food and paper goods storage, etc. We have arranged for Licensees to have seven days of delivery available and our storage requirements are according to projected sales

volumes and flow through of product.

Trash & Upkeep: Legacy Hall provides an ample common area trash handling facility on the first-floor loading dock area. In addition, we provide the floor and janitorial staff to help upkeep of the general area and to keep all common areas clean and accessible. Each stall operator is expected to maintain their areas with a high level of cleanliness and attention to detail throughout opening hours. Additionally, each stall operator will secure their own Health Permit and will be required to maintain certain scores dictated in the license agreement. There is a cardboard recycling area in the main trash handling area on the first level and a service elevator to access the co-op area. Legacy Hall manages all waste removal from that common waste area.

How does LBW work?

One liquor license is held by Legacy Hall LLC. Individual stall owners are not allowed to sell or serve alcohol at their stalls. Your guests may wander the food hall and choose their own beverages from multiple locations in the food hall and you will be encouraged to sell non-alcoholic beverages that best represent your food and vibe.

What does the hall do to drive traffic?

Legacy Hall has a marketing team that conducts advertising, PR and social media marketing on a daily basis to drive awareness and traffic for the hall. Moreover, there is a dedicated private party sales team that books large groups most days of the week. Additionally, there is a dedicated manager of events/promotions that books weekly music and other events in the Hall, brewery Tap Room and the Box Garden. All three of these groups work together to keep the hall hopping nearly every day of the week across a range of events like open mic nights, happy hours, corporate groups, private parties, beer release parties, holiday events, musical artists, beer yoga, weekend festivals and more.

Thank you for your interest in Legacy Hall. We look forward to your application.

Please visit www.legacyfoodhall.com for more information.

