

Operational Plan for Dakota Soda Company

Dakota Soda Company will be a family oriented dining experience. The Dakota Soda Company concept will be based on the 1950's Soda Shop model. It is the intent of Dakota Soda Company to serve fresh food fast. The menu will be comprised of hand-patted burgers and buffalo burgers, home-made french fries, chicken sandwiches and hot dogs. The kitchen will be an exhibition kitchen so that customers can see their food being made throughout the entire process. There will also be a frozen custard station with a wide variety of custard treats. The interior will have a checkerboard floor with two counters with stools and several booths and tables. The floor plan will be open so as to take full advantage of the view of Main Street Square. There will also be a juke box located within Dakota Soda Company and two antique soda fountains, one of which will be operational at the time of opening.

It is the desire of Dakota Soda Company LLC to have beer and wine for service within Dakota Soda Company. Patrons may also eat outside of the establishment on the west side of the property at tables provided by the Main Street Square and Destination Rapid City. It is the intent of Dakota Soda Company to serve bottles of beer and glasses of wine only in an attempt to give patrons who want a beer or wine with their meal that opportunity. It is not the intent of Dakota Soda Company to have a bar atmosphere of any fashion and the price points will reflect that.

The total square footage of the Dakota Soda Company is 3,098.

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**Rapid City Growth
Management Department**



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Dakota Soda Company