

## **Operational Plan – 3.25.2024**

Palace Poker House  
401 E. Palace Parkway  
Grand Prairie, Texas  
75050

### **1. Description/Location**

Hamilton Commercial, LLC, based in Grand Prairie, Texas, is delighted to announce the launch of Palace Poker House ("PPH"), a premier and private social poker club, located at 401 E. Palace Parkway. Our facility is uniquely designed to provide a sophisticated environment for a variety of recreational pursuits and poker card games to our valued members. Located strategically west of Belt Line Road and north of I-30 Frontage Road, our property spans 7.9 acres and features a building with two levels, each offering 15,000 square feet of meticulously designed space. The site boasts approximately 550 parking spaces, ensuring ample and convenient access for our members. This setting not only enhances the exclusivity and luxury of the Palace Poker House but also reinforces our commitment to providing an unparalleled social and recreational experience.

### **2. Club Activities**

PPH will feature numerous poker tables for member-exclusive recreational activities such as pool tables, golf simulators, ping pong, and lounge areas, ensuring a varied and engaging club experience. There will be no provision for live entertainment or dancing, affirming PPH's commitment to maintaining a focused recreational and social environment devoid of any sexual-oriented business activities.

### **3. Hours of Operation**

Initial operating hours will be from 10:00 AM until 2:00 AM, with future plans to extend operations to 24/7 availability, bolstered by on-site security measures including surveillance and professional security personnel. Security measures will extend to parking lot patrols and assistance for members, ensuring a safe and welcoming environment. PPH will communicate with Grand Prairie PD to identify a trusted Director of Security Operations for the club and exterior.

#### 4. **Revenue**

PPH will generate revenue by charging hourly seat rental for poker and tournaments, contests and game promotion, alongside income from food and beverage services and merchandise sales. The club's operation will emphasize fairness, with no economic benefit derived from games beyond personal winnings, ensuring a level playing field for all participants.

- **Membership Fees and Dues.** Membership at PPH entails a fee, ensuring eligibility to partake in the club's offerings. Adherence to membership fees, and dues payment, and keeping personal information updated are prerequisites for club entry.
- **Hourly Seat Rentals:** Members are charged an hourly fee for occupying seats at poker tables, providing a consistent revenue stream that supports the club's operations and maintenance.
- **Food and Beverage Services:** The club boasts a full-service operation, serving a selection of foods and soft drinks. This aspect of the club not only enhances the overall experience but also contributes significantly to its revenue.
- **Merchandise Sales:** A retail component offers club-branded merchandise, adding an additional revenue stream while promoting the club's brand identity.
- **Tournament Fees:** Players entering a tournament are required to pay both an entry fee, which goes directly into the prize pool, and a separate administrative fee. This fee covers the club's overhead costs, similar to how hourly seat rental fees operate for regular games. The administrative fee ensures the club can maintain high-quality services and facilities without taking a percentage of the tournament's prize pool.

The club is committed to ensuring that all club activities are conducted fairly, with no participant gaining an economic advantage beyond personal winnings. This principle of fairness extends to the policy on tipping; while members can tip dealers or other staff at their discretion, it is not a requirement for participation in any event.

#### 5. **Membership**

Access to PPH is exclusively reserved for Club Members, maintaining its status as a private establishment. Applicants must be at least 21 years old, possess a government- issued ID, complete the Membership Application, and pay the application fee upon submittal.

## **6. Security**

PPH commits to surpassing standard safety requirements, implementing advanced alarm systems, new age surveillance, designed cashier cage, ample parking lighting, inside and outside security. Additionally, PPH security team will provide escorts from building to vehicle for club members, if needed. PPH will liaise with Grand Prairie PD on selecting a reputable and respected Director of Security who is familiar with the area and surroundings.

## **7. Food/Beverage/Smoking**

PPH will include a kitchen and a fully licensed bar, offering a wide selection of alcoholic beverages in strict compliance with all TABC liquor license regulations. This addition aims to provide a comprehensive and enjoyable experience for all members within the club's premises. All smoking will be outdoors in a designated location adjacent to the building, and in compliance with required distances from outdoor entrance.

## **8. Development Strategy.**

Palace Poker House is set to embark on a comprehensive renovation project that will transform both its interior and exterior, aligning with our commitment to providing premium food, beverage, and poker experiences. The exterior of the building will be elegantly redesigned, enhancing its luxury appeal, while improvements to the parking facilities and signage will further elevate the overall aesthetic. This development initiative is meticulously planned to embody our vision of establishing PPH as a premier upscale social club, ensuring that every aspect reflects the high standards and sophistication our members expect.