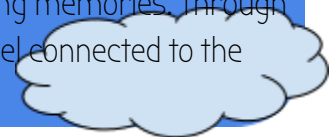


Mission and Vision

Mission Statement: To bring the wonder of weather to life through delicious meals, interactive environments, and memorable moments for guests of all ages

Vision Statement: Seasons & Skies envisions transforming dining into a vivid journey through nature's changing moods and beauty. Our goal is to create an immersive, family-centric experience that celebrates the wonder of every season and the skies above. We strive to connect guests emotionally to the rhythms of nature through themed environments, storytelling, and cuisine that evoke warmth, joy, and discovery. Each visit will inspire appreciation for the world's natural harmony and the importance of preserving it. Seasons & Skies aims to become a destination where food, atmosphere, and imagination unite to create lasting memories. Through creativity and care, we will redefine what it means to dine, explore, and feel connected to the world around us.



Identity: Seasons and Skies creates a fun, immersive dining experience designed for people of all ages who want more than just a meal. Our restaurant transforms weather into entertainment, offering a dynamic atmosphere where guests can enjoy the moment through shifting storms, sunshine, and themed dishes. What makes us different is our focus on creating an experience that feels atmospheric and unforgettable, giving customers a chance to step into a world that's unlike any other dining experience.




Business Description



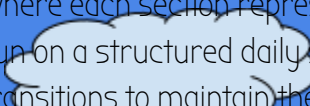

The Business: Seasons & Skies is an immersive themed restaurant that transforms dining into a full sensory journey through changing weather, seasons, and sky-inspired environments. Each section of the restaurant is designed to feel like stepping into a different world, complete with themed lighting, soundscapes, décor, and menu items that match the atmosphere. Guests might enjoy warm comfort foods during a "rainy day," refreshing tropical dishes under a "sunny sky," or cozy winter meals in a softly "snowing" dining room. The experience blends storytelling, environmental design, and family-friendly entertainment to make every visit feel unique and memorable. Seasons & Skies also focuses on teaching guests about nature, weather patterns, and the beauty of seasonal change through interactive elements and visual displays. The menu is crafted to reflect these themes, offering creative dishes that align with each weather mood while maintaining high-quality ingredients and presentation. Overall, Seasons & Skies creates a destination where food, imagination, and the natural world come together to deliver a dining adventure unlike anything else.

Problem: Many customers feel that dining out has become repetitive, with restaurants offering the same atmosphere and food but no real experience. This matters because people waste time and money searching for a place that feels special, and families often struggle to keep kids entertained without relying on screens. To solve this, many turn to chain restaurants, themed spots like Rainforest Café or Bubba Gump, or even choose arcades and expensive attractions like Universal or Disney just to get a fun experience. However, these options often feel outdated, overly chaotic, or too costly, leaving customers still wanting something fresh and enjoyable. Seasons and Skies fills this gap by offering a unique, immersive dining experience that delivers excitement, atmosphere, and great food all in one place.





Our Solution: Seasons and Skies solves the frustration of repetitive, forgettable dining by creating a place where every meal feels magical and meaningful. Instead of walking into another restaurant that looks and feels the same, guests step into a world that shifts with glowing skies, changing seasons, and immersive storytelling that brings the atmosphere to life. Families no longer have to choose between boring dinners or overpriced attractions just to keep everyone entertained. Our experience naturally captures attention and sparks joy without screens or chaos. Each visit offers a sense of wonder, giving adults a refreshing escape and giving kids something to be excited about from the moment they walk in. Unlike outdated themed restaurants or costly amusement parks, Seasons and Skies blends high-quality food with a calm, modern, and affordable environment designed to feel special every time. Our approach works because it delivers both comfort and excitement in one place, turning an ordinary night out into a memory worth sharing. Seasons and Skies brings back the feeling of discovery that people have been missing, all while keeping the experience accessible for everyone.



Operate: Seasons & Skies will operate as an immersive, family-focused themed restaurant where each section represents a different season or sky-inspired environment. The business will run on a structured daily schedule that includes coordinated lighting, sound effects, and themed transitions to maintain the atmosphere throughout the day. Staff members will be trained not only in food service but also in guest engagement, helping reinforce the storytelling and emotional experience of each themed area. The kitchen will operate with a rotating menu system that aligns dishes to their corresponding weather or seasonal theme, ensuring consistency and creativity. Operations will also include regular maintenance of décor, technology, and special effects to keep the environment fresh and reliable. The business will rely on strong communication between managers, servers, chefs, and hosts to ensure smooth service flow and high-quality guest experiences. Overall, Seasons & Skies will function like a coordinated show and restaurant combined, delivering both excellent food and an unforgettable atmosphere.

Market Analysis



Target Market: According to the *Restaurant & Catering Association's 2025 generational dining report*, Millennials and Gen X diners—ages roughly 25 to 45—are shaping the modern dining landscape through their desire for authenticity, comfort, and meaningful experiences. Millennials value seasonal menus, transparency, and venues that feel genuine, while Gen X prioritizes family-friendly convenience and smooth service. Both groups respond strongly to online engagement and clear communication, making digital storytelling and efficient booking essential. For *Seasons & Skies*, this means crafting immersive, weather-themed experiences that balance emotional connection with ease of access—perfect for diners who want both novelty and reliability

Research from *Much Better Adventures* shows that women make 82% of all travel decisions, often acting as the “chief travel officers” of their households. This trend reflects both empowerment and practicality—women are driving choices around destinations, experiences, and family activities. The same study notes that women increasingly travel solo or lead family planning, emphasizing emotional connection and safety. For *Seasons & Skies*, this means marketing toward women as primary decision-makers while appealing to “femur males”—men who value emotional depth and shared experiences—through storytelling that highlights care, creativity, and family bonding

Pigeon Forge attracts over 9 million visitors annually, supported by its proximity to the Great Smoky Mountains National Park and a thriving tourism economy exceeding \$2 billion in yearly revenue. The city's infrastructure and attractions cater to families and leisure travelers seeking memorable experiences in scenic settings. Seasonal tourism peaks align perfectly with *Seasons & Skies'* rotating weather themes, offering opportunities to tie menu and décor changes to local visitor patterns. With its blend of natural beauty and high visitor turnover, Pigeon Forge provides the ideal environment for an immersive, repeat-visit dining concept.

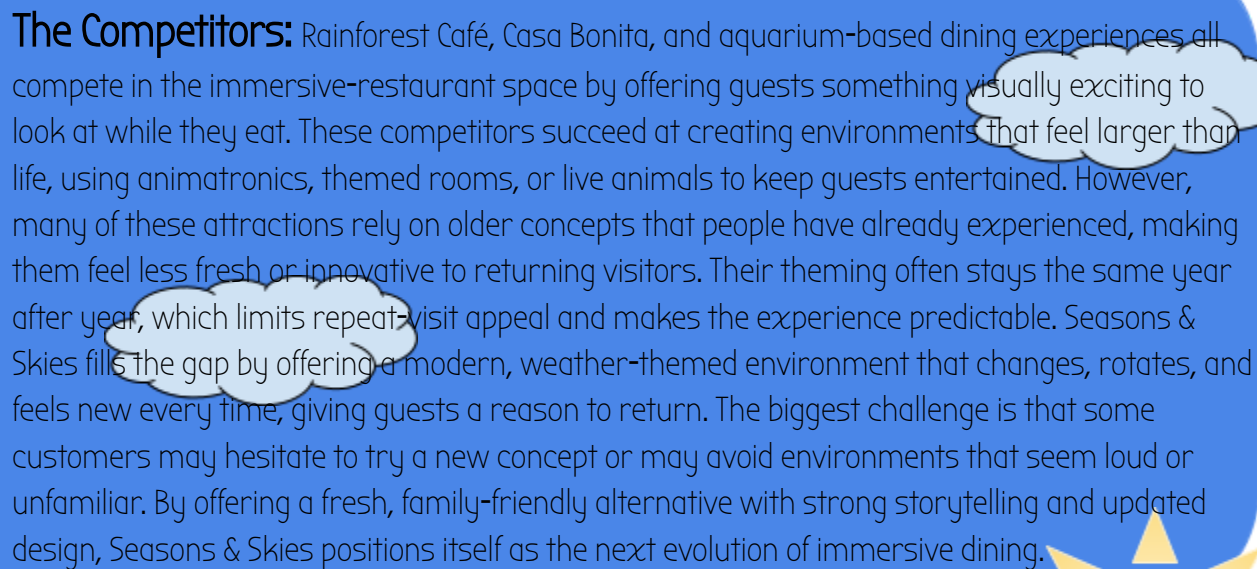
According to *WBIR News*, Pigeon Forge's tourism economy thrives on middle-income visitors earning between \$45,000 and \$65,000 annually. These guests seek value-driven experiences that feel premium without being exclusive. They spend consistently on dining and entertainment, contributing to the city's \$2.2 billion annual revenue. *Seasons & Skies* can cater to this demographic by offering accessible luxury—menus that feel indulgent yet affordable, and immersive environments that deliver emotional richness without high-end pricing barriers.

Hilton's 2026 *Generation Permutations* report identifies four major traveler archetypes that align with *Seasons & Skies*: memory-chasers, digital detoxers, family-interest travelers, and aesthetic seekers. These guests crave bonding, playfulness, and sensory experiences that help them disconnect from screens and reconnect with loved ones. Over 84% of families surveyed value shared experiences over material gifts, and 58% plan to enforce “no screen-time” moments during vacations. *Seasons & Skies* directly appeals to these desires by creating immersive, weather-themed dining that fosters connection, curiosity, and emotional storytelling, as *JWU Online* highlights, experiential dining is rising because guests want more than food—they want emotional engagement, storytelling, and sensory immersion. Modern diners are tired of generic meals and distracted experiences; they crave connection, creativity, and authenticity. *Seasons & Skies* solves this by transforming dining into an event—combining atmospheric design, themed menus, and interactive storytelling to combat screen addiction and revive family bonding. By offering a multi-sensory escape, the restaurant becomes a destination for memory-making rather than just a meal

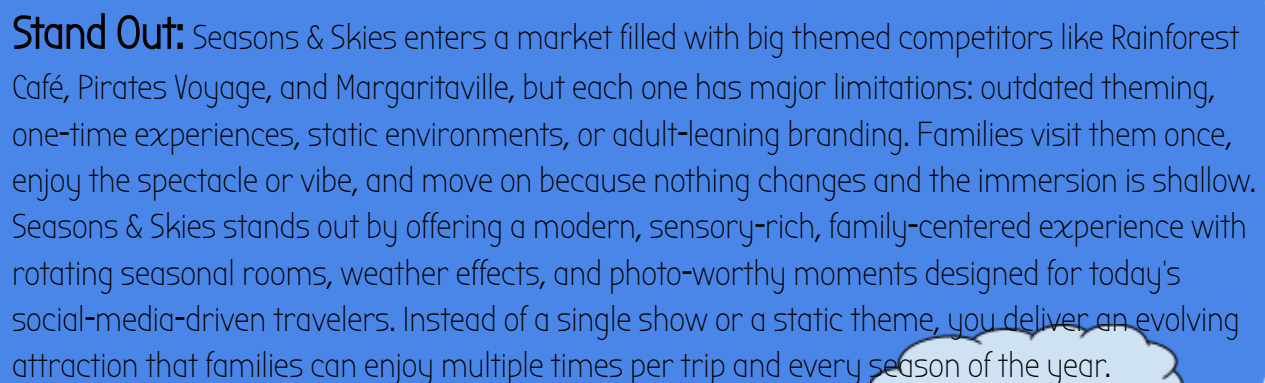


Customer Profile: The target customer for Seasons & Skies is primarily families with children ages 3–12, teens and young adults ages 13–25, and adults ages 25–45 who enjoy immersive, interactive, and visually engaging experiences. These guests are typically social, outgoing, and drawn to attractions that feel memorable, creative, and "Instagram-worthy." They value experiences that combine fun, education, and high-quality food, especially those that offer a unique twist they can't find at a standard restaurant. Many of them are tourists visiting Pigeon Forge who actively seek family-friendly activities that create lasting memories. They care about environments that feel safe, exciting, and aesthetically appealing, with plenty of opportunities for photos and shared moments. This customer group is also interested in nature, weather, science, and themed entertainment, making them naturally aligned with the Seasons & Skies concept. Most will discover the restaurant while traveling through Pigeon Forge, exploring local attractions, or searching online for immersive dining experiences.

Market Research: Market research shows that immersive and themed dining is especially popular among families, teens, and young adults who seek memorable, photo-worthy experiences rather than just a meal. Studies on experiential dining trends indicate that customers increasingly prefer restaurants that offer storytelling, interactive environments, and unique atmospheres. Tourism data from Pigeon Forge also reveals that millions of visitors each year look for family-friendly attractions, making it a strong market for themed entertainment. Research on similar brands like Rainforest Café and aquarium dining shows that their biggest audiences are families with children and travelers wanting something fun and different. Industry trends highlight that younger customers, especially ages 13–25, are drawn to visually striking, social-media-ready environments, which aligns perfectly with Seasons & Skies' aesthetic. Reports on consumer behavior also show that people are willing to pay more for experiences that feel immersive, emotional, and memorable. Altogether, the market data supports that Seasons & Skies fits directly into a growing demand for experiential dining in a high-traffic tourist area.



The Competitors: Rainforest Café, Casa Bonita, and aquarium-based dining experiences all compete in the immersive-restaurant space by offering guests something visually exciting to look at while they eat. These competitors succeed at creating environments that feel larger than life, using animatronics, themed rooms, or live animals to keep guests entertained. However, many of these attractions rely on older concepts that people have already experienced, making them feel less fresh or innovative to returning visitors. Their theming often stays the same year after year, which limits repeat-visit appeal and makes the experience predictable. Seasons & Skies fills the gap by offering a modern, weather-themed environment that changes, rotates, and feels new every time, giving guests a reason to return. The biggest challenge is that some customers may hesitate to try a new concept or may avoid environments that seem loud or unfamiliar. By offering a fresh, family-friendly alternative with strong storytelling and updated design, Seasons & Skies positions itself as the next evolution of immersive dining.



Stand Out: Seasons & Skies enters a market filled with big themed competitors like Rainforest Café, Pirates Voyage, and Margaritaville, but each one has major limitations: outdated theming, one-time experiences, static environments, or adult-leaning branding. Families visit them once, enjoy the spectacle or vibe, and move on because nothing changes and the immersion is shallow. Seasons & Skies stands out by offering a modern, sensory-rich, family-centered experience with rotating seasonal rooms, weather effects, and photo-worthy moments designed for today's social-media-driven travelers. Instead of a single show or a static theme, you deliver an evolving attraction that families can enjoy multiple times per trip and every season of the year.

Product and Services



Seasons & Skies

A Dining Adventure Through Every Kind of Weather!

RAINY DAY COMFORTS	SNOW DAY SPECIALTIES
 <p>Monsoon Curry Bowl \$16 Aromatic coconut curry with roasted vegetables & jasmine rice.</p> <p>Rainy Day Pot Roast \$18 Slow braised beef with root vegetables & rich gravy.</p> <p>Stormcloud Soup \$9 Smoky tomato bisque with dark bread crumble</p> <p>Thunder Rolls \$6 Garlic herb rolls with crackle butter.</p> <p>Umbrella Stir-Fry \$15 Soy-ginger stir-fry with broccoli, peppers & sesame noodles.</p>	<p>Blizzard Caesar Salad \$11 Crisp romaine, parmesan & snowfall croutons.</p> <p>Frostbite Shrimp Cocktail \$14 Chilled shrimp with icy citrus-pepper sauce.</p> <p>Avalanche Alfredo \$17 Creamy parmesan pasta with 'snow' topping.</p> <p>Polar Salmon Plate \$22 Lemon-kiss glazed salmon with roasted potatoes.</p> <p>Snowdrift Chicken \$19 Herb-roasted chicken with winter root maza.</p>  
SUNNY DAY SIZZLERS	WINDY DAY FAVORITES
 <p>Heatwave Tacos \$14 Spicy grilled chicken or beef with citrus slaw.</p> <p>Solar Flare Wings \$13 Sweet-heat wings with glowing orange glaze.</p> <p>Sunbeam Skewers \$15 Pineapple-teriyaki chicken or veggie skewers.</p> <p>Mirage Mango Bowl \$12 Mango, quinoa, avocado & chili-lime dressing.</p>	<p>Tornado Twister Pasta \$16 Spiral pasta in roasted garlic cream sauce.</p> <p>Gusty Garlic Fries \$7 Crispy fries with roasted garlic & herbs.</p> <p>Cyclone Burger \$15 Angus beef sweet-swirl sauce & cheddar.</p> <p>Whirlwind Steak Tips \$21 Pepper-seasoned steak bites.</p> 

KIDS MENU

- Stormy Sliders \$8
- Rainbow Grilled Cheese \$7
- Cloud Puff Chicken Bites \$7
- Sunbeam Fruit Cup \$5
- Golden Sunshine Mac & Cheese \$7
- Cyclone Corn Dog \$6
- Twister Fries \$5



The Sky Hub

Central Lobby

DESSERTS

- Polar Ice Cream Sandwich \$7
- Golden Hour Cheesecake \$8
- Thundercloud Brownie \$7
- Rainbow After-the-Storm Cake \$8
- Drizzle Milkshake \$6
- Summer Sun Sorbet \$6

REFRESHING DRINKS

- Lightning Lemonade \$5
Electric-blue lemonade with popping candy \$5
- Electric Storm Soda \$6
Swirling purple & blue soda with crackling rim \$6
- Sunburst Smoothies \$7
Mango, strawberry or tropical blend \$7
- Pepsi & More! \$3





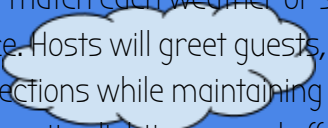
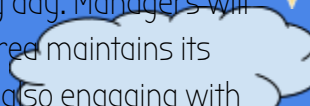


Organization and Management

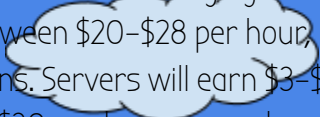


Team and Key Roles: Right now, Seasons & Skies is run entirely by me as the founder, and I handle all major responsibilities, including planning, creative direction, and early operations. I currently manage the overall vision of the restaurant, make key business decisions, and take on basic marketing and budgeting tasks. As the business grows, I plan to hire a Head Chef, servers, cooks, bartenders, and hosts to support daily food service and guest interactions. I will also add roles such as an Operations Manager, Marketing Manager, and Finance/Bookkeeping support to keep the business organized and efficient. These team members will help manage customer service, food preparation, event planning, and merchandise sales. While I will continue leading the company and guiding its creative direction, many specialized tasks will be delegated to trained staff. This structure will allow Seasons & Skies to operate smoothly while maintaining a high-quality, immersive guest experience.

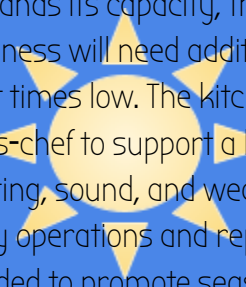


Responsibilities: Each team member at Seasons & Skies will have clearly defined responsibilities to keep the immersive experience running smoothly every day. Managers will oversee daily operations, coordinate staff, and ensure that each themed area maintains its atmosphere, timing, and guest flow. Servers will handle food service while also engaging with guests in a friendly, story-driven way that enhances the themed environment. Kitchen staff will prepare high-quality dishes that match each weather or seasonal theme, following strict timing to support the overall experience. Hosts will greet guests, manage reservations, and guide families to the correct themed sections while maintaining a welcoming first impression. Maintenance and tech staff will monitor lighting, sound effects, décor, and special effects to ensure everything functions reliably. Together, the team will operate like a coordinated show crew, blending hospitality and storytelling to deliver a seamless, memorable dining adventure.





Wages: Wages at Seasons & Skies will follow a clear hourly structure that reflects each role's responsibilities while staying competitive for the Pigeon Forge market. Managers will typically earn between \$20–\$28 per hour, reflecting their leadership role and oversight of themed operations. Servers will earn \$3–\$5 per hour plus tips, which often brings their total earnings into the \$18–\$30 per hour range depending on guest volume. Hosts will make around \$12–\$15 per hour, as they handle guest flow and first impressions. Kitchen staff will range from \$14–\$22 per hour, with line cooks and chefs earning more due to skill and consistency requirements. Support roles like dishwashers and runners will earn \$12–\$14 per hour, matching typical restaurant standards. Technical and maintenance staff, who manage lighting, sound, and special effects, will earn \$18–\$25 per hour because their work is essential to the immersive experience.

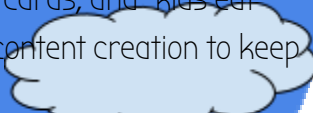



Future Hiring Needs: Future hiring needs at Seasons & Skies will grow as the restaurant expands its capacity, themed environments, and guest offerings. As visitor volume increases, the business will need additional servers, hosts, and bussers to maintain smooth service and keep wait times low. The kitchen team will also need more line cooks, prep cooks, and a possible sous-chef to support a larger, more complex menu. Because the restaurant relies heavily on lighting, sound, and weather effects, more tech and maintenance staff will be required to manage daily operations and repairs. A dedicated marketing and social media manager will eventually be needed to promote seasonal events, new themes, and guest experiences. Retail staff may be added if a gift shop or merchandise area expands. Over time, Seasons & Skies will also benefit from hiring specialized roles such as event coordinators and training managers to support growth and consistency.

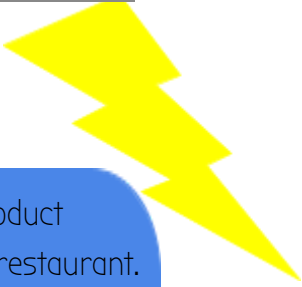
Marketing and Sales



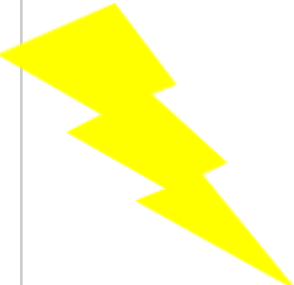

Marketing Activities: I'll market Seasons & Skies by focusing on the emotional, immersive experience that sets it apart from other Pigeon Forge restaurants. I'll use social media marketing, especially TikTok and Instagram, to showcase the weather effects, themed rooms, and family reactions that make the restaurant unforgettable. I'll also run targeted paid ads aimed at moms ages 25–45 and families planning vacations, ensuring they see the experience before they arrive in town. To build long-term loyalty, I'll use email marketing to share seasonal menu updates, special events, and return-visitor rewards. Together, these strategies will attract tourists, excite families, and keep guests coming back each year. We can also promote Seasons & Skies by showing up at local fairs, festivals, and community events where families and tourists gather. Setting up a booth with small food samples and a mini "weather effect" helps people experience your theme before they ever visit the restaurant. We will hand out coupons, weather-themed postcards, or "kids eat free" cards so guests remember you once they're back on the main strip. These in-person interactions make your business feel real, visible, and exciting, encouraging people to visit the full restaurant during their trip. A simple marketing budget for Seasons & Skies focuses on the channels most likely to reach families, tourists, and social-media-driven visitors. The largest portion—about **40% of the budget**—would go toward TikTok and Instagram ads that highlight the weather effects, themed rooms, and family reactions. Another **25%** would support targeted paid ads aimed at moms ages 25–45 and families planning Pigeon Forge vacations. Around **15%** would be used for email marketing tools, seasonal campaigns, and loyalty program promotions. Another **10%** would be allocated to attending local fairs, festivals, and community events, including booth fees and small food sample costs. About **5%** would go toward printed materials like coupons, weather-themed postcards, and "kids eat free" cards. The final **5%** would cover photography, video production, and content creation to keep social media fresh and engaging.



Financials

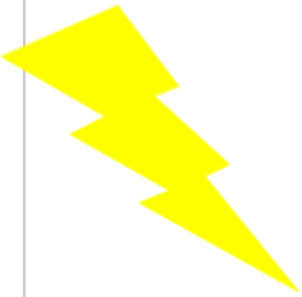


Revenue Streams: Seasons & Skies will earn revenue primarily through direct product sales, with most income coming from entrée, drink, and dessert purchases inside the restaurant. Guests will pay for our immersive, weather-themed dining experience, which includes adult entrées priced between \$18–\$28 and kids' meals between \$8–\$12. In addition to food sales, the business will generate secondary revenue from high-margin items such as themed cocktails, specialty desserts, and premium seating upgrades for snowfall, storm, or aurora effects. Seasons & Skies will also earn money through merchandise sales, photo experiences, and weather-themed souvenirs that appeal to Pigeon Forge's tourist market. Future revenue streams include birthday party packages, private events, seasonal ticketed experiences, and a membership program for repeat visitors. All sales will be direct-to-consumer, allowing the business to keep full control of pricing and customer experience. Together, these revenue channels create a strong, diverse income model that supports long-term growth and repeat-visit appeal



Cost		
Business and interior design	\$500,000.00	
kitchen equipment/supplies	\$250,000.00	
licenses/permit and insurance	\$40,000.00	
marketing and branding	\$50,000.00	
initial staffing and training	\$90,000.00	
Technology and POS system	\$40,000.00	
working capital (3 months)	\$150,000.00	

Total:	\$1,120,000.00	
Variable Costs		
Food ingredients	\$50,000.00	
beverage ingredients	\$6,000.00	
alcohol inventory	\$10,000.00	
dessert and bakery items	\$4,000.00	
servers hourly labor	\$20,000.00	
bartenders hourly labor	\$10,000.00	
hosts hourly labor	\$7,000.00	
bussers/runners hourly labor	\$6,000.00	
line cooks hourly labor	\$18,000.00	
prep cooks hourly labor	\$10,000.00	
dishwashers hourly labor	\$7,000.00	
napkins.straws. to-go containers	\$2,500.00	
gloves, sanitizer, paper towels	\$1,500.00	
cleaning chemicals	\$1,200.00	
receipt paper and disposable menus	\$600.00	
electricity	\$6,000.00	
water	\$2,000.00	
gas	\$3,000.00	

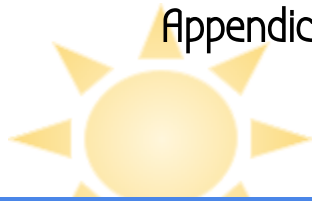


Year 1	\$2,121,600.00	
Year 2	\$2,439,840.00	
Year 3	\$2,805,816.00	
Profit/Loss		
Year 1	\$758,400.00	
Year 2	\$872,160.00	
year 3	\$1,002,984.00	

Milestones: Over the next year, Seasons & Skies will move from concept to reality through a series of clear milestones. In the first two months, the restaurant will finalize its full theme, menu, and guest experience. Between months three and eight, the business will secure a location and complete the immersive interior build-out. Hiring and staff training will take place during months seven through nine to prepare the team for opening. Marketing efforts will begin in months eight through ten to build excitement and attract early customers. By the end of the year, Seasons & Skies plans to open to the public and begin working toward its first-year sales goals. These milestones will guide the business from planning to a successful launch.



Appendices



<https://www.rca.asn.au/homepage-news-gallery/how-different-generations-dine-what-operators-need-to-know-in-2025>

<https://www.muchbetteradventures.com/magazine/women-make-travel-decisions/>
<https://www.nps.gov/orgs/1207/03-13-26-2025-visitation-statsitics.htm>

<https://www.wbir.com/article/news/local/sevierville-sevier/pigeon-forge-crosses-22b-annual-revenue-5th-straight-year/51-14dd8c6a-4d23-429e-943b-4bbc92700205>

<https://www.wbir.com/article/news/local/sevierville-sevier/pigeon-forge-crosses-22b-annual-revenue-5th-straight-year/51-14dd8c6a-4d23-429e-943b-4bbc92700205>

<https://stories.hilton.com/2026-trends/generation-permutations-the-expanded-and-playful-family-vacation>

<https://online.jwu.edu/blog/the-rise-of-experiential-dining/>



Seasons & Skies

Restaurant Floor Plan

Winter
Wonderland

Summer Oaies
& Rainbow

Central
Dining Area
Welcome!

Summer
Oasis

Autumn
Harvest

Spring
Garden



