

Kings Island

Family Entertainment Center

P. O. BOX 400 • KINGS MILLS, OHIO 45034 • TELEPHONE (513) 241-5600

November 13, 1979

Mr. Orville Simpson, II
3417 Erie Avenue
Apartment 406
Cincinnati, Ohio 45208

Dear Mr. Simpson:

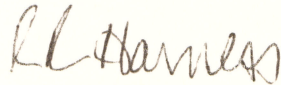
This morning I had the opportunity to review your Victory City cafeteria plans with Bill Price, our General Manager.

While we agreed that your concepts are quite innovative, we cannot envision a practical application for them at Kings Island. As I explained to you, Kings Island already has over fifty assorted food outlets. Thus, there is no room for an extremely high volume cafeteria such as yours. We also have to consider the fact that Kings Island is themed to the past; a turn of the century Coney area, a 19th Century Rivertown area, etc. A futuristic restaurant seems inconsistent.

Finally, we are not prepared to make the kind of major capital outlay that would be required to get this project off the ground. Our capital expansion budget for the next four or five years is pretty well set. In it, there is no room for the kind of investment you will need.

We certainly appreciated the time you took to make this presentation. We also wish you the best of luck with Victory City.

Sincerely,



Robert Harness

RH/sk

