

CONCRETE PARKING LOTS: A LOT FOR YOUR MONEY®

Dairy Queen
Highland, IL

Highland Dairy Queen

Ron Moss
12613 St. Rt. 143
Highland, IL 62249

June 19, 1999

Jerry Woods
31 W. Downer Place Aurora Bus. Center.
Aurora, IL 60506

Jerry,

In August 1971, I along with three other partners opened the first fast food franchise in Highland – a Dairy Queen Restaurant. At this particular time, I was only an operating partner, which means I had the responsibility for all repairs, maintenance, etc. which is included in a triple net lease. The building maintenance was easy but what cut into my cash flow was the every 2-3 years of sealing the asphalt payment, which generally amounted to \$1500.00 at the start to a high of \$3000.00 by 1998. That in addition to the 2" of asphalt which was placed onto the surface ten years ago at a cost of \$12,350.00. Naturally, I always expected to someday own the business and ground, but unfortunately, that never happened. So last year after twenty-eight years of leasing a piece of ground diagonally across from our present store became available. I contacted Dairy Queen, they agreed and a new store of my own was built. Everything went very smooth until I had to decide, which was discussed because I brought it up, whether to go with asphalt or concrete for the entire parking lot. At an increase of \$29,000.00 more, I opted to go with concrete. This was one of the best decisions I ever made; this was the first Dairy Queen with the new Kold Kitchen to have a concrete lot. The response has been terrific. The first comment from the D.Q. president when he was here to see the store was how nice the parking lot looked. This response has carried forward as well to customer response, which has combined to a thirty one percent increase in sales. Am I happy with my new well-lit parking lot and new store? - Tremendously! Would I recommend every new fast food establishment to install concrete? Most definitely! Now instead of having to spend time getting estimates on sealing asphalt every two to three years, I can spend time training my employees which in turn makes my business grow a lot quicker than an asphalt parking lot.

Sincerely,



Ron Moss
Owner



Maintenance Advantages of Concrete

1. Low annual cost, no heavy demands on budget.
2. Little cleaning required, can be flushed.
3. Uniform repairs, neat and easily accomplished.
4. Less labor and equipment required.
5. No oil or tar to be tracked into buildings.

Compared to Asphalt

1. Routine sealing, patching, fill coats required.
2. Sweeping needed, depressions collect dirt.
3. Irregular repairs, liquid asphalt sealers needed.
4. More labor and equipment required.
5. Oil-based sealers can be tracked into buildings.

Owner: Ron Moss

Architect: Dairy Queen

Engineer: Abacus Professional Services

Contractor: The Korte Company

Size: 2,850 square yards

Depth: 5 inches

Base: 4 inch subbase

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