

## THE KANSAS CITY STAR.

## Business Extra

## Huge T-Rex takes its time arriving

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CITYSCAPE

**T**-Rex, a prehistoric family adventure, is weeks behind its original opening date, but you can't hurry a dinosaur — or the attraction's founder, Steve Schussler, for that matter.

"If it was about money, we would have opened in April," said Schussler, who also founded the **Rainforest Cafe** chain. "But this is our flagship location. We're not going to open until it's right. If it wasn't up to my standards, we redid it."

The new \$15 million-plus interactive restaurant/retail store/educational experience under construction at **The Legends at Village West** in Kansas City, Kan., is scheduled to open July 19. The multilevel operation will recreate the environments in which dinosaurs lived, with cascading waterfalls, bubbling geysers and an ice cave, along with animatronic dinosaurs. Interactive displays will help educate children while they are being entertained.

The Kansas City, Kan. location will be the first of only nine T-Rex operations planned for high-quality, high-traffic tourist markets in the U.S. Schussler also is teaming with **Build-A-Bear** to open the first **Build-A-Dino** store in the spot.

T-Rex menu items will include lasagna, fire-roasted rotisserie chicken, meatloaf, salads and soups.

"They come once for the wow factor but come back for the great food and quality service," Schussler said. "When they get the check, they'll say, 'Wow, that was a great value and tasted great.'"



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The scheduled opening of T-Rex has been pushed back to July 19 to meet the exacting standards of founder Steve Schussler. "We're not going to open until it's right," he said. "If it wasn't up to my standards, we redid it."

**Landry's Restaurants Inc.**, one of the nation's largest casual dining, entertainment and hospitality companies, recently acquired 80 percent of the restaurant concept from **Schussler Creative Inc.**

#### New at the Great Mall

Several retailers have opened in **The Great Mall of the Great Plains** in Olathe:

■ **Aquariums Wholesale**, a locally owned pet store, has relocated from Merriam. It specializes in salt-water aquariums, but also has fresh-water aquariums, reptiles, birds and small animals. In three years,

the company has moved and expanded twice. When the owners are ready to expand again in a couple of years, they hope to open an additional location in another part of the metro area.

■ **Girlfriends**, an Atlanta-based chain, sells high-fashion women's clothing and accessories.

■ **It's All About You**, a locally owned women's fashion accessories store, sells purses, belts, jewelry, watches and more.

■ **Thoughtful Throws**, another locally owned company, customizes blankets, mugs, T-

shirts, puzzles, beach towels, soccer balls and other items using customers' special photos, graphics or lettering.

#### Now closed

**Jeremiah Johnson's Restaurant & Tavern** has closed at 5821 N.W. Barry Road.

When it opened three years ago, there was little competition for the full-service restaurant dollar in the Northland. Still, Jeremiah Johnson's went all out — a \$3.5 million, 7,000-square-foot operation.

Since then, about 30 food operations have opened within a few miles, including many

eateries at the new **Zona Rosa** shopping center.

Founder Tom Norsworthy said the location is still viable, but he wants to concentrate on his **54th Street Grill** operations, which perform substantially better. He opened a 54th Street Grill in the St. Louis area about a month ago, and it is setting sales records for the chain, which now has 11 locations.

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