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Legacy Entertainment Group Acquires Palace Theater

Wisconsin Dells, Wis., March 15, 2023- - Legacy Entertainment Group LLC (LEG) has purchased The Palace Theater in the Dells, 564 Wisconsin Dells Parkway South. The 750-seat dinner theater and several acres of land were bought from Kraemer Brothers Commercial Construction. The purchase price was not disclosed.

David Fee, the owner, president, and chief executive officer of LEG has over 45 years in the entertainment industry. He is the former owner, president and chief executive officer of The Fee/Hedrick Family Entertainment Group in Pigeon Forge, Tenn., that operated over five multi-million dollar high-quality successful family entertainment theaters which entertained over a million customers annually in the Smoky Mountains.

“We are so excited to be bringing spectacular family entertainment to the Dells,” Fee said. “We are here to stay and look forward to being a part of the Dells community. We plan to rename the theater and have several ideas of possible names and possible plans for our new theater. We believe in the Dells market and our long-term plan is to renovate the theater and have a presence in the Dells for many years to come.

“We want to bring enjoyment to people, draw new visitors to the area, create jobs in the Dells and most of all we want to be able to give back to the community,” Fee said. “Our goal is to be the area’s largest CLEAN family entertainment theater company. We sell FUN!”

The new dinner theater is expected to bring about 140 jobs and an estimated \$15 million in revenue annually to the city of Wisconsin Dells. The theater is currently hiring in all roles. Those interested in joining this fabulous new theater are asked to watch LegacyEntertainmentGroup.com for updates. If a position is listed it is open until filled, unless otherwise noted.

Legacy Entertainment Group, the new owners of the Palace Theater, also purchased the former Lake Delton Motel. The motel has already been razed for additional parking and a potential future expansion for the theater.

Fee and his former business partner, Jim Hedrick, owned and produced over 26 unique shows within 25 years in the Smoky Mountain area including: "The Comedy Barn®," "The Black Bear Jamboree Dinner and Show," "The Miracle," "The Blackwood's Morning Variety Show," "The Smoky Mountain Opry TM," "The Hatfield and McCoy Dinner Feud TM," "Kick'n Country," "Bob Nelson Comedy Show," "Magic Beyond Belief" and many more.

David Fee and Fee/Hedrick Entertainment Group were instrumental in helping to grow the Smoky Mountain area into a year-round destination by producing shows in November and December. Fee/Hedrick presented "Christmas at the Smoky Mountain Opry, TM" "The Hatfield and McCoy Christmas Disaster Dinner Feud TM", "The Comedy Barn® Christmas Show" and "The Smith Morning Variety Christmas Show." In addition, the company produced a seasonal "Amazing Animals®" Show in the summer. All the shows were in Pigeon Forge, Tenn., reflecting Fee's creativity and imagination. In addition, they owned several themed restaurants.

From the modest beginning of one small Comedy Barn Theater, owners Fee and Hedrick withstood many challenges to mold their company into one of the largest production companies in the United States, providing visitors a variety of theatrical entertainment productions which combined music, dancing, magic, food, and clean comedy for families of all ages.

Fee/Hedrick Family Entertainment Group was purchased by World Choice Investments, LLC/Great Choice Investments (best known as Dolly Parton's dinner attractions), in January of 2019. Fee and Hedrick were thrilled and honored that such a world-class company would purchase their brands.

After the buyout, it was Hedrick's heart's desire to retire. As for Fee, it is his desire to continue to create and produce quality clean family entertainment with the absolute best shows he can build with a new team at Legacy Entertainment Group in the Village of Lake Delton. +++