

BUSINESS PLAN FOR

"Dinos Pizza llc"

515 6th St

Racine Wi 53403

1. Company Information.

Dino's Pizza LLC is a Italian restaurant which also serves food and alcoholic beverages to customers.

Dino's Pizza LLC is located in Downtown Racine at 515 6<sup>th</sup> St, Racine, Wisconsin 53403

Dino's Pizza LLC is the trade name of the business which is owned by David Ferderer as a Sole Proprietorship.

David Ferderer lives at 515 6<sup>th</sup> St #2, Racine, Wisconsin 53403.

2. Experience of Owner in Operating a restaurant

The owner, David Ferderer, previously operated Dino's Restaurant at 1816 16<sup>th</sup> St, Racine, Wisconsin from February 1999 until February 2013.

The owner, David Ferderer, was also the bar manager for Dino's from November of 2012 and July of 2013.

3. Licenses, Knowledge and Education of Owner Relating to Operation of a Tavern

David Ferderer successfully completed the Responsible Beverage Service Program at Gateway Technical College on May 30, 2010. The course number was 311-400-6R1F..

4. Operation and Marketing Plan for " Dino's Pizza LLC "

A. Goods Sold: Italian/American Food, Full Service Bar

Dino's Pizza LLC will sell liquor, wine, beer, soda and other non-alcoholic beverages, as well as Italian/American food and pizza to its customers.

B. Hours of Operation

(1) The Dino's Pizza LLC will be open for business Daily. Prospected hours of 11am until midnight.

C. Advertising

Dino's Pizza LLC will be reopening from its past location on 16<sup>th</sup> St. The clientele is already established from previous years in business.

Dino's Pizza LLC will advertise the "Grand Opening" in the Journal Times.

5. Entertainment

TV and Cable

There are three TV monitors that will be available so that customers can watch different sporting events such as football, soccer, basketball, or such other televised entertainment they may wish to see while at Dino's Pizza LLC .

6. Customer Parking for Dino's Pizza LLC

There is ample public parking on the street.

7. Business Competition

The competitors for the customers I anticipate will be frequenting my business are:

1. Unknown
- 2.

(A) Equipment presently owned:

(1) TV Monitors:

(a) One 52 inch

(b) Two 42 inch

(3) Coolers: Two 5 Ft by 3 Ft upright wall coolers

(4) Freezer: One 4 Ft by 3 Ft horizontal freezer

(5) One Cash Register

(6) One Blender for mixed drinks

(7) An automatic glass washer that is placed in the sink

- (8) A minimum of two hundred (200) drink glasses
- (9) 24 upright bar stools
- (10) Two round tables with four chairs for each table
- (11) One Pizza Oven
- (12) Maintenance Equipment and Supplies:

I, David Ferderer the business owner, have a shovel for snow removal, brooms,

- vacuum, mops, buckets and other related equipment and supplies to meet the maintenance and janitorial needs inside the premises and to maintain the outside of the premises during the entire year.

(B) Equipment that will be rented and used in the premises:

- (1) One Juke Box

#### 9. Beer and Liquor Supplies

Upon approval, David Ferderer will purchase beer and liquor supplies from approved and licensed suppliers within the City. I, the business owner, will purchase normal supplies used in the operation of a tavern including liquor, malt beverages, soda, assorted pre-packaged

snack foods, pizza, water and other normal supplies used in operating a tavern.

#### 10. Pre Paid Insurance by 'David Ferderer ' for "Dino's Pizza llc"

The Business owner name has contacted (John Shindler) at Shindler Insurance Group to obtain a quote for liability insurance for Dino's Pizza LLC .

The Business Owner was told that the insurance would cost between \$3,000.00 and \$4000.00 annually.

The Business Owner , if requested, will provide written evidence to the City Clerk for the City of Racine, Wisconsin, that liability insurance is in effect before The Business Name opens for business with the public.

#### 11. Sign

There will be one neon sign 3 ft by 3 1/2 ft with the words " Dino's Restaurant" on it.

The sign will be installed professionally and the sign design will be submitted to the City before its installation.

#### 12. Floor Plan

- A. The floor plan for " Dino's Pizza LLC " is attached
- B. The floor plan shows that there will be two entrances that customers will be able to use to enter the premises. The "exits" are "emergency exits" only.
- C. There is a locked (alcohol) storage room for liquor and other supplies shown in the plan.
- D. The business premises are on the main (street) level at 515 6th Street, Racine, WI.
- E. Although there is access to the basement from the restaurant, the door leading to the basement is locked at all times. •

#### 13. Business Bank Account

The business bank account for The Dino's Pizza LLC will be at South Port Bank. David Ferderer will deposit \$10,000.00 into the business bank account when the license is approved.

#### 14. Building

The building at 515 6<sup>th</sup> St ,Racine, Wisconsin is owned by Dino's Pizza LLC. The building is owned by The Business Owner for the sum of \$1400.00 per month.

#### 16. Federal Employer I .D. Number

Dino's Pizza LLC has been issued a Federal identification Number 46-2365708

11. Wisconsin Business Tax Registration Number 600-1022701165-04

Dino's Pizza LLC applied for and was issued a Business Tax Account number by the Wisconsin Department of Revenue. Confirmation of the issuance of said tax number to the Dino's Pizza LLC . is attached hereto.

#### 1s. Building Inspection

The premises located at 515 6<sup>th</sup> St, Racine, Wisconsin has not yet been inspected by the City of Racine building department.

#### 19. City Health Inspection

The premises have also not yet been inspected by the Department of Health for the City of Racine for approval of the sale of pre-packaged goods.

#### 20. Security

The Business Owner will hire off duty police officers to guard the premises when needed.

The Business Owner will be on the premises during business hours and will assist in security.

#### Concluding Statement by Owner

Dino's Pizza LLC is a sole proprietorship owned by David Ferderer . It is a Italian/American Restaurant.

The Business Owner has been a resident of Racine for the past nine years.

The Business Owner owns his home at 515 6<sup>th</sup> st # 2, Racine, Wisconsin. It has an estimated fair market value of \$150,000.00 which is his equity in the "property.

The Business Owner owns the property and has no criminal record. The Business Owner is a proper person to be granted a license to operate Dino's Pizza LLC

by the City of Racine, Wisconsin.

Dated this 15 th day of October, 2013.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "David Ferderer". The signature is written in a cursive style with a large initial "D".

Business Owner Signature (seal)

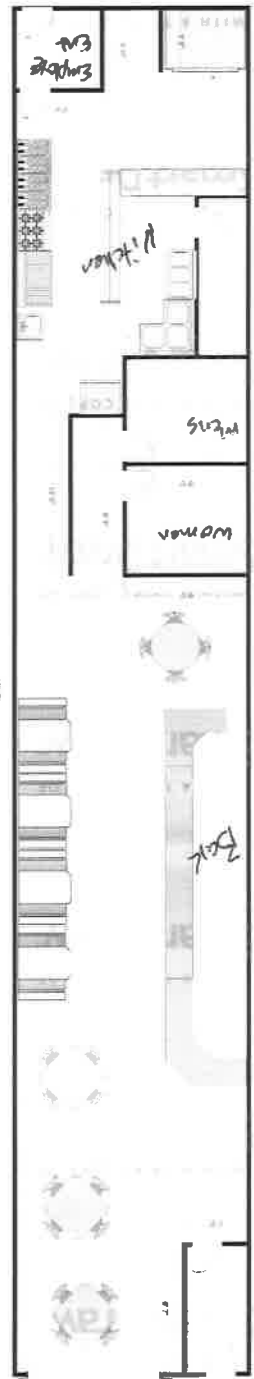
David Ferderer

515 6<sup>th</sup> st # 2

Racine, Wisconsin 53403

(702) 420-0068

7th St



6th St

# CITY OF RACINE 06-11

## Supplemental Application Form for ALL NEW Alcohol Establishments

Date 10-15-2013

Name of Corporation/LLC/Individual Dino's Pizza, LLC

Address of Licensed Premise 515 6<sup>th</sup> St.

**PART 1**

1. Have you contacted the alderman and neighborhood business association for the area in which you intend to locate?  YES  NO
2. Are there any special conditions desired by the neighborhood?  YES  NO
3. What type of business do you or will you conduct at this location? (check all that apply)

(Other licenses/permits may be required to operate your business.)

<input checked="" type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Grocery Store
<input type="checkbox"/> Bed and Breakfast	<input type="checkbox"/> Convenience Market without Gas
<input type="checkbox"/> Convenience Market with Gas	<input type="checkbox"/> Billiard Center (Billiard Hall License Required)
<input type="checkbox"/> Bowling Center (Bowling alley license req.)	<input type="checkbox"/> Catering (Sales only allowed on the premises issued an alcohol beverage license)
<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Indoor Golf Facility
<input type="checkbox"/> Hotel	<input type="checkbox"/> Gift Shop Museum Center for the Visual and Performing Arts
<input type="checkbox"/> Video Game Center 6 or more games (Amusement Center license req.)	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Night Club (Dance Hall License Required)	<input type="checkbox"/> Tavern
<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Volleyball Court (Permanent expansion of premises required)
<input type="checkbox"/> Fraternal Club	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Theater Performances	<input type="checkbox"/> Liquor Store
<input type="checkbox"/> Private Sports Club	<input type="checkbox"/> <b>OTHER</b> (Please List)
<input type="checkbox"/> Department Store/Drug Store	<input type="checkbox"/>
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/>

4. Hours of Operation \_\_\_\_\_

Indicate the intended hours of operation by day. If your establishment will be open past midnight, the indicated losing time will be understood to be the day following the indicated time your establishment will be open for business. Example: Friday-Sunday 4 pm-1am)

5. How many customers do you anticipate on your busiest days:

25-50     50-100     100-200     200-400     More than 400

6. Ratio of Food to Alcohol (Exclusive of any cover charge)

75% or more food     Snacks Only     Other     50/50     No Food

7. Drink Specials

Will Drink Specials be offered? Y  N

What Kind \_\_\_\_\_



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8. What type of license(s) do you hold at this premise? (check all that apply)

<input type="checkbox"/> Cigarette	<input checked="" type="checkbox"/> Food (Apply at the Health Dept)
<input type="checkbox"/> Gas Station (Apply at Clerk's Office)	<input type="checkbox"/>
<input type="checkbox"/> Other (LIST)	<input type="checkbox"/>

9. If applying for a Class B or C license, what type of food service will you have at this location?  
(check all that apply)

<input type="checkbox"/> None	<input type="checkbox"/> Prepackaged Foods
<input type="checkbox"/> Snacks/Appetizers	<input type="checkbox"/> Catered Events
<input checked="" type="checkbox"/> Full Meals -Hours of Food Service. From <u>11am</u> To <u>2am</u> (attach additional sheets )	

10. Is this premise under construction?  Yes  No If yes, estimated completion date?

11. Is this a franchise?  Yes  No

12. Is this premise currently licensed?  Yes  No If yes list type of license \_\_\_\_\_

13. Is the current licensee operating?  Yes  No If no, list date closed \_\_\_\_\_

**LITTER/GARBAGE:** What are your plans to keep the grounds clean? (check all that apply)

<input checked="" type="checkbox"/> Sweep	<input type="checkbox"/> Pressure Wash
<input checked="" type="checkbox"/> Pick up litter	<input type="checkbox"/> Hired Maintenance
<input type="checkbox"/> Building owner responsibility	<input checked="" type="checkbox"/> Garbage Cans Outside
<input type="checkbox"/> Other (List)	<input type="checkbox"/>

**Who is responsible to keep the grounds clean?** (Licensee/Building Owner/Hired Maintenance/Other)

Licensee

**How Often?** (Daily, Weekly, Other) Daily

**NOISE:** How are noise issues addressed? (check all that apply)

<input type="checkbox"/> Security	<input checked="" type="checkbox"/> Manager approaches customer(s)
<input type="checkbox"/> Call Police	<input checked="" type="checkbox"/> Signs Posted
<input type="checkbox"/> Other (List)	<input type="checkbox"/>

**SECURITY:** What is your security plan? (check all that apply)

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Bouncers
<input type="checkbox"/> Hired Security Officers	<input type="checkbox"/> Off Duty Police Officers
<input type="checkbox"/> Other (List)	<input type="checkbox"/> Digital Video Camera System

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### PART 2: DETAILED BUSINESS SITE PLAN

**A: ATTACH BUSINESS PLAN** which outlines the type of business you plan to operate if granted a license. This should be typed and include the following:

- Hours of operation
- Alcohol sales based on a percentage of total sales
- Sample Menu (if applicable)
- Security
- Parking
- Staffing
- Plan to deal with non-smoking laws
- Any special events/plans
- Good neighbor practices (i.e. litter control)
- Detailed Budget including estimated costs/profits

**B: ATTACH DETAILED FLOOR PLAN**-You will need to submit a detailed floor plan.

#### **READ ALL INSTRUCTIONS BEFORE PREPARING THE FLOOR PLAN.**

- Any application submitted without the detailed floor plan (including all required items as listed below) will not be accepted.
- Even if the premise had previously been licensed and a floor plan submitted, a new floor plan must be submitted with this application.
- The floor plan must be filed on 8 1/2" by 11" size paper.
- A separate sheet of paper must be filed for each floor where alcohol will be stored, displayed, sold, given away and/or consumed.
- Even if the basement is being used for alcohol storage only, a floor plan is still required for the basement.
- Hand drawn floor plans in ink are acceptable. Plans do not need to be architectural drawings or need to be to scale.

#### THE FLOOR PLAN MUST INCLUDE ALL OF THE FOLLOWING ITEMS:

1. Dimensions of the Premises.
2. Total Square Feet of the Premise (length x width=square feet).
3. Label all entrances and exits.
4. Label all alcohol storage areas (coolers, etc).
5. Provide dimensions of all alcohol storage areas (length x width)
6. Label all alcohol display areas (behind the bar, shelves, etc.)
7. Provide dimensions of all alcohol display areas (length x width)
8. Class B & C Applicants Only: Label all seating areas, bars, and food preparation areas (kitchen)

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9. Class B & C Applicants Only: Label all outdoor areas used for the sale of service of alcohol beverages (for example, patios, beer gardens, sidewalk cafes)
10. Class B & C Applicants Only: Provide dimensions of all outdoor areas used for the sale or service of alcohol beverages (length x width)
11. Label all parking areas on the premises (do not include street parking) (This is required if the parking is shared, for example, a strip mall.)
12. Provide dimensions of all parking areas available on the premises (length x width). The parking areas(s) should be marked on the floor plan for the first floor showing the relation to the building.
13. Mark the North Point (N) on each page.
14. Write the date on each page.
15. Write the Legal Entity Name (and Agent's Name if a corporation or LLC) on each page
16. Write the Trade (Business) Name on each page.
17. Write the Premise address on each page.

### IF YOU LEASE THE BUILDING, ANSWER THE FOLLOWING QUESTIONS:

Have you signed the lease?  Yes  No

Date lease begins: \_\_\_\_\_ Expires \_\_\_\_\_

Monthly Rental: \$ \_\_\_\_\_

Do you have an option to renew the lease?  Yes  No

Does your lease allow for the assignment to another party without consent of the owner?  Yes  No

For what length of time have you been guaranteed occupancy? (number of years) \_\_\_\_\_

In addition to paying monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  Yes  No Explain if Yes \_\_\_\_\_

Does the present owner or occupant object to the granting of your license?  Yes  No

Explain if Yes \_\_\_\_\_

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The City of Racine requires that you describe the type and general nature of entertainment that you will have under the following licenses:

- **Amusement** - COMPLETE SECTIONS A & B  
Allows entertainment or exhibitions consisting of music, dancing, singing and floorshows performances. Includes Dance, Instrumental Music and Record Spin.
- **Dance License** - COMPLETE SECTION A ONLY  
Allows dancing on the premises by patrons only. Dancing by performers is not allowed. This license also allows the playing of pre-recorded music machines (Record Spin) and instrumental Music by musicians. Singing is permitted if done by the persons actually engaged in the playing of the musical instruments.

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- **Instrumental Music** - COMPLETE SECTION A ONLY  
Permits the playing of instrumental music only, with singing on the part of and only by persons actually engaged in the playing of such musical instruments. No dancing allowed.
- **Record Spin** - COMPLETE SECTION A ONLY  
Permits DJ's, karaoke and CD players. No dancing allowed.

**SECTION A: CHECK ALL THE TYPES OF MUSIC THAT APPLY:** ("Variety" is not an acceptable answer.)

<input type="checkbox"/> Blues	<input type="checkbox"/> Latin Pop	<input type="checkbox"/> Hard Rock
<input type="checkbox"/> Reggae	<input type="checkbox"/> Classic Rock	<input checked="" type="checkbox"/> Country
<input type="checkbox"/> Easy Listening	<input type="checkbox"/> Contemporary R&B	<input type="checkbox"/> Dance - Pop
<input type="checkbox"/> Irish	<input type="checkbox"/> Tropical	<input type="checkbox"/> Other(list)
<input type="checkbox"/> Mexican Top 40	<input type="checkbox"/> New Age	<input checked="" type="checkbox"/> <i>Italian</i>
<input type="checkbox"/> Modern Rock	<input type="checkbox"/> Rap	<input type="checkbox"/>
<input type="checkbox"/> Heavy Metal	<input type="checkbox"/> Jazz	<input type="checkbox"/>
<input type="checkbox"/> Hip- Hop	<input type="checkbox"/> Classic R&B	<input type="checkbox"/>
<input type="checkbox"/> Dance - R&B	<input type="checkbox"/> Techno	<input type="checkbox"/>
<input type="checkbox"/> Polka	<input type="checkbox"/> Folk	<input type="checkbox"/>

**SECTION B: OTHER (check all that apply)**            NOT APPLICABLE

<input type="checkbox"/> Battle of the Bands <input type="checkbox"/> Disc Jockey <input type="checkbox"/> Magic Shows <input type="checkbox"/> Rapping/Rap Contests <input type="checkbox"/> Dancing by Performers-Describe  <input type="checkbox"/> Fashion Shows-Describe  <input type="checkbox"/> Exotic Dancer/Stripper/Adult Entertainment-Describe	<input type="checkbox"/> Comedy Acts <input type="checkbox"/> Live Musicians <input type="checkbox"/> Poetry Readings <input type="checkbox"/> Solo Singers/Groups <input type="checkbox"/> Wrestling-Describe  <input type="checkbox"/> Patron Contests-Describe  <input type="checkbox"/> Other - Describe
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Attach additional pages if necessary

If the type of entertainment is not listed above, please describe the type of entertainment you will have:

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IF AFTER THE LICENSE HAS BEEN GRANTED OR ISSUED, YOU WISH TO DEVIATE FROM THE TYPE(S) OF ENTERTAINMENT LISTED. YOU MUST SUBMIT A "REQUEST TO CHANGE THE PLAN OF OPERATION". NO CHANGES IN ENTERTAINMENT SHALL TAKE PLACE UNTIL THE REQUEST HAS BEEN APPROVED BY THE PUBLIC SAFETY LICENSING AND/OR CITY OF RACINE COMMON COUNCIL. DS (INITIAL)

I (we), the undersigned have a knowledge of the City Ordinances and State Laws currently regulating these licenses and being duly sworn under oath, depose and say that I am (we are) the person(s) and that all statements made in the foregoing application are true and correct.

SUBSCRIBED AND SWORN TO BEFORE ME ON 15 October, 2013

Signature David Ferderer

Printed Name David Ferderer Address 515 6<sup>th</sup> St Racine WI 53463