

CITY OF RACINE 06-11

Supplemental Application Form for ALL NEW Alcohol Establishments

Date 7-27-11
 Name of Corporation/LLC/Individual ROBERTS ROOST LLC
 Address of Licensed Premise 600 6th 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"/> OTHER (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 7^{AM} to 2^{PM} - Tuesday thru Sunday

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 Build your own Bloody marys

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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 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 _____ To _____ (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 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)

How Often? (Daily, Weekly, Other) _____

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 type="checkbox"/> Signs Posted
<input type="checkbox"/> Other (List)	<input type="checkbox"/>

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

<input 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 checked="" 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: July 1st 2011 Expires July 1st 2012

Monthly Rental: \$ 1200.00

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) 2 yrs

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 _____

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

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. PR (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 7-27, 2011

Signature PR

Printed Name Paul Roberts

Address 600 6th ST

Roberts Roost

600 6th Street

1. Capacity

Anticipated capacity on the busiest days would be 100 to 150 customers

2: Hours of Operation:

Tuesday thru Sunday Kitchen open 7:00 am to 2:00 pm

Bar open 9:00 AM to 2:00 PM. Sundays

(Bar may be open later dependent on volume or private parties)

3. Ratio of food to Alcohol 85% of the Business would food 15% would be liquor sales

4. Type of Alcohol/Drink Specials Hard liquor/Vodka beer, wine

*Build your own Bloody Mary Bar

5. Type of Entertainment

Occasional live music, Banquets/private parties

6. Outdoor Facilities

Patio on the side, food service in good weather

7. Security Age verification at the bar by bar tender and Age verification through waitress at the tables

8. Parking Access/Security

Parking for patrons would be street parking, Feiner plumbing has a parking lot in which spots could be purchased for employee parking. Security cameras currently monitor 6th Street & Villa provided by the landlord at Feiner Plumbing

Business Summary

1.1 Summary

Roberts Roost is a "old-fashioned country breakfast" restaurant located at 600 6th Street Racine, Wisconsin, in the historic downtown area. The restaurant will be owned and operated by Paul & Karen Roberts

A limited menu of traditional old fashioned breakfasts with different daily specials added

Roberts Roost also will serve many brunch items on Sundays including a build your own bloody mary bar Using fresh ingredients, with excellent friendly service

1.2 Hours of operation

Roberts Roost will operate for Breakfast and brunch 7 am until 2 pm, Tuesday thru Sunday, emphasis on the restaurant of 85% sales, 15% bar sales. The bar will serve only alcoholic beverages that traditionally go with a brunch setting Bloody Mary's, Screwdrivers limited beers and wine.

1.3 Entertainment

Friday nights in Downtown Racine is quickly becoming a destination for entertainment occasionally live entertainment would be provided, smaller bands with little set-up and low volumes. ability for private parties and banquets would be provided on the outside patio or 2nd floor.

1.4 Parking Access/Security

Parking for patrons would be street parking, Feiner plumbing has a parking lot in which spots could be purchased for employee parking. Security cameras currently monitor 6th Street & Villa provided by the landlord at Feiner Plumbing

1.5 Marketing

Word of mouth and recurring customers will be Roberts Roosts best form of advertising. There are opportunities for promotions and shared marketing ideas in combination with the many downtown events.

Management Summary

2.0 Owner Experience

Roberts Roost will open as an LLC owned by Paul and Karen Roberts .Mr. Roberts has a long history in the restaurant business starting with Obies on Lathrop ave in Racine then Old country buffet in Racine, Brookfield, Greenfield, and Crystal Lake Minnesota, starting as a cook and working his way to general manager. Having also run the Boys and girls club /CYC sports Facilities and athletics for a number of years

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2.1 Management

Paul Roberts will be the primary manager/owner with assistance from the landlord Ed Scharding. Ed has assisted operating the former restaurant at this location "Timothy Yorks Bistro" with heavy back ground in management and accounting. Additional staff will include when needed 1-cook, 1-Dishwasher, 2-Servers, 1-Bartender. Mostly on weekends.

2.2 Building

600 6th Street is one of the oldest buildings on 6th Street dating back to 1870. For the last 70 years it has been a tavern. In 2006 the building was renovated by the Scharding Brothers. The building facade was restored and all electrical, plumbing, and heating were replaced. A kitchen was also added along with an outside seating area. 1st and 2nd floor approx. 947 sq. ft., 275 sq. ft. kitchen, total sq ft 2,169. The second floor is currently being restored and in the future could be used for a banquet/private party area.

2.3 Financial Management

Roberts Roost will require starting capital of \$7,290.00 to cover all start-up liabilities. An additional \$5,610.00 will be required for 3 months of business operating expenses. All of the equipment will be rented or purchased from the Landlord with amortized payment schedules. Please refer to the enclosed operational budget.

Utility Account	Monthly	Yearly
Building Rental	\$1,200.00	\$14,400.00
Equipment Rental	\$150.00	\$1,800.00
Utilities:	////////	////////
Gas & Electric	\$300.00	\$3,600.00
Water	\$45.00	\$540.00
Phone & Internet	\$100.00	\$1,200.00
Building /liability Insurance	\$75.00	\$900.00
Permits	////////	\$800.00
Totals	\$1,870.00	\$23,240.00

Labor Account		
Servers	\$1,000.00	\$12,000.00
Cook	\$600.00	\$7,200.00
Dishwasher	\$500.00	\$6,000.00
Bartender	\$200.00	\$2,400.00
Totals	\$2,300.00	\$27,600.00

Start-up Account	Start up	
Building Rental	\$1,200.00	
Equipment Rental	\$150.00	
Escrow	\$1,200.00	
Phone & Internet	\$200.00	
Building /liability Insurance	\$75.00	
Permits	\$800.00	
Signage	\$200.00	
Menus	\$100.00	
Flatware / Silver /Cups / Glasses	\$1,000.00	
Equipment	\$500.00	
Start Up Food Inventory	\$1,000.00	
Totals (Start up & 1st months Totals)	\$5,225.00	\$7,095.00

