

BUSINESS PLAN
FOR
TROPICAL PARADISE
1600 DOUGLAS AVENUE
RACINE, WI 53404

1. Company Information

Tropical Paradise is a neighborhood tavern which also serves non-alcoholic beverages and pre-packaged snacks to customers.

Tropical Paradise is located on the north side of Racine at 1600 Douglas Avenue, Racine, WI 53404.

Tropical Paradise is the trade name of the business which is owned by Carl Stewart (Agent).

Carl Stewart (Agent) lives at 423 Cliff Avenue, Racine, WI 53404

2. Experience of Owner in Operating a Tavern

The Owner, Carl Stewart (Agent) currently operates Tropical Paradise at 1446 ML King Drive, Racine, WI 53404 starting in July1, 2004 to present.

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

Carl Stewart (Agent) was granted a tavern Operator's License by the City of Racine, Wisconsin, as Operator License number 050 on 7/1/2015.

Carl Stewart's (Agent) current Operator's License will expire on June 30, 2016 .

4. Operation and Marketing Plan for Tropical Paradise

A. Tropical Paradise will sell liquor, wine, beer, soda and other non-alcoholic beverages, as well as pre-packaged snacks to its customers.

B. Hours of Operation

a. Tropical paradise will be open for business daily, closed some days as needed.

b. Tropical Paradise will be open for business on Fridays and Saturdays from 6:00 pm to 2:30 am.

C. Advertising

Tropical Paradise is a neighborhood tavern and most customers will frequent the bar through word of mouth from friends or family members.

5. Entertainment

a. DJ

There will be a DJ at Tropical Paradise on Friday and Saturday nights to play the type of music that the customers request.

b. TV and Cable

There are two TV monitors that will be available so that customers can watch different sporting events such as football, basketball or other televised entertainment they may wish to see while at Tropical Paradise.

6. Customer Parking for Tropical Paradise

Tropical Paradise has private parking available for customers directly behind tavern and there are also 13 parking spaces at the neighboring Car Wash that are available for use. The Car Wash has given their permission for use.

7. Equipment and Supplies for the Operation of Tropical Paradise

a. Equipment presently owned:

- i. I, Carl Stewart (Agent) own all the necessary DJ equipment including but not limited to the following: dual CD player, amplifier, microphone, headphones, control panel, stereo speakers and other related DJ equipment.
- ii. TV Monitors
 1. Two 32 inch televisions
- iii. Cooler: 1 Upright wall cooler
- iv. Freezer: One 4 ft. by 3 ft. horizontal freezer
- v. One cash register
- vi. One blender for mixed drinks
- vii. An automatic glass washer that is placed in the sink
- viii. A minimum of sixty (60) drink glasses
- ix. 30 upright bar stools
- x. Two round tables with four chairs for each table
- xi. Maintenance Equipment and Supplies:
 1. I, Carl Stewart (Agent) 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:

- i. One juke box
- ii. One pool table
- iii. One dart machine
- iv. One video game

8. Beer and Liquor Supplies

Upon approval, the business owner will purchase beer and liquor supplies from approved and licensed suppliers within the City. I, Carl Stewart (Agent), will purchase normal supplies used in the operation of a tavern including liquor, malt beverages, soda, assorted pre-packaged snack foods, water and other normal supplies used in operating a tavern.

9. Pre-Paid Insurance by Carl Stewart (Agent) for Tropical Paradise

Carl Stewart (Agent) has contacted Insurance Society to obtain a quote for liability insurance for Tropical paradise.

Carl Stewart (Agent) was told that the insurance would cost \$1200.00 annually.

Carl Stewart (Agent), if requested, will provide written evidence to the City Clerk for the City of Racine, Wisconsin, that liability insurance is in effect before Tropical Paradise opens for business with the public.

10. Sign

There will be one sign with the words Tropical Paradise written on it.

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

11. Floor Plan

A. The floor plan for Tropical Paradise is attached.

B. The floor plan shows that there will be only one entrance that customers will be able to use to enter the premises. The "exits" are "emergency exits" only.

C. Supplies will be kept in the basement.

D. The business premises are on the main level at 1600 Douglas Avenue, Racine, WI 53404.

E. Although there is access to the basement from the tavern, the door leading to the basement is locked at all times. The basement is not used in connection with the operation of Tropical Paradise

12. Business Bank Account

The business bank account for Tropical paradise will be at Chase Bank.

13. Building

The building at 1600 Douglas Avenue, Racine, WI 53404 is owned by Reynaldo Torres. The building is rented by Carl Stewart (Agent) for the sum of \$850.00 per month.

14. Wisconsin Business Tax Registration Number

Carl Stewart (Agent) applied for and was issued a Business Tax Account number the Wisconsin Department of Revenue. Confirmation of the issuance of said tax number to Carl Stewart (Agent) d/b/a Tropical Paradise is attached hereto.

15. Building Inspection

The premises located at 1600 Douglas Avenue, Racine, WI 53404 has been inspected by the City of Racine building department and currently is in progress of passing the inspection.

16. City Health Inspection

The premises are also in progress of being inspected by the Department of Health for the City of Racine for approval of the sale of pre-packaged goods.

17. Security

Carl Stewart (Agent) will hire a private security guard for the premises on Fridays and Saturdays from 8:00 pm to 2:30 am to check customers ID's and to check for weapons before customers enter the premises.

Carl Stewart (Agent) will be on the premises during business hours and will assist in security.

The private parking lot is viable form the entrance and customer safety is assured.

Concluding Statement by Owner

Tropical Paradise is a sole proprietorship owned by Carl Stewart (Agent). It is a small neighborhood tavern.

Carl Stewart (Agent) has been a resident of Racine for 43 years.

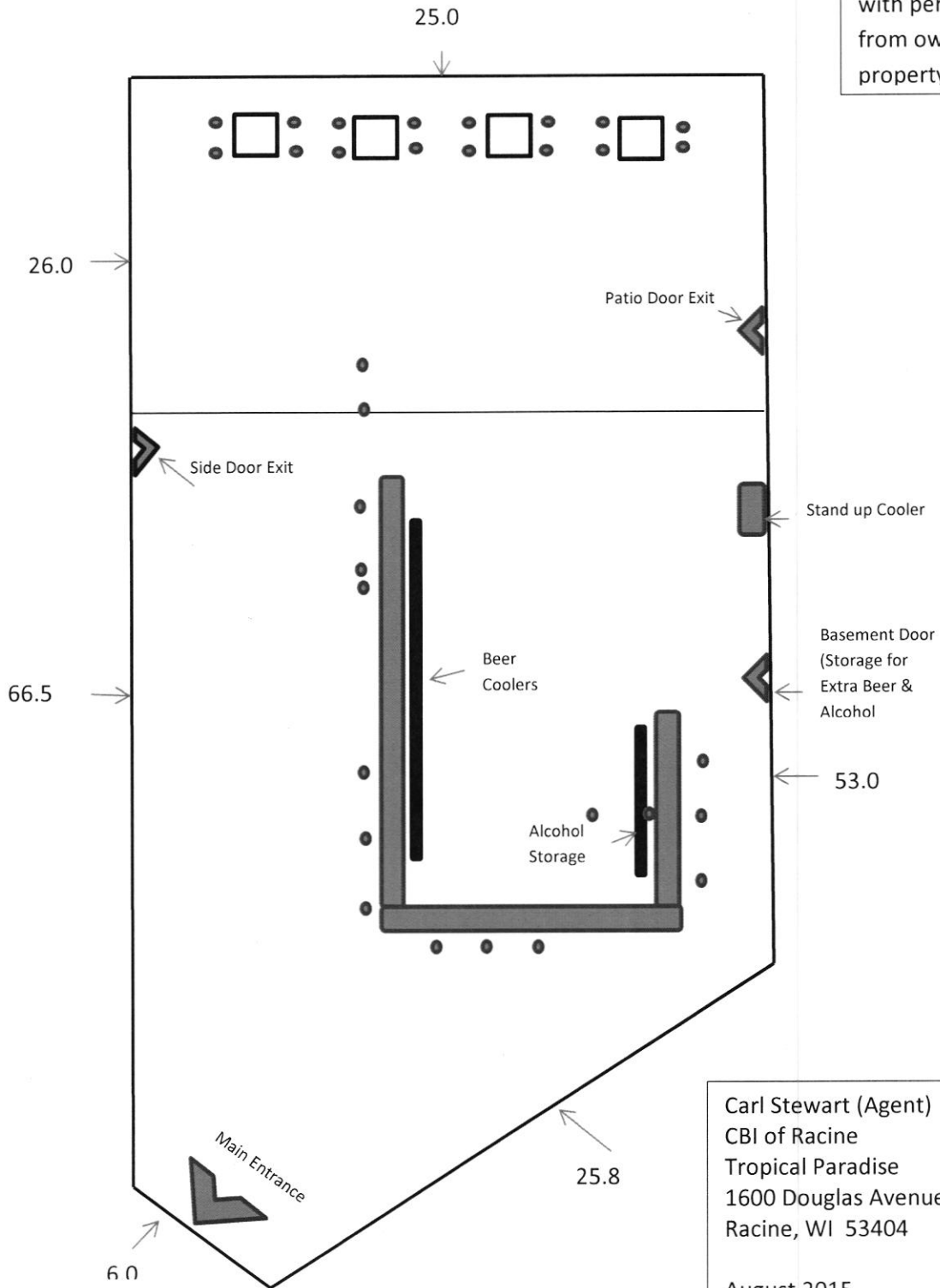
Dated this 28th day of August, 2015

Respectfully Submitted,

Carl Stewart (Agent)
423 Cliff Avenue
Racine, WI 53404

Parking in rear, parking spaces measure 18'L x 9'W

Next lot over is an old car wash that has 13 spaces available for use with permission from owners of property.



Carl Stewart (Agent)
CBI of Racine
Tropical Paradise
1600 Douglas Avenue
Racine, WI 53404

August 2015