

# CITY OF RACINE 06-11

## Supplemental Application Form for ALL NEW Alcohol Establishments

Date 06-15-2011

Name of Corporation/LLC/Individual Quitze's Little Oasis LLC

Address of Licensed Premise 1749 Durand Ave Racine, WI 53406

### 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 M-Sunday-Thursday 8am-9pm Friday-Saturday 8am-11pm

Indicate the intended hours of operation by day. If your establishment will be open past midnight, the indicated closing 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 % discount with meal discount

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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 _____ To _____ (attach additional sheets )	

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

11. Is this a franchise?  Yes  No

August 1<sup>st</sup>.

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 type="checkbox"/> Sweep	<input type="checkbox"/> Pressure Wash
<input type="checkbox"/> Pick up litter	<input type="checkbox"/> Hired Maintenance
<input checked="" 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)

Landlord (CBK Properties)

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

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

<input checked="" 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 checked="" type="checkbox"/> Other (List) <u>Mall Security</u>	<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: 08-01-2011 Expires 02-31-2024

Monthly Rental: \$ 4,000.00

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) 10

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 Electric Realstate Security

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. \_\_\_\_\_(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 June, 2011

Signature \_\_\_\_\_

Printed Name Jesus Andrés Badillo Tejada Address 1389 30 Ave #103  
Kenosha, WI 53144

## BUSINESS PLAN

*Quitze's Mexican Grill*  
5748 Durand Ave  
Racine, WI 53406  
(262) 554-6399

- 1) **Company Information:** Quitze's Mexican Grill is a project of an authentic Mexican Cuisine, which will offer non alcoholic drinks, beer, wine and cocktails. Quitze's Mexican Grill is located at 5748 Durand Ave. Racine, WI 53406 and is owned by Maria E. Tejeda, who is a resident of Kenosha, and lives at 1389 30 Ave. #103 Kenosha, WI 53144.
- 2) **Experience:** The owner, Maria E. Tejeda, currently owns and operates Quitze's Little Oasis, a quick service Mexican Restaurant which serves non alcoholic drinks within the Regency Mall. Quitze's Little Oasis is family own and operated, and the same people will be operating in the new place Quitze's Mexican Grill. Previous the ownership of Quitze's Little Oasis, Owner, Maria E. Tejeda worked for Golden Corral for two years. Jesus Andres Badillo Tejeda, (current Manager at Quitze's Little Oasis) has also seven years experience on the restaurant business and worked at Golden Corral, Cracker Barrel and Thai Gourmet.
- 3) **Licenses, Knowledge and Education:** Currently, owner, Maria E. Tejeda, counts with all licenses and permits related to the operation of Quitze's Little Oasis. The new location for Quitze's Mexican Grill, will be build, and is going to request the necessary inspections and licenses to operate when the construction ends, and or before open for business. Since there is no previous operation with alcoholic beverages, owner currently does not have an Operator's License nor has take any courses related to it. However, actions have been taken to start with the necessary requirements to obtain such curses, permits and licenses.
- 4) **Operation and Marketing Plan:**
  - a) **Goods sold:** Quitze's Mexican Grill will offer Authentic Mexican Food and complement it with the sale of non alcoholic beverages, soda, bottle soda, coffee, wine, beer, cocktails, deserts and snacks. the entire premise will be a non smoking place.
  - b) **Hours of Operation:** Quitze's Mexican Grill will operate under the following schedule:
    - i) Sunday to Thursday: 8:00 am until 9:00 pm
    - ii) Friday and Saturday: 8:00 am until 11:00 pm
  - c) **Advertising:** Quitze's Little Oasis is known for visitors at the Regency Mall, as well as their employees. Owner, Maria E. Tejeda will use different types of marketing for the opening and operation of the new place, Quitze's Mexican Grill, including but not limited to: Clipper Magazine, Kenosha News, Journal Times a Spanish newspaper and word of mouth from our current customers, mall employees and friends.
- 5) **Entertainment:** There will be a couple TVs on the bar area where customers can watch sports, news and other entertainment at Quitze's Mexican Grill.
- 6) **Parking:** There are plenty of parking spaces offered to all visitors at the Regency Mall. Quitze's Mexican Grill will be located right at the East of the Southwest entrance of the mall.
- 7) **Business Competition:** I anticipate as a competition the next restaurants on the area:
  - a) Jose's Blue Sombrero: 6430 Washington Ave, Racine
  - b) Los Mariachis: 5821 Washington Ave, Racine
  - c) Taqueria Mi Lindo Jalisco: 1221 Douglas Ave, Racine
- 8) **Equipment and Supplies for operation:**
  - a) **Equipment Currently owned:**
    - i) 48" Cooled display case
    - ii) 22" Counter top soda cooler
    - iii) Ice machine
    - iv) Fryer

- v) 48" counter top griddle/burners with table base
- vi) 60" preparation table
- vii) 47 cu ft cooler
- viii) Two 21 cu ft freezer
- ix) Microwave
- x) 21 cu ft chest freezer and 12 cu ft chest freezer
- xi) 47" TV and 40" TV
- xii) Three blenders
- xiii) Coffee brewer with four thermos
- xiv) Cash register and credit card machine
- xv) Two phones
- xvi) Computer and printer
- xvii) Six 4' work tables and two 6' work tables
- xviii) Six 4' shelves
- xix) Orange juice machine, juice extractor
- xx) Panini griddle

**b) Equipment To Buy:**

- i) Ranger with oven
- ii) Twelve tables with chairs and bar stools
- iii) Four patio tables with chairs
- iv) Dinnerware/glassware

c) **Supplies:** currently the owner counts with all the necessary tools, equipments and supplies to meet all the necessary maintenance and janitorial needs of the premises.

9) **Beer and Liquor Supplies:** upon approval, beer and liquor will be purchased from an approved and licensed supplier. Owner will indicate Management how to keep a control on inventory and purchases on the operation.

10) **Insurance:** Landlord requires a minimum insurance coverage. So far, owner has get insurance from State Farm, with a local agent Ken Rubin, and we have contact him to let him know about the opening of Quitze's Mexican Grill. Upon inspection of the premise, State Farm will evaluate the unit and determinate the cost of insurance for Quitze's Mexican Grill. Owner compromises to get insurance before opening the premise for business, and will provide local authorities with a copy of the insurance certificate upon request.

11) **Sign:** will be designed and installed by a professional company who owner has made business before with. Design will be submitted to the local authorities before its installation.

12) **Floor Plan:** please see an attachment of the floor plan.

- a) There will be two entrances to the premise: the first one from the patio, facing the parking lot of the mall, and which will be open during all the business hours ( See 4)/b) ); and the second one, facing the Southwest entrance/hallway of the Regency Mall, which will be open during regular mall hours ( Monday to Friday 10:00 am to 9:00 pm; Saturday 10:00 am to 8:00 pm and Sunday 11:00 am to 6:00 pm )
- b) There will be a locked alcohol room. Only owner and management will have access to it.
- c) The premise is on the main street level, and there is no other existing levels attached to the premise.
- d) There will be a patio area which will be available for customers when the weather allows it. There will be a gate/fence for the patio area.



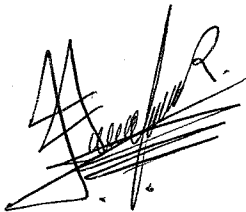
- 13) **Bank:** there is an existing bank account with Tri City National Bank. It's an active account which the owner uses it to make business with Quitze's Little Oasis. This account will continue active for Quitze's Mexican Grill. On the event that the bank requires to open a new account for Quitze's Mexican Grill, funds from the existing account will be transfer to the new one.
- 14) **Building:** the premise is owned by CBL Properties and will be lease by the owner of Quitze's Mexican Grill for \$4000.00 a month. Other charges apply and are specify on the lease between these parties. A copy of the lease can be provided to local authorities upon request.
- 15) **Federal ATF Number:** Since this will be the first time the owner will serve/sell alcohol, there is not an assigned number yet. However, owner is filling all the applications/paperwork necessary to obtain it.
- 16) **Federal Employer I. D. Number:** Maria E. Tejeda has been issued with an EIN. Please find attached documentation.
- 17) **Wisconsin Business Tax Registration Number:** Maria E Tejeda has been issued with a Tax Identification Number. Please find attached documentation.
- 18) **Building Inspection:** Authorities from the City of Racine have been notify about this project. However, required inspections will be done when construction is done and before the premise opens for business.
- 19) **City Health Inspection:** health department authorities from the city of Racine have been notify about this project. However, required inspections will be done when construction is done and before the premise opens for business.
- 20) **Security:** Regency Mall offers private security to all mall tenants, shoppers and visitors. Quitze's Mexican Grill will be connected and keep good communication with mall security at all the times. Business owner and manager will be on premise during business hours, and will assist with security, keeping a quiet, family orientated atmosphere within the premise. Front of the house will assist on checking ID's for customers who request alcoholic beverages.

#### Concluding Statement

The owner, Maria E. Tejeda, is a resident of Wisconsin for the past eight years, and lives at 1389 30 Ave. #103 Kenosha, WI 53144. She has never been convicted, nor has any criminal record. She currently owns a Restaurant on Racine, Quitze's Little Oasis, located within the Regency Mall and will be closed on July, so then is transferred to the new location and become Quitze's Mexican Grill. Quitze's Mexican Grill will be operated by the owner, owner's family and other employees. Quitze's Mexican Grill will be a family orientated restaurant where alcohol will be served as a complement to customer's meals, or an occasional drinking/meeting place.

Owner is well known for being respectful, hard working, dedicated and family orientated. The owner is an appropriate person to be granted a license to operate Quitze's Mexican Grill in Racine, Wisconsin.

Sincerely,




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Maria E. Tejeda, Owner  
1389 30 Ave #103  
Kenosha, WI 53144  
(262) 554-6399




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Jesus A. Badillo Tejeda, Manager  
1389 30 Ave #103  
Kenosha, WI 53144  
(262) 308-3159

**QUITZE'S MEXICAN GRILL  
PROJECTED PROFIT & LOSS  
PROJECTED MONTHLY BUDGET**

Income	Amount \$
Ordinary income	
>sales income	\$25,000.00
Total Income	\$25,000.00

**Cost of Stock-in-Trade**

Included, but not limited to:

Food, meats, fruit, produce, bottle drinks, soft drinks, wine, beer, alcohol, deserts, snacks, disposables and paper products.

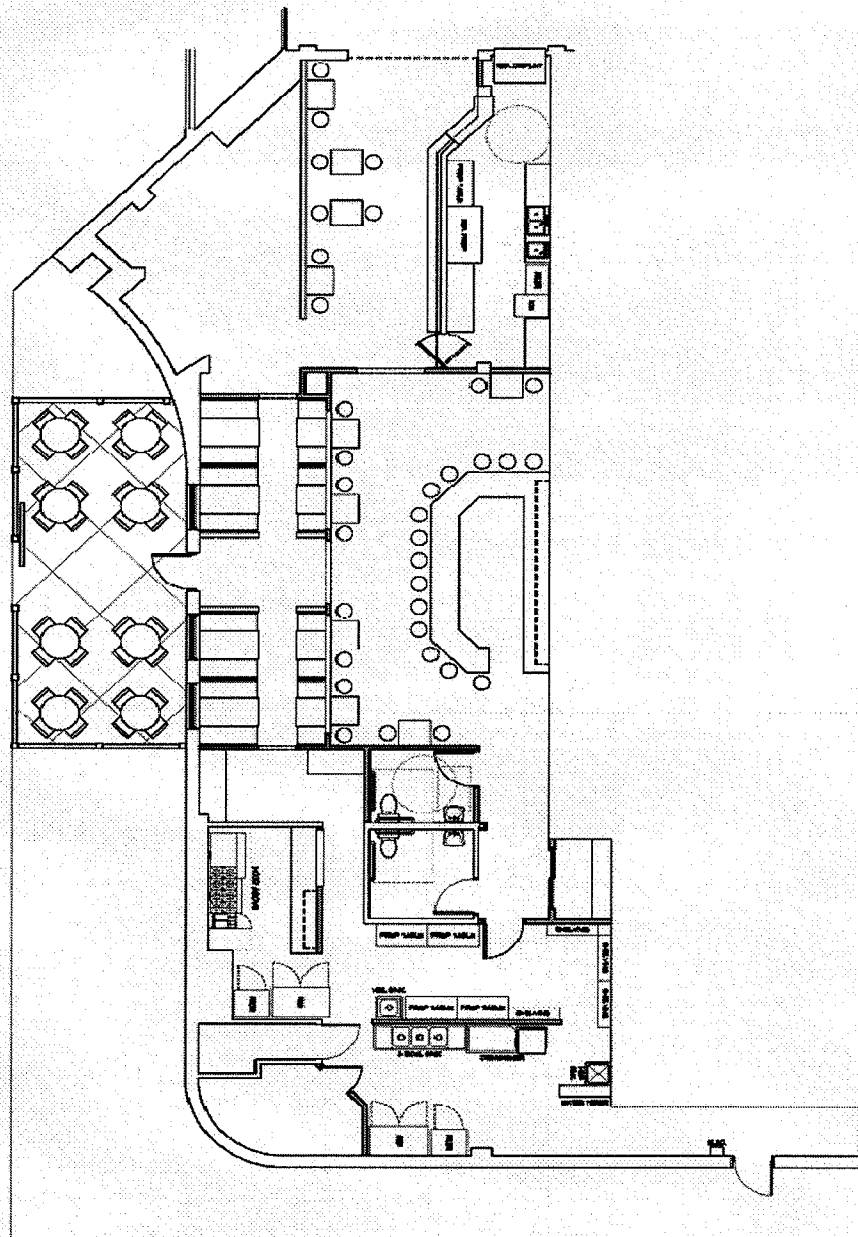
**Employees:**

- Kitchen: two full time and one part time staff members.
- Front: one full time cashier/host, and two servers.

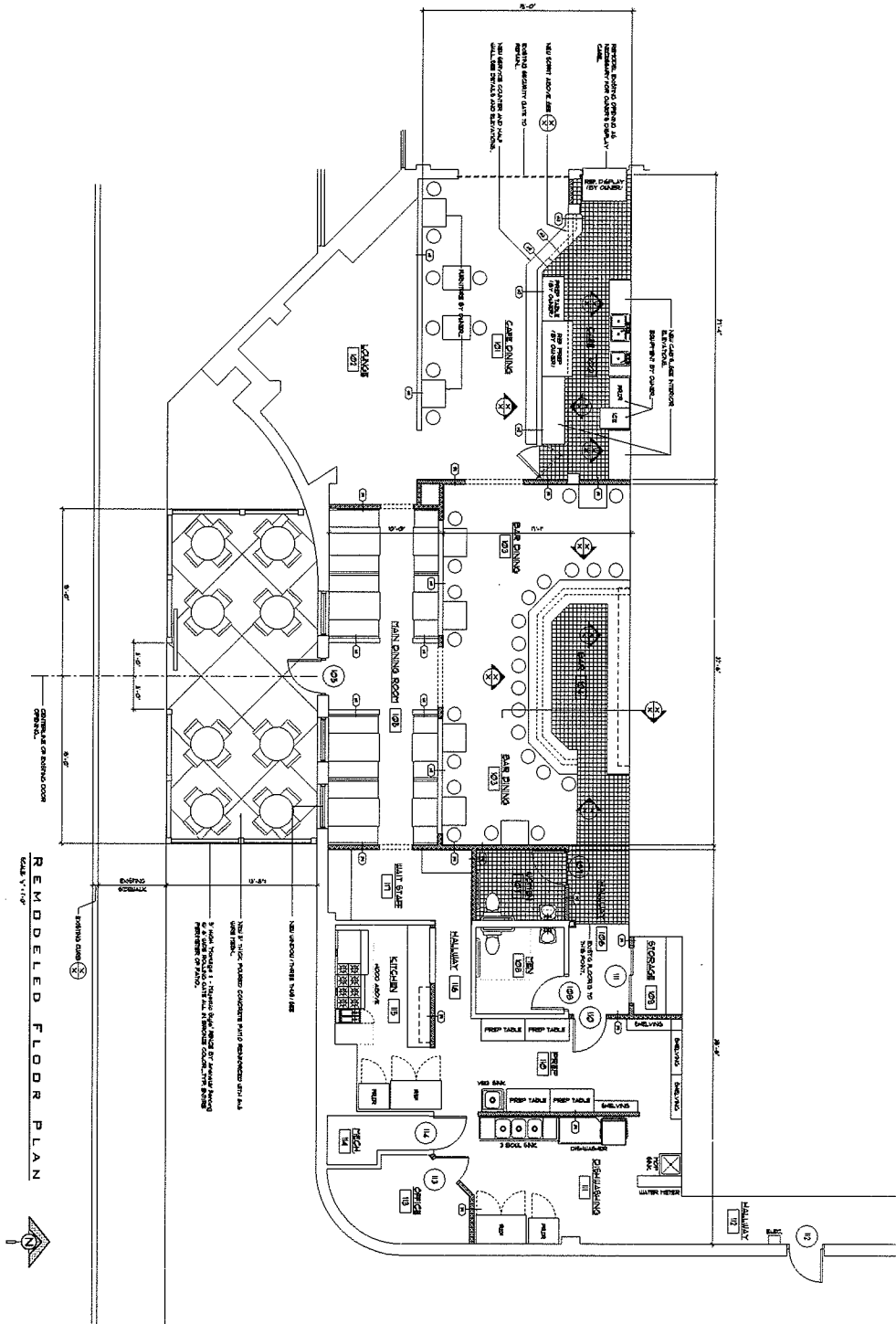
Expenses	Amount \$
Rent	\$4,000.00
Cost of Stock-in-trade*	\$7,500.00
Insurance	\$100.00
Maintenance & Security	\$440.00
Phone & Internet	\$120.00
Dish	\$95.00
Water	\$100.00
Electric	\$900.00
Gas	\$200.00
Credit Card Processing	\$250.00
Bank Fees	\$60.00
Permits & Courses	\$85.00
Professional Services	\$120.00
Employees*	\$7,900.00
Payroll	\$100.00
Total Expenses	\$21,970.00

Balance	Amount \$
Total Income	25,000.00
Total Expenses	\$21,970.00
Net Ordinary Income	\$3,030.00

REMODELED FLOOR PLAN  
 05/11/11



4	<b>25-11</b> JUNE 7, 2011 REVISED	<b>Butterfield          Rudie          &amp; Seitz</b> <small>ARCHITECTS &amp; ENGINEERS</small>	<small>a remodeling for:</small> <b>REGENCY MALL - TENANT SPACE 460 - QUITZE'S MEXICAN GRILLE</b> <small>5530 DURAND AVENUE RACINE, WI 53406</small>	<small>PHONE: (262) 634-6182          FACSIMILE: (262) 634-5618          EMAIL: <a href="mailto:info@BRS-Architect.com">info@BRS-Architect.com</a></small>	<small>ARCHITECTURE * ENGINEERING * PLANNING</small>
	<b>BUTTERFIELD, RUDIE &amp; SEITZ, INC.</b> <small>200 GOULD STREET RACINE, WISCONSIN</small>				



REMODELED FLOOR PLAN



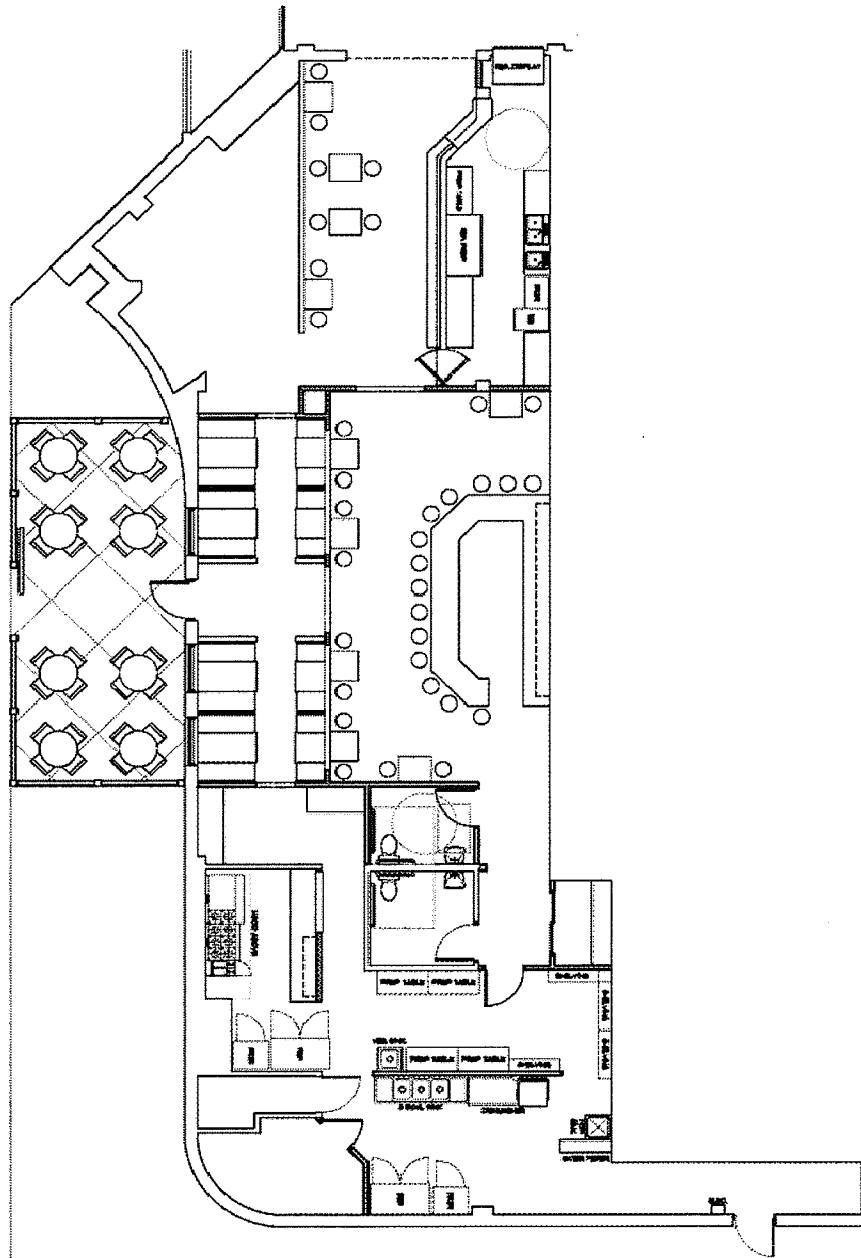
A remodeling for:  
**REGENCY MALL - TENANT SPACE 460 - QUITZE'S MEXICAN GRILLE**  
 5332 DURAND AVENUE RACINE, WI 53408

**BUTTERFIELD, RUDIE & SEITZ, INC.**  
 240 W. WISCONSIN STREET RACINE, WISCONSIN

PHONE: (262) 634-5562  
 FAX: (262) 634-5519  
 EMAIL: info@BRS-Architects.com

ARCHITECTURE • ENGINEERING • PLANNING

DATE PREPARED: 11/11/11  
 DATE: 11/11/11  
 REVISIONS:



REMODELED FLOOR PLAN  
 05/21/11



