

CITY OF RACINE 06-11

Supplemental Application Form for ALL NEW Alcohol Establishments

Date 11/11/13

Name of Corporation/LLC/Individual MICHIGANS PUBS LLC

Address of Licensed Premise 1300 MICHIGAN BLVD RACINE WI 53402

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 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 checked="" 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 checked="" 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 DAYS PER WEEK 12:00 NOON THRU 2:00 AM

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 LADIES NITE

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

GEORGE R SENTER JR

How Often? (Daily, Weekly, Other) 7 days per week

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 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: _____ Expires _____

Monthly Rental: \$ 2500⁰⁰

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 _____

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"/> <i>D-J</i>
<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 checked="" 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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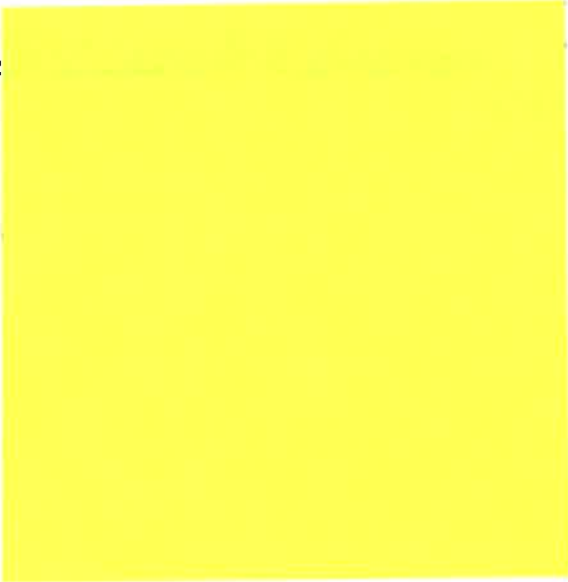
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IF AFTER THE LICENSE HAS BEEN GRANTED OR ISSUED, YOU WISH TO DEVIATE FROM THE TYPE(S) OF ENTERTAINMENT LISTED. YOU MUST SUBMIT A "REQUEST TO CHANGE THE PLAN OF OPERATION". NO CHANGES IN ENTERTAINMENT SHALL TAKE PLACE UNTIL THE REQUEST HAS BEEN APPROVED BY THE PUBLIC SAFETY LICENSING AND/OR CITY OF RACINE COMMON COUNCIL. Ans (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 11-11, 2013

Signature George R Seater Jr

Printed Name GEORGE R SEATER JR Address, 

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**BUSINESS PLAN FOR
"MICHIGAN'S PUB"
1300 MICHIGAN BLVD.
RACINE, WI 53403**

1. Company Information

Michigan's Pub is a neighborhood tavern which also serves non-alcoholic beverages, pre-packaged snacks and pizza to customers.

Michigan's Pub is located on the north side of Racine at 1300 Michigan Blvd., Racine, Wisconsin 53403

Michigan's Pub is the trade name of business which is owned by George R. Seater Jr. as an Limited Liability Corporation.

George R. Seater Jr. lives at 807 Deer Path, Sturtevant, WI 53177.

2. Experience of Owner in Operating a Tavern

The owner, George R. Seater Jr., has owned the property since 2002, but has no experience of "operating" a tavern. However, George R. Seater Jr. has been a local business owner for over 42 years.

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

George R. Seater Jr. successfully completed the Responsible Beverage Service Program at 30training.com, Inc. on-line learn2serve program on November 4, 2013. (Copy of Certificate attached)

George R. Seater will be taking control of Avarice Enterprises, LLC Scott Jensen, Agents, and Operator's License No. 344 upon approval of George R. Seater Jr. application.

4. Operation and Marketing Plan for "Michigan's Pub"

A. Goods Sold:

Michigan's Pub will sell, liquor, wine, beer, soda and other non-alcoholic beverages, as well as pre-packaged snacks and pizza to its customers.

B. Hours of Operation:

1. Michigan's Pub will be open for business Seven (7) days a week from 12:00 PM Until 2:00 AM.

C. Advertising:

Michigan's Pub is a neighborhood tavern and most customers will frequent the bar through word of mouth from friends or family member, social media networks, Out & About local paper and the local Pennysaver.

5. Entertainment

A. DJ

There will be a DJ at Michigan's Pub on Wednesdays and Saturday nights to play the type of music that the customers request.

B. TV and Cable

There are three (3) 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 Michigan's Pub.

6. Customer Parking for Michigan's Pub

Michigan's Pub customers will have to use public parking on the street.

7. Business Competition

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

1. Coaster's located at 1301 N. Main Street, Racine, WI
2. Eagles Club 319 Hamilton Street, Racine, WI
3. Racine Yacht Club 1 Baker Street, Racine, WI

8. Equipment and Supplies for the Operation of Michigan's Pub

A. Equipment presently owned:

1. TV Monitors:
 - a. Two (2) 42 inch
 - b. One (1) 52 inch
2. Walk-In Cooler: 10 feet x 20 feet
3. Behind the Bar Coolers: One (1) 40 feet x 3 feet
4. One (1) Cash Register
5. An automatic glass washer that is placed in the sink
6. Fifty (50) upright bar stools
7. Nine (9) square tables w/four chairs at each table
8. One (1) Pizza Oven
9. Maintenance Equipment and Supplies:

I, George R. Seater Jr. 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 (1) Juke Box
2. One (1) Pool Table
3. Two (2) Dart Machine
4. Five (5) Video Games

9. Beer and Liquor Supplies

Upon approval, George R. Seater Jr. will purchase beer and liquor supplies from approved and licensed suppliers with the City. I, George R. Seater Jr. will purchase normal supplies used in the operation of a tavern including liquor, malt beverages, soda, assorted pre-packaged snacks foods, pizza, water and other normal supplies used in operating a tavern.

10. Pre Paid Insurance by George R. Seater Jr. for Michigan's Pub

George R. Seater Jr. has contacted Matthew M. Disher at Disher Insurance Services to provide worker compensation and liability insurance for Michigan's Pub LLC.

George R. Seater Jr. was told that all the required insurance will cost \$6,283.00 annually.

George R. Seater Jr. will provide written evidence to the City Clerk for the City of Racine, WI, that liability and worker compensation insurance is in effect before Michigan's Pub opens for business with the public.

11. Floor Plan

- A. The floor plan for Michigan's Pub is attached.
- B. The floor plan shows that there will be only one entrance customers will be able to use to enter the premises. The "exits" are "emergency exits" only.
- C. The business operations are on the main (street) level at 1300 Michigan Blvd, Racine, WI.
- D. There is a locked (alcohol) storage room for liquor on the second floor.
- 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 the Michigan's Pub.
- F. The floor plan shows an exterior patio used for smoking.

12. Business Bank Account

The business bank account for Michigan's Pub LLC will be an US Bank. George R. Seater will deposit \$10,000.00 into the business bank account when the license is approved.

13. Building

The building at 1300 Michigan Blvd, Racine, WI is owned by George R. Seater Jr. and Kathryn M. Seater.

14. Federal ATF Number

Michigan's Pub LLC/George R. Seater Jr. has applied for the special tax registration from the United States Department of Treasury for Alcohol and tobacco sales. Copy of the application is attached.

15. Federal Employer I.D. Number

Michigan's Pub LLC/George R. Seater Jr. has been issued a Federal Identification Number 46-4002843.

16. Wisconsin Business Tax Registration Number

Michigan's Pub LLC/George R. Seater Jr. 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 George R. Seater Jr. d/b/a/ Michigan's Pub LLC is attached hereto.

17. Building Inspection

The premises located at 1300 Michigan Blvd. has been inspected by the City of Racine building department and has passed the inspection. The permits have been paid and the inspection will be completed the week of 11/18/2013 by Al Kosterman.

18. City Health Inspection

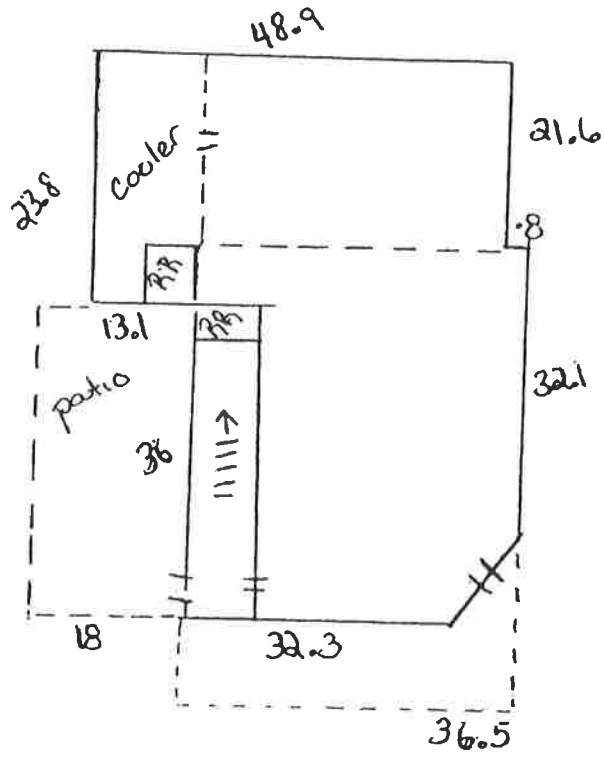
The premises have also been inspected by the Department of Health for the City of Racine for approval of the sale of pre-packaged goods. The permits have been paid and the inspection will be completed the week of 11/18/2013 by Chuck Dykstra.

19. Security

George R. Seater Jr. will hire a private security guard for the premises if needed for Fridays and Saturdays from 8 PM until 2:30 PM and special events to check customer's ID's and to check for weapons before customers enter the premises.

Dominic Anzalone/Manager will be on the premises during business hours and will assist in security.

Off street parking is viable from the entrance and customers safety is assured.



Lower



upper

