

# CITY OF RACINE 06-11

## Supplemental Application Form for ALL NEW Alcohol Establishments

Date \_\_\_\_\_

Name of Corporation/LLC/Individual ICE BOX LLC

Address of Licensed Premise 2328 DOUGLAS AVE.

**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 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"/> <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 3 PM - 2 AM

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 <sup>APPETIZERS</sup> 50/50  No Food

7. Drink Specials

Will Drink Specials be offered? Y  N

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

# CITY OF RACINE 06-11

## Supplemental Application Form for ALL NEW Alcohol Establishments

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

<input checked="" 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 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 5-1-2011

**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 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

## Supplemental Application Form for ALL NEW Alcohol Establishments

### 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)

Supplemental Application Form for ALL NEW Alcohol Establishments

- 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 \_\_\_\_\_

\*\*\*\*\*

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.

# CITY OF RACINE 06-11

## Supplemental Application Form for ALL NEW Alcohol Establishments

- **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 checked="" 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:

**Supplemental Application Form for ALL NEW Alcohol Establishments**

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. RS (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 \_\_\_\_\_, 201\_\_

Signature 

Printed Name STANKOVIC RONALD Address 5210 LINDEN LN. RACINE WIS 53406

**Business Plan  
For  
"ICE BOX"  
2328 Douglas Ave  
Racine, Wisconsin 53402**

**1. Company Information**

**ICE BOX** is a neighborhood tavern which also serves non-alcoholic beverages, pre-packaged snacks, pizza, and frozen appetizers to customers.

**ICE BOX** is located on the north side of Racine at 2328 Douglas Ave, Racine, Wisconsin 53402

**ICE BOX** is the trade name of the business which is owned by Ronald Stankovic as a Limited Liability Corporation.

Ronald Stankovic lives at 5210 Linden Lane, Racine, Wisconsin 53406.

**2. Experience of Owner in Operating a Tavern**

The owner, Ronald Stankovic, is currently operating Park Inn restaurant at 2312 Douglas Ave, Racine, Wisconsin 53402 and has been for twenty (20) years from September 1992 to present.

**3. Licenses, Knowledge and Education of Owner Related to the Operation of a Tavern**

Ronald Stankovic has successfully completed the Responsible Beverage Service Program at Gateway Technical College on May 26, 2010

## **4. Operation and Marketing Plan for "ICE BOX"**

### **a. Goods Sold:**

**ICE BOX** will sell liquor, wine, beer, soda, and other non-alcoholic beverages, as well as pre-packaged snacks, pizza, and frozen appetizers to customers.

### **b. Hours of Operation**

(1) **ICE BOX** will open for business Sunday thru Thursday from 3:00 PM until 2:00 AM.

(2) **ICE BOX** will open for business on Fridays and Saturdays from 3:00 PM to 2:30 AM.

### **c. Advertising**

**ICE BOX** is a neighborhood tavern and most customers will frequent the tavern through word of mouth from friends or family members. The clientele is expected to be predominantly age group 30 to 55.

**ICE BOX** will advertise the "Grand Opening" in the Racine Journal Times.

## **5. Entertainment**

### **TV and Cable**

There are six (6) 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 ICE BOX.

## **6. Customer Parking for ICE BOX**

**ICE BOX** has private parking available for customers across the street (Layard Ave) at Park Inn (2312 Douglas Ave) in a secure and lighted parking lot which accommodates a minimum of thirty-five (35) vehicles. There is also ample parking on the street.

## **7. Business Competition**

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

1. Rudy's located at 2515 Douglas Ave, Racine, Wisconsin
2. Max located at 3101 Douglas Ave, Racine, Wisconsin



## **8. Equipment and Supplies for the Operation of The ICEBOX**

### **A. Equipment Presently Owned:**

- (1) TV Monitors six(6) forty (40) inch flat screen TV Monitors
- (2) One (1) 5 by 5 walk-in cooler
- (3) Three (3) Three (3) door coolers
- (4) One (1) four(4) ft by three(3) ft horizontal freezer
- (5) One(1) cash register
- (6) One(1) blender for mixed drinks
- (7) An automatic glass washer that is placed in the sink
- (8) A minimum of sixty (60) drink glasses
- (9) Fifteen (15) upright bar stools
- (10) Three (3) round tables with four (4) chairs for each
- (11) One (1) Pizza oven
- (12) Two (2) Fryers
- (13) Maintenance Equipment and Supplies:  
I, Ronald Stankovic 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 Machines
- (4) Five (5) Video Games

## **9. Beer and Liquor Supplies**

Upon approval, Ronald Stankovic will purchase beer and liquor supplies from an approved and licensed supplier within the city. I, Ronald Stankovic 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 Ronald Stankovic for ICEBOX**

Ronald Stankovic has contacted Bill Mutchler at CRB Insurance to obtain a quote for liability insurance for ICEBOX.

Ronald Stankovic was told that insurance would cost between 1,800 to 2,000 dollars annually.

Ronald Stankovic, if requested will provide written evidence to the City Clerk for the City of Racine, Wisconsin, that liability insurance is in effect before ICEBOX opens for business with the public.

## **11. Sign**

There will be two signs one four (4) ft. by four (4) ft. with the words "ICEBOX" printed on it and one (1) three (3) ft. by five (5) ft.

The sign has been previously installed by the previous owner. The same sign will be used with the new name installed.

## **12. Floor Plan**

- A. The floor plan for ICEBOX is attached
- B. The floor plan shows that there is only one entrance 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 2328 Douglas Ave, Racine, Wisconsin
- E. Although there is access to the basement from the tavern, the door leading to the basement is locked at all times.

## **13. Business Bank Account**

The business bank account for ICEBOX will be at Wells Fargo Bank.

## **14. Building**

The building at 2328 Douglas Ave, Racine, Wisconsin is, upon finalization of closing, owned by Ronald Stankovic.

### **15. Federal ATF Number**

Ronald Stankovic will apply and pay the fee for a special tax registration number from the United States Department of Treasury for alcohol and tobacco sales for the tax upon finalization of closing

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

Ronald Stankovic has been issued a Federal Identification Number: 80-077890.

### **17. Wisconsin Business Tax Registration Number**

Ronald Stankovic applied and was issued a Business Tax Account number by the Wisconsin Department of Revenue. Confirmation of the issuances of the said tax number to the ICEBOX d/b/a/ ICEBOX is 456-1027749043-02.

### **18. Building Inspection**

The premise located at 2328 Douglas Ave, Racine, Wisconsin has been inspected by the City of Racine building department and has passed the inspection.

### **19. City Health Inspection**

The premise located at 2328 Douglas Ave, Wisconsin has been inspected by the Department of Health for the City of Racine for approval of the sale of pre-packaged goods upon the installation of a mop sink and a hand sink.

## **20. Security**

Ronald Stankovic will install a Hard Drive backed security camera system and provide manager and bartenders with training to check customers I.D.'s.

The private parking lot is viable and has sufficient lighting to assure customer safety.

### **Concluding Statement by Owner**

**ICEBOX** is a Limited Liability Corporation owned by Ronald Stankovic. It is a small neighborhood tavern.

Ronald Stankovic has been a resident of Racine for the past twenty-two (22) years.

Ronald Stankovic owns his home at 5210 Linden Lane, Racine, Wisconsin free and clear of any mortgage liens or encumbrances. It has an estimated value of \$236,000 which is the equity in the property.

Ronald Stankovic owns Park Inn restaurant on 2312 Douglas Ave, Racine, Wisconsin (second building south of **ICEBOX**).

Ronald Stankovic owns Substantial property and has no criminal record. Ronald Stankovic is a proper person to be granted a license to operate **ICEBOX** tavern by the City of Racine, Wisconsin.

Dated this

Respectfully Submitted,



Ronald Stankovic  
5210 Linden Lane  
Racine, Wisconsin 53406  
262-412-3539

**ICE BOX, LLC  
BALANCE SHEET  
JUNE 1, 2012**

**ASSETS**

CURRENT ASSETS

CHECKING- WELLS FARGO	2000	
INVENTORY	<u>3000</u>	
TOTAL CURRENT ASSETS		5000

FIXED ASSETS

BUILDING AND LAND	70000	
EQUIPMENT	<u>10000</u>	
TOTAL FIXED ASSETS		80000

TOTAL ASSETS		<u><u>\$85,000</u></u>
--------------	--	------------------------

**LIABILITIES AND MEMBERS EQUITY**

LONG TERM LIABILITIES

MORTGAGE	<u>70000</u>	
TOTAL LONG TERM LIABILITE		70000

MEMBERS EQUITY

EQUITY	<u>15000</u>	
TOTAL EQUITY		15000

TOTAL LIABILITIES AND EQUITY		<u><u>\$85,000</u></u>
------------------------------	--	------------------------

**ICE BOX, LLC**  
**PROFORMA PROFIT AND LOSS**  
**JUNE 1, 2012 TO DECEMBER 31, 2012**

SALES 105000

COST OF SALES 42000

GROSS PROFIT 63000

EXPENSES

WAGES 17500

PAYROLL TAX 2187

WIS SALES TAX 5095

LICENSES & PERMITS 1000

ACCOUNTING 1050

ADVERTISING &

PROMOTION 2000

INSURANCE 2500

MORTGAGE INTEREST 2450

OUTSIDE SERVICES 2100

REAL ESTATE TAX 2500

REPAIR & MAINTENCE 1000

SUPPLIES 1050

TELEPHONE 700

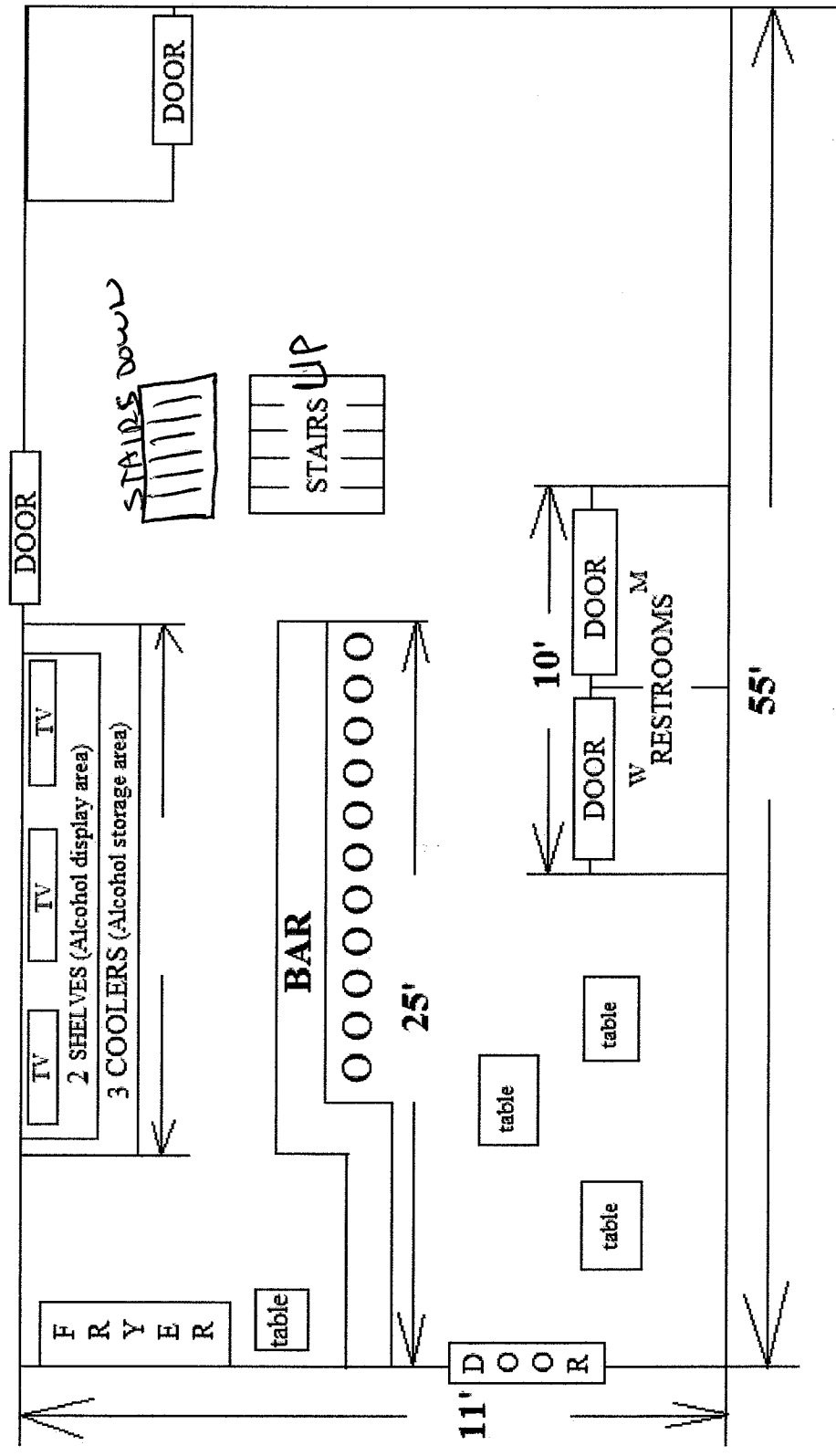
UTILITIES 2800

TOTAL EXPENSES \$43,932

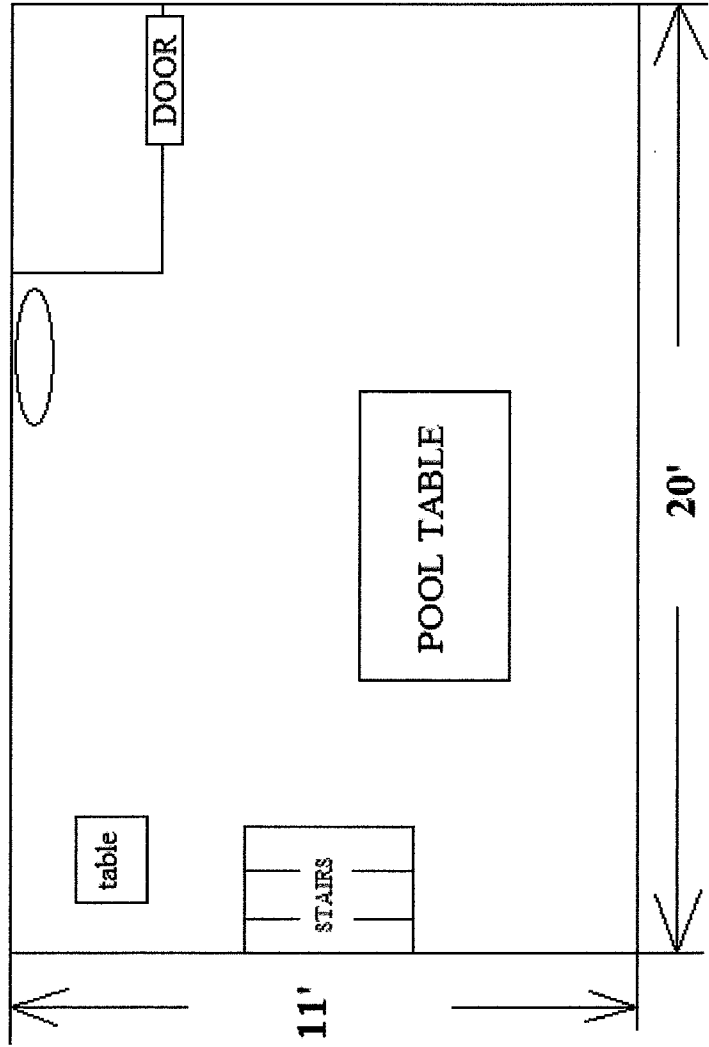
NET PROFIT

\$19,068

- 1<sup>st</sup> FLOOR - (605 square feet)



**- 2<sup>nd</sup> FLOOR - (220 square feet)**





- BASEMENT - (220 square feet)  
UNDER FLOOR 1

