

Curmudgeon's
(Kur-muhj-uns)
Bar & Grill
3458 Rapids Drive
Racine, WI 53404
262.902.5067

BUSINESS PLAN

Curmudgeon's Bar & Grill LLC.

**BUSINESS PLAN
FOR
Curmudgeon's (Kur-muhj-uns)
Bar & Grill LLC
3458 Rapids Drive
Racine, WI 53404
262.902.5067**

1. Company Information

Curmudgeon's is a neighborhood tavern which also serves non-alcoholic beverages, pre-packaged snacks, pizza and made to order food for customers.

Curmudgeon's is located on the north side of Racine at 3458 Rapids drive, Racine, WI 53404 (Formerly All Sports Pub).

Curmudgeon's is the trade name of the business which is owned by Dawn Burbey as a Sole Proprietorship; partner, Christian Burbey.

Dawn and Christian Burbey live at 1413 Silent Sunday Drive, Racine, WI 53402.

2. Experience of Owner in Operating a Tavern

The owner Dawn Burbey previously operated All Sports Pub at 3458 Rapids drive, Racine, WI 53404 from April 2002 to current 2012.

The owner Dawn Burbey also was a bartender at Teezers Lounge 1936 Lathrop Avenue, Racine, WI 53403 from 1999 to 2002.

Dawn Burbey was a Manager of Johnny G's 3701 Durand Ave, Suite 345, Racine, WI 53405 from 1998 to 2000.

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

Dawn Burbey successfully completed the Responsible Beverage Service Program at Gateway Technical College on May 30, 1998.

Dawn Burbey was granted a tavern Operator's License by the City of Racine, Wisconsin, as Operator License since May 30, 1998 and her current license number is 13-3247.

Dawn Burbey's Operator's License will expire on June 30, 2013.

Dawn Burbey has taken a certified Food Manager Course in September 2011 at the Brat Stop in Kenosha, WI and holds her license until 2016; her license number is EX20650922. Chris Burbey and all kitchen employees will also be taking the Food Manager Course – TBD.

4. Operation and Marketing Plan for Curmudgeon's

A. Goods Sold:

Curmudgeon's will sell liquor, wine, beer, soda and other non-alcoholic beverage, as well as pre-packaged snacks, pizza and made to order food for customers.

B. Hours of Operation

(1) Curmudgeon's will be open for business on Sundays, Mondays, Tuesdays, Wednesdays, Thursdays from 11:00 am CST to 2:00 am CST; the kitchen will be open from 11:00 am CST to 9:00 pm CST.

(2) Curmudgeon's will be open for business on Fridays and Saturdays from 11:00 am CST to 2:30 am CST; the kitchen will be open from 11:00 am CST to 10:00 pm CST.

Hours are subject to change per the needs of the business.

C. Advertising

Curmudgeon's is a neighborhood tavern and most customers will frequent the bar through word of mouth from friends and family members. The clientele is expected to range in ages from 21 to 75.

Curmudgeon's will advertise the "Grand Opening" in the Journal Times, Happening Magazine, internet and by flyer.

5. Entertainment

A. DJ

There will be a DJ (or other form of entertainment, ie: bands) at Curmudgeon's on Friday and Saturday nights from 9:00 pm CST to 2:00 am CST to play 80's, 90's today, Country and Oldies with future potential to phase out the service from a DJ per the needs of the business.

B. TV and Cable

There are sixteen 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 Curmudgeon's.

6. Customer Parking for Curmudgeon's

Curmudgeon's has private parking available for customers in a secured and lighted parking lot, which accommodates 50 parking spaces, 2 handicap spaces and 8-10 motorcycle spaces. There is also a side street parking on the south side of the building.

7. Business Competition

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

1. Fritz's is located at 4234 Douglas Avenue, Racine, WI 53402
2. Coaster's is located at 1301 North Main Street, Racine, WI 53402
3. Buckets Pub is located at 2031 Lathrop Avenue, Racine, WI 53405

8. Equipment and Supplies for the Operation of Curmudgeon's

(A) Equipment presently owned:

(1) DJ Equipment; N/A

(2) TV Monitors

- A. Four 10 inch
- B. Four 32 inch
- C. Four 42 inch
- D. Two 50 inch
- E. Two 60 inch

(3) Coolers:

- A. Two 34 ½ ft x 12 ft upright wall cooler
- B. One 34 ½ ft x 90 ft upright wall cooler
- C. One 3 ft x 5 ft prep table
- D. One 3 ft x 7 ft horizontal freezer
- E. One 2 ft x 7 ft vertical freezer
- F. One 4 ft x 6 1/2 ft vertical freezer

(4) One Cash Register

(5) An automatic glass washer that is placed in the sink

(6) One Pizza oven

(7) Maintenance Equipment and Supplies:

I, the business owner, 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 Juke Box
- (2) 2 Pool Tables
- (3) 2 Dart Boards
- (4) 5 Video Games

9. Beer and Liquor Supplies

Upon arrival, the business owner will purchase beer and liquor supplies from approved and licensed suppliers within the City. I, the business owner, will purchase normal supplies used in the operation of a tavern including liquor, malt beverages, soda, assorted pre-packaged snack goods, pizza, water and other normal supplies used in operating a tavern.

10. Pre-Paid Insurance by Dawn Burbey for Curmudgeon's

Dawn Burbey has contacted Michael Graham of Graham insurance to obtain a quote for liability insurance for Curmudgeon's.

Dawn Burbey was told that the insurance would cost between \$7,000.00 and \$8,000.00 annually; can be paid, monthly, quarterly, semi-quarterly and annually.

Dawn Burbey will provide written evidence to the City Clerk for the City of Racine, Wisconsin, that liability is in effect before Curmudgeon's opens for business with the public.

11. Sign

There will be one sign 6 ft round diameter with the words Curmudgeon's Bar & Grill printed on it on the front of the building, one sign 3 ft x 10 ft on the side of the building and one 4 ft x 10 ft street side on the south side of the building. We have contacted two separate local companies and are awaiting bids.

12. Floor Plan

a. See attached

13. Business Bank Account

The business bank account for Curmudgeon's will be at BMO Financial at 2440 4 Mile Road, Racine, WI 53402. Dawn Burbey will deposit \$50,000 into the business bank account for when the license is approved.

14. Building

The building at 3458 Rapids Drive, Racine, Wisconsin is owned by Edigio Infusino. The building rented/leased by Dawn Burbey for the sum of \$3500.00 per month with an option to purchase after a three year duration.

15. Federal ATF Number

Curmudgeon's will obtain a Federal ATF Number, which is

16. Federal Employer I.D. Number

Curmudgeon's has been issued a Federal Identification Number 45-1162329.

17. Wisconsin Business Tax Registration Number

Curmudgeon's applied for and was issued a Business Tax Account number by the Wisconsin Department of Revenue. Confirmation of the insurance of said tax number to the Dawn Burbey d/b/a Curmudgeon's is attached hereto. Registration number is 74127331.

18. Building Inspection

The premises, All Sports Pub, located at 3458 Rapids Drive, Racine, WI 53404 was inspected on Monday, December 3, 2012 by the City of Racine building department and there are a few items that still need attention to detail, a second inspection will be conducted in the upcoming weeks before the contract is finalized. See attached detailed summary of the inspection from the City of Racine.

19. City Health Inspection

The premises, All Sports Pub, located at 3458 Rapids Drive, Racine, WI 53404 was inspected on Tuesday, December 11, 2012 by the City of Racine, Department of Health and there are a few items that still need attention to detail, a second inspection will be

conducted in the upcoming weeks before the contract is finalized. See attached detailed summary of the inspection from the City of Racine.

20. Security

The business owner will hire two security guards for the premises on Fridays and Saturdays from 10:00 pm to 2:30 am to check customers ID's and to check for weapons before customers enter the premises.

Dawn Burbey also will retain the Racine Police Department from 11:30 pm CST to 2:30 am CST Fridays and Saturdays per needs of the business.

The private parking lots are viable from the entrance and customer safety is assured.

Concluding Statement by Owner

Dawn and Chris Burbey contacted Alderman Sandy J. Weidner, 6th District and met with her face-to-face on November 27, 2012 and informed her of the Curmudgeon's business plan, and she agreed and proceeded with approval. Please feel free to contact her at 262.638.9501.

Good Neighbor Practices, Dawn and Chris Burbey personally approached the neighbor on the east side of the business (Bob) inquiring him with his concerns or improvements with the business located next door which is currently All Sports Pub, he had a few concerns but we will be working with him on resolving them, such as, bottles in his yard, and customers cutting through his yard, etc.

Curmudgeon's is a sole proprietorship owned by Dawn Burbey. It is a small neighborhood tavern.

Dawn Burbey has been a resident of Racine for the past forty three years.

Dawn Burbey owns her home at 1413 Silent Sunday, Racine, WI 53402 free and clear of any mortgage liens or encumbrances. It has an estimated market value of \$220,000 which is fair market value.

Dawn and Chris Burbey have no criminal record. Dawn and Chris Burbey are the proper persons to be granted a license to operate Curmudgeon's Pub and Grill LLC. by the City of Racine, Wisconsin.

Dated this 13th day of December, 2012.

Respectfully Submitted,

Dawn Burbey
Curmudgeon's Pub & Grill LLC,
3458 Rapids Drive
Racine, Wisconsin 53404
262.902.5067

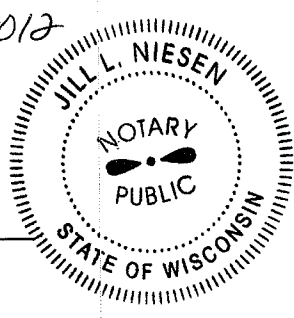
STATE OF WISCONSIN, County of Racine

Signed and sworn to before me on December 13, 2012
by the above-named person(s).

Jill L. Niesen
Signature of Notary or other person authorized to administer
an oath as per Sec. 706.06, 706.07

Print or type name: Jill L. Niesen

Date Commission expires: 10/16/16



Curmudgen's Bar & Grill LLC.
Projected Profit & Loss
Projected Monthly Budget

Total Sales for month:		<u>\$36,538.84</u>
Less: Expenses		
Gross Wages-Others:	<u>\$5,034.00</u>	
Employer Payroll Taxes:	<u>\$547.12</u>	
Soc. Sec. Tax, Medicare Tax State & Federal Unemployment:		
Sales Tax Accrued:	<u>\$1773.04</u>	
Purchase & Other Expenses Utilities, Insurance, Supplies, Telephone, Accounting, Rent:	<u>\$19,932.04</u>	
Cash Payouts:	<u>\$3600.00</u>	
Total Expenses:		<u>\$30,886.20</u>
Net Profit (Loss):		<u>\$5652.64</u>
Cash over (short):		<u>+\$5652.64</u>
Actual Checkbook balance:	<u>TBD</u>	
Less Accrued Taxes:	<u>TBD</u>	
Adjusted check book balance:	<u>TBD</u>	
Cash on hand:		<u>\$1500.00</u>

**Beginning Balance Sheet
for
Curmudgeon's Bar & Grill**

Business Assets	
Bank Account: Business Checking Account at BMO Financial *To be deposited upon Approval of License	
Total Checking	\$50,000.00
 Total Bank Assets	 \$50,000.00
Equipment	<i>TBD</i>
Total Equipment	<i>TBD</i>
 Total Assets	 <i>TBD</i>
 Liabilities & Equity	
Liabilities	
Current Liabilities	<i>TBD</i>
Other Current Liabilities	
Total Current Liabilities	<i>TBD</i>
Term Liabilities	<i>TBD</i>
Total Long Term Liabilities	<i>TBD</i>
 Total Liabilities	 <i>TBD</i>
Equity	<i>TBD</i>
Opening Balance Equity	<i>TBD</i>
 TOTAL LIABILITIES AND EQUITY	 <i>TBD</i>

Cumudgeon's Bar & Grill
2011 **Projected** Profit and Loss

This profit and loss statement is based on the monthly budget and shows income and expenses from July 2011 to December 2011.

Projected Ordinary Income	\$198,040.00
Total Expenses	\$165,600.00
Net Income	\$32,440.00

To: Whom it may concern:

Assumption Details

These month-to-month projections for the first year 2011/2012 are based on my past 16 years experience in this industry and 10 years of managing in this business from my current employer, making it easy to notice fluctuating numbers by weeks, months, years and holidays.

Also, knowing and recognizing how to fluctuate ordering and stocking per sales. These projections are based on the average \$3.00 per drink and \$12.00 per meal. These calculations are low due to our business just starting up. For these reasons I am comfortable with this month-to-month projection.

Sincerely,

Dawn Burbey

Market Analysis

As the economy struggles on portion keeps a steady stream such as the business I have endured for approx 16 years. In my past experience many businesses fail for multi-reasons such as poor marketing and advertising, lack of communication with the customers and or employees and frugal spending or simply lack of energy put into the business itself.

This business I plan to open has wide range of competition, but in business location is key. We are not inner city we are edge line of a town on a main road in a safe environment. These are only 3 competitors in a 3 mile radius which only two offers food with limited seating and does not have hours to compensates the customer which I feel costs them business.

Our potential customers will be within a wide range of young and old to mix age range is target; with hands on advertising and publications they can be easily reached. We would like to become a family friendly environment.

Marketing & Sales Management

An overall marketing strategy should include four different strategies:

- A market penetration strategy; Goal for a Market Strategy

Weakness in business most gear to age or guides; we would like to reach growth strategy to branch out by targeting an audience in a wide age range of 21 – 60 by using as follows: newspaper, flyers, modern technology (face book, MySpace, twitter), brochures, mailing addresses, family and friends, becoming a sponsor for local activities and word of mouth

- A sales force strategy.

If you are going to have a sales force, do you plan to use internal or independent representatives? Independent representative

How many salespeople will you recruit for your sales force? 15-25 employees

What type of recruitment strategies will you use? Personal interviews

How will you train your sales force? Hands on training

What about compensation for your sales force?

\$7.25/per hour, starting wage plus tips

Company Description

Market needs we are trying to satisfy are as follows:

Outstanding personal

Safe and friendly environment

Bringing a town good revenue

Good employee/customer relations

More jobs offered to the community

Different style and variety of food selections

New food preparation per customers request

Relaxing and comfortable atmosphere for you and your family

Last but not least a lasting impression on the community

Organization and Management

Ownership Information

- Names of owners

Dawn Burbey: Owner

Christian Burbey: Co-owner

- Percentage ownership

Dawn Burbey: Owner: 50%

Christian Burbey: Co-owner: 50%

- Extent of involvement with the company

Dawn Burbey: Owner: 50%

Christian Burbey: Co-owner: 50%

Management Profile for Dawn Burbey

Highly skilled and dedicated Manager/Operator with extensive experience in the coordination, planning, and support of daily operational and administrative functions.

- Current position

Manager/Operator of All Sports Pub

- Primary responsibilities and authority

Money Management, Marketing, advertising, scheduling, inventory control, hiring/firing capabilities, and event planning

- Unique experience and skills

Ability to manage and multi task

Ability to schedule and organize

Ability to manage a Team of 15+ employees

- Prior employment

All Sports Pub, Teezers, Johnny G's, Poclain Hydraulics, Racine Railroad and Saint Mary's Medical Center

- Special skills

Dedicated and very customer focused

Proven interpersonal and communication skills while maintaining confidentiality

Proven track record of successfully accomplishing anything that is asked of me

Proven Team Player recognized for willingness to learn and teach newly acquired skills

Strong reputation for going above and beyond

Proven ability to multi-task, highly flexible, proactive, resourceful and efficient

- Industry recognition
Beverage, sales and service
- Community involvement
Community Sponsors, Community Benefits, Big Brothers/Big Sisters, Safe Ride for Drunk Drivers
- Number of years with company
10 years with current employer

Management Profile for Chris Burbey

- Current position & Primary Responsibilities
Building/Property Maintenance and Janitorial
- Unique experience and skills
Machine repair, construction and maintenance of machinery. Ability to read blueprints, and other schematics. Experience with hydraulics and pneumatics. Preventative maintenance, proficient use of machinist tools. Excellent experience working in field service environment.
- Prior employment
AT&T, Racine Railroad, Poclain Hydraulics and Multi-Products
- Special skills
Dedicated and very customer focused
Proven interpersonal and communication skills
Successfully accomplishing anything that is asked
Team Player and strong reputation for going above and beyond
Proven ability to multi-task, highly flexible, proactive, resourceful and efficient

