

CITY OF RACINE 06-11

Supplemental Application Form for ALL NEW Alcohol Establishments

Date 10/1/11

Name of Corporation/LLC/Individual

Char-Grill Inc.

Address of Licensed Premise 3839

Douglas Ave, 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 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 checked="" 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"/> 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 a Week 11:00 AM - 10:00 P.M

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-1 am)

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

2.50 Margaritas

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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"/> class B (Beer) class C (Wine)

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 11:00A To 10:00P (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 Class B (Beer) class C (Wine)

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)

How Often? (Daily, Weekly, Other)

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 checked="" 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 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: \$ _____

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"/>
<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. J.M. (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 10-21, 2011

Signature



Printed Name

JEFF Marsh

Address

14102 Marina Dr. 53177

Business bank account

The Charcoal Grill has a business account with M&I Bank.

Building

The building at 3839 Douglas Ave. is owned by Charcoal Grill / Wisconsin Vision

Federal ATF number

Charcoal Grill has been issued a special tax registration from the United States Dept. of Treasury for alcohol sales for the current tax period.

Federal Employer I.D. Number

Charcoal Grill has been issued a Federal I.D. number _____

Wisconsin Business Tax Registration Number

The Charcoal Grill has a current business tax account number with the Wisconsin Dept of Revenue.

Building Inspection

The premises located at 3839 Douglas Ave. have been inspected by the City of Racine building Dept. and has passed inspection.

City Health inspection

The premises have also been inspected by the Department of Health for the City of Racine for the approval to sell alcohol.

Security

Security has not been an issue at this location.

Concluding Statement by Owner

Jeff Marsh has been operating full service restaurants in South Eastern Wisconsin for the past 20 years.

He is also a lifelong resident of the Racine area and active in the community

Jeff Marsh is the proper person to be granted a license to sell alcohol at the Charcoal Grill.

Equipment and supplies for the operation of Charcoal Grill

1. 1 Music amplifier and four speakers
2. 4 32" television monitors
3. Coolers 1, 7ft. by 14ft. walk in cooler
4. Freezer 1, 7ft by 14ft walk in freezer
5. 1 P.O.S. system and one cash register
6. 20 tables and booths for seating
7. One 60" Liquor bar to be purchased to facilitate in the making of drinks for the guests.

This bar will have no seats or stools and will only be used to mix drinks for guests in the dining room by licensed bartender/servers.

8. Various cooking equipment including a pizza oven , gas stove, steam tables, prep tables, 3 door counter coolers, fryer, upright coolers, upright freezer, smoker and a Panini grill. Dishwasher and racks for storage

No equipment rented at this time from outside sources.

Beer and Liquor supplies.

Upon approval the business owner will purchase liquor and liquor supplies from approved and licensed suppliers within the city. The business owner, Jeff Marsh will purchase normal supplies used in the operation of a restaurant bar including liquor, malt beverages, soda, and other bar supplies.

9. The owner of Charcoal Grill has all the required insurance coverage already in place.

Signs.

The restaurant has existing signage already in place including a open sign in the parking lot and one on the façade of the building.

Floor Plan.

The floor plan for the Charcoal Grill is attached

The floor plan shows that there is one entrance for the guests to enter the restaurant.

The other door in the sunroom is an emergency exit. There is also an exit/service door in the kitchen.

There is a locked alcohol and beer storage cabinet in the dry storage room.

The business premises are on the main floor of the building at 3839 Douglas Ave. There is no basement.

Charcoal Grill Business Plan for the City of Racine

Company Information

Charcoal Grill is a neighborhood restaurant which has a full service menu, beer and wine and non alcoholic beverages.

Charcoal Grill is located at 3839 Douglas Ave. on the north side of Racine.

Charcoal Grill is the trade name of the business that is owned by Jeff Marsh

Experience of owner

The owner Jeff Marsh has been operating full service restaurants under the Charcoal Grill name in Southeastern Wisconsin for the last twenty years.

Licenses

Manager William Reum has successfully completed the responsible beverage course and holds a valid bartending license.

Operation and Marketing Plan

A. Goods Sold

Charcoal Grill will sell Food, Liquor, Beer, Wine, Soda and other non alcoholic beverages

B. Hours of Operation.

Charcoal Grill will be open Monday thru Thursday from 11a.m.-8:30p.m. Fridays and Saturdays from 11a.m. to 9p.m. and Sundays from 9a.m. to 8:30p.m.

C. Advertising

The Charcoal Grill does advertising in the local papers, Val Pak and the Entertainment Book.

Entertainment

Cable T.V. and satellite radio will be available for patrons to watch sporting events.

Customer parking

The Charcoal Grill has parking available directly in front of the restaurant in the strip mall parking lot.

Business Competition

1. Douglas Avenue Diner, 5121 Douglas Ave.
2. Infusino's Italian Restaurant, 3225 Rapids Drive.
3. DeRango's , 3840 Douglas Ave.

Dated this 10th day of October, 2011,

Respectfully Submitted,

Jeff Marsh

A handwritten signature in black ink, appearing to read 'J Marsh', is written over a horizontal line.

Charcoal Grill 3839 Douglas ave, Racine

