

4/12/12

**BUSINESS PLAN
FOR
The Spot on Douglas LLC
1307 Douglas Ave
Racine, WI 53402**

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Company information:

The Spot on Douglas LLC is a neighborhood Tavern which also serves non-alcoholic beverages and snacks to customers.

The Spot on Douglas LLC is located on the north side of Racine at 1307 Douglas Ave, Racine WI 53402.

The Spot in Douglas LLC is a Trade Name of the business which is owned by Sole Proprietorship.

Education of Tavern Operation:

Pamela D Baker is process of completing the Responsible Beverage Service Program online

Operation and Marketing Plan :

Goods Sold:

The Spot on Douglas LLC will sell liquor, wine, beer, soda, and other Non-alcoholic beverages, as well as pre packaged snacks to customers.

Hours of Operation:

The Spot on Douglas LLC will be open for business on

- A) Monday, Tuesday, Wednesday, Thursdays from 5:00pm to 1:30 am
- B) Saturday from 5pm-2;30am
- C) Sundays from 11:00am to 11:00 pm

Advertising:

The Spot on Douglas LLC is a neighborhood Tavern and most customers that will frequent the bar through word of mouth from family and friends.

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Entertainment:

A) Juke Box

B) TV and Cable: There will be TV monitors that will be available to customers To watch sporting events such as football, basketball, baseball and other Televised entertainment while at The Spot on Douglas LLC

Parking:

The Spot on Douglas LLC has parking available in back of building in a lighted parking lot, and ample parking on the public streets.

Equipment and Supplies for the operation of "The Spot on Douglas LLC"

Equipment presently owned:

- 1) 3 TV monitors
 - a) 2 - 50 inch
 - b) 1 - 32 inch
- 2) Coolers: two 90" in length bar height against wall
One upright cooler at 77" high by 80 " long
- 3) Cash register
- 4) Automatic drinking glass washer placed in sink
- 5) Minimum of 75 assorted drink glasses
- 6) 22 bar stools
- 7) 2 mounted to the wall tables bar height
- 8) Floor polisher
Pool table

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Continued owned equipment:

9) Maintenance Equipment and supplies

Business owner has a shovel for snow removal, brooms, mops, buckets
And all other related equipment to maintain all janitorial and maintenance
For the premises.

Equipment that will be on consignment by Racine Amusement:

- 1) juke box
- 2) 2 dart board machines
- 3) 3 video machines

Beer and Liquor Supplies:

Upon approval of Liquor license the owner will purchase beer and Liquor through
Approved and Licensed suppliers

Building:

The Building at 1307 Douglas Ave, Racine, WI 53402 is owned by
MPB Holdings LLC.

Federal EIN number for The Spot On Douglas LLC is 45-5030987

Wisconsin Sellers permit has been applied for.

**All departments for inspection have inspected and are awaiting recommendations
for any issues to be corrected.**

Security:

There will be video surveillance inside the premises and at front and back door
Exterior and interior.

Pamela Baker will be on premises during business hours and will assist in security

Smoking:

There will be a no smoking policy due to law, and will have signs posted
That "Smoking is not permitted"

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Projected Monthly budget

Ordinary Income:

Sales Income	6,500.00
Total Income:	6,500.00

Estimate cost of stock including but not Limited to beer, wine, and liquor and Pre-packaged snacks and no-alcoholic Beverages	2,500.00
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Liability Insurance	200.00
Required Licenses	approx. 100.00
Business accountant	100.00
Building maintenance	75.00
Sanitation (dumpster)	68.00
Office supplies	90.00
Utilities	450.00
Rent	900.00

Employee Wages:

One Bartender at approximately 20 hours per week at \$8.00 per hour	640.00
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Other costs: Employers payment for Workers compensation insurance, Unemployment insurance per month	160.00
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Projected Monthly Total Expenses	\$ 5283.00
Projected Monthly Net Ordinary Income	\$ 1217.00

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Business Assets

Bank account : Business checking account		
To be Guaranty Bank		
** Upon approval of License		
Total checking	**	8,000.00
Equipment:		5,500.00
Total Equipment:		5,500.00
Total Assets:		13,500.00
Liabilities & Equity		13,500.00
Total Liabilities		0.00
Equity		13,500.00
Total Liabilities and Equity		13,500.00

2012 Projected profit and loss

**This profit and loss statement is based on projected monthly budget
And shows income and expenses from May 1,2012 to December 31,2012**

Projected income	\$ 52,000.00
Total projected expenses	\$ 42,264.00
Net income:	\$ 9,736.00

April 12, 2012

**Floor Plan for
The Spot on Douglas LLC
1307 Douglas Ave
Racine, WI 53402**

Summary for floor plan

Dimensions of the Premise is 18 ft wide x 61 Ft length

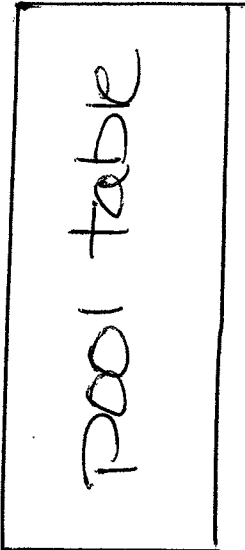
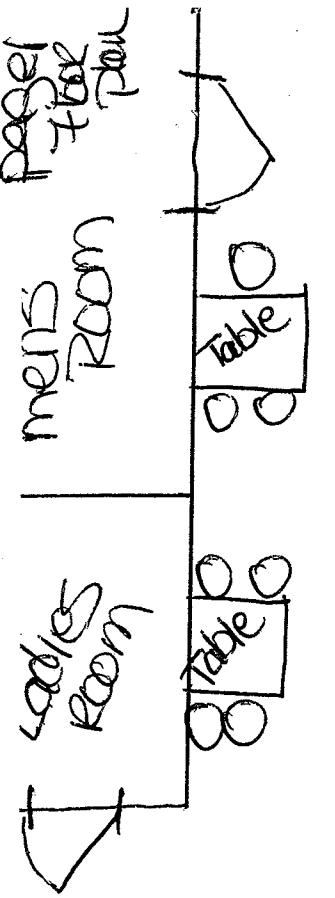
Parking lot in rear of building dimensions are 50 ft in width x 40ft in length

Total square footage of the Tavern first floor 1100 Square feet

**Basement for tavern storage only for tanks for soda dispenser.
And shelves for excess bottle storage on shelves 6ft L x 5Ft H x 2ft Deep**

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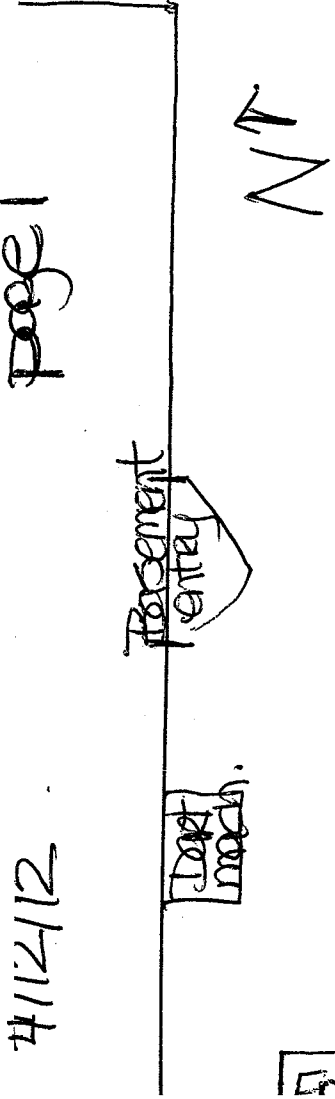
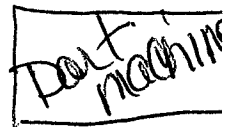
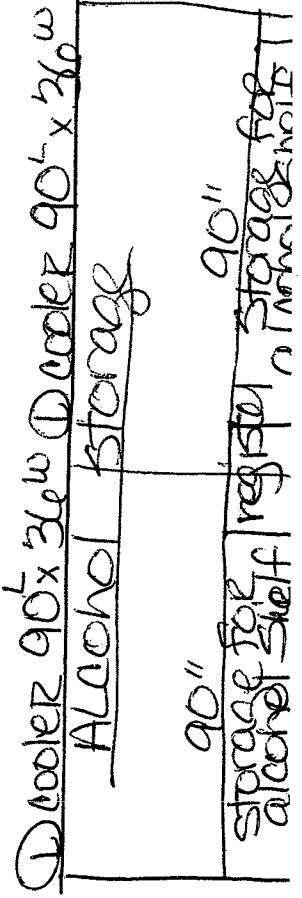
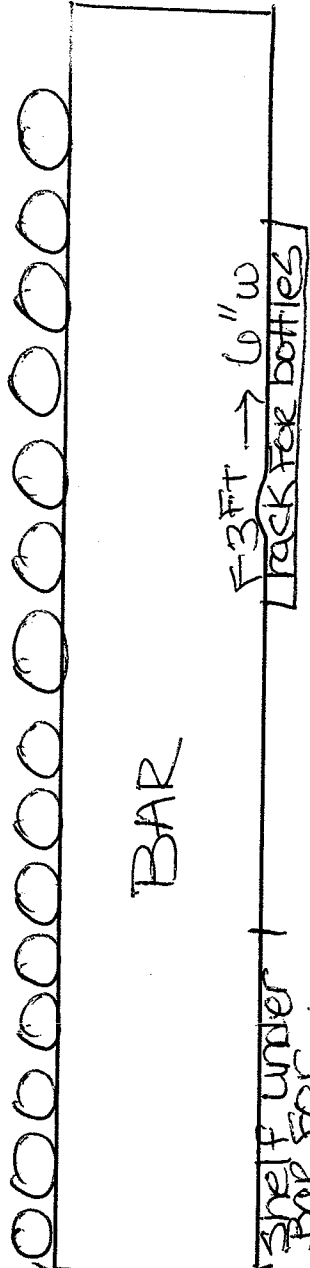
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Parking
in
near
dims
50' w
x 40' L

The Spot on Douglas LLC
 Pamela Baker (Agent)
 1307 Douglas Ave.
 Racine, WI 53402

61 FT Length

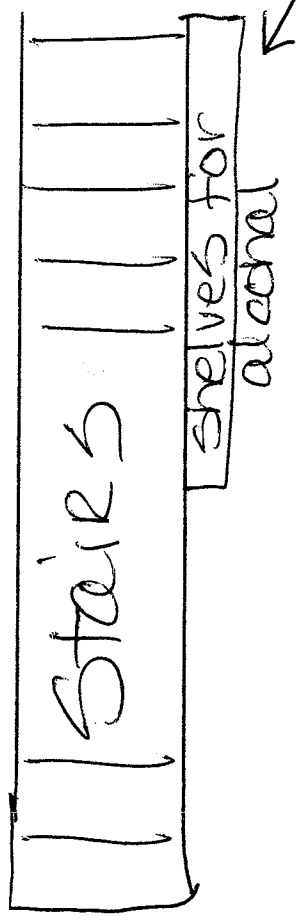


Tavern Basement

N ↑

1st floor 2
400 sq ft
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18 FT w x 61 FT long



6 FT long
5 FT HIGH
2 FT DEEP

~~Compressor~~
for dispenser

Tank's soda
for gun

well  chained

"The Spot on Douglas LLC"
1307 Douglas Ave
Racine, WI 53402

CITY OF RACINE 06-11

Supplemental Application Form for ALL NEW Alcohol Establishments

Date 4/11/12

Name of Corporation/LLC/Individual The Spot on Douglas LLC

Address of Licensed Premise 1307 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"/> 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 Mon-Thurs 5-1:30 Fri-Sat 5-2:30 Sun 11-11
 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 50/50 No Food

7. Drink Specials
 Will Drink Specials be offered? Y N What Kind Beer Buckets

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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 CLASS B

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 checked="" 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)

Licensee / Building Owner

How Often? (Daily, Weekly, Other) daily

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 checked="" 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 checked="" 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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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). 1100 sq
- ✓ 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 checked="" type="checkbox"/> Classic Rock	<input checked="" 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 checked="" 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. PB (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

Pamela Baker

Printed Name

Pamela Baker

Address

1502 North St
Racine, WI
53402