

**BUSINESS PLAN  
FOR  
MI TIERRA  
3408 DOUGLAS AVE  
RACINE, WI 53402**

**1. Company Information**

Mi Tierra is a high quality Mexican style food restaurant at a reasonable price to the North side of Racine.

Mi Tierra is the trade name of the business which is owned by Iliana Rodriguez as a Sole Proprietorship.

Iliana Rodriguez lives at 1543 William St., Racine, Wisconsin 53402

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

The owner, Iliana Rodriguez, has eleven years in restaurant business, last two in management.

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

Iliana Rodriguez successfully completed the Responsible Beverage Service Program at Gateway Technical College License number 13470.

**4. Operation and Marketing Plan for "Mi Tierra"**

**A. Goods Sold:**

Mi Tierra will sell liquor, wine, beer, soda and other non-alcoholic beverages, full service restaurant serving Mexican style food.

**B. Hours of Operation**

(1) Mi Tierra will be open for business Sunday thru Thursday from 11:00 AM until 9:00 PM.

(2) Mi Tierra will be open for business Friday and Saturday from 11:00 AM until 10:00 PM.

**C. Advertising**

Mi Tierra will be advertising every month in the Racine Journal Times.

**5. Entertainment**

**(A) Music**

The will be light background music for a unique dining experience.

**6. Customer Parking for Mi Tierra**

Mi Tierra has a private parking available for customers located in the back of the restaurant. There is also additional parking rented from we energies located next to restaurant.

**7. Business Competition**

There is no real completion in the area, except for the fast food restaurants which do not provide the full service Mi Tierra provides.

**8. Equipment and Supplies for the Operation of Mi Tierra**

**(A) Equipment presently owned:**

- (1) Full service kitchen includes;  
Stove, coolers, deep fries and other essential kitchen equipment
- (2) Dinning room:  
Tables and chairs to seat up to 100 people.

**(B) Equipment that will be rented and used in the premises:**

- (1) The soda machine that is being rented from Pepsi Cola.

**9. Beer and Liquor Supplies**

Upon approval, 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 the restaurant including liquor, malt beverages and soda.

**10. Pre Paid Insurance by Iliana Rodriguez for Mi Tierra**

Iliana Rodriguez has contracted David Insurance at West Bend Insurance to obtain a quote for liability insurance for Mi Tierra.

Iliana Rodriguez was told that the insurance would cost between \$3000 and \$4000 annually.

Iliana Rodriguez, if requested, will provide written evidence to the City Clerk for the City of Racine, Wisconsin, that liability insurance is in effect before Mi Tierra opens for business with the public.

**11. Sign**

There will be a sign at the front of the restaurant with the words Mi Tierra printed on it.

**12. Floor Plan**

The floor plan for Mi Tierra is attached.

**13. Business Bank Account**

The business bank account for Mi Tierra will be at Well Fargo Bank.

**14. Building**

The building at 3408 Douglas Ave., Racine, Wisconsin is owed by Leticia Benitez. The building is rented/owned by Iliana Rodriguez for the sum of \$5000.00 per month.

**15. Federal ATF Number**

Iliana Rodriguez has applied for a ATF number.

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

Mi Tierra has been issued a Federal Identification Number 46-2624481

**17. Wisconsin Business Tax Registration Number**

Iliana Rodriguez applied for and was issued a Business Tax Account number by the Wisconsin Department 456102816782704.

**18. Building Inspection**

The premises located at 3408 Douglas Ave. had been inspected by the City of Racine building department and has passed the inspection.

**19. 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 restaurant prepared food.

**20. Security**

Security cameras located all around the building.

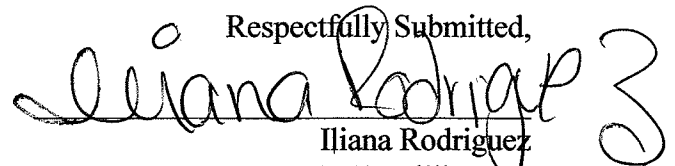
**Concluding Statement by Owner**

Mi Tierra is owned by J. Garcia which is owned by Iliana Rodriguez

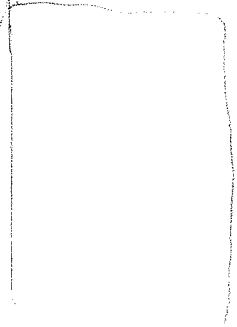
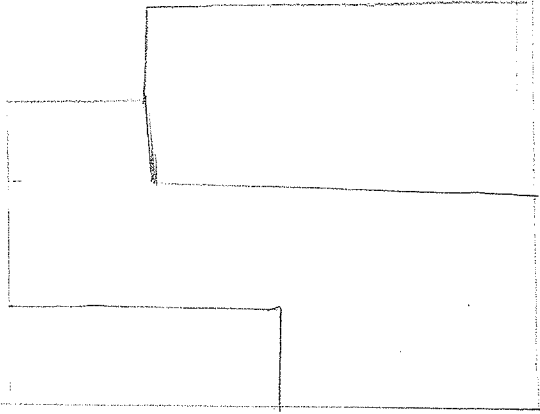
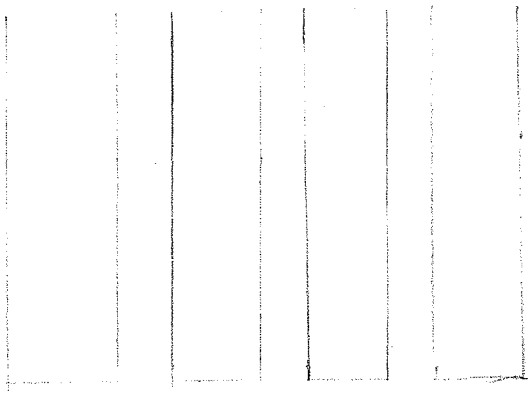
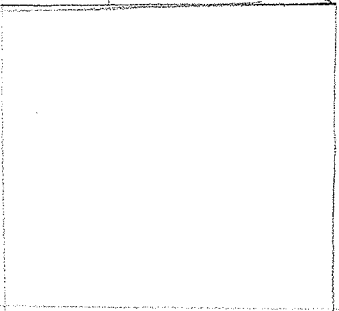
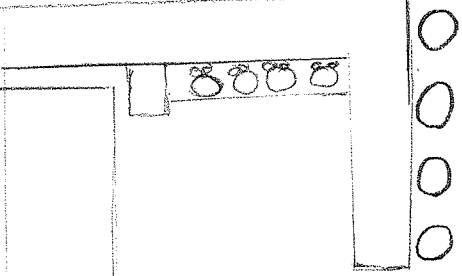
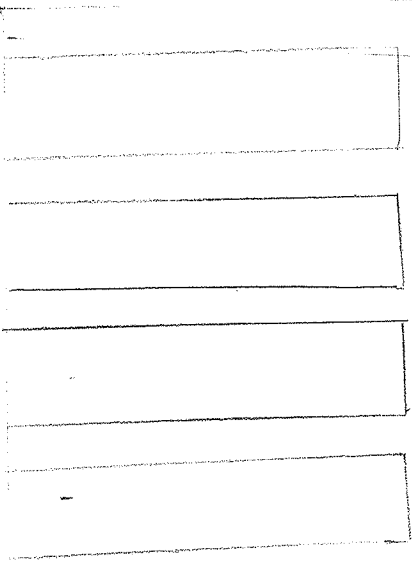
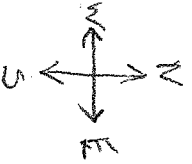
Iliana Rodriguez has been a resident of Racine for over ten years.

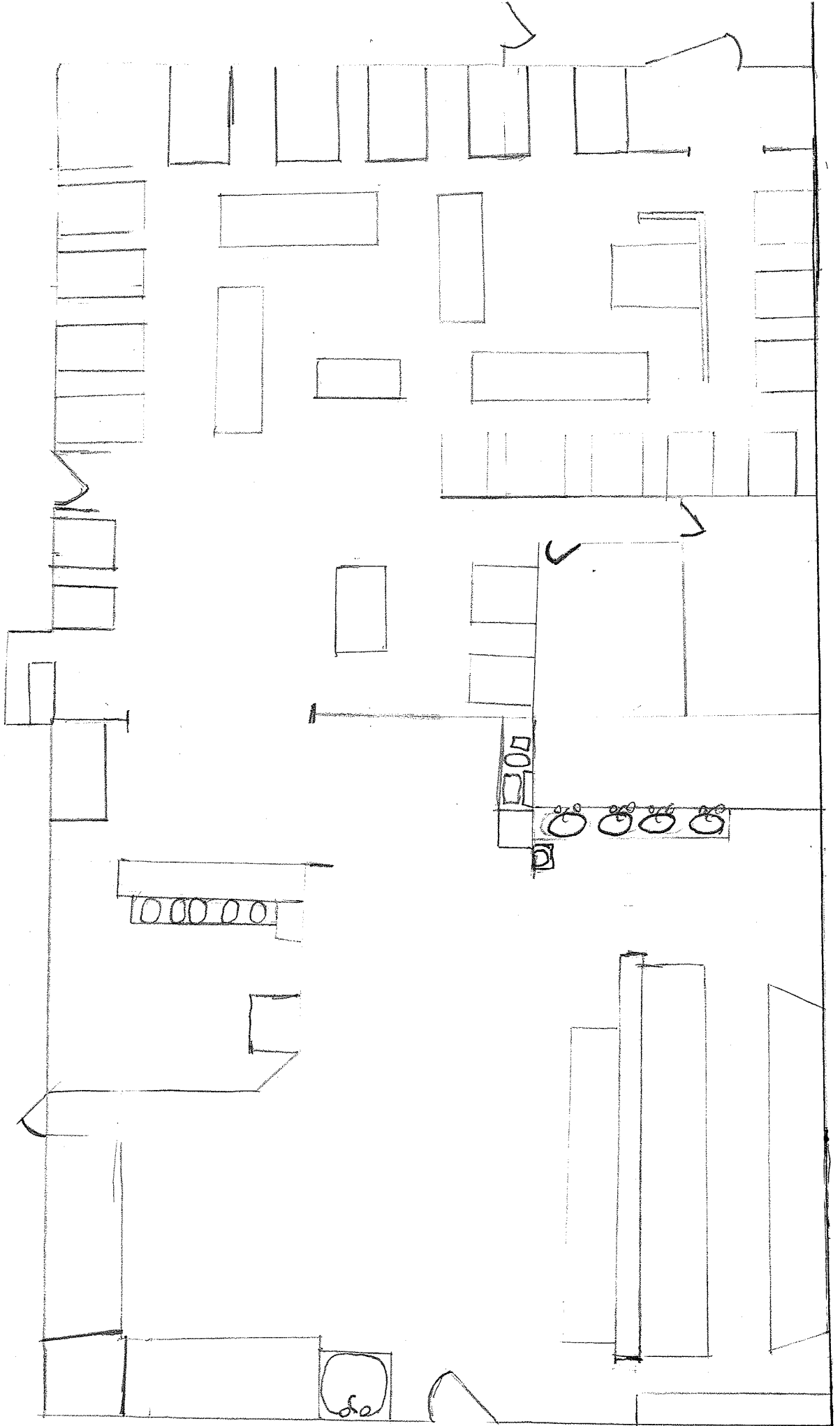
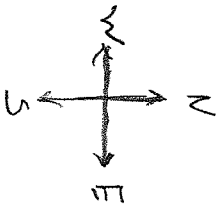
Dated this 30<sup>th</sup> day of May, 2013.

Respectfully Submitted,



Iliana Rodriguez  
1543 William St.  
Racine, Wisconsin 53402  
(262)902-8450





# CITY OF RACINE 06-11

## Supplemental Application Form for ALL NEW Alcohol Establishments

Date 5/14/13  
 Name of Corporation/LLC/Individual R Garcia LLC  
 Address of Licensed Premise 3408 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 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 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"/> <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 11-10 - Seven Days

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 \_\_\_\_\_

# 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 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 type="checkbox"/> Snacks/Appetizers	<input type="checkbox"/> Catered Events
<input checked="" type="checkbox"/> Full Meals -Hours of Food Service. From <u>10</u> To <u>10</u> (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 D

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 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)



# CITY OF RACINE 06-11

## 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: July 1 Expires \_\_\_\_\_

Monthly Rental: \$ 5000.<sup>00</sup>

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) 5 yrs

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 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:

# CITY OF RACINE 06-11

## 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. \_\_\_\_\_(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 *Juana Rodriguez*

Printed Name Juana Rodriguez Address 3408 Douglas Ave  
Racine WI 53102.