

CITY OF RACINE 06-11

Supplemental Application Form for ALL NEW Alcohol Establishments

Date 2/7/2017

Name of Corporation/LLC/Individual Target Corporation

Address of Licensed Premise 5300 Durand Ave, Racine, WI 53406-5056

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 checked="" 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"/> OTHER (Please List)
<input checked="" type="checkbox"/> Department Store/Drug Store	<input type="checkbox"/>
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/>

4. Hours of Operation Monday-Saturday 8:00 a.m. - 10:00 p.m. and Sunday 8:00 a.m. - 9:00 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-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 _____

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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"/>

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 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 Sellers and Restaurant

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 checked="" type="checkbox"/> Pressure Wash
<input checked="" type="checkbox"/> Pick up litter	<input checked="" type="checkbox"/> Hired Maintenance
<input type="checkbox"/> Building owner responsibility	<input checked="" type="checkbox"/> Garbage Cans Outside
<input checked="" type="checkbox"/> Other (List)	<input type="checkbox"/> Maintenance PMT on site 40 hours a week

Who is responsible to keep the grounds clean? (Licensee/Building Owner/Hired Maintenance/Other)

Facility Manager

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 checked="" 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 checked="" 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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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: N/A

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. *N/A*

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. *RAE* (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 2/15, 2017

Signature

Rashulle Giardina

Printed Name

Rashulle Giardina

Address

4447 S 83rd St

Greenfield, WI 53228



Loretta Hernandez - 2-15-17
Comm Exp. 08-26-2018



Business Plan: Target Corporation, 5300 Durand Ave Racine, WI

1. Company Information

Target Corporation is a general merchandise retailer operating over 1,800 stores nationwide. *Target Corporation* is a publicly traded company (NYSE: TGT) with headquarters located in Minneapolis, MN.

Target Corporation is located on the southwest side of Racine at 5300 Durand Ave Racine, WI 53406. The store has been open for business since July 22, 1981.

2. Experience of Owner

Target has sold alcohol in our stores across the country since 1996, and we currently have over 1,350 stores that sell alcohol in 38 states. We've sold alcohol in Wisconsin since 2005, and currently hold liquor licenses at 24 of our 37 stores in the state

3. Licenses, Knowledge and Education of Owner

Target Corporation will ensure the leadership team at the Racine store obtains their operators licenses and completes the Responsible Beverage Server Training Course before the license is approved.

Target Corporation takes the responsibility that comes with selling alcohol very seriously. Team members and store executives are required to complete a comprehensive internal alcohol training program, with a focus on preventing underage sales, verifying valid identification, handling intoxicated guests, and cashier liability for illegal sales. State and local restrictions are included in the training. Team members must pass a training examination with a 90% score or greater.

4. Operation and Marketing Plan for Target Corporation

A. Goods Sold:

Target Corporation prides itself on offering a convenient, one-stop shopping experience for our guests by providing an extensive mix of products that meet their needs. Our Racine store carries a full general merchandise assortment including grocery, beauty, health & wellness, apparel, home, and electronics. The addition of beer would complement our existing grocery and general merchandise assortments to further meet all the needs of our guests.

B. Hours of Operation

Target Corporation is currently open for business on Monday through Saturday from 8:00 AM until 10:00 PM, and on Sundays from 8:00 AM until 9:00 PM.

C. Advertising

Target Corporation's Weekly Ad includes print, online and mobile. The *printed* Weekly Ad reaches over 40 million households through newspapers. The *digital* Weekly Ad delivers over 3 million impressions each week online at target.com, via email sent to guests who request it, and via mobile devices.



5. Entertainment

(B) None. There is no form of entertainment by music, cable, etc.

6. Customer Parking for Target Corporation

Target Corporation has parking available for guests in a secure and well-lit lot which accommodates over 500 vehicles.

7. Business Competition

Target Corporation has been open in Racine since 1981 and has a well-established customer base.

8. Equipment and Supplies for the Operation of Target Corporation

(A) Equipment presently owned:

Target Corporation has operated a retail store in Racine since 1981. There will be no additional equipment purchased for the addition of beer.

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

None

9. Beer and Liquor Supplies

Target Corporation will purchase beer and liquor supplies from reputable and licensed beer distributors.

10. Insurance

Target Corporation has existing comprehensive liability insurance on our Racine store. Please see the attached Certificate of Liability Insurance.

11. Sign

There will be no changes to the existing signage associated with the Target Store.

12. Floor Plan

A. The floor plan is attached

B. The floor plan shows that there will be only one entrance that customers will be able to use to enter the premises.

C. There is an employee's only stock room for liquor and other supplies shown in the plan.

D. The business premises is on the main (street) level at 5300 Durand Ave Racine, WI 53406-5056.

13. Business Bank Account

Target Corporation has a business bank account at US Bank.

14. Building

The building at 5300 Durand Ave, Racine, WI is owned by *Target Corporation*.



15. Federal ATF Number

Target Corporation updates its registration with the ATF every year in early December. We are registered with the other 1,374 stores that sell liquor. Being we are just applying for the liquor license for this location, it will not be registered until the current registrations are updated later this year.

16. Federal Employer I.D. Number

Target Corporation's Federal Identification Number (FEIN) is 41-0215170.

17. Wisconsin Business Tax Registration Number

Target Corporation was issued a Business Tax Account number (456-0000026531-04) by the Wisconsin Department of Revenue. Please see attached Seller's Permit.

18. Building Inspection

The premises located at 5300 Durand Ave Racine, WI 53406-5056 has been inspected by the City of Racine building department and has passed the inspection.

19. City Health Inspection

The premises has been inspected by the Racine Health Department in relation to our existing license (129 JMAT-8DRQVY)

20. Security

Target Corporation stores are staffed with Assets Protection team members to provide security and ensure a safe environment for guests and team members. Security cameras are located throughout the store as well as at all entrances/exits, the stockroom and high traffic/important areas. The parking lot is well lit and has security cameras.

Concluding Statement by Owner

Target Corporation has operated a store in Racine since July 1981, making it one of our oldest store locations. *Target Corporation* has sold alcohol in WI since 2005 and has never had a liquor violation in the state.

March 15th, 2017

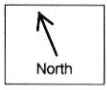
Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Janine Brown-Wiese", written over a horizontal line.

Janine Brown-Wiese
Vice President
Target Corporation

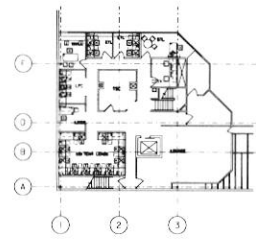
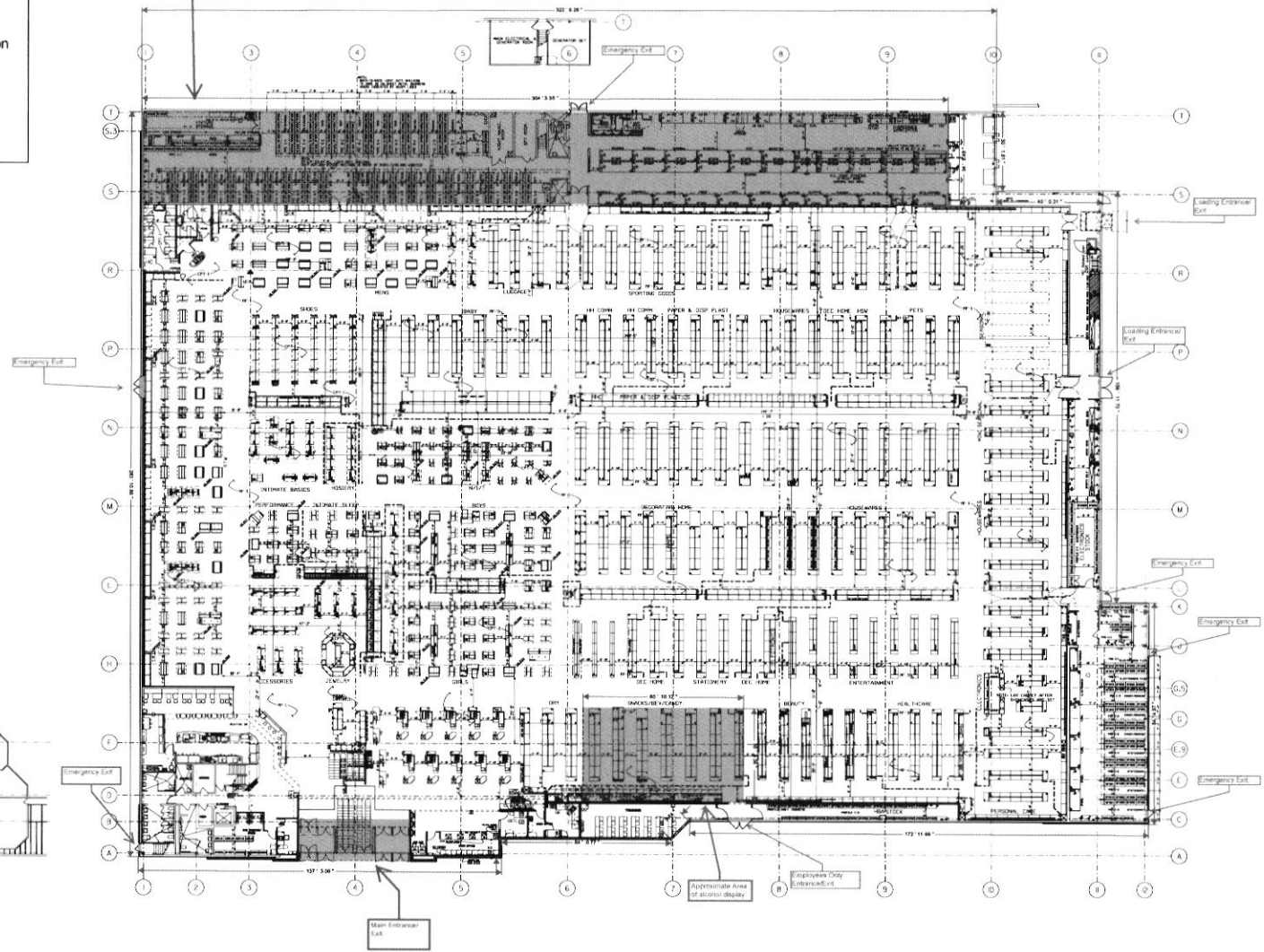
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Date: 02/10/2017
 Legal Entity Name: Target Corporation
 Trade (Business) Name: Target
 Racine T-0152
 Premise Address: 5300 Durand Ave,
 Racine, WI 53406-5056

Alcohol Storage Area
 (Observatory)



EXISTING

TARGET	
ISSUE DATE:	11-OCT-2016 11:27
PROJECT:	RACINE, WI
SCALE:	1/16"=1'-0"
PROJECT:	T-0152
TITLE:	FIXTURE PLAN
PLAN TYPE:	SHEET NO.
P2001	FW1