

# CITY OF RACINE

## Supplemental Application Form for new Alcohol Establishments

Date \_\_\_\_\_

Name of Corporation/LLC/Individual Jose E. Sanchez

Address of Licensed Premise 1318 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. 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"/>

5. 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>8 AM</u> To <u>11 pm</u> (attach additional sheets )	

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6. Is this premise under construction?  Yes  No If yes, estimated completion date?
7. Is this a franchise?  Yes  No
8. Is this premise currently licensed?  Yes  No If yes list type of license Full-Restaurant Class B
9. 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 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) Every day

**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"/>

**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 based on a percentage of 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

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**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 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 and
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) and
5. Provide dimensions of all alcohol storage areas (length x width)
6. Label all alcohol display areas (behind the bar, shelves, etc.) and
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)
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) and
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.) and
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.

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### IF YOU LEASE THE BUILDING, ANSWER THE FOLLOWING QUESTIONS:

Have you signed the lease?  Yes  No

Date lease begins: July 1st 2011 Expires Never

Monthly Rental: \$ 1300.00

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) 20

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.
- **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.

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**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 checked="" type="checkbox"/> <i>TV speakers</i>
<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: AMUSEMENT/CABARET LICENSE APPLICANTS ONLY** (check all that apply)

<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:

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)

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I (we), the undersigned have a knowledge of the City Ordinances currently regulating these licenses and being duly sworn under oath, depose and say that I am (we are) the person(s) and that all statement made in the foregoing application are true and correct.

SUBSCRIBED AND SWORN TO BEFORE ME ON \_\_\_\_\_, 201\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_ Address \_\_\_\_\_

**BUSINESS NAME:** Mi Jacalito ~~Rest~~ Restaurant

**BUSINESS ADDRESS:** 1318 Douglas Ave.

**QUESTIONNAIRE**

1. **Capacity**

How many customers do you anticipate on your busiest days?

25-50  50-100  100-200  200-400  More than 400

2. **Hours of Operation**

Please indicate the intended hours of operation by day. If your establishment will be open past midnight, the indicated closing time will be understood to be the day following the indicated time your establishment will open for business. Sun - Thurs 8AM - 11pm Fri & Sat 8AM - midnight

3. **Ratio of Food to Alcohol** (exclusive of any cover charge)

75% or more food  Snacks only  Other  50% food/50% alcohol  No food

If other, please describe:

4. **Type of Alcohol**

Beer  
 Beer and wine  Hard liquor as well as beer and wine Hard liquor only to make margaritas

5. **Drink Specials**

Will drink specials be offered?  yes  no If yes, what kind of drink specials?

6. **Type of Entertainment** (Check all that apply)

Cocktail lounge only  Dance club  Banquets and private parties  
 Live music  DJ introduced music  Under age 21 events

7. **Outdoor Facilities** (Check all that apply)

For smokers  Patios in front  Patios in Rear  Patios on side(s)  Roof patio

8. **Security**

What type of security and age verification will be provided? Please describe: Age verification for purchasing alcohol.

How will you maintain security both inside and immediately outside the establishment? Please describe:

9. **Parking access/security**

Please describe your parking arrangements. street parking as well as Lot next door.

\* NOTE: You may attach additional pages if necessary.

# **BUSINESS PLAN OUTLINE REQUIREMENTS**

## **Introduction**

- Give a detailed description of the business and its goals.
- Discuss the ownership of the business and the legal structure.
- List the skills and experience you bring to the business.
- Discuss the advantages you and your business have over your competitors.
- List the key personnel and their experience or backgrounds.

## **Marketing**

- Discuss the products/services offered.
- Identify the customer demand for your product/service.
- Identify your market, its size and locations.
- Explain how your product/service will be advertised and marketed.
- Explain the pricing strategy.

## **Financial Management**

- Explain your source and the amount of initial equity capital.
- Develop a monthly operating budget for the first year.
- Provide projected income statements and balance sheets for a two-year period.
- Discuss who will maintain your accounting records and how they will be kept.
- Provide a copy of proposed lease or purchase agreement.

## **Operations**

- Explain how the business will be managed on a day-to-day basis.
- Discuss hiring and personnel procedures.
- Discuss insurance, security and other issues pertinent to your business.
- Provide a capital equipment and supply list.
- Provide a detailed site plan/building layout.

## **Concluding Statement**

- Summarize your business goals and objectives and express your commitment to the success of your business.



Business Plan  
For  
Mi Jacalito Mexican Restaurant  
1318 Douglas Ave  
Racine, WI 53404

1. Company Information

Mi Jacalito Restaurant is a full-service restaurant which also serves malt beverages and alcoholic margaritas. Mi Jacalito is located at the corner of Douglas Ave and Superior St. Jose E. Sanchez, the future owner lives in a large apartment located directly above the restaurant.

2. Experience of Owner in Operating a Restaurant

The owner Jose E. Sanchez has ten years experience working for Mi Jacalito Restaurant and has working knowledge of all facets of the business. He also has six years experience cooking at the Mexican fiesta and Salmon-o-rama held here in Racine at Festival Hall. Jose is in the process of obtaining his restaurant management certification and will retain the current owner as an employee and agent of the liquor license. Mr. Sanchez also has been operating a boot store adjacent to the restaurant for the past two years.

3. Operation and Marketing Plan for Mi Jacalito

- A) Mi Jacalito Restaurant will sell Mexican food, beer, alcoholic margaritas, soda and other non-alcoholic beverages.
- B) Mi Jacalito Restaurant will be open for business Sunday-Thursday 8AM-11PM and Friday-Saturday 8AM-Midnight.
- C) Mi Jacalito Restaurant is a north side full service Mexican restaurant which caters to customers of all ethnicities and is a very popular spot to eat in Racine.

4. Customer Parking for Mi Jacalito

Mi Jacalito Restaurant has a private parking lot located on the south side of the building in addition to street parking on both Douglas Ave and Superior St.

5. Business Competition

Although Mi Jacalito Restaurant does have a few competitors for its customers on the north side of Racine, it continues to have a great restaurant/customer relationship and provides the restaurant a steady flow of business.

6. Beer and Liquor supplies

Upon approval the business owner will purchase beer and liquor supplies from a approved and licensed supplier within the city. I, the business owner will purchase normal supplies used in the operation of a restaurant including: liquor, malt beverages, soda and stock for preparing food used in operating the restaurant.

7. Pre Paid Insurance by Jose E. Sanchez for Mi Jacalito Restaurant

Jose E. Sanchez is shopping for different insurance companies and upon approval for licenses for the restaurant he will purchase a \$1 Million/\$2Million liability policy and state worker's comp policy.

8. Sign

There is an existing sign for Mi Jacalito Restaurant which is above the front of the building which will be retained for future use.

9. Floor Plan

A) The floor plan for Mi Jacalito Restaurant is attached.  
B) The plan shows that there will be an entrance in the front of the restaurant and secondary entrance from the boot store which is located on the north end of the building that the customers can use to enter the restaurant. There are a total of three emergency exits:

- 1) Front Entrance
- 2) Boot Store Exit
- 3) Rear kitchen door

C) The business entrance is at the south side of the first floor at 1318 Douglas Ave Racine, WI 53404.

10. Business Bank Account

The business will be banking at Wells Fargo Bank.

11. Building

The building at 1318 Douglas Ave Racine, WI 53404 is owned by Pedro Sanchez. The building will be rented to Jose E. Sanchez for \$1300/Month.

12. Federal Employee Federal I.D. Number

Jose E. Sanchez has been issued a federal employer identification number which will be available upon request. He will also obtain a WI sales tax number specifically for the restaurant by the end of April.

13. Building Inspection

The premises located at 1318 Douglas Ave Racine, WI 53404 will be inspected on 4/12/11 and the owner will make any necessary changes to satisfy the building department.

Concluding Statement By Owner

Mi Jacalito is a sole proprietorship owned by Jose E. Sanchez. It is a full-service restaurant.

Jose E. Sanchez has been a resident of Racine for the past ten years.

Jose E. Sanchez lives above the restaurant where he will be able to closely monitor daily operations of the business.

Jose E. Sanchez is a dedicated family man and is active in youth soccer leagues. Jose E. Sanchez is a proper person to be granted a license to operate Mi Jacalito Mexican Restaurant in the City of Racine, Wisconsin.

Dated this day 12<sup>th</sup> day of April 2011

Respectfully Submitted,

\_\_\_\_\_(seal)  
Jose E. Sanchez  
1318 Douglas Ave  
Racine, WI 53404

Mi Jacalito Mexican Restaurant  
Projected Profit & Loss  
Projected Monthly Budget for 2011

**I. Sales Income**

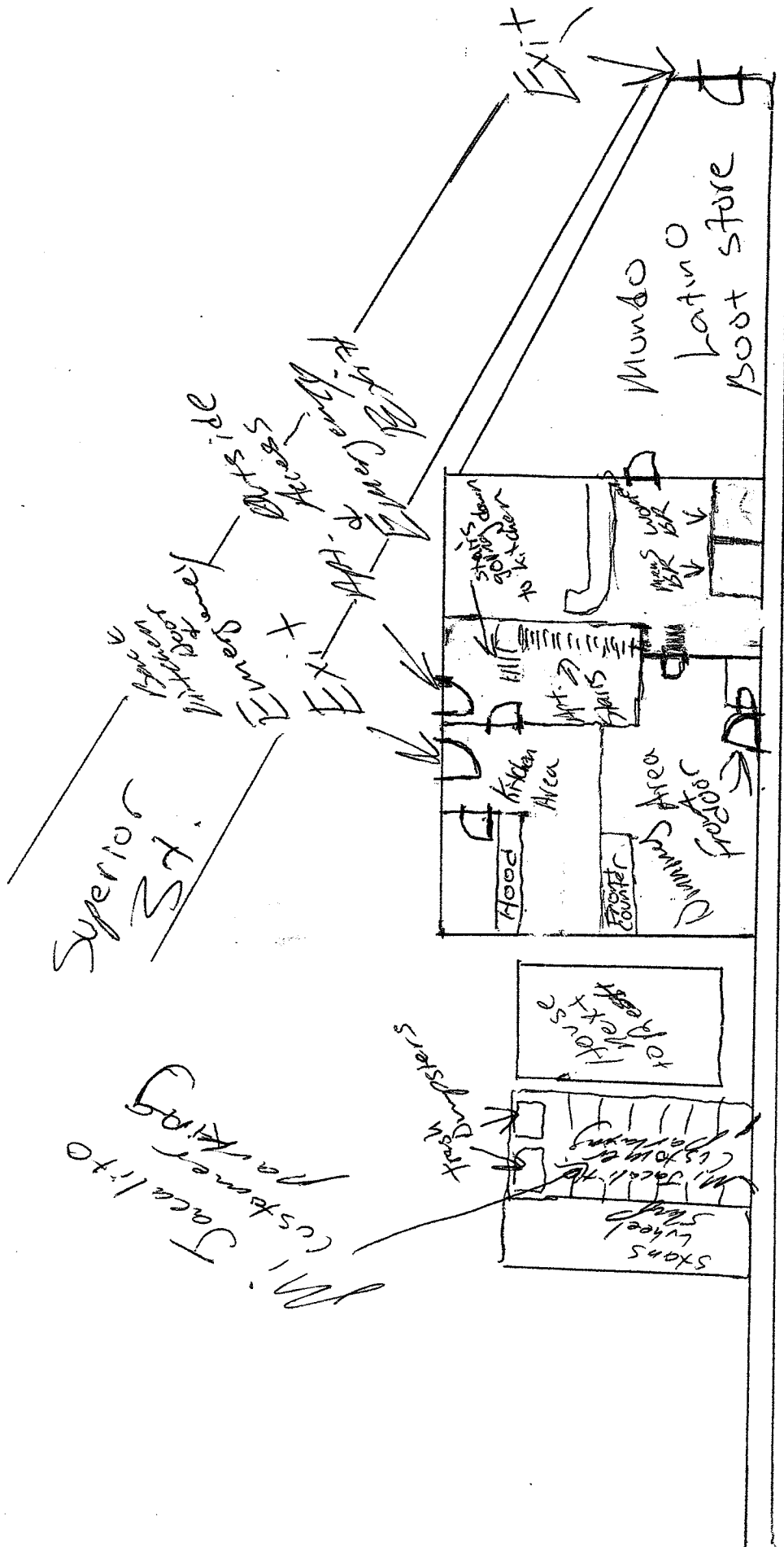
Sales Income- \$12,000  
Total Income- \$12,000

**II. Expenses**

Estimated Cost of Stock-in-trade, Including but not limited to beer, Wine, and liquor, food products, And non-alcoholic Beverages and Paper products	\$3500.00
Premises Liability Insurance	225.00
Required Licenses and Permits	100.00
Business Accountant	100.00
Building Maintenance and Repair Expenses	50.00
Sanitation	100.00
Office Supplies and Misc. Supplies	30.00
Utilities (water,sewer,telephone,heat&electric)	1,000.00
Rent	1,300.00
Payroll Expense	3,000.00
<b>Projected Monthly Total Expenses</b>	<b>\$9405.00</b>
<b>Projected Monthly Net Ordinary Income</b>	<b>\$2595.00</b>

Superior  
St.

M. Jaccalito  
Customer King



Douglas Ave.