

**BUSINESS PLAN FOR
SANTA FE LIQUORS & GROCERY LLC
516 HIGH ST
RACINE WI, 53402**

1. Company Information

- Santa Fe Liquors & Grocery LLC is a neighborhood convenience store. It sells both alcoholic and non-alcoholic beverages as well as grocery items and tacos to go.
- Santa Fe Liquors & Grocery is located on the north side of Racine on 516 High Street, Racine, Wisconsin 53402
- Santa Fe Liquors & Grocery LLC is the trade name of the business owned by Yolanda Maldonado.
- Yolanda Maldonado lives at 2830 Lincolnwood Dr., Racine WI, 53403

2. Experience of Owner in Operating a Liquor and Grocery Store

- The owner, Yolanda Maldonado, was previously a partner at Santa Fe Liquors and has recently taken full ownership rights. Santa Fe Liquors has been in business as a liquor store 15+ years. It was purchased from Clifton Stegman who previously ran the store as Stegmans Liquor & Grocery.
- The owner, Yolanda Maldonado, has been an involved member in running the business. Through her leadership Santa Fe has experienced a 4% annual growth rate since 2010.

3. Operation and Marketing Plan for Santa Fe Liquors & Grocery LLC

- **Goods sold:**
 - i. Santa Fe Liquors & Grocery LLC will sell liquor, beer, wine, soda and other non-alcoholic beverages, as well as tacos to go, snacks and groceries to its customers
 - ii. An estimated 20% of sales will be generated from food sales, while 80% will be generated from Liquor and Grocery sales.
- **Hours of Operation**
 - i. Santa Fe Liquors & Grocery LLC will open for business Monday through Saturday from 7:00AM until 9:00PM
 - ii. Santa Fe Liquors & Grocery LLC will open for business on Sundays from 7:00AM until 7:00PM
- **Advertising**
 - i. Santa Fe Liquors & Grocery LLC has experienced growth through word of mouth advertising. The tacos to go have also experienced growth through promotional sampling. The clientele is primarily African American and Hispanic.
 - ii. Santa Fe Liquors & Grocery LLC also utilizes the yellow pages and Facebook to advertise to potential customers.

4. Customer Parking for Santa Fe Liquors & Grocery

- Santa Fe Liquors & Grocery LLC has private parking to the east side of the property which can accommodate four vehicles. There is also public parking directly in front of the store.

5. Equipment and Supplies for the Operation of Santa Fe Liquors & Grocery LLC

- Equipment presently Owned:
 - i. Ten Coolers
 1. Walk-in cooler
 2. Five beverage coolers
 3. Two ice coolers
 4. One ice cream cooler
 5. One produce cooler
 - ii. Restaurant Equipment
 1. One range
 2. One hood
 3. Two refrigerators
 4. Knives
 5. Pots and Pans
 6. Two Tables
 - iii. General Equipment
 1. One Cash Register
 2. Three rows of shelving for product
 3. Office furniture
 4. Maintenance Equipment and Supplies:
 - a. I, Yolanda Maldonado, have a shovel and snow blower for snow removal, brooms, mops, vacuum, buckets and other related equipment and supplies to meet the maintenance and janitorial needs inside the premises and to maintain the outside of the premises during the year.

6. Beer and Liquor Supplies

- Upon approval, we will continue to purchase beer and liquor supplies from approved and licensed suppliers within the city including; CJW Distributors, Beechwood Sales, and Badger Liquor. I, Yolanda Maldonado, will purchase normal supplies used in the operation of the store including liquor, malt beverages, soda, snack foods, water, and other normal supplies used in operating the liquor store.

7. Pre Paid Insurance by Yolanda Maldonado for Santa Fe Liquors & Grocery LLC

- Yolanda Maldonado has contacted Mario Martinez at Mario Martinez Insurance Agency to obtain a quote for liability insurance for Santa Fe Liquors & Grocery.

- Based on the current insurance, insurance premiums are expected to be approximately \$2,000 annually.
- Yolanda Maldonado, if requested, will provide written evidence to the City Clerk for the city of Racine, Wisconsin, that liability insurance is in effect prior to Santa Fe Liquors & Grocery renewing its license.

8. Sign

- There is currently a sign installed with the words Santa Fe Liquors & Grocery. Cold Beer, Wine, Soda and Tacos to go. The sign is approximately 4 ft by 2 ½ ft.

9. Floor Plan

- There is currently one entrance for the premises that customers can use to enter the premises.
- There is storage in the basement for excess liquor and beer inventory.
- The business premises are on 516 High St, Racine, WI.
- The owner, Yolanda Maldonado, can provide an updated floor plan upon request.

10. Business Bank Account

- The business bank account for Santa Fe Liquors & Grocery will be at Tri City National bank. The current balance in the account is \$8,000.

11. Building

- The building at 516 High St, Racine WI is currently owned by Yolanda Maldonado. The building also has a rental unit above the store.

12. Federal Employer I.D. Number

- Santa Fe Liquors & Grocery has been issued a Federal Identification Number of 32-0365858

13. Wisconsin Business Tax Registration Number

- The business currently has a Wisconsin Tax Registration Number of 1023276105

14. Building Inspection

- The premises located at 516 High St, Racine WI has previously been inspected by the City of Racine building department and has passed the inspection
- The owner, Yolanda Maldonado, will be available for and can obtain another inspection upon request.

15. City Health Inspection

- The premises have also been inspected by the Department of Health for the City of Racine.

- The owner, Yolanda Maldonado, will be available for and can obtain another inspection upon request.

16. Security

- There is a surveillance system currently installed on the premises. The surveillance system is also connected to an alarm system.

Concluding Statement by Owner

Santa Fe Liquors & Grocery LLC is a LLC owned by Yolanda Maldonado. It is a small neighborhood liquor and grocery store. Yolanda was previously a partner for the business previously run at the same location. She has now taken full ownership. The request for a license is driven by requirements for a new application with the change in ownership.

Yolanda Maldonado has been a resident of Racine for the past 30 years.

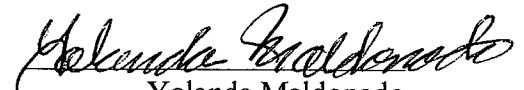
Yolanda Maldonado owns her home a 2830 Lincolnwood Drive, Racine, Wisconsin. It has an estimate fair market value of \$103,000. She currently holds equity in the property.

Yolanda Maldonado owns the building at 516 High St. Racine, WI. This property is home to the business. She also holds equity in this property.

Yolanda Maldonado owns substantial property and has no criminal record. Yolanda Maldonado is a proper person to be granted a license to operate Santa Fe Liquors & Grocery LLC by the City of Racine, Wisconsin.

Dated this 2nd day of May, 2013.

Respectfully Submitted,



Yolanda Maldonado
2830 Lincolnwood Dr.
Racine, Wisconsin 53403
(262) 554-2411

Santa Fe Liquor & Grocery LLC
Projected Profit & Loss
for 2013

Ordinary Income	Annual	Monthly
Ordinary Income	\$ 480,103	\$ 40,009
State Sales Tax	\$ 21,811	\$ 1,818
Net Sales	\$ 458,292	\$ 38,191
Cost of Goods	\$ 359,551	\$ 29,963
Gross Profit	\$ 98,741	\$ 8,228
Expenses		
Advertising & Promotion	\$ 1,783	\$ 149
Bank Service Charges	\$ 338	\$ 28
Contributions	\$ 367	\$ 31
Equipment Rental	\$ 561	\$ 47
Insurance Expense	\$ 1,996	\$ 166
License & Permits	\$ 1,002	\$ 84
Merchant Account Fees	\$ 6,576	\$ 548
General Supplies	\$ 1,567	\$ 131
Office Supplies	\$ 897	\$ 75
Professional Fees	\$ 450	\$ 38
Repair & Maintenance	\$ 7,085	\$ 590
Property Taxes	\$ 3,000	\$ 250
Utilities	\$ 26,120	\$ 2,177
Salaries (one cook)	\$ 15,600	\$ 1,300
Total Expenses	\$ 67,343	\$ 5,612
Projected Net Income	\$ 31,398	\$ 2,617

*Figures based on history

**Beginning Balance Sheet for
Santa Fe Liquors & Grocery**

Business Assets

Bank: Tri City National	\$	8,000
Equipment	\$	10,000
Building	\$	200,000
Truck	\$	36,000

Total Assets	\$	254,000
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Liabilities & Equity

Notes Payable	\$	32,000
Total Long Term Liabilities	\$	32,000

Total Liabilities	\$	32,000
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Equity	\$	222,000
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Total Liabilities & Equity	\$	254,000
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**Santa Fe Liquors & Grocery
2013 Projected Profit & Loss**

This profit and loss statement is based on the monthly budget and shows income and expenses for the calendar year.

Projected Ordinary Income	\$480, 103
Total Expenses	\$448,705
Net Income	\$31,398

walking cooler 14 x 9 1/2 beer

Kitchen

Dairy cooler and soda

soda cooler s

Freezer
6 x 6

beer cooler &
6 x 6

wine cooler
6 x 6

ENTRANCE
EXIT

parking

high street

Unofficial Property Record Card - Racine, WI

General Property Data

Parcel ID 04969001	Account Number 07050110
Prior Parcel ID 0250 --04-09	
Property Owner MALDONADO JESUS S + YOLANDA	Property Location 514 HIGH ST
	Property Use Com w/3 Apt+
Mailing Address 2830 LINCOLNWOOD DR	Most Recent Sale Date 05/05/1998
	Legal Reference 2756/958
City RACINE	Grantor MALDONADO
Mailing State WI Zip 53403	Sale Price 82,500
ParcelZoning B2	Land Area 3,101.0 Sq. Ft.

Current Property Assessment

Land Value 14,000	Building Value 101,000	Total Value 115,000
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Building Description

Building Style StoreW/Res	Foundation Type MS Default	Flooring Type N/A
# of Living Units 1	Frame Type MS Default	Basement Floor N/A
Year Built 1925	Roof Structure	Heating Type Basic / HW
Building Grade Fair	Roof Cover	Heating Fuel Gas
Building Condition Fair	Siding Brick Solid	Air Conditioning 0%
Finished Area (SF) 2800	Interior Walls N/A	# of Bsmt Garages 0
Number Rooms 0	# of Bedrooms 0	# of Full Baths 1
# of 3/4 Baths 0	# of 1/2 Baths 0	# of Other Fixtures 0

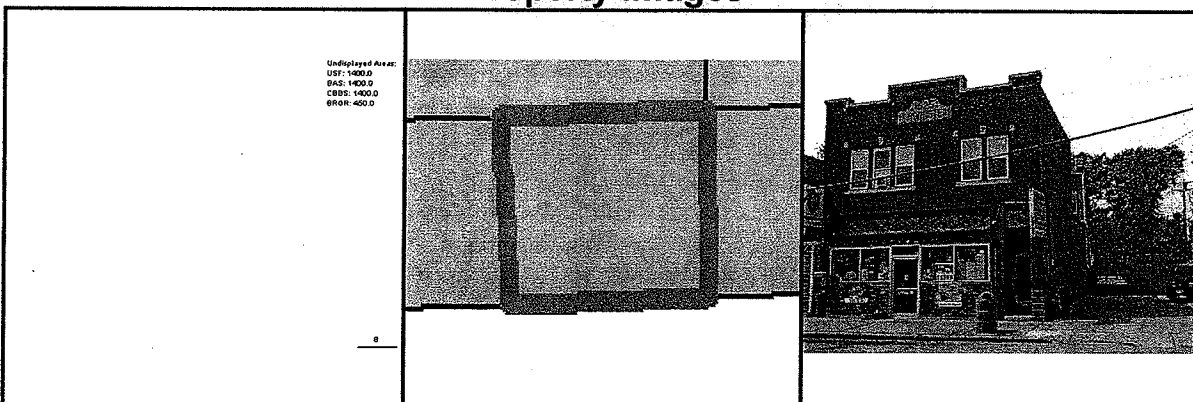
Legal Description

BLK 5 BULLERDICK'S ADD LOT 13 EXC PT DESC VOL 518 DEEDS PG 596

Narrative Description of Property

This property contains 3,101.0 Sq. Ft. of land mainly classified as Com w/3 Apt+ with a(n) StoreW/Res style building, built about 1925, having Brick Solid exterior and roof cover, with 1 unit(s), 0 room(s), 0 bedroom(s), 1 bath(s), 0 half bath(s).

Property Images



Disclaimer: This information is believed to be correct but is subject to change and is not warranted.



Santa Fe Liquors

Look for us on Facebook

516 High Street

262/632-1331

Visa or MasterCard accepted

Tacos (order of 4)

Flour tortilla or sour cream	\$.50 extra
Beans.....	\$3.60
Ground Beef.....	\$3.60
Steak.....	\$5.99
Chicken.....	\$5.59
Pork.....	\$5.99
Lengua.....	\$5.99
Chorizo.....	\$5.99
Potato.....	\$3.60

Chimichangas (Served w/rice & beans)

Ground Beef.....	\$6.29
Chicken.....	\$6.49
Steak.....	\$6.99
Pork.....	\$6.99

Tortas

Ground Beef.....	\$3.79
Steak.....	\$4.99
Chicken.....	\$4.59
Beans.....	\$3.79
Milanesa.....	\$5.19
Chorizo.....	\$5.19
Ham.....	\$4.29
Lengua.....	\$5.99
Potatoe/Bean/Egg.....	\$5.99

Nachos

Ground Beef.....	\$4.39
Steak.....	\$5.99
Chicken.....	\$5.69

Quesadillas

Steak.....	\$3.95
Chicken.....	\$3.95
Cheese.....	\$3.69

Sopes

Ground Beef.....	\$5.59
Steak.....	\$6.29
Chicken.....	\$6.19
Bean.....	\$5.59

Other

2 chiles Rellenos.....	\$6.99
(with rice and beans)	
Combo Plate.....	\$7.19
(enchilada, taco, tostada, rice & beans)	
3 Tamale Combo.....	\$5.99
(Rice and beans, LTC sourcream)	

Gorditas (2 Served w/rice & beans)

Chicken.....	\$6.19
Steak.....	\$6.49
Beans.....	\$6.19
Chorizo.....	\$6.49

Burritos

Potato.....	\$4.69
Lengua.....	\$5.99
Beans.....	\$3.19
Ground Beef.....	\$3.99
Steak.....	\$5.29
Chicken.....	\$4.69
Pork.....	\$5.29
Chorizo.....	\$5.99

Tostadas (order of 3)

Ground Beef.....	\$5.19
Steak.....	\$6.99
Chicken.....	\$6.19
Pork.....	\$6.99
Guacamole.....	\$5.99

Seviche..... \$6.19

Enchiladas (4 - served w/ rice & beans)

Ground Beef.....	\$6.39
Steak.....	\$6.99
Cheese/Onion.....	\$6.19
Chicken.....	\$6.49
Pork.....	\$6.99
Chicken w/ green sauce.....	\$6.99

Flautas (served w/guacamole)

Ground Beef.....	\$6.19
Steak.....	\$6.39
Chicken.....	\$6.29
Pork.....	\$6.39

Side Orders

Guacamole.....	\$4.19
Guacamole & Chips.....	\$4.99
Rice.....	\$1.49
Beans.....	\$1.49
Rice/Beans.....	\$1.49
Nacho Cheese.....	\$.50
Small Guacamole.....	\$.75
Pico De Gallo.....	\$2.39
Tamales.....	1-\$1.00 or 12 - \$10.00
Fries w/cheese or ketchup.....	\$1.99
Sour Cream.....	\$.50

Cuaresma (LENT) Specials in *Italic*

Thank you for your patronage!!

We are family owned and operated

CITY OF RACINE 06-11

Supplemental Application Form for ALL NEW Alcohol Establishments

Date 5-2-13

Name of Corporation/LLC/Individual _____

Address of Licensed Premise 514-516 highest 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 type="checkbox"/> Full Service Restaurant <u>1 to go</u>	<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 checked="" type="checkbox"/> Liquor Store
<input type="checkbox"/> Private Sports Club	<input type="checkbox"/> OTHER (Please List)
<input type="checkbox"/> Department Store/Drug Store	<input checked="" type="checkbox"/> <u>restaurant to go</u>
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/>

4. Hours of Operation Monday-saturday 8 AM - 9 PM Sunday 8 AM - 7 PM
 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 checked="" type="checkbox"/> Cigarette	<input checked="" type="checkbox"/> Food (Apply at the Health Dept)
<input type="checkbox"/> Gas Station (Apply at Clerk's Office)	<input checked="" type="checkbox"/> LIQUOR
<input type="checkbox"/> Other (LIST)	<input checked="" type="checkbox"/> GRACELY

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 _____

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 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 type="checkbox"/> Security	<input 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 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)

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: _____ 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.

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 May 3, 2013

Signature Yolanda Maldonado

Printed Name Yolanda Maldonado Address 2930 Lincolnwood Dr
Racine WI 53403