

**BUSINESS PLAN
FOR
"RD'S PUB & GRUB"
1201 N. MAIN ST.
RACINE WI 53402**

COMPANY INFORMATION:

RD'S PUB & GRUB is a neighborhood sports bar that will also serve non-alcoholic beverages and food cooked on site. We will also offer pre-packaged snacks and pizzas to customers.

RD's PUB & GRUB is located on the north side of Racine at 1201 N. Main St. Racine, WI 53408 *D*

RD'S PUB & GRUB is the trade name of the business which is owned by Ronald P. Dixon as sole proprietor.

Ronald P. Dixon lives at 1205 Harmony Dr., Racine, WI 3402

The owner, Ronald P. Dixon previously operated RD's Retreat located at 1630 Douglas Ave., Racine, WI from August 1993 thru April 2004.

Ronald P. Dixon is currently requesting an Operator's License and Liquor License from the City of Racine.

GOODS SOLD:

RD'S PUB & GRUB will sell liquor, wine, beer, soda and other non-alcoholic beverages as well as pre-packaged snacks and pizzas to customers. The bar will eventually have a operable kitchen to make and serve prepared menu items and sell to customers such as hot beef, hamburgers, hot dogs, soups, and other ~~fried items.~~ *convenience food.*

HOURS OF OPERATION:

RD'S PUB & GRUB will be open for business 7 days a week at 11:00 a.m. until 2:00 a.m.

ADVERTISING:

RD'S PUB & GRUB is a neighborhood tavern and most customers will frequent the bar through word of mouth from friends or family members. Since this is a sports bar, it is expected to draw the attention of sports fans. The tavern plans to participate in local events and fundraisers for charitable events.

RD'S PUB & GRUB plans to advertise on the outside billboard.

*Marquee
Extension Signage*

ENTERTAINMENT:

RD'S PUB & GRUB will offer televisions to view sporting events and has no current plan to have DJ'S or other live entertainment on a frequent basis.

CUSTOMER PARKING:

RD'S PUB & GRUB has a parking lot on the east side of the building that will accommodate approximately 15 vehicles. Street parking is also available on Main and Hamilton Streets.

BUSINESS COMPETITION:

The competitors for the customers I anticipate will be frequenting my business are:

1. Coaters, Main St. Racine, WI
2. Rhino Bar, Main St. Racine, WI

EQUIPMENT:

RD'S PUB & GRUB will be using equipment currently in the facility and owned by current owner. Racine Amusement will be providing a Juke Box, Pool Table, Dart Boards, Video Games.

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 a tavern including liquor, malt beverages, soda, assorted pre-packaged snack foods, pizza, water and other normal supplies used in operating a tavern.

INSURANCE:

RD'S PUB & GRUB will purchase liability insurance. The current owner has the other necessary and required insurances in place. Ronald P. Dixon, if requested, will provide written evidence to the City Clerk for the City of Racine, WI, that liability insurance is in effect before RD'S PUB & GRUB opens for business to the public.

SIGN:

There will be one sign, it will replace the current sign on the building but have the new business name.

BUILDING:

RD'S PUB & GRUB will be leasing the building for \$3500 per month from the current owner Dave Popoff.

FEDERAL ATF NUMBER and EMPLOYER ID NUMBER and WI BUSINESS TAX REGISTRATION NUMBER:

Ronald P. Dixon will be applying for and paying fees for upon approval.

BUILDING INSPECTION and CITY HEALTH INSPECTION:

Can be done upon approval.

CONCLUDING STATEMENT BY OWNER:

RD'S PUB & GRUB is a ^{LLC}~~sole proprietorship~~ owned by Ronald P. Dixon. It is a small neighborhood tavern that will provide entertainment via televisions of sporting events. It will also be a place for charitable events to be held and will participate/sponsor other charitable events in the city.

Ron has been a resident of Racine, WI his entire life.

Respectfully Submitted,



Ronald P. Dixon
1205 Harmony Dr.
Racine, WI 53402

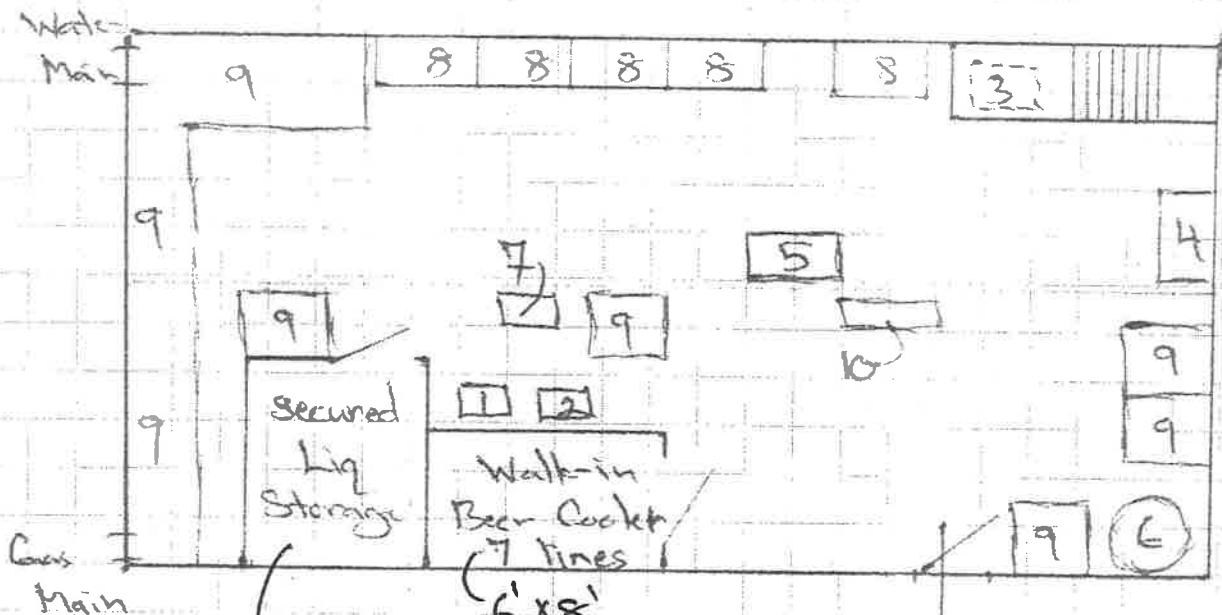
George's Tavern

1201 N. Main

Basement layout / Floor plan



North Main Street



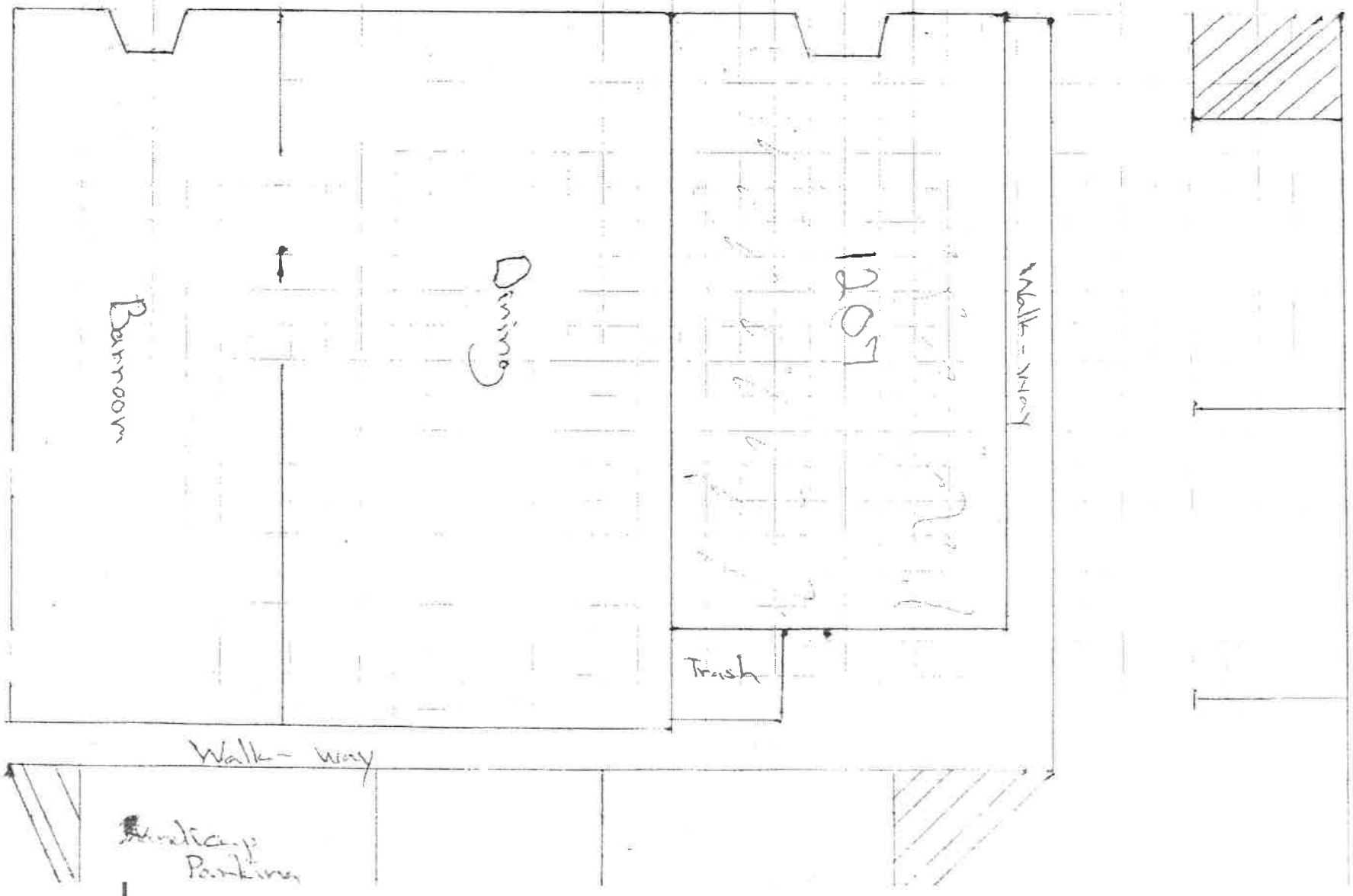
- Key
- 1 walk-in compressor
 - 2 remote cooler com
 - 3 display cooler com
 - 4 chest freezer
 - 5 ice machine
 - 6 hot water heater
 - 7 post mix soda sy
 - 8 modular shelving
 - 9 skid storage
 - 10 marquee letter shelf / storage

8' x 8'
~64 sq ft
Liq storage

6' x 8'
~48 sq ft
walk-in cooler

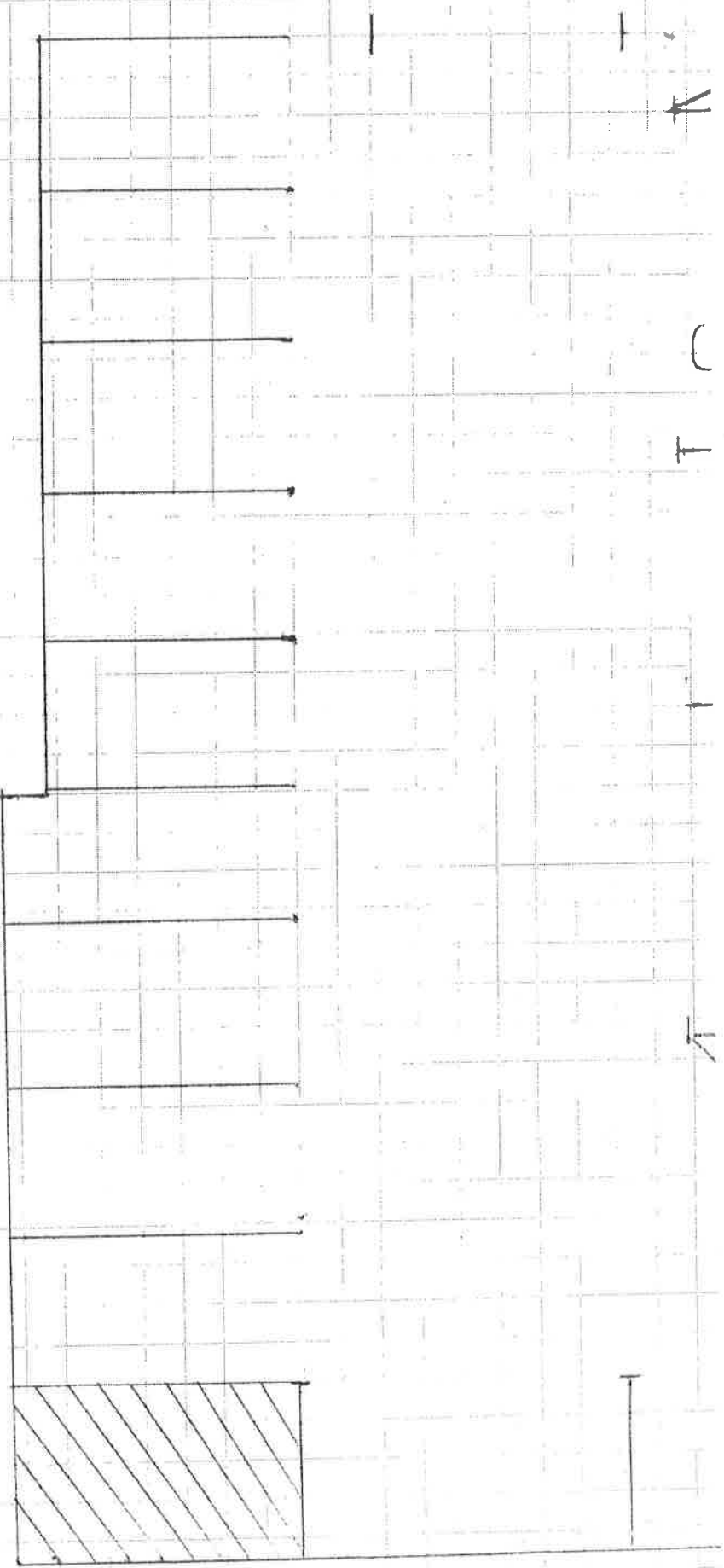
Hamilton Street

1/8" = 1'
APPROX



Georget's Tavern
1201 N Main
Lot Plan

3/32" = 1'
approx



George's Tavern

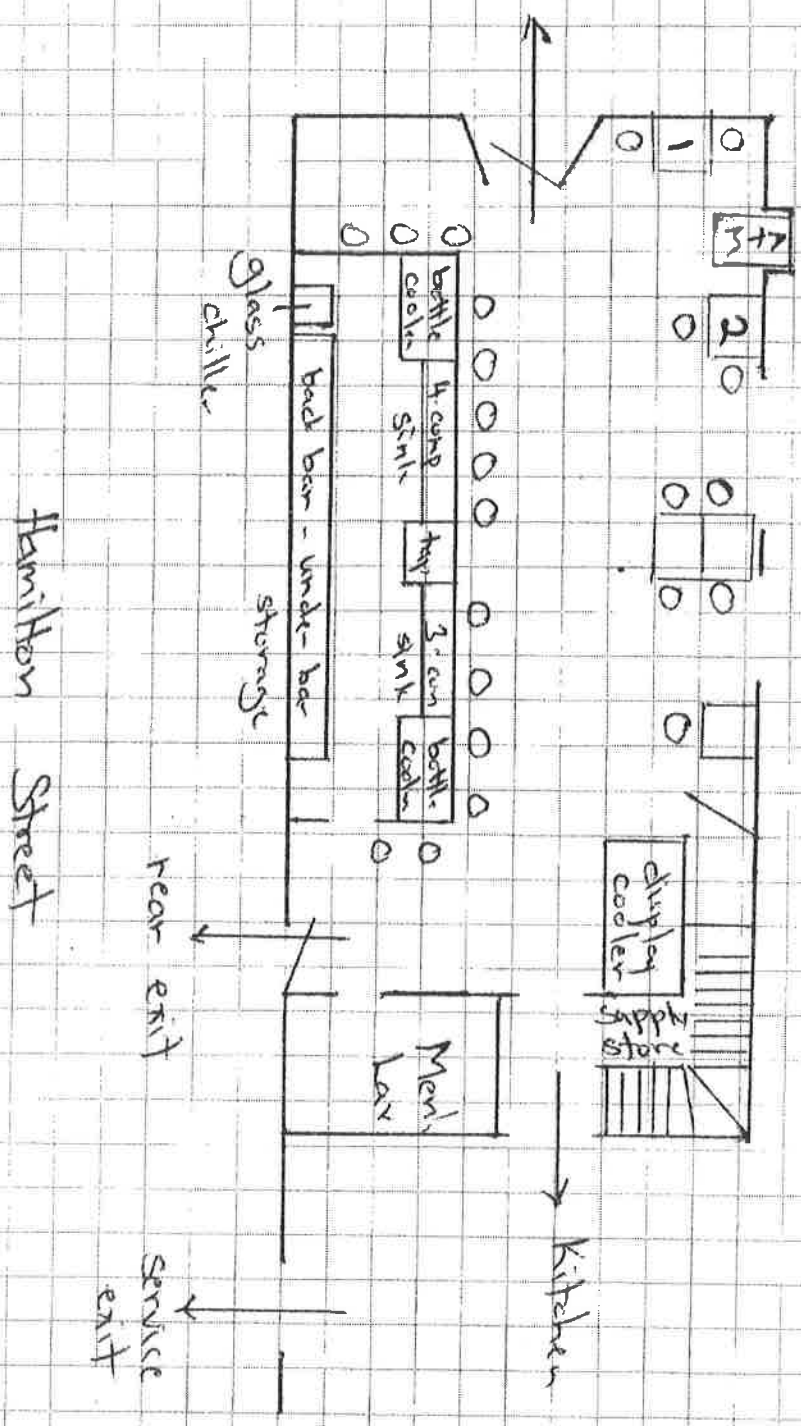
1201 N Main Street

Barroom layout / Floorplan



North Main Street

Front Entrance



notes:

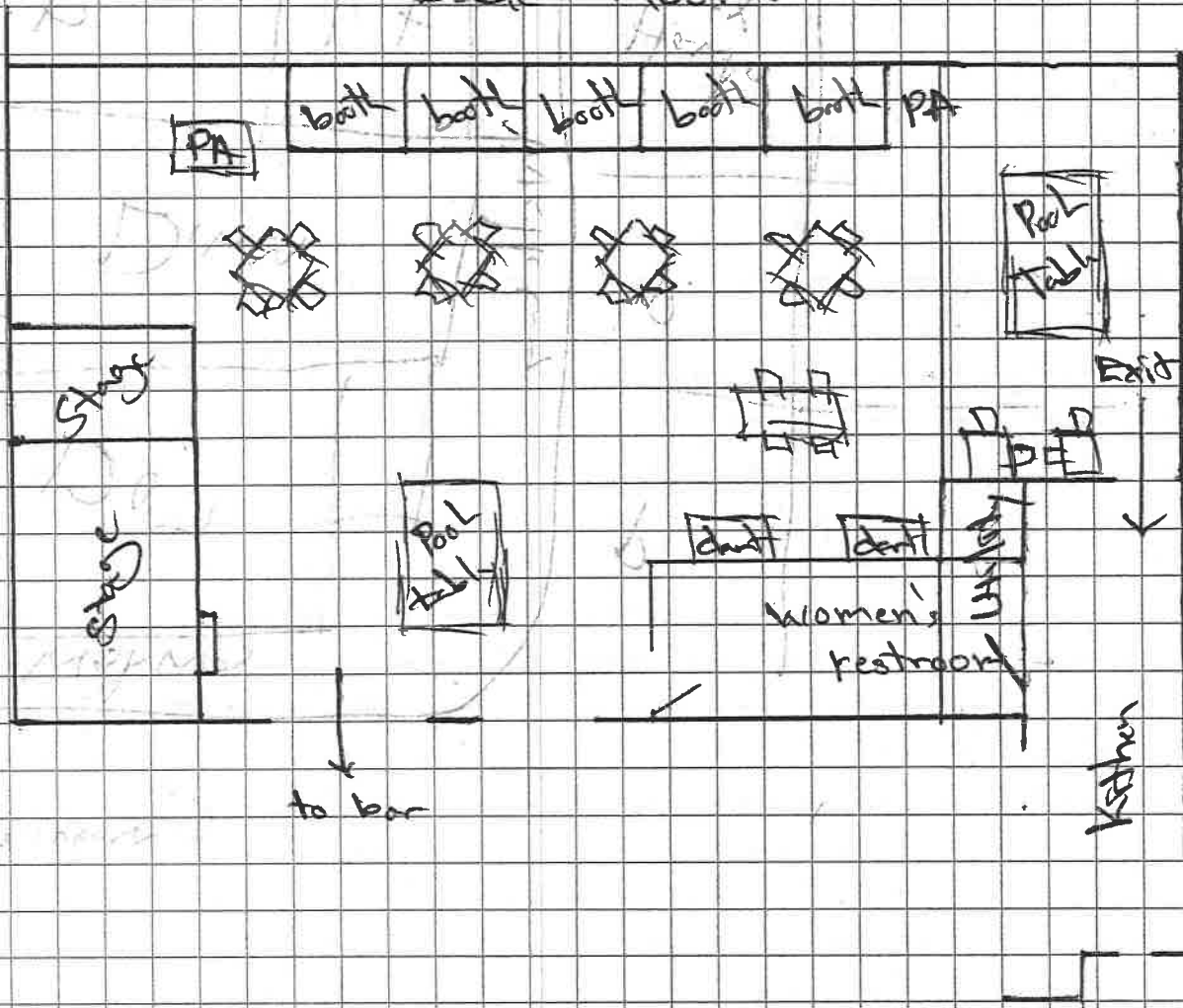
A) bar room tables numbered 1-2-2 have been re-placed with video machines

1/8" = 1' approx

George's Tavern

1201 N Main

Back Room



ROAD

N. CHATHAM

54

N. MAIN

HAMILTON

SCOTT WOOD HEATING CO.

