

BUSINESS NAME: TOAD HALL

BUSINESS ADDRESS: 611 WISCONSIN 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.

MONDAY - FRIDAY 4 PM - 2 AM SATURDAY 11 AM - 2:30 AM SUNDAY 10 AM - 10 PM

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: 66% ALCOHOL / 33% FOOD

4. Type of Alcohol

Beer
 Beer and wine Hard liquor as well as beer and wine

5. Drink Specials

Will drink specials be offered? yes no If yes, what kind of drink specials?
HAPPY HOUR 4-6 PM SUNDAY THROUGH FRIDAY (\$1 OFF DRAFT BEER)

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:

BARTENDERS AND SERVERS ARE RESPONSIBLE FOR VERIFYING THE AGE OF PATRONS

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

BARTENDERS AND SERVERS ARE RESPONSIBLE FOR THE SAFETY OF PATRONS

9. Parking access/security

Please describe your parking arrangements. STREET PARKING

* NOTE: You may attach additional pages if necessary.

CITY OF RACINE

Supplemental Application Form for new Alcohol Establishments

Date 5/19/11

Name of Corporation/LLC/Individual CRAZY TOWN, LLC

Address of Licensed Premise 611 WISCONSIN 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 checked="" 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 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 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 checked="" type="checkbox"/> Snacks/Appetizers	<input type="checkbox"/> Catered Events
<input checked="" type="checkbox"/> Full Meals -Hours of Food Service. From _____ To _____ (attach additional sheets)	

CITY OF RACINE

Supplemental Application Form for new Alcohol Establishments

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 _____
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 checked="" type="checkbox"/> Hired Maintenance
<input type="checkbox"/> Building owner responsibility	<input 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 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

CITY OF RACINE

Supplemental Application Form for new Alcohol Establishments

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.

CITY OF RACINE

Supplemental Application Form for new Alcohol Establishments

IF YOU LEASE THE BUILDING, ANSWER THE FOLLOWING QUESTIONS:

Have you signed the lease? Yes No

Date lease begins: April 2011 Expires March 2013

Monthly Rental: \$ 2000.00

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) 2

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.

load hall

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 checked="" type="checkbox"/> Classic Rock	<input type="checkbox"/> Country
<input type="checkbox"/> Easy Listening	<input type="checkbox"/> Contemporary R&B	<input checked="" 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"/> ADULT ALTERNATIVE
<input checked="" 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 checked="" 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. CS (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 JUNE 14, 2011

Signature _____



Printed Name

COREY SZAWYC

Address

711 MELVIN AVE

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.

1. Company Information

Toad Hall will be the new name of the former tavern known as Shillings. Toad Hall will continue the same business model as Shillings, being a full service restaurant and bar and catering to an upscale clientele.

Toad Hall is located at 611 Wisconsin and is owned by Corey Szaryc and Jaimie Utley as members of Crazytown, LLC of 711 Melvin Ave Racine, WI. Both members have over ten years of experience in restaurant and bar service and management. Ms. Utley has worked at the Racine Chancery for 10 years and has served as the bar manager for both the Chancery and Friki Tiki the last three. Mr. Szaryc has worked at several restaurants in the area, as well as in Virginia, including holding the position of General Manager of both the Racine Chancery and The Boathouse in Kenosha. Mr. Szaryc has been the Head Bartender at Shillings for the last three years and is acutely aware of the challenges and nuances of this location.

While the name of the location is to be changed, the members of this partnership have no desire to change the general atmosphere of this long standing tavern location. Toad Hall will continue to serve an array of beers from around the country and the world to the current clientele seeking a fun and relaxed atmosphere.

2. Marketing

Toad Hall will offer a new menu, different from the ethnic food of the former Shillings. Toad Hall's menu is centered around pub friendly fare, centering on unique burgers and sandwiches, as well as a selection of appetizers and entrees. Mr. Szaryc and Ms. Utley are keenly aware that this location comes with a large number of loyal clientele, and have no desire to alienate this base, but also wish to attract more people to this location who may have been turned off from the previous menus and atmosphere.

Due to the small size of the business, there is little room in the budget for major advertising. Toad Hall plans to advertise in the local publication Scene262 as well as group opportunities provided by the Downtown Racine Corporation and the Wisconsin Tavern League. Toad Hall will also utilize social media such as Facebook to provide subscribers with information. All other marketing will be done in house through signs, table tents, and menus.

Toad Hall will continue the same pricing schedule as the former Shillings, which remains higher than the average downtown establishments. The members feel this is the best way to keep only discerning patrons returning on a regular basis, and to maintain the established atmosphere that has served this location for many years. Our service staff will be uniformed in shirt and tie, music played in the establishment will be maintained at a reasonable level with appropriate satellite music, and products served will be of the highest quality. We will continue the policy of not serving energy drinks as we believe it encourages binge drinking and trouble.

3. Finances

Toad Hall will be renting the space at 611 Wisconsin Ave from the former license holders, Michael and Maureen Carmody of Carmody Properties. The lease is for a two year term with the option to extend. The terms of the lease are a monthly rental payment of two thousand dollars which includes use of the first floor tavern and kitchen area as well as the basement. The lease allows the members of Crazytown, LLC use of all current equipment located on premises which includes the following:

- (1) Two bottle coolers located behind the bar
- (2) One draft beer cooler also behind the bar
- (3) One stove
- (4) Two double basket fryers
- (5) One salamander
- (6) One grill
- (7) One sandwich prep table cooler
- (8) Two prep coolers, one small one door, one large two door
- (9) One cash register
- (10) One credit card processing machine
- (11) One Keg cooler in basement
- (12) Two large two door refrigerators (in basement)
- (13) One small one door refrigerator (in basement)
- (14) Two large chest freezers (in basement)
- (15) One ice machine
- (16) All dishes, flatware, glassware, and cooking utensils on premise
- (17) Six booths, each seating four people
- (18) Three tall tables, each accommodating two to three people
- (19) Twelve bar stools
- (20) Three televisions

The dishwashing machine is currently rented from Ecolab. All recyclables are removed from the premises by Waste Management once per week. Trash is removed once per week by the City of Racine per previous arrangement with former ownership. All vent hoods are cleaned and maintained by Facilitec.

Terms of the lease require permission from Carmody Properties for any changes to the physical location. Carmody Properties has agreed to allow Crazytown, LLC to change the name of the establishment as well as the awning, exterior paint, as well as updating the light fixtures. These are the only changes to the physical property immediately planned for the location.

Terms of the lease that apply to the sale of the building state that should any new ownership desire to terminate the lease with Crazytown, LLC for the purposes of opening a tavern under new ownership, Crazytown, LLC will have no longer than 120 days to vacate the property.

The premises are currently insured with Wilson Mutual insurance through agent Mike Graham of Graham Insurance 5200 Washington Ave suite 116 Racine, WI. Wilson Mutual provides Crazytown, LLC with Business and Workers Compensation insurance.

Crazytown, LLC maintains a business banking account with Chase Bank 500 Wisconsin Ave Racine, WI and currently maintains a balance in excess of \$10,000.

Crazytown, LLC is registered as an LLC in the state of Wisconsin as EID C078422 and with the U.S. Department of the Treasury as EIN 27-4269657. Crazytown, LLC has acquired a Sellers Permit with the Wisconsin Department of Revenue #456-1027170815-03.

4. Operations

Toad Hall will be managed by the members of Crazytown, LLC, Mr. Szaryc and Ms. Utley, who will be on premise 6-7 days a week. Mr. Szaryc will maintain his schedule as Head Bartender, working 4-5 shifts per week.

Planned hours of operation are:

Monday – Thursday 4pm to 2am

Friday 4pm to 2:30am

Saturday 11am to 2:30am

Sunday 10am to 10pm

Toad Hall will retain all employees previously employed by Shillings, both kitchen and service staff. Toad Hall currently employs two service staff members, both licensed and with many years of experience. Toad Hall will only offer future jobs to experienced and professional individuals that are interested in maintaining the high level of service demanded by the ownership and clientele.

Security is handled by the staff. As licensed and trained bartenders, all staff are vigilant in asking for identification from patrons who appear under the age of 30. Management is currently receiving an estimate for indoor and outdoor security cameras from Milwaukee Alarm Company.

5. Concluding Statement

We the members of Crazytown, LLC, Mr. Corey Szaryc and Ms. Jaimie Utley, are enthused at the opportunity to extend the tradition of fine establishments at 611 Wisconsin Ave. One of the deciding factors in taking on this endeavor was to make sure the people we served on a daily basis were not denied the existence of their favorite place. We intend to maintain the premises as a destination for the discerning guest in the tradition of not just Shillings, but the many names that this location has operated under as a fixture of Racine's downtown. We believe we bring a wealth of experience as well as a unique care for the service to the public. Those who have patronized Shillings during our tenure have expressed their enthusiasm that the location will be in good hands and we take that responsibility with no small humility.

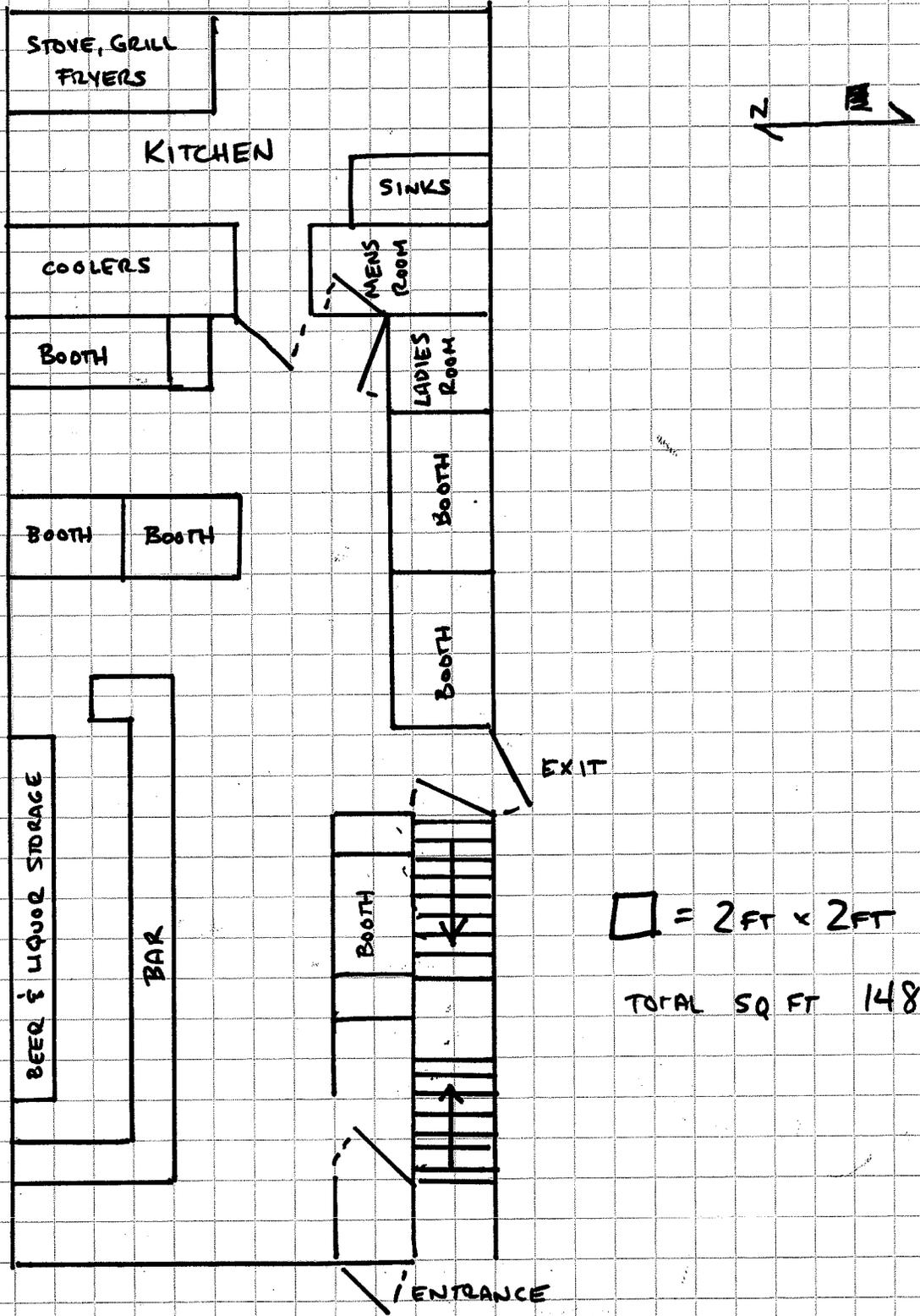
Toad Hall

Profit and Loss

Projected Monthly Budgets for 2011

I. Sales Income	\$17000.00
II. Expenses	
Cost of Product	\$8174.00
Insurance	\$234.00
Licenses, fees, and memberships	\$200.00
Maintenance, Repairs, and Services	\$630.00
Utilities	\$1028.00
Rent	\$2000.00
Payroll	\$3000.00
Misc. Expenses	\$230.00
Projected Monthly Expenses	\$15266.00
Projected Monthly Income	\$1734.00

CRAZYTOWN, LLC
DBA TOAD HALL
611 WISCONSIN AVE

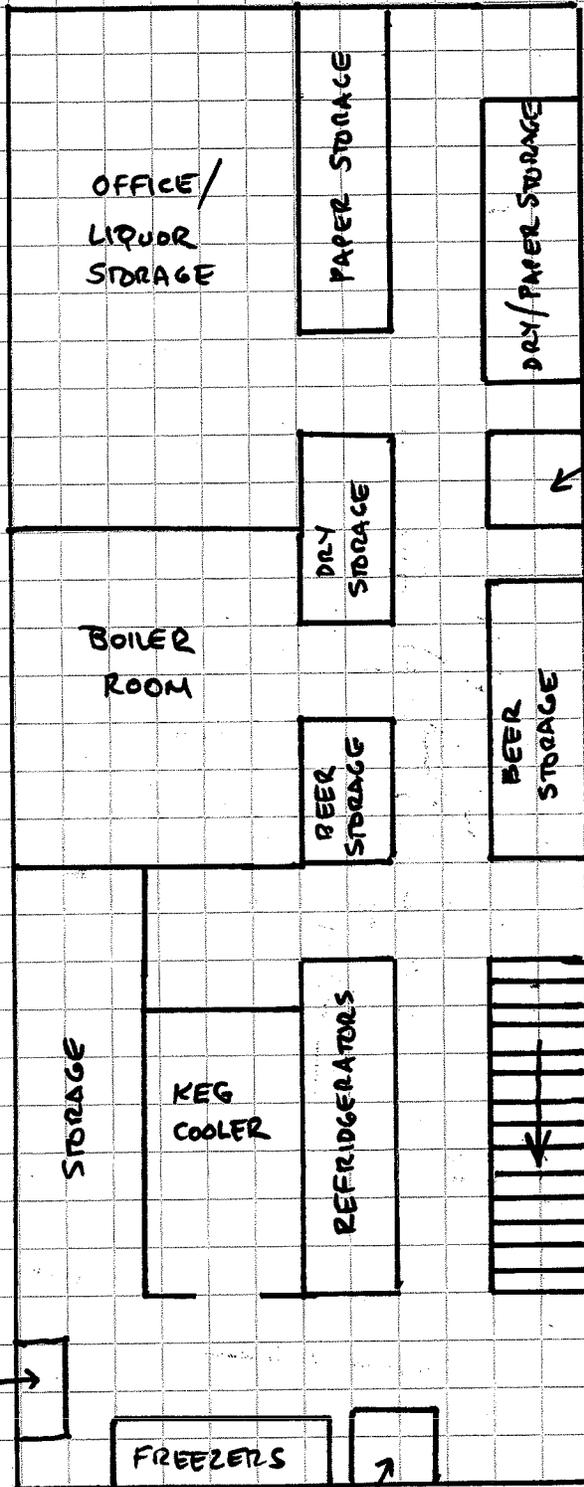


□ = 2 FT x 2 FT

TOTAL SQ FT 1488

1ST FLOOR

CRAZY TOWN LLC
DBA TOAD HALL
611 WISCONSIN AVE



□ = 2 FT x 2 FT
TOTAL SQ FT 1488

BASEMENT