



CITY OF RACINE

APPLICATION FOR CONDITIONAL USE

Department of City Development
730 Washington Ave., Rm. 102
Racine, WI 53403
Phone: 262-636-9151
Fax: 262-635-5347

NOTE: Incomplete or illegible submittals will not be scheduled for Plan Commission or Common Council Consideration.
PLEASE CLEARLY PRINT ALL INFORMATION REQUESTED BELOW. **IF NOT APPLICABLE, INDICATE WITH A "N/A" IN THE BLANK:**

APPLICANT NAME: Roots Residential
ADDRESS: STREET 1100 N Main St **CITY:** Racine **STATE:** WI **ZIP:** 53402
EMAIL ADDRESS: hr@rootsafh.com
TELEPHONE: _____ **CELL PHONE:** N/A **FAX:** 262-383-2131

AGENT NAME: Daniel M. Taylor
ADDRESS: STREET 2034 Dodge Ave **CITY:** Evanston **STATE:** IL **ZIP:** 60201
EMAIL ADDRESS: danielmtaylor@gmail.com
TELEPHONE: (262) 880-3847 **CELL PHONE:** _____ **FAX:** N/A

ADDRESS OF PROPOSED CONDITIONAL USE: 1100 N Main St. Racine, WI 53402
CURRENT / MOST RECENT PROPERTY USE: Real Estate Office
PROPOSED USE: Childcare
NUMBER OF LEGAL, ON-SITE PARKING SPACES: 30
NUMBER OF DWELLING UNITS: 3
SQUARE FEET OF BUILDING (PER FLOOR): 5000
SQUARE FEET TO BE USED FOR CONDITIONAL USE (PER FLOOR): 2,500

NUMBER OF EMPLOYEES: FULL-TIME _____ **PART -TIME:** _____
PROPOSED HOURS/DAYS OF OPERATION: 5 days/week, 24 hrs
ITEMS AVAILABLE TO CUSTOMERS BEYOND HOURS OF OPERATION (IE: ATM, VACUUM, FUEL PUMP, ETC.) none

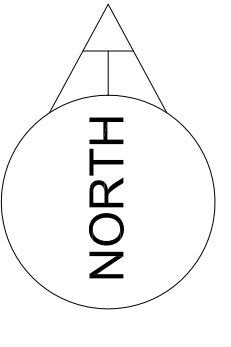
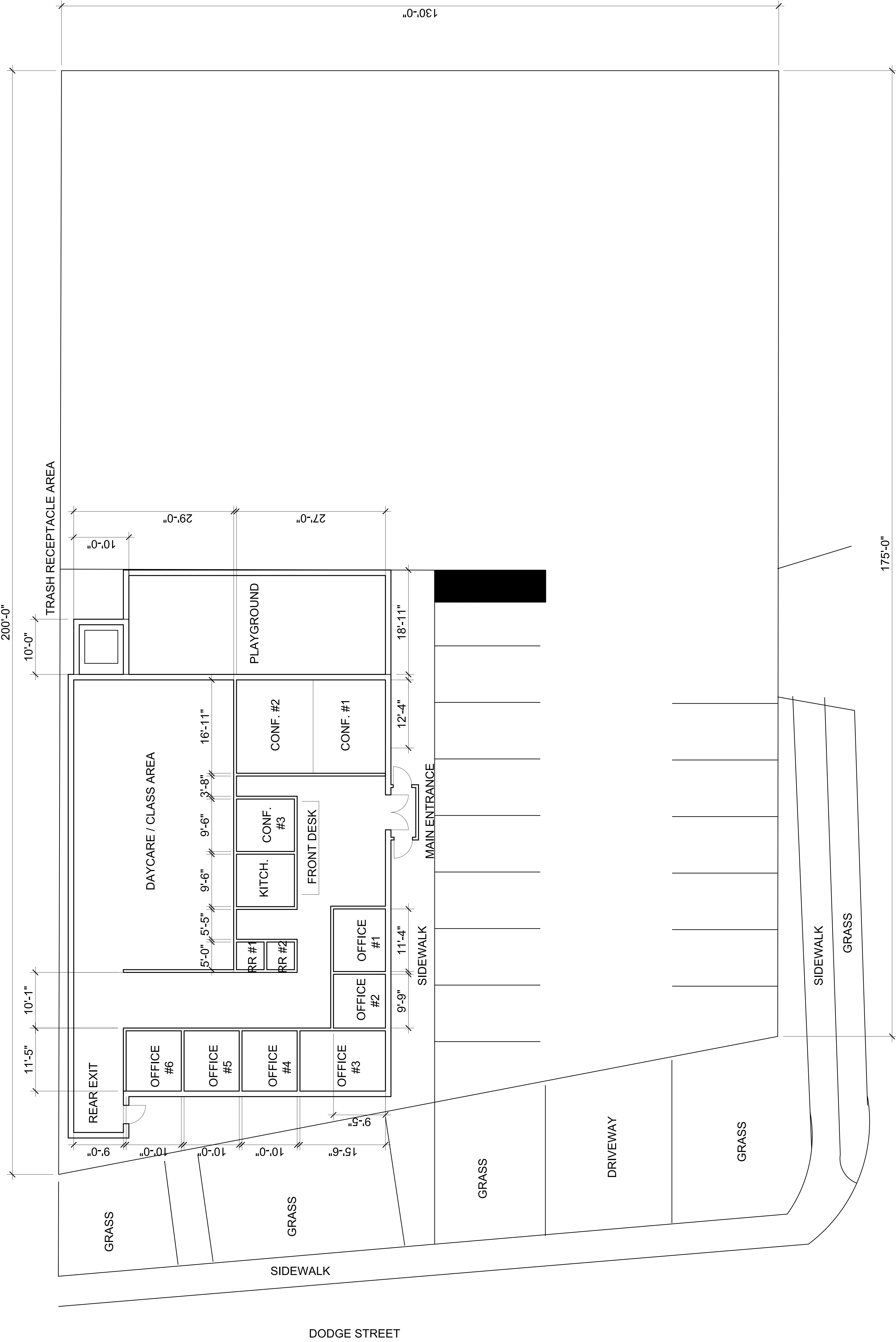
PLEASE CHECK THE APPROPRIATE BOX REGARDING YOUR INTEREST IN THE PROPERTY:
OWNER **OPTION TO PURCHASE** _____ **LEASE** _____ **LAND CONTRACT** _____ **OTHER** _____

OWNER & APPLICANT AUTHORIZATION
If you currently are not the owner of the property for which the Conditional Use is requested, the owner/s must also sign this form, or provide a separate written, dated, and signed statement that authorizes the applicant to process the request.

Applicant: **Date:** 04/04/18 **Signature:** Daniel Taylor
Print Name: D Taylor
Property Owner's Consent: **Date:** 04/04/18 **Signature:** _____
Print Name: _____

***Please submit this application and submittal requirements together with a non-refundable fee of \$695.00. If request is submitted with a rezoning request, the combined non-refundable fee is \$1,120.00.**

Go to Page 2 for Submittal Requirements...



NORTH MAIN STREET

1 1100 N. MAIN STREET - GROUND LEVEL
 1/16"=1'-0" (@ 11X17)

DODGE STREET

Executive Summary

Little Roots Child Care is a full-service child care/development facility that provides child care services to the children of employees of Roots Residential, located in Racine, WI. This mid-sized child care facility serves children from ages 4 weeks to twelve years of age and will be staffed by child care professionals trained in early learning programs and curricula. Our services are safe and secure, providing the parents with an excellent place where their children can be taken care of.

Given our team's professional training, credentials, and distinguished experience, we will offer the same quality of day care services and programs – as well as the accreditations – that the large, national chains do, but at lower more affordable prices.

We have a tentative center launch date of June 15th, 2018.

The Market

The child care market is quite competitive in the Racine area. There are over 30+ different group facilities in addition to the in home offerings.

As mentioned earlier, the market is quite competitive. Little Roots will employ two strategies to differentiate themselves. The first is a pricing structure where Little Roots' services will be priced at 5%-10% less than the larger commercial run facilities. The second differentiating effort will be benchmarked customer service. A customer-centric philosophy will be infused within the entire organization. Little Roots will spend extra money to attract and train the best employees. This is especially important because it is the employees that interact with both the children and parents and will have the best chance to impress them enough to turn them into a loyal customer as well as to be vocal in telling their friends about their positive child care experience.

Services

Little Roots offers Racine, WI an upper-end child care facility for children age 4 weeks to twelve years of age. Little Roots offers a low teacher to student ratio, custom facilities, and innovative learning programs. Little Roots hours will be a bit wider range than normal business hours to accommodate the working staff of Roots Residential, the target customer.

Two income families have children, yet both parents work. Little Roots is an innovative solution that acts as parental extensions, broadening the children's skills during the day. This is not a babysitter facility. The children are engaged throughout the day, learning new skills and reinforcing already acquired ones.

The Customers

Little Roots will be concentrating on two different target customer segments. The first is full-time Roots Residential staff members. This group is forecasted to account for 80% of Little Root's business within the first year. This group is growing at a rate of 25% and there are over 50 potential children in Racine WI that currently use alternative child care services at this time. The second group are working families and drop ins, customers who use Little Roots sporadically, whenever the need arises. This group is growing at 20% and there are 50 potential families.

1.1 Mission

Little Roots Child Care aims to offer safe and secure child care at all times. Little Roots will provide top level child care. Close personal attention to each child is essential to providing a quality experience for all children; therefore, adequate personnel will be hired to ensure each child has the proper supervision while in our care.

1.2 Keys to Success

Keys to success for the company will include:

- 1 Maintaining a reputable and untarnished reputation in the community.
- 2 Quality care.
- 3 Competitive pricing.
- 4 Flexible hours.

Company Location and Facility

Little Roots Child Care, soon to be located at 1100 N Main St. Racine, WI- a newly renovated 5,000 sq ft facility located in Racine's downtown with easy access to the beachfront , library, outdoor play area and other local activities. Little Roots will offer services 1-3rd shift, all shifts of the Roots Residential staff. The children will be exposed to a wide range of age appropriate activities including arts and crafts, theatre and dance, socialization, technology, muscle group activities, and general learning.

2.1 Company Ownership

This business will start out as a simple partnership, owned by its founders. As the operation grows, the owners will consider re-registering as a limited liability company or as a corporation, whichever will better suit the future business needs.

Little Roots is a start-up managed by Dariel Taylor in conjunction with two partners Jerodd Taylor and Antwain McIntosh owners of Roots Residential as an extension of an already existing and successful healthcare business. Dariel has extensive experience in the care industry, and has maintained an excellent reputation in this same industry. In addition to Dariel's expertise, these two partners are capable of handling the sales/management and finance/administration areas, respectively.