

Cielo

Beverages/Music/Food
In Downtown Madison

Business Plan

Cielo (Sky in Spanish) will be a bar/music venue that serves food at 118 State Street. Food offerings will be built around small plates. Think tapas-style bar food, including a couple of signature Mexican-influenced dishes like shredded turkey topped with Mole, a rich, brown sauce made from ingredients including several types of chiles, nuts, seeds, banana and unsweetened dark chocolate. Mexico is one of the top cuisine destinations in the world, and our food will reflect Mexican creativity and excellence. Imagine a shrimp taco served on a "tortilla" of thinly shaved jicama (Jerusalem artichoke). Then consider empanadas, a flaky turnover stuffed with fillings such as spicy ground beef, spinach and goat cheese, chorizo and egg, chorizo and black beans, mushroom in cream sauce. Imagine eggs over easy on *hoja santa*, or Mexican pepperleaf. Rather than a full service restaurant, we will have food pick-up at the grill area or light service to numbered tables. We will consult with restaurant experts before finalizing our menu and grill and stove set-up. Our first consultant is Mario Zelaya, kitchen manager at Amara restaurant at Hilldale.

Music supported weekend brunches will be a highlight, like Sunday Techno Brunch, with a DJ spinning soft house/techno music while diners enjoy selections from the brunch menu. Wednesday through Friday, the kitchen will operate from 4 to 9 pm. On Saturday and Sunday, we will open in the morning for brunch. There are only a few downtown/State Street restaurants offering breakfast along the State Street corridor, and the existing restaurants - Bassett St. Brunch Club and Short Stack - have lines and waits on weekends. We expect to be able to serve breakfast seekers, Farmers Market shoppers, and State Street weekend wanderers.

On Saturdays, the kitchen will remain open until 9 pm.

After 9, Cielo will feature DJs playing techno/house music, attracting the late 20, 30 and 40 year olds who are enormous fans, and who basically have few outlets in Madison to find this favorite music. One successful example of house/techno music is at Rubina Courtyard's Jams house/techno night once a month. The city of Chicago hosts many well-attended house/techno venues, jams and festivals, attracting Madison music

lovers to travel to that city to find it. This gives us confidence that this music offering will succeed in Madison.

OTHER ENTERTAINMENT

While we expect that DJs will provide music on Friday and Saturdays, we plan to fill Wednesday and Thursday evenings with other attractions and special events such as -

Mezcal tastings hosted by an expert who speaks on mezcal cultivation and production of the distilled agave beverage, along with narrated demonstrations of the making of mezcal drinks. Guests taste pure mezcal and mezcal cocktails.

Mixology - A professional mixologist pours, shakes and stirs seasonal craft cocktails for ticketed guests, explaining the science and creativity that goes into the making of each drink. Sample drinks are made for each guest.

Live performances of local bands like 90-Proof, as an example.

Salsa or other dance classes and events.

ORGANIZATIONAL PLAN

Formerly, Cielo's capacity has been 168.

Projected hiring will include kitchen manager and chef/cooks, bartenders, servers, barbacks, ID checkers and security staff.

Expected after 9 - pm Weekend staff -

1 ID checker

2 barbacks

2 security persons

4 bartenders

SECURITY PLAN

PATRONSCAN - This device is used at the door to scan an entrant's drivers license. This aids the person checking the ID to see that the person is of legal age to enter an establishment serving alcoholic beverages, but moreso, the device photographs and saves a likeness of everyone entering the restaurant/bar. The device also allows the establishment to comment on patrons, which is done when a patron has caused trouble. This information is saved, so that when the person tries to re-enter on a different night, the ID checker sees that the person has caused trouble before, and has the option of not allowing that person to enter. Furthermore, the device is connected to any other establishment in the area also using PatronsCan, and each bar or restaurant can also see notes from other establishments. This is a valuable tool for keeping people who might cause trouble from entering one's bar. It is one of the tools we will use to keep our patrons safe.

METAL DETECTING - Door personnel will scan each person who enters with a hand held metal detector concentrating on belt area, pockets, ankles and anywhere a firearm might be concealed. If a firearm is discovered, the patron is informed that it can not be carried inside. Purses will be inspected with a flashlight. Large bags and backpacks will not be allowed inside. They can be checked at the door if necessary.

CAMERAS - Up to 12 cameras will be installed in all areas occupied by patrons at Cielo. More if necessary.

TAVERN TRAINING WITH MPD - Cielo will schedule periodic Tavern Training sessions provided by Madison Police Department to keep current on policies such as ID-checking, current city policies and safety.

FOOD SAFETY - At least one person on staff, possibly more, will be certified as a ServSafe Manager, having completed the course and passed the exam provided by the Wisconsin Restaurant Association Education Foundation.

MARKETING

INSTAGRAM - Daily posts

WEBSITE - Scheduled entertainment and specials kept up to date

GREATER MADISON CHAMBER OF COMMERCE - membership and networking

WORD OF MOUTH - driven by people who've had pleasant experiences in Cielo

We can't wait to welcome you to our Cielito Lindo.

Canta, y no llores.

Cielo

a sample menu

Small Plate Open Faced Tacos - \$4

Turkey w Mole

Tender shredded turkey topped with *mole*, a rich traditional Mexican sauce based in chiles and chocolate. On a corn tortilla.

Chipotle Shrimp

Grilled shrimp drizzled with a creamy chipotle sauce, topped with crispy onion straws. On a tortilla of thinly sliced jicama.

Mushroom Heaven

Sauteed white beech mushrooms sauteed topped with red onion and Avocado. On a crisp tostada.

Grilled Chicken

Spicy pan-grilled chicken tacos topped with creamy cilantro lime sauce. On a corn tortilla.

Black Bean w Feta

Classic black bean taco with a zing of feta cheese. This one is grilled folded over and served with salsa. On a corn tortilla.

Empanadas - \$4

A flaky baked turnover with sweet or savory filling.
Served warm.

Rajas con Crema

Fire roasted poblano chiles, corn, Mexican cream and a touch of Oaxaca cheese.

Carne Molida

Ground beef and potato cooked in spiced tomato puree.

Chicken Tinga

Shredded chicken in a sauce of stewed tomatoes, chipotle chilis and onion.

Turkey and Cheese

Classic American sandwich filling served in a perfectly baked turnover.

Dressed Up Black Beans

Lightly mashed beans, chorizo and mild Mexican cheese.

Brunch

Empanadas - \$4

Scrambled Egg and Chorizo Empanada

Scrambled Egg and Ham Empanada

Seasonal Fruit and Cinnamon Empanada

Chilaquiles - \$11

Traditional dish of fried tortillas strips simmered in red or green salsa, topped with Asadero cheese. Add chicken or egg. +\$2.50.

Over Easy Eggs on Hoja Santa - \$12

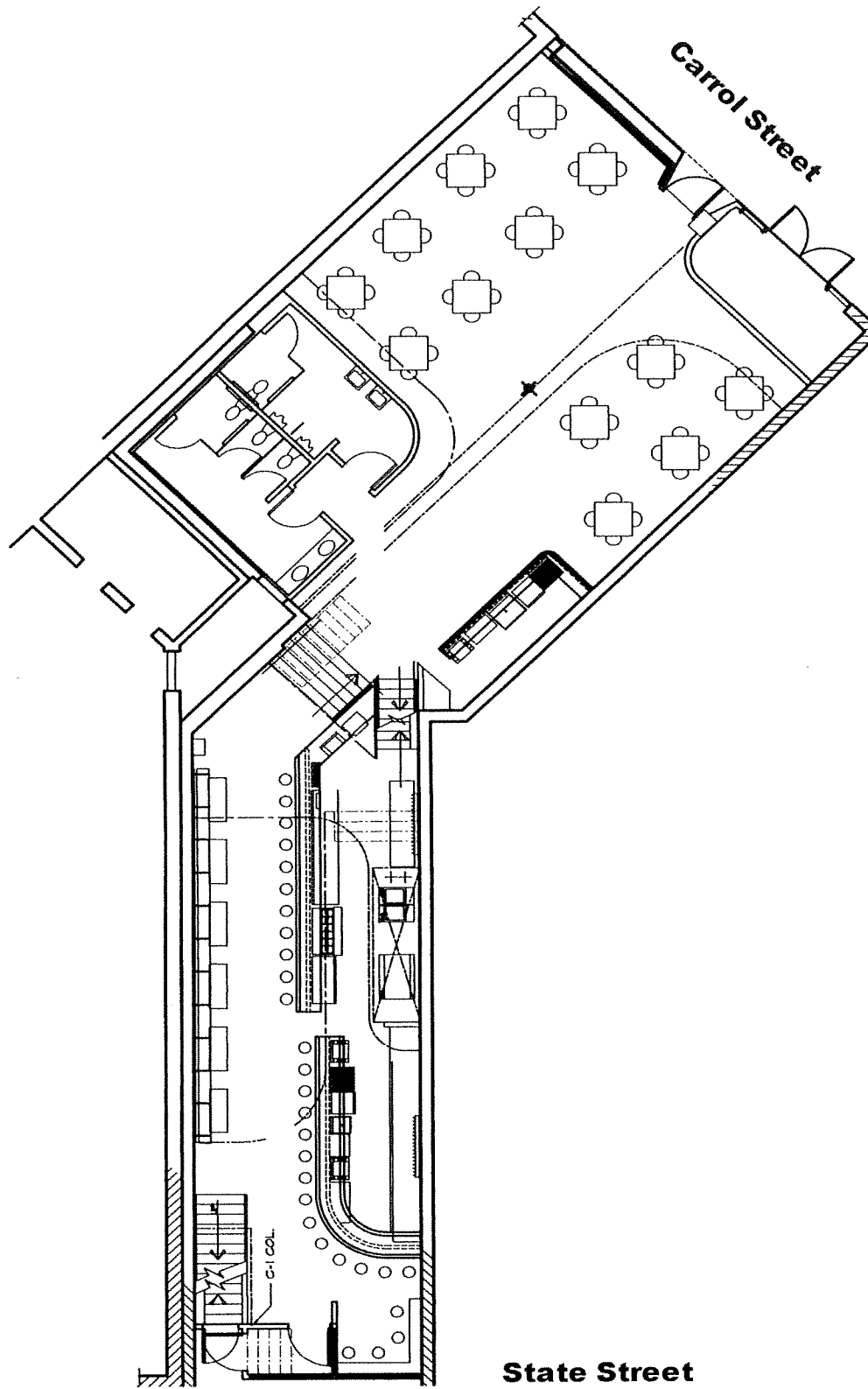
Start your day with eggs on the holy leaf. Side of pinto beans and roasted breakfast potatoes.

Breakfast Bowl - \$12

Scrambled or warm hard boiled eggs, roasted breakfast potatoes, Roasted tomatoes and spinach, avocado. Homemade tortillas.

Eggs as You Like 'Em - \$13

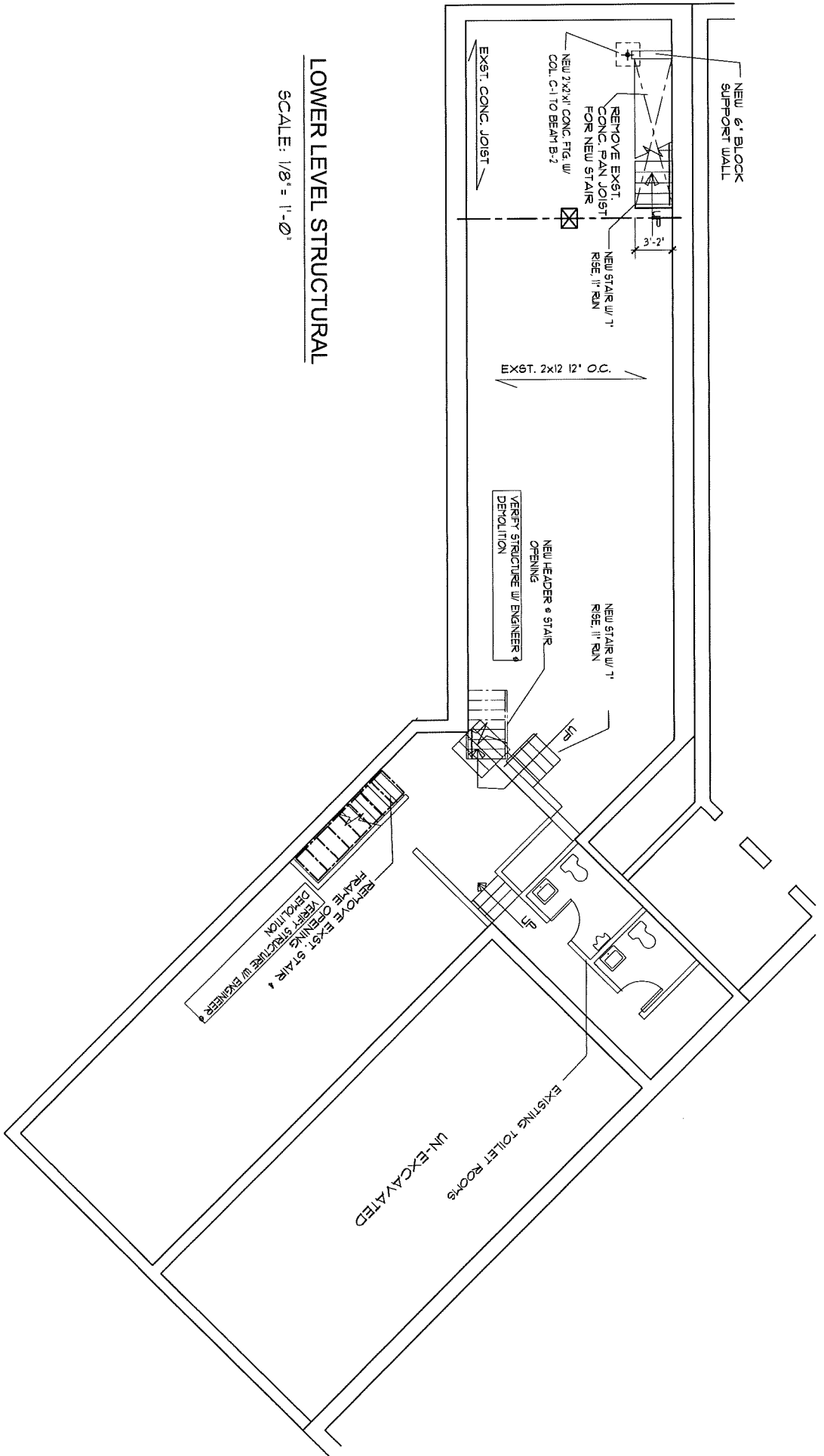
Eggs to order. Bacon or country sausage, breakfast potatoes, and dressed local greens.



Carrol Street

State Street

C-1 COL.



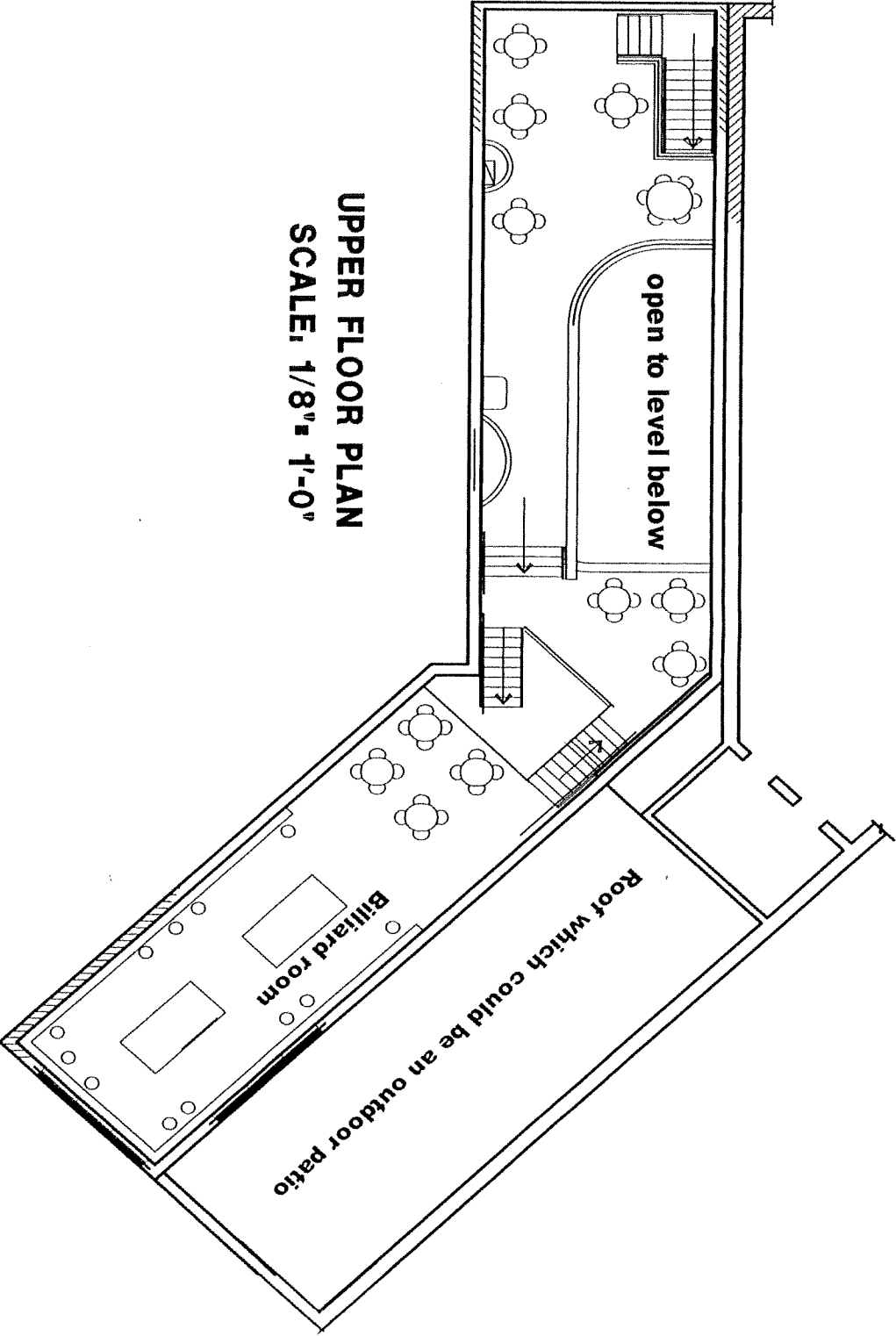
LOWER LEVEL STRUCTURAL

SCALE: 1/8" = 1'-0"

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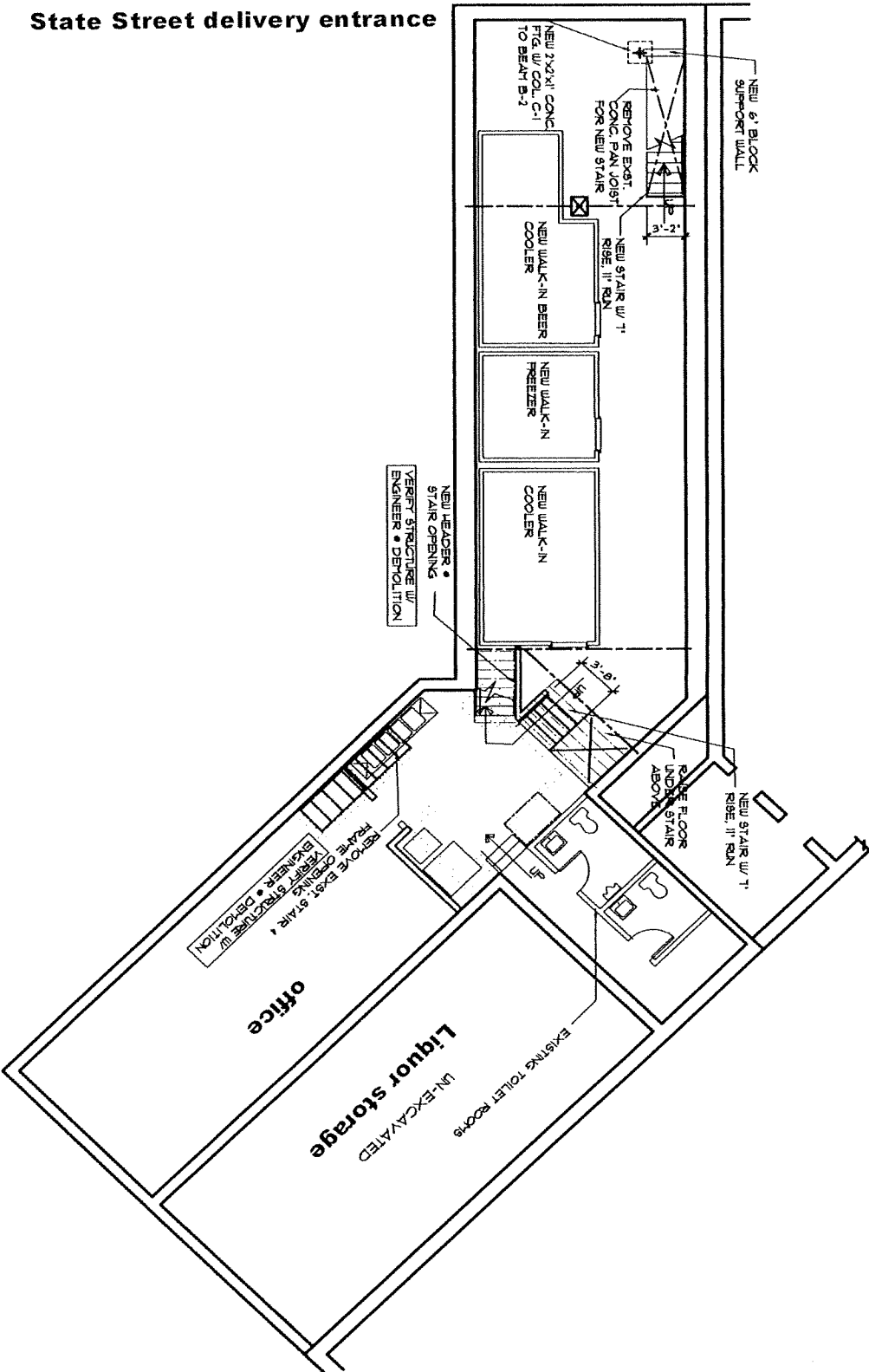
STATE BAR & GRILL
 118 LLC
 118 STATE STREET
 MADISON * WISCONSIN

DRAFTED BY JV	
CHECKED BY JV	
DRAWING STATUS	
PRELIMINARY	
PROGRESS	
REVIEW	
FINAL	
REVISION NO. - DATE:	
DATE: JAN. 11, 15	
PROJ. NO: 15033	
SHEET NUMBER	
C-2	



UPPER FLOOR PLAN
SCALE: 1/8" = 1'-0"

State Street delivery entrance



basement