

LIC 413.2011.00231

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning \_\_\_\_\_ 20\_\_\_\_ ;  
ending June 30th 2011

TO THE GOVERNING BODY of the:  Town of } \_\_\_\_\_  
 Village of } \_\_\_\_\_  
 City of } \_\_\_\_\_

County of Dane Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): My Buddies LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member <u>Member</u>	<u>Dale Wells</u>	<u>138 N Pardee St</u>	<u>Marshall, WI 53559</u>
Vice President/Member <u>Member</u>	<u>Debra Wells</u>	<u>3626 Atwood Ave</u>	<u>Madison, WI 53714</u>
Secretary/Member _____			
Treasurer/Member _____			
Agent <u>Dale Wells</u>		<u>138 N Pardee St</u>	<u>Marshall, WI 53559</u>
Directors/Managers _____			

3. Trade Name My Buddies Business Phone Number 715-497-0603  
4. Address of Premises 4325 Lien Rd Post Office & Zip Code Madison, WI 53704

- 5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No
  - 6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant?  Yes  No
  - 7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No
  - 8. (a) **Corporate/limited liability company applicants only:** Insert state WI and date 02/24/11 of registration.  
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) See Attached (entire interior of bldg, patio in NE corner, fenced volleyball area)

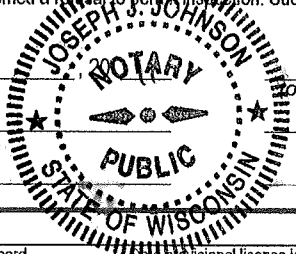
10. Legal description (omit if street address is given above): \_\_\_\_\_  
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
(b) If yes, under what name was license issued? \_\_\_\_\_

- 12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864]  Yes  No
- 13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]  Yes  No
- 14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of the license.

SUBSCRIBED AND SWORN TO BEFORE ME  
this 22 day of March

\_\_\_\_\_  
(Clerk/Notary Public)  
My commission expires 1-29-12  
Debra Wells  
\_\_\_\_\_  
Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)  
Dale A. Wells  
\_\_\_\_\_  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)  
\_\_\_\_\_  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)



### TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

21856

A-12  
8-605

## City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input checked="" type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC My Buddies LLC
2. Address of Licensed Premise 4325 Lien Rd Madison, WI 53704
3. Telephone Number: 715-497-0403 4. Anticipated opening date: 5-18-11
5. Mailing address if not opening immediately 1310 Wagner Ct Sun Prairie, WI 53590
6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate?  Yes  No
7. Are there any special conditions desired by the neighborhood?  Yes  No  
 Explain. \_\_\_\_\_
8. Business Description, including hours of operation: Restaurant and bar open to all ages. Open seven days 10am - 2am weekdays, 2:30 close Fri/Sat.
9. Do you plan to have live entertainment?  No  Yes—What kind? DJ/Karaoke, live music
10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**  
The entire interior of the building, the fenced patio on Northeast corner, and fenced volleyball area extending 120 feet to the west of the building, 120 feet North and South
11. Are any living quarters directly or indirectly accessible and under control of the applicant?  Yes  No  
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.
12. Describe existing parking and how parking lot is to be monitored. There is a very large parking lot as well as a secondary lot at 4401 Lien Rd. These will be monitored by security and staff.
13. Describe your management experience, staffing levels, duties and employee training.  
Debra - managed bakery for 15+ years, managed employees, ordering, sales etc.  
Dale - master electrician, managed whole jobsites, staffing will be 20+ employees, will have hands on training and manuals.
14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Dale Wells  
Name

138 N Pardee St Marshall, WI 53559  
Address

15. Utilizing your market research, who would you project your target market to be?

male and female 21 to 60 years of age, all classes

16. What age range would you hope to attract to your establishment? 21-60

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

Radio, television, direct mail, advertising events, food, discount cards, leagues

18. Are you operating under a lease or franchise agreement?  Yes (attach a copy)  No

19. Owner of building where establishment is located: Capitol JFK III LLC

Address of Owner: P.O. Box 44507 Madison, WI 53744 Phone Number 608-287-0267

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  Yes  No

21. List the Directors of your Corporation/LLC

Dale Wells 138 N Pardee St Marshall, WI 53559

Name

Address

Debra Wells 3626 Atwood Ave Madison, WI 53714

Name

Address

Name

Address

22. List the Stockholders of your Corporation/LLC

Debra Wells 3626 Atwood Ave Madison, WI 53714 75%

Name

Address

% of Ownership

Dale Wells 138 N Pardee St Marshall, WI 53559 25%

Name

Address

% of Ownership

Name

Address

% of Ownership

23. What type of establishment are you? (Check all that apply)  Tavern  Nightclub  Restaurant

Other Please Explain. \_\_\_\_\_

24. What type of food will you be serving, if any? \_\_\_\_\_

Breakfast  Lunch  Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your

operational menu when you open?  Appetizers  Salads  Soups  Sandwiches  Entrees

Desserts  Pizza  Full Dinners

26. During what hours of your operation do you plan to serve food? 10am - close

27. What hours, if any, will food service not be available? None
28. Indicate any other product/service offered. catering, banquets, volleyball, pool, dart leagues
29. Will your establishment have a kitchen manager?  Yes  No
30. Will you have a kitchen support staff?  Yes  No
31. How many wait staff do you anticipate will be employed at your establishment? 15-20  
During what hours do you anticipate they will be on duty? 10am - close
32. Do you plan to have hosts or hostesses seating customers?  Yes  No
33. Do your plans call for a full-service bar?  Yes  No  
If yes, how many bar stools do you anticipate having at your bar? 20  
How many bartenders do you anticipate you would have working at one time on a busy night? 3-4
34. Will there be a kitchen facility separate from the bar?  Yes  No
35. Will there be a separate and specific area for eating only?  Yes  No  
If yes, what will be the seating capacity for that area? \_\_\_\_\_
36. What type of cooking equipment will you have?  Stove  Oven  Fryers  Grill  Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  Yes  No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
50% or more
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 75%  
What percentage of your advertising budget do you anticipate will be drink related? 25%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  Yes  No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  Yes  No
-

42. What is your estimated capacity? 280

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	30 %
Gross Receipts from Food and Non-Alcoholic Beverages	70 %
Gross Receipts from Other	0 %
<b>Total Gross Receipts</b>	<b>100%</b>

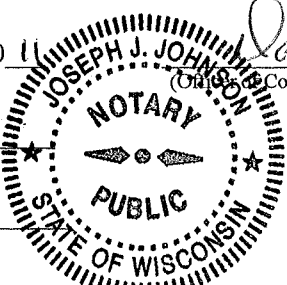
44. Do you have written records to document the percentages shown?  Yes  No  
You may be required to submit documentation verifying the percentages you've indicated.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 22 day of March, 20 11 Dale A. Wells  
(Clerk/Notary Public) (Official of Corporation/Member of LLC/Partner/Individual)

My commission expires 1-29-12



# Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

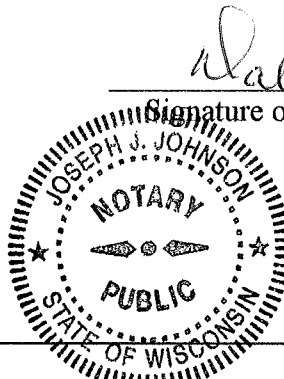
I, Dale Wells, officer/member for My Buddies LLC  
(Corporation/LLC), doing business as My Buddies, authorize and appoint  
Dale Wells (Name) as the liquor/beer agent for the premise  
located at 4325 Lien Rd Madison, WI 53704

Subscribed and sworn to before me this

22 Day of March, 20 11

Joseph J. Johnson  
Notary Public, Dane County, Wisconsin

My Commission Expires 1-29-12



To be completed by appointed Liquor/Beer Agent

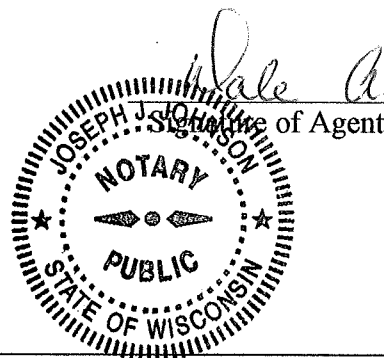
I, Dale Wells, appointed liquor/beer agent for  
My Buddies LLC (name of Corporation or LLC), being first duly sworn  
say I have vested in me, by properly authorized and executed written delegation, full authority  
and control of the premise described in the license of such corporation or limited liability  
company, and I am involved in the actual conduct of the business as an employee, or have a  
direct financial interest in the business of the licensee, therein relating to the intoxicating  
liquor/fermented malt beverage. The interest I have in the business is 25 %.

Subscribed and sworn to before me this

22 Day of March, 20 11

Joseph J. Johnson  
Notary Public, Dane County, Wisconsin

My Commission Expires 1-29-12



The appointed Liquor/Beer Agent must complete the other side of this form.

# Payment of Taxes on Liquor/Beer License Transfer

I, Dale Wells, Member My Buddies LLC, applicant for  
Name Title  
a liquor and/or beer license for the premise located at 4325 Lien Rd Madison, WI 53704, have  
Address  
read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand  
that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments  
must be paid before the Office of the City Clerk can issue said license.

Dale A. Wells  
Signature of Applicant

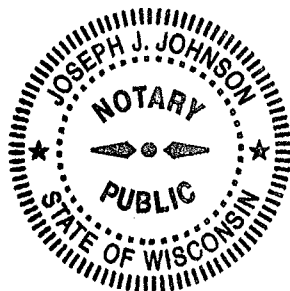
3-22-2011  
Date

Subscribed and sworn to before me this

22 day of March, 20 11

[Signature]  
Notary Public, Dane County, State of Wisconsin

My Commission Expires 1-29-12



**Transfer of Ownership**  
(letter to surrender previous license)

*To be filed with the City Clerk at the time a new application is submitted  
for a change of ownership for any liquor and/or beer establishment.*

The Class B Liquor and Beer license for the premise located at  
Class of License  
4325 Lien Rd Madison, WI 53704 will be relinquished upon the  
Street Address  
approval of the application and the issuance of the same type of license for the same  
premises to My Buddies LLC  
License Applicant

There have been no convictions for violations during the current license year, nor are  
there any pending violations against the present licensee except as follows:

\_\_\_\_\_  
\_\_\_\_\_

  
Signature of Present License Holder

03/22/2011  
Date



Sec. 183.0202  
Wis. Stats.



State of Wisconsin  
Department of Financial Institutions

**ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY**

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1.           **Name of the limited liability company:**  
My Buddies LLC
- Article 2.           **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3.           **Name of the initial registered agent:**  
Dale Wells
- Article 4.           **Street address of the initial registered office:**  
138 N Pardee St  
Marshall, WI 53559-8510  
United States of America
- Article 5.           **Management of the limited liability company shall be vested in:**  
A manager or managers
- Article 6.           **Name and complete address of each organizer:**  
Debra Wells  
3626 Atwood Ave  
Madison, WI 53714  
United States of America  
  
Dale Wells  
138 N Pardee St  
Marshall, WI 53559-8510  
United States of America
- Other Information. **This document was drafted by:**  
Derek Lowes

**Organizer Signature:**

Debra Wells

Dale Wells

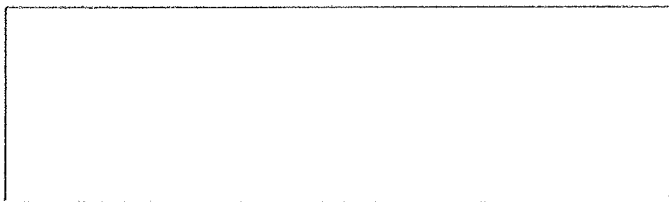
**Date & Time of Receipt:**

2/24/2011 6:39:29 PM

**Credit Card Transaction Number:**

201102242511978

**ARTICLES OF ORGANIZATION - Limited Liability  
Company(Ch. 183)**



Filing Fee: \$130.00  
Expedite Fee: \$25.00  
**Total Fee: \$155.00**

**ENDORSEMENT**

**State of Wisconsin  
Department of Financial Institutions**

EFFECTIVE DATE	
2/24/2011	

<b>FILED</b> 2/24/2011	Entity ID Number
---------------------------	------------------

M079732



WISCONSIN DEPARTMENT OF REVENUE  
 PO BOX 8902  
 MADISON, WI 53708-8902

**State of Wisconsin • DEPARTMENT OF REVENUE**

REGISTRATION UNIT  
 2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902  
 PHONE: 608-266-2776 FAX: 608-264-6884  
 EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

Letter ID: L0096553664

MY BUDDIES LLC  
 1310 WAGNER CT  
 SUN PRAIRIE WI 53590-1569



**State of Wisconsin • DEPARTMENT OF REVENUE**

Wisconsin Seller's Permit - Personal Wallet  
 Copy

Sellers Permit Number: 456-1027343388-03  
 Expiration Date: 31-Mar-2013  
 Legal/Real Name: MY BUDDIES LLC

Signature \_\_\_\_\_

**Registration Certificate**

Certificate Expiration Date: 31-Mar-2013

LEGAL/REAL NAME: MY BUDDIES LLC

This certificate confirms that you are registered with the Wisconsin Department of Revenue.  
 This certificate is not transferable.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., the wallet copy should be displayed or carried with you to various events.

You are authorized to engage in the business activity(ies) indicated for the following tax(es).

Tax Type	Account Type	Cease Date	Number
Sales & Use Tax	Seller's Permit		456-1027343388-03
Withholding Tax	Withholding Tax		036-1027343388-04



WISCONSIN DEPARTMENT OF REVENUE  
 PO BOX 8902  
 MADISON, WI 53708-8902

**State of Wisconsin • DEPARTMENT OF REVENUE**

REGISTRATION UNIT  
 2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902  
 PHONE: 608-266-2776 FAX: 608-261-6248  
 EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

MY BUDDIES LLC  
 1310 WAGNER CT  
 SUN PRAIRIE WI 53590-1569

Letter ID: L2042710720  
 Batch Index: 1081600512-70

Wisconsin Department of Revenue  
 Seller's Permit

LEGAL/REAL NAME: MY BUDDIES LLC  
 BUSINESS NAME:  
 4325 LIEN RD  
 MADISON WI 53704-3608

The seller whose name appears above is authorized to engage in the business of selling tangible personal property and taxable services at the location shown. This permit is not transferable and is not valid at any other location. This permit must be conspicuously displayed at the place of business for which issued. Return this permit to the Department if you discontinue sales of taxable property and services at this location.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., this permit should be displayed or carried with you to the various events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1027343388-03


# WISCONSIN SELLER / SERVER CERTIFICATION

**Trainee Name:** Dale A Wells

**Date of Completion:** 03/21/2011 17:30 CST

**School Name:** Learn2Serve

**Certification #:** WI 1884660

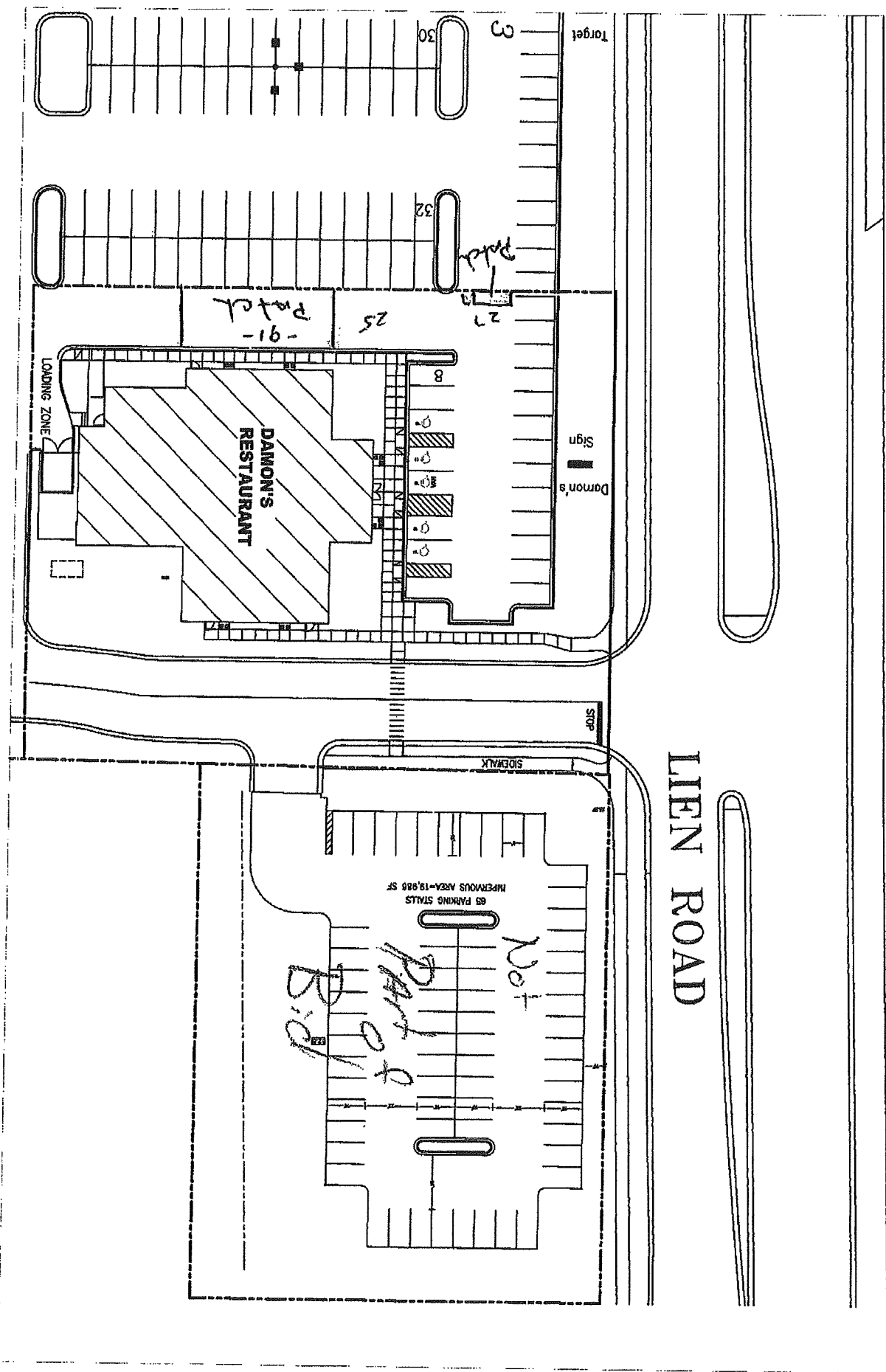
I, 

certify that the above named person  
successfully completed an approved  
Learn2Serve Seller/Server course.

COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66

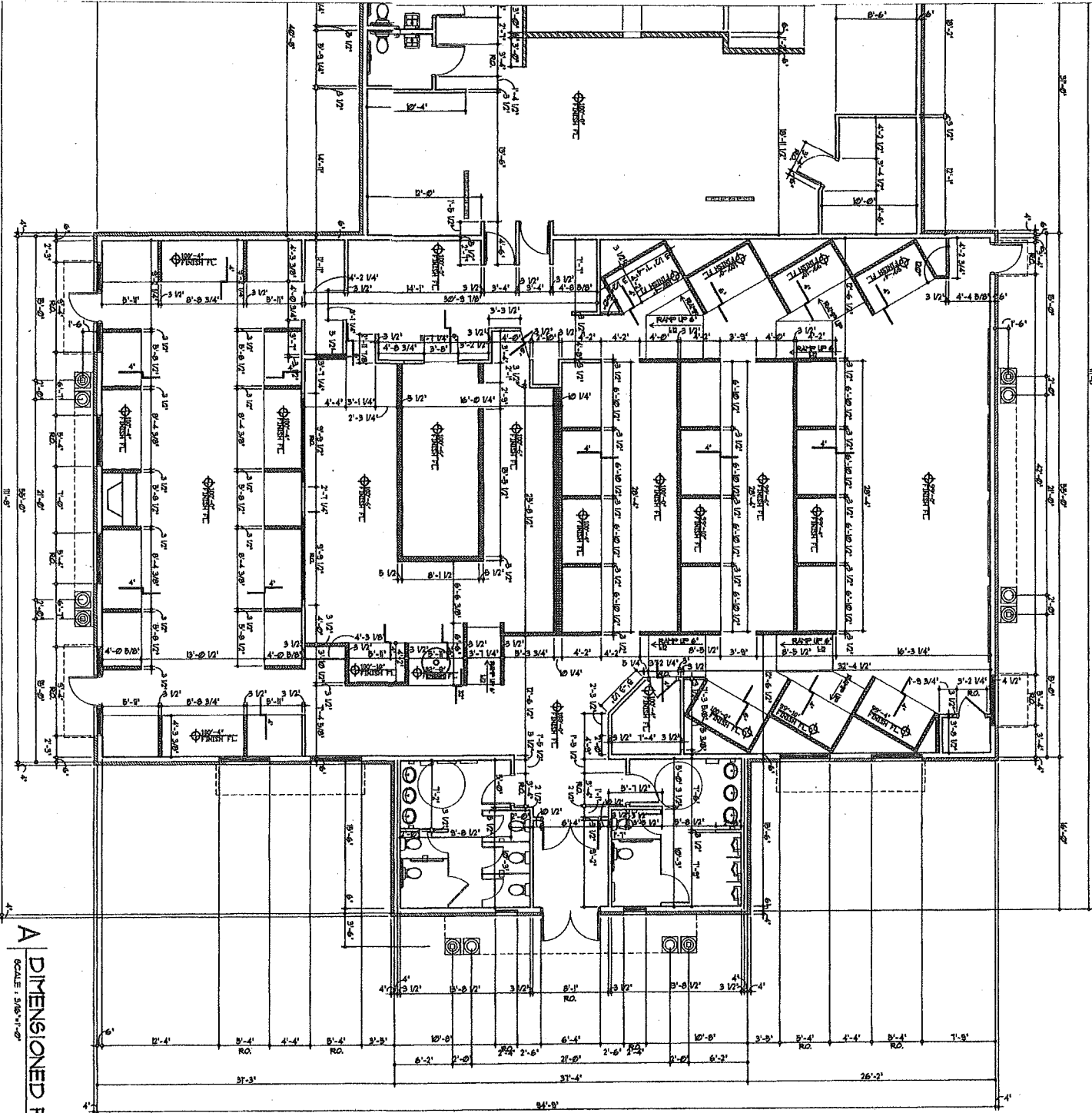
Corporate Headquarters  
13801 N. Mopac, Suite 100  
Austin, Texas 78727  
P: 800-442-1149

# SITE PLAN DAMON'S RESTAURANT 4235 LIEN ROAD









**A** DIMENSIONED FLOOR PLAN  
 SCALE: 3/8" = 1'-0"



© COPYRIGHT 1997  
 CABER & ASSOCIATES ARCHITECTS

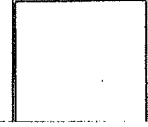
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PERMIT 4 NOV 97
CONST. 21 NOV 9
REVISIONS



A NEW RESTAURANT FOR:  
**DAMON'S**  
 LOT 2 EAST PRAIRIE COMMONS  
 4323 LIEN ROAD  
 MADISON, WI 53704

PROJECT NO.  
**9737**

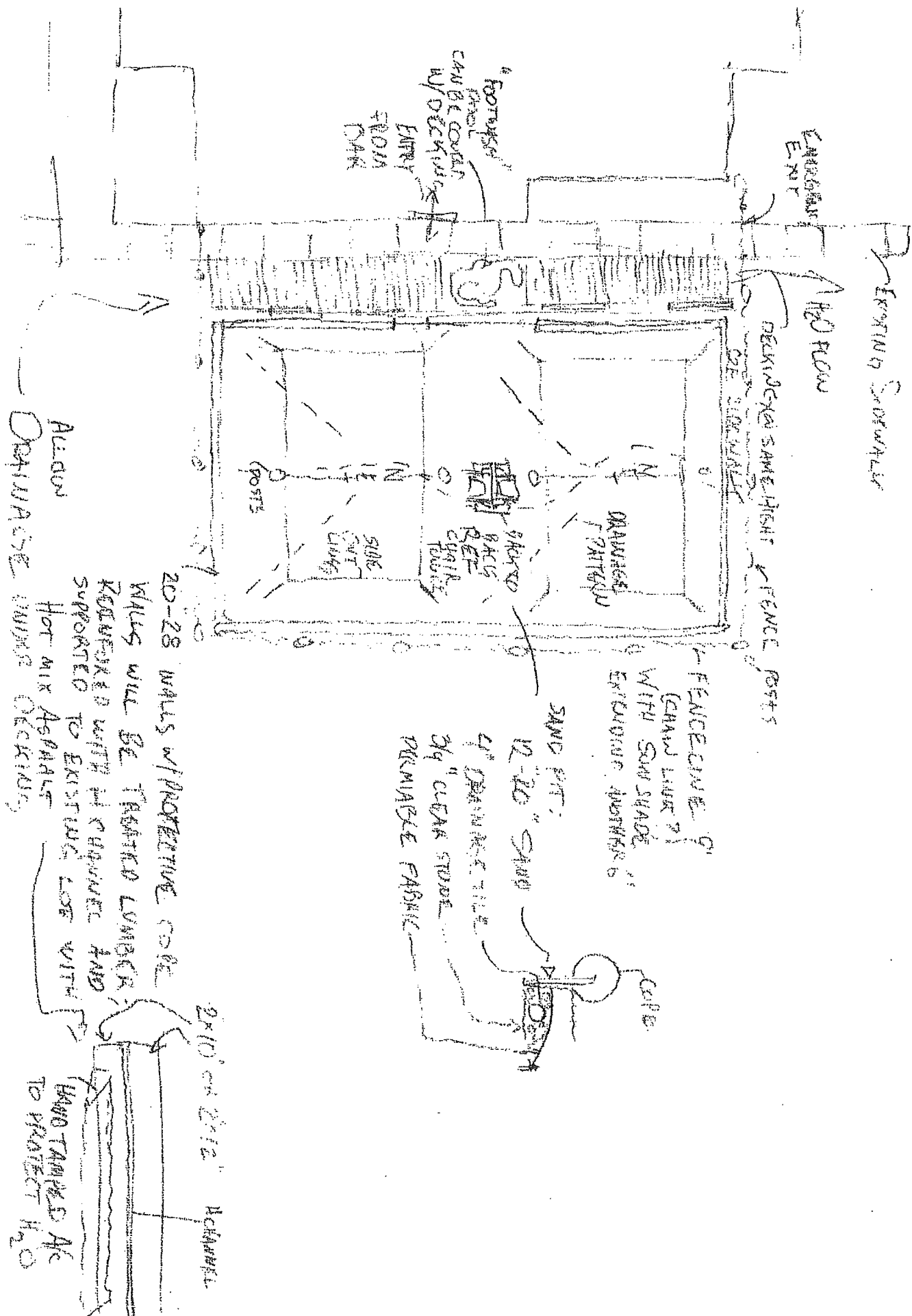
CABER & ASSOCIATES  
 ARCHITECTS &  
 PROJECT MANAGERS  
 1000 UNIVERSITY AVENUE  
 SUITE 200  
 MADISON, WI 53706  
 TEL: 608/263-1111  
 FAX: 608/263-1112



**A1**

DIMENSIONED  
 FLOOR  
 PLAN

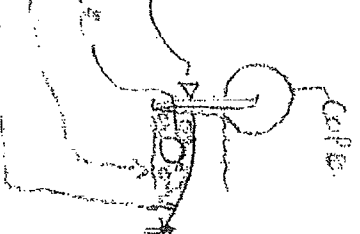
Proposed



20-28 WALLS W/ PROTECTIVE COBE  
 WALLS WILL BE TREATED LUMBER,  
 KILN DRIED WITH 4" RAFTER AND  
 SUPPORTED TO EXISTING COB WITH  
 HOT MIX ASPHALT  
 DRAINAGE UNDER DECKING

2x10 or 2x12 CHANNEL  
 BAND TAPPED AC  
 TO PREVENT H<sub>2</sub>O

FENCE CURVE 9'  
 (GAWD LIVER ?)  
 WITH SOW SHADE  
 EXTENDING ANOTHER 6'  
 SAND PIT:  
 12-20" SAND  
 4" DRAINAGE TILE  
 3/4" CLEAR STONE  
 PERMEABLE FABRIC



# Bill of Fare

## Open-Faced Steaks

*served with veggie blend, potato & grilled garlic ciabatta*

*Butterflied Filet - 13    Rib-eye - 11    Sirloin - 9    Flat Iron - 7*

## Steak Burgers

*served with homemade chips & pickle*

*Featured - 6    Swiss mushroom - 5    Bacon cheese - 5  
muenster - Swiss - cheddar - pepper jack - American - bleu  
lettuce - tomato - red onion - bbq - sauces*

*Chicken Cordon Bleu Sandwich - 7*

*Deep-fried Walleye Sandwich - 7*

*Philly Cheese Steak - 6*

*Chicken Breast Sandwich or over rice pilaf - 5*

*Rueben - 5*

*grilled cheese - ham & cheese - blt - turkey club*

*Wraps - 6*

*turkey club - grilled tender - steak & cheese*

*Greens - 6*

*garlic shrimp Caesar - grilled chicken - cobb - wilderness - taco*

*Soups & Chili*

*Cups - 2    Bowls - 4*

*Baked five onion w/ Swiss - 5*

*Stews - 8*

*Beef - Venison*

*Chicken Tenders - 5*  
*garlic grilled or fried*

*Quesadillas - 6*  
*grilled chicken - peppers - onions - tomato - pepper jack cheese blend*

*Chicken Paddles - 5*

*21 - Shrimp - 5*

*Curds - 5*

*Poppers - 5*

*Smelt - 5*

*Catfish Strips - 5*

*Potato Skins - 6*

*Nacho Platter - 6*

*Beef or chicken*

*Onion Rings - 5*

*Beer Battered Steak Fries - 4*

*Krinkle Kut Fries - 3*

*Chili Cheese Fries - 5*

*Italian Nachos - 6*

*Our fun new twist on nachos. Garlic flavored chips topped with sausage, pepperoni, mozzarella, mushrooms, green onion, and pepperoncinis, served with marinara dipping sauce. Try any specialty pizza nacho style - 8*

*Desserts - 3*

*bread pudding - assorted bars - apple krisp*

# Meat & Potato

## *Signature Steaks*

*served with soup & salad bar, potato and breads*

*Filet - Rib-eye - Top Sirloin - N Y Strip - T-bone - Porterhouse*

*Steak Enhancements - 2-4*

*bordelaise, hollandaise, béarnaise, bleu cheese crust*

*lobster mushroom sauce*

*Bacon wrapped & blackened*

## *Prime Rib*

*slow roasted and held until it is "melt in mouth" tender*

*8 oz Knight - 10    12 oz Queen - 14    16 oz King - 18*

## *Barbequed Baby Backs*

*slowly braised for "fall off the bone" tenderness*

*Whole Rack -15    Half Rack -10*

## *Garlic Roasted Chicken Breast*

*served over rice pilaf*

*Whole Breast -12    Half Breast -8*

## *Pasta Alfredo - 12*

*garlic roasted chicken tenders or shrimp*

*Roasted Rack of Lamb w/ Champagne Mint Sauce -15*

*Colossal Garlic Roasted Shrimp -15*

*Seared Salmon Oscar - 16*

*Sesame Seared Ahi Tuna -16*

*Roasted Pork Tenderloin - 12*

## *Potato Choices*

*baked - au gratin - garlic smashed*

## *Friday Fish Fry*

*fried or baked cod*

*fried or broiled walleye*

*fried perch*

*Pan-fried bluegill*

*shrimp*

*scallops*

*All You Can Chow -15*

*soup & salad bar - potato - breads*

## *Soup & Salad Bar -6*

## *Daily Specials*

*Monday - Meat & Mead (slider & beer nite)*

*Tuesday - Fajita Frenzy (byo taco bar)*

*Wednesday - Fish & Chips (Pollack & hm chips)*

*Thursday - AYCC Rib Nite (prim or bbq)*

*Friday - AYCC Fish Fry (cod, walleye, perch, bluegill)*

*Saturday - Land & Sea (lobster & crab)*

*Sunday - Eye Opener Breakfast (full menu)*

## *Lass & Laddie Menu -5*

*Chicken Strips  
fried or garlic roasted*

*Roni & Cheese*

*Mini Burger & fries*

*Grilled Cheese & fries*

*Corndogs & fries*

*Mini Pepperoni or Sausage Pizza*

*All kids meals include soda or milk and a sweet treat*

## *First Course*

*Served Friday & Saturday*

*Seafood Kabob - 8*

*Crab Cakes - 8*

# *Pizza*

*(Please allow 20 minutes for pizza orders)*

## *Three Sizes*

*7" Flatbread    10" medium    14" large  
add \$1 to medium or large for thick crust*

### *Chicken Bruschetta Pizza    8 - 12 - 16*

*Fresh tomatoes, garlic, chicken and basil topped with mozzarella cheese and balsamic glaze*

### *Five Meat Pizza    9 - 14 - 18*

*Italian sausage, pepperoni, Canadian bacon, andouille sausage, and prosciutto ham with red sauce and cheese blend*

### *Southwest Chicken Pizza    8 - 13 - 17*

*A combo of white sauce and southwest sauce are the base for tex-mex pizza. Topped with avacado, corn relish, pico, chicken, mixed cheese and tortilla chips*

### *Chicken Cordon Bleu Pizza    8 - 12 - 16*

*Crunchy chicken bites highlight this classic. White sauce, ham and swiss cheese complete it.*

### *Shrimp and Andouille Pizza    8 - 13 - 17*

*Grilled shrimp, mushrooms, green onions, andouille sausage, and mozzarella cheese atop red sauce is a tasty combination.*



*Mediterranean Pizza 8 - 12 - 16*

*this sauceless pizza has plenty of flavor with diced ham, artichoke hearts, black olives, tomatoes, feta and mozzarella cheese.*

*Veggie Alfredo Pizza 8 - 12 - 16*

*alfredo and mozzarella brings out the fresh flavor of red pepper, mushrooms, green onion, tomatoes, and asparagus.*

*Cheese Pizza 7 - 9 - 11*

*red sauce and mozzarella cheese*

*Add one topping 8 - 10 - 13*

*Add two toppings 9 - 11 - 15*

*Topping choices are pepperoni, Italian sausage, peppers, onions, mushrooms, tomatoes, and black olives*

*Don't forget about our ½ flatbread pizza and soup or  
salad combo - 6*

*Also ask about our daily pizza special available in all  
sizes*

## *Eye Openers*

- 1) eggs & tst - 2*
- 2) eggs, potato & tst - 3*
- 3) eggs, meat & tst - 4*
- 4) eggs, meat, potato & tst - 5*
- 5) stack & meat - 5*
- 6) French tst & meat - 5*
- 7) steak, eggs potato & tst - 8*

### *Potato Choices*

*hash browns - american*

### *Meat Choices*

*ham - sausage - bacon*  
*steak ( flat iron or sirloin )*

*Sausage Gravy over Biscuits - 5*

*Hash & Pouched Eggs - 5*

### *Omelets*

*served with potato & tst*

*Ham & Cheese - 4*

*Denver - 6*

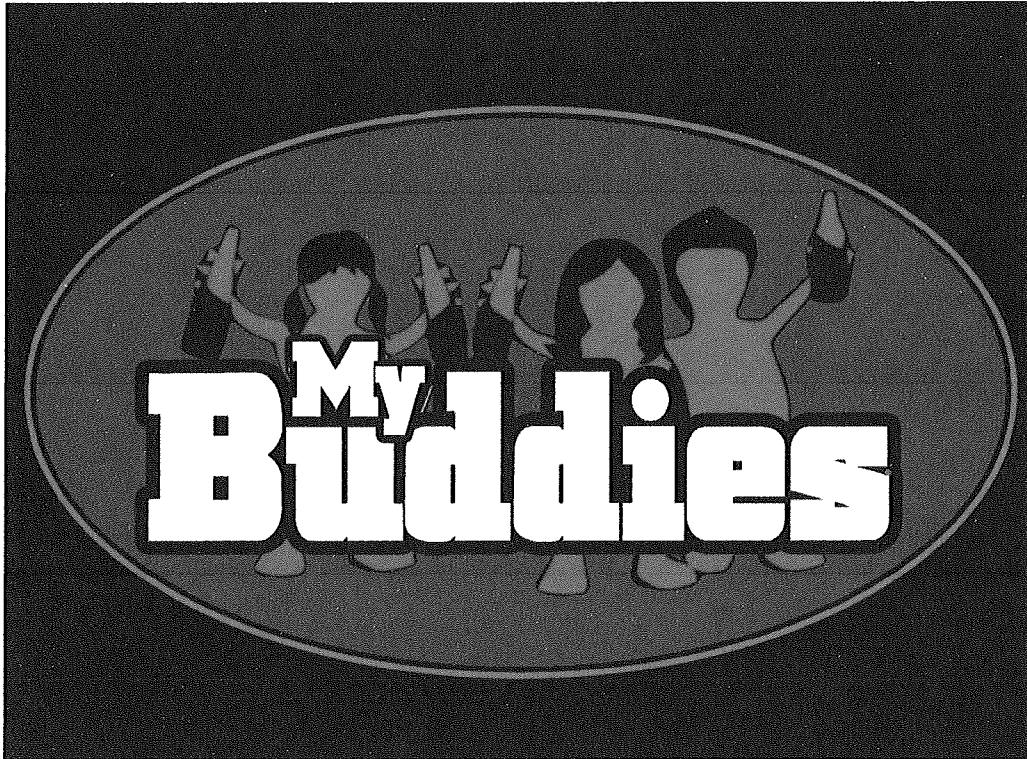
*Western - 6*

*Chili & Cheese - 6*

*Steak & Mushroom - 8*

*Eggs Benedict - 6*

*Spud Special - 6*



# **Business Plan**

## **My Buddies**

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## 2. Executive Summary

My Buddies is a new sports bar and grill that will focus on attracting families, businesses, and individuals for dining and nightly entertainment as well as offering a facility for office meetings and private functions. Operating daily, we will be serving a full menu focusing on breakfast, lunch, and dinner. During the evening the bar will focus on attracting men and women 21 years old and above. My Buddies will be located at 4325 Lien Rd Madison, WI 53704. This location is key due to the high volume of consumers traveling the area throughout the day and night. Located in the East Towne area, My Buddies will thrive as a sports bar and restaurant catering to all walks of life. Due to the easy access from surrounding communities via East Washington Ave and Interstate 39/90, we are offered a large client base to draw from. My Buddies neighbors a large number of restaurants and bars which have been successfully operated for decades.

Immediately upon opening, My Buddies will be staffed with an exceptional ownership/management team overseeing all aspects of the business.

### **Debra Wells – Owner**

Debra will have a role in the bookkeeping and general oversight of all business operations. She has been a Madison resident for 58 years and has a wide ranging employment history. She worked at Kohl's Grocery Store as the Bakery Manager for over 20 years. This job involved many tasks including food preparation, quality control, food safety, staff management, and inventory control. Desiring a change in pace, Debra joined WPS where she has worked for the last six years. In this position, one of Debra's tasks requires her to work with retired military members processing medical claims. As a prerequisite, Debra was required to become DISCAP certified with the Federal Government. Debra gained this certification following a rigorous background check.

### **Dale Wells – Owner/Agent**

Dale will be involved in the oversight of My Buddies' day-to-day operation. He has also been a long time resident of Madison, living here for 48 years. Dale is a State Certified Master Electrician, and has worked in the city of Madison in that capacity for over 35 years. Specifically, Dale served as a foreman on the Madison East Towne Food Court construction, and was involved with projects serving EPIC Systems, the WEAC building, the US Bank building on the Capitol Square, the Princeton Club, and the Deforest Middle School, among many others. Throughout his long career, Dale has been a vital asset to a number of projects which have improved the infrastructure of the City of Madison and surrounding communities. A few of the many skills Dale has developed, which prepare him for this venture, are people management, multi-tasking, general supervision, and decision making. These abilities, combined with the large network Dale has developed, are invaluable to the success of My Buddies.

### **Jason Wells – General Manager**

Jason's primary responsibilities will be bar management, bartending, staff supervision and general supervision of all business activities. Jason has been involved with the bar and restaurant business for the last several years. While learning other aspects of the bar industry, his primary job as a bouncer for the Silver Eagle in Monona starting in August 2007 offered insight into the security and general supervision requirements needed for a high volume establishment. Jason expanded this opportunity by organizing a number of special events involving live entertainment starting in the summer of 2008. Among other venues, Crossroads Tavern became a staple for this venture. Shortly after the first event held at Crossroads, in October 2008, the owner asked him to join the staff as a bar manager and full time employee. Jason implemented plans that helped transform Crossroads from the typical neighborhood bar to a location with numerous entertainment options available. This resulted in the purchase of karaoke equipment, a budget for live bands and DJs, as well as an increased amount of league players, tournaments, and customer base. In addition to retaining current clientele, there was an increase in new customers generated by Jason's efforts. This resulted in an immediate increase in gross sales.

Jason is an electrician primarily and is currently finishing his apprenticeship. Upon completion, Jason will be able to step aside from the electrical trade, focus on My Buddies, and if needed or wanted can re-enter the trade at any point. Jason's experience as an electrician is a major asset to the business, directly impacting all maintenance needs due to the extensive network of construction professionals he has access to, as set forth in the Professional Network section of this document.

### **Joseph Johnson – Marketing Director**

Joseph's primary responsibility will be marketing, promoting, event/league coordination, bookkeeping, and general business supervision. Joseph has been involved in numerous aspects of the business world starting at a very young age. Coming from a well-established family in Eau Claire, WI, numerous members of his family are successful business owners. At the age of 12, he watched his mother and step-father build a highly successful commercial insulation company. In addition to this, he is Vice President of his father's corporation Performance Unlimited. Performance has owned a number of companies including a mechanic shop, cab company, online marketing for Negril, Jamaica, used car sales, and event promotions. For the last 5 years, he has been involved in the mortgage industry. Working for HSBC Bank provided a unique opportunity to view, from the inside, one of the major causes of the current economic downturn. HSBC offered a view into a wide array of businesses, as a large number of his clients are self employed. Through these experiences, Joseph is well prepared to lead My Buddies into the future as an extremely successful venture. Joseph's networking abilities are a major asset to My Buddies, as evidenced by his network of both professional and personal connections that reaches well beyond the Madison area.

Joseph first teamed up with Jason Wells in April 2010 to assist him in the planning for a major event held at Crossroads Tavern. This involved negotiating a \$10,000 marketing package with Midwest Family Broadcasting sponsoring Band Camp. This event at Crossroads, held July 24, 2010, involved 4 bands from

numerous cities, a 10-team volleyball tournament, live cooking by Noodles & Co., and a live broadcast by a 94.1 WJJO DJ. This event was unique in that it required the management of staff, promotion, tournament directing, set up/tear down, inventory management, and decision making. The event was extremely successful for both the event workers and the establishment as a whole. As a direct result of this, he has established the necessary business relationships to ensure a smooth opening and marketing plan for My Buddies. In addition to the business relationships, the July 24th event established Joseph as an excellent tournament director for volleyball, pool, and darts which will be a valuable addition to the revenue streams for My Buddies.

In addition to coordinating the July 24<sup>th</sup> event, Joseph was instrumental in gaining approval from the Town of Cottage Grove to hold the event. Joseph and Jason attended a number of meetings in which they worked jointly with the board to ensure a successful, positive, and safe event for patrons and the community as a whole. There were no issues with the event, and in a follow-up meeting the board granted Joseph and Jason permission to continue holding these events, with input from the board. Joseph plans to extend this open relationship to both the City Council of Madison and the Madison Police Department.



### 3. General Company Description

My Buddies will be a locally owned sports bar and full restaurant which provides food and entertainment to a wide variety of clientele. While My Buddies will primarily be a restaurant serving a full menu, the dining experience will be enhanced by nightly entertainment throughout the week. This entertainment will feature a wide array of events including DJ/Karaoke, Live Bands (Rock, Country, Blues, Bluegrass, Pop, etc), team trivia, and much more.

The core management and ownership staff of My Buddies are family members and long time co-workers who have joined to take their level of service and entertainment to the next level. Though the core management staff has been established, as an equal opportunity employer it is our goal to hire applicants from the community and to new jobs in the city of Madison both through direct employment and by providing a venue for artists and entertainers to work and promote their businesses.

Another major service My Buddies will offer is the accommodation of league players. Being league players ourselves, our relationship with all vendors in the Madison area is crucial to our weekly business. Jason and Joseph have excellent pre-existing relationships with Bullseye Games and Modern Specialty, who are the two primary vendors in the Madison Area. We have teams for darts, bean bag toss, pool, and volleyball ready to play at our establishment immediately upon opening. Our time at Crossroads offered insight to the opportunities regarding volleyball specifically. Tournaments and leagues for volleyball players are a huge asset to the success of this business.

With the necessary approvals, volleyball courts will be added to the premises. We are currently applying to install two volleyball courts on the west side of the establishment, in the parking lot. We intend to run volleyball leagues on Tuesday, Wednesday, and Thursday to start. If the demand is there, we will expand these leagues to Monday and Friday as well. Saturday and Sunday, the courts will be available for free open volleyball to the general public. We intend to run tournaments on at least a monthly basis. When the courts are not being utilized, they will be open to families to bring their children to play in as a large sandbox of sorts.

In our experience, volleyball is not only a major revenue generator during games, but it also increases sales in general. It promotes a sense of ownership and loyalty in the players. People are proud of the establishments for which they play and we aim to provide an exceptional level of service to promote this feeling. Through our experience directing tournaments throughout the summer of 2010, we are confident that we can open the 2011 season with full leagues and monthly, if not bi-monthly, tournaments.



## 4. Community Involvement

My Buddies will have a major impact on the local community. Debra, Dale, Jason, and Joseph have relationships with people involved in a wide array of charities in the Madison Area. JDRF, Boys and Girls Club, Lukemia and Lymphoma Society, St Vincent De Paul, and Goodwill are just a small snapshot of this network.

In addition to charity work, we intend to sponsor a number of teams for softball, volleyball, baseball, women's professional football, roller derby among others. We firmly believe it is imperative to be active in the community in order to succeed in this business.

My Buddies will host a number of personal benefits as well. There are a large number of benefits the My Buddies team has already been involved with, some of which are recurring events. One example is the David Dobbert Scholarship benefit, held in honor and remembrance of a young man who was tragically killed by a drunk driver. The funds from this benefit are donated in the form of a scholarship to a deserving youth in the Madison area's school districts. David's mother is also a speaker at Victim Impact panels during which she tells her story. We've worked closely with David's mother for some time and have plans to enhance this benefit to new heights.

Joseph volunteered with Habitat for Humanity and The Boys and Girls Club of Madison throughout his time at HSBC Bank. Joseph intends to re-establish these connections and organize volunteer events with not only the staff, but with friends and patrons volunteering as well.

The concept of this establishment is a collective effort to run a successful business, as well as to have a major positive impact on the community.

## 5. Products and Services

My Buddies will be a unique addition to the Madison area's bar and restaurant industry. It will take some of the unique features offered at other establishments and consolidate them into one location.

Soon after opening, we will be offering a full menu for lunch and dinner. Our kitchen staff is currently comprised of a father and son team. Combined they have over 50 years of restaurant management experience. They specialize in a variety of cooking styles including short order, gourmet, catering and banquet.

Menu items will include appetizers, burgers, pasta, fish-fry, steak, prime rib, homemade pizza, soup, and much more. We will have an established menu; however, we will be adding specialty items on a weekly and/or monthly basis. Please see attached menu examples.

We intend to pursue the catering market immediately. With the large number of businesses in the area Joseph will lead a sales team to recruit office parties, holiday parties, wedding banquets, birthday parties, and any other occasion that warrants catering. We plan to have a wide array of options suitable for any style gathering.

My Buddies will be a full service bar serving a wide variety of alcoholic and non-alcoholic beverages. With the number of microbrews in the Madison area we will be offering a massive variety of beer to our clientele, as well as the basics. Ale Asylum, Capitol Brewery, and New Glarus are an extremely small example of area breweries.

Live entertainment is another major contribution we will offer at My Buddies. Live music DJ/Karaoke, trivia, games, and more will be offered. The artists will range from small unknown acts to major regional acts. In the beginning, a majority of the performances will revolve around well-known Madison area bands. This is to assist us in marketing and establishing our customer base. However, the long term goal is to stand out from our competitors. This can be accomplished by utilizing our networks to bring bands from surrounding areas, as well as regional and potentially national acts. We have experience partnering with town boards and law enforcement to ensure a safe environment for everyone involved, and we will continue to invite outside input for major events.

## 6. Customers

My Buddies will be an establishment designed to serve every type of person. Although our core market will consist of male and females ages 21-55 , we intend to be extremely family-friendly and oriented. Due to the wide range of services this facility provides it is difficult to narrow our market to a specific age/gender group. This is a positive factor, however, as we can accommodate to just about anyone, anytime.

Our typical client base will be comprised of the following :

- 21-55 years old
- Male and Female
- Living in McFarland, Cottage Grove, Madison, Monona, Stoughton, Fitchburg, Sun Prairie
- \$30,000 annual income and greater
- Active in sports, community, leagues, socializing, music

Again, due to the wide array of activities My Buddies will provide, this is not a situation where we can narrow down to a specific target market. In our experiences managing taverns we have had a high level of success entertaining every single type of person. We aim to continue this through our volleyball, pool, darts, food, banquet options, and membership program.

## 7. Competition

The competition in the East Towne area is fierce. There are a huge number of restaurants and taverns immediately surrounding My Buddies. We are well aware of this, and welcome the challenge. While it may appear that it is a saturated market we believe there are opportunities available for major success in this area.

Primarily, the bulk of these establishments are chain restaurants. While each of these establishments provides good food at a fair price, we believe we can stand out. My Buddies is a company owned and managed by mostly Madison natives. The personality that comes with being locally owned and operated is something a franchise location simply can't deliver. While it may be owned locally, the concept, idea, name, menu, etc are not. This allows for an extremely unique position for My Buddies. Instead of corporate instructing us how to run the business, we can listen to our customers, answer their requests, and implement their ideas. Ultimately this will create a massive sense of ownership and loyalty in every one of our clients.

In addition, the East Towne area is one of the most trafficked areas in the state. The establishments in the area routinely have 45 minute waits to be seated. This happens at both lunch and dinner, throughout the week. Thus, we believe there is a demand for an additional option in this area.

Lastly, with the implementation of the volleyball courts and leagues, as well as the live music and entertainment, we will stand above our franchise competitors in the fashion that we are here to entertain you. Our mission is to see you smile and enjoy yourselves every single time you walk through the door. A large number of franchised locations are purely money machines designed to turn over as many customers as possible in the shortest amount of time possible. While we welcome a large volume of customers, we have no intentions of rushing them out the door.

## 8. Niche

My Buddies will stand out in a number of ways. Entertainment, professional and dedicated staff members, volleyball leagues/tournaments, banquets, and weddings are just a few examples. However we believe our biggest benefit we offer to the public is simply a place you can call your own. We will listen to ideas and implement them, allow our patrons to have a say in how things are done, be open to suggestions regarding entertainment, and implement a membership program which promotes a sense of ownership in each and every member involved.

Live music will have a major role at My Buddies on the weekends. We intend to host these events indoors and, when possible, outdoors. Outdoor events would involve approval of City Council and the necessary people, committees, associations, etc. Through our experience in Cottage Grove it is apparent that the best way to run a successful business in the entertainment genre is to involve the community representatives including Neighborhood Associations, City Council, and especially local law enforcement. The benefits to the extra involvement certainly outweigh the extra effort it requires. We firmly believe, and have proven, that more people involved in the planning results in more exposure, better results, but most importantly it ensures a safe environment each and every time.

As is represented in the Professional Network section below, we have access to a massive amount of bands from all genres of music. The list below is a small snapshot of our true network. We plan to have live entertainment typically only on Thursday, Friday, and Saturday; however, we would like to leave open the possibility of the other nights of the week. With our neighbors being businesses which typically close around 9pm, we don't foresee any issues with live music events.

While live music is a vital part of this business succeeding it is not the primary source of revenue. We will have a full menu seven days a week and there will be a restaurant feel to the establishment during the week.

My Buddies has a massive paved parking lot surrounding the property. This provides easy access to customers regardless of the time or day of the week. This can be a problem at a number of bars in the area. These areas will be supervised nightly by security personnel, especially in the late hours and at closing time.

The most important niche My Buddies has is simply the people involved. We have built a team of followers and employees of varied backgrounds, professions, age, race, and gender and all involved are fully capable of carrying on a conversation and having a laugh with anyone who walks through the door. Personality, friendliness, and professionalism is key to our success.

## 9. Marketing & Promotion

The name “My Buddies” was specifically chosen for the wide array of marketing ideas that come with it and the atmosphere we intend to create. We plan to run the establishment in a manner that promotes a welcome feeling to everyone while encouraging ideas from our patrons. Again, our aim is to promote a sense of ownership in our clientele, as this will ultimately lead to loyalty.

We are working with a number of artists to create a logo for My Buddies. The logo on the cover is our current version. The idea is to promote fun and friendship. The faces are left blank intentionally to imply that we are open to anyone and everyone. We have a number of relationships with local printers and clothes manufacturers for business cards, flyers, menus, and additional merchandise.

The initial drive of our promoting will be generated through word of mouth and radio/tv advertising. Our past involvement in this industry has exposed us to the public, and word is already out that our team has plans to open a new location. The re-opening this establishment, with the addition of volleyball courts, is certain to generate a large and healthy buzz throughout the entire Madison area. Along with the hundreds of followers with whom we have already established ourselves, we firmly believe that by simply opening the doors thousands will follow in a very short period of time.

Radio advertising will supplement and increase the word of mouth through Midwest Family Broadcasting. 94.1 WJJO advertising is the primary focus of My Buddies. We have a pre-existing relationship with Midwest Family Broadcasting and intend to enhance it with this establishment. WJJO Band Camp is the primary sponsorship we will be working on with them. In addition we plan to market daily on WJJO throughout the year.

Through Midwest Family Broadcasting, we have a wide range of promotional options spanning every genre. Midwest owns a number of radio stations including 94.1 WJJO, 93.1 Jams, Q106, Magic 98 among others. These stations are diverse and a major percentage of the Madison market can be reached through this company. Midwest offers the flexibility to adjust our marketing strategy towards whichever genre of music we intend to book at the bar. When booking a major country act, for example, we will add to our marketing on 94.1 WJJO (primarily hard rock) with blitzes two weeks in advance on Q106 (country music). The overall platform Midwest offers is very unique in that we can hold a wide variety of events, and market to the necessary people to ensure success on each and every one.

Social networks will have a major role in our marketing plans. Currently we have over 5,000 “friends” on a number of Facebook accounts. This serves as a major tool for word of mouth advertising. Daily special updates, event promotion, video feeds, and pictures are just a small example of the tools available. Facebook notifies who is having a birthday weekly, which is important for birthday specials. Facebook not only reaches out to one specific person, but accesses their friends as well. For example, the July 24<sup>th</sup> event we invited 2,000

people on Facebook. By the day of the event over 6,000 people had been invited.

The key to maximizing social networks is to have a friendly presence. In other words, don't just market with it. Have fun with it and give the bar a personality. Post funny things, jokes, and videos to become a "Buddy" with your friends and networks. Getting bombarded with marketing can be annoying and counter-productive. Therefore, if you create a personality for the establishment, the marketing is subtle and less intrusive.

My Buddies has begun to develop a website to supplement our Facebook presence. This site will contain all the info needed to attract you to our establishment. Daily specials, menus, calendar of events, league statistics, pictures, videos, blogs, merchandise, banquet info, catering menu, and VIP options are all examples of the information available on the website. We will also optimize our position on all major search engines in order to promote high traffic by people searching for nightly entertainment in the Madison area. In the beginning there will be specials, promoted on Facebook and through word of mouth, that are only available on the website in order to establish our website as a daily/weekly stopping point for people web surfing.

We are currently in the process of exploring costs for television advertising. In the initial opening period we intend to run television commercials simply to reach as far as possible into the market. We will continue these advertisements focusing primarily on the food portion of the business.

In addition to Facebook, radio, television, and word of mouth, we are also exploring the option of direct mail. In the beginning we will be running direct mail promotions featuring our food menu. One option we are considering is a "neighborhood of the week" promotion. Offering specials to specific neighborhoods for a specific time is an excellent way to increase revenue long term. This is a tried and true strategy that Joseph utilized at a prior place of employment. The basic premise is half-off certain menu items for a one-week period. This is sure to spark interest in the surrounding community, which in turn will help establish ourselves as a reputable business. By offering the discounted price at a specific time it encourages the consumer to act. Simply mailing out discount coupons is not as effective because they get lost and forgotten. Though we realize we are not necessarily profiting from this specific visit, the goal is to get customers in the door. Our excellent food, atmosphere, and service will ensure they come back time and again. This also offers an opportunity to promote our other services including leagues, tournaments, banquets and live entertainment.

To enhance our lunch business, as well as our presence in the business community, we will choose a business of the week and have a staff member hand deliver these coupons. The personal delivery not only ensures review by the potential customer, it showcases the level of professionalism and service My Buddies will provide. The business of the week will operate in the same manner of neighborhood of the week and will have the same goals for promoting additional aspects of My Buddies.

Our overall image we wish to achieve is a place where anyone is welcome. Through our wide array of entertainment, league, and banquet options we will be viewed as a place that can accommodate any situation or need. Ultimately we wish to become the "go to" establishment in Madison.

To encourage the sense of ownership in our patrons there will be a membership program available. While we are in the planning stage of how to implement this system, the basics are simple. As a member you will be offered various specials on food/drink as well as have access to special events, member parties, weekly specials, merchandise discounts, reward programs, etc. There will be a cost for membership on an annual basis which will not only generate revenue, but will create a desire to frequent the establishment to maximize the membership's value.

Clothing will be a major part of our word of mouth advertising. Designers are currently working to develop sweatshirts, hats, t-shirts, and so on which will be distributed to highly visible people in the community including our employees, friends, local celebrities, and random people.

We intend to cross market when possible to utilize not only our word of mouth networks but others' as well. Payback Inc. is a clothing line based out of the Madison area and is just one great example of this. We worked with Payback throughout the summer of 2010 and we have forged a unique relationship assisting each other promote. We intend to work jointly with a large number of local businesses to help each other grow.

We have established ourselves with other event coordinators throughout Wisconsin involving concerts, MMA fights, and others. The partnership with them will be based on ticket sales. We will be a ticket stop for JJO Bandcamp, Rock Fest, the Extreme Cage Fighting Organization, Country Fest, and more. This promotes traffic in My Buddies and gives us an opportunity to impress new people.

League sponsorship will be a major part of marketing as well. We intend to sponsor a number of in house teams for darts, pool, and volleyball as well as softball teams participating in tournaments and leagues at My Buddies and throughout the Madison area. This usually only entails paying entrance to a tournament and/or shirts, which supplements our merchandising plans.

The points listed above are the primary marketing plans we intend to implement immediately upon opening the doors. However, this is by no means a total representation of what our team is capable of. There are an incredible number of small promotions, ideas, games, contests, and other interest gaining opportunities we are prepared to implement, and the list continues to grow daily.



## 10. Promotional Budget

Business cards will typically be \$0.10 per card or less based on design and printing. These will be provided for Jason and Joseph. We estimate an average of 500 cards per month per person will be needed.

We are currently researching television ad costs; however, this will not be a major part of our budget at any time.

Direct mail advertising will also be a minimal cost. Our primary objective with the direct mail is to encourage the residents in the immediate area to experience what My Buddies has to offer. This will not be a consistent cost, unless a major response warrants it. We intend to use this method in the beginning to reach out to the local residents.

Initial estimates amount to \$500 - \$1,000 per month for radio advertising not including the Bandcamp sponsorship. \$500-\$700 of that cost is driven from our presence on WJJO. This is a monthly sponsorship of specific "shows" on the air as well as a large number of commercials played at times of our choosing. The additional cost is an estimate of running event-specific advertising which may or may not be a consistent monthly expense based on the booking schedule.

At this point, the only additional costs we for promotion we will incur will be for clothing production. We are in the process of pricing these out.

## 11. WJJO & Band Camp Promotions

My Buddies will have a wide variety of marketing options to maximize return on investment. In 2010, we sponsored Band Camp, which is the biggest music event in the Madison Area. It had over 11,000 attendees last year and has grown every year since its inception. Our position as a major sponsor is reserved for 2011 and we intend to use that as the main platform for our marketing. To supplement that event we intend to advertise on WJJO throughout the year, as well as on their other stations.

The cost for the Band Camp sponsorship in 2010 was \$10,000. However, we were provided with 310 tickets for the event which are valued at \$30 (with burger/fry included at the establishment's cost). We were permitted to sell the tickets and use the funds as reimbursement. Essentially it is a form of sponsoring by acting as a ticket agent for the event, versus simply buying advertising space and time.

The main benefit to this sponsorship is not solely the day of the event, but the level and duration of promotion WJJO puts into the event leading up to it. People begin to gain interest in the annual concert as early as January, and promotion on the radio begins in the early spring. Our marketing package comes with numerous exposure opportunities. Radio commercials, live-feed events, appearances by WJJO staff members, internet advertising, Facebook promos, and e-mail blasts are some examples.

We intend to maximize on every aspect of these marketing packages. During the live-feed events, typically local establishments rely solely on the appearance of a local celebrity to draw a crowd. Our first year sponsoring in 2010, we recognized immediately we needed to do more. This was the driving force behind our event held July 24<sup>th</sup> at Crossroads Tavern.

While competing with St. Dennis Festival and Waunafest, the event run by the team involved with My Buddies drew 300-500 people throughout the day and had gross sales approaching \$8,000 from the event. There is no question that if this event had been held on a better day, those numbers could easily have doubled. We intend to learn from past decisions, both good and bad, to maximize the return on investment with the Band Camp sponsorship. During the live-feed events at My Buddies, pool tournaments, volleyball tournaments, and live music will be involved.

After approval of our Class B Liquor and Beer license, Joseph intends to take the necessary steps to gain approval for a parking lot beer tent party in July. This will revolve around the Bandcamp sponsorship; however, it will be expanded to a 4-day event this year. We intend to do a DJ/Karaoke night Thursday, country music on Friday, rock music on Saturday, and blues on Sunday. Joseph will initiate this process after license granting.

## 12. Professional Network

While our professional network is massive and the list of our affiliations is seemingly endless, so we have opted to only provide the City Council with a sampling of some of our connections. However, because we feel that it is necessary to advise Council of some of the entertainment groups we intend to book, this section provides examples of several of the musical acts in our network.

### **Bands**

Vinyl Thunder

Crosswire

Garpike

Triangle Green

Midlife Crisis

Black Water Gin

The Bombshelters

Trailer Kings

Rivalry

Left Hand Corner

Narly Barly Boys

Human Nature

Wild Heart

I.C. Reggae Band

Aaron Williams and the Hoodoo

Vaseline (STP Cover Band from Chicago)

The Blue Room

Bobby Friss -

John Sherman – DJ/Karaoke –

Vintage Burning

Bobby Messano / Joey B Banks

Jose and the Sunlimes

Livid

The Pimps

Save the Day

John Masino

Ruffcutz

The Now

Underground Day One

Rats Sass