



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
 Off-Premises Consumption: Class A Beer Class A Liquor

Section A – Applicant

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)
 Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?
 Sí, lenguaje _____
 No. Si usted escoge “no” en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.
- This application is for the license period ending June 30, 20 16.
- List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.
Paint Cafe LLC
- Trade Name (doing business as) Paint Bar Madison
- Address to be licensed 1224 Williamson St Madison WI 53703
- Mailing address 1224 Williamson St Madison WI 53703
- Anticipated opening date MAY 1 2015
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) Agent - Paint Bar Delafield
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
 - Sold inside building - Classroom, Freestyle Paint Area, Back Garage
 - Season room - total square footage 2,200. ~~50~~
 - sold outside front building/outdoor seating as well as 8 seats
 - back outdoor seating outside of ~~7 season room~~
 - stored - behind bar and in basement - 16 seats

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 99

13. Describe existing parking and how parking lot is to be monitored.

Shared parking to East + West of Building. Employees will do a check every 4 hours taking out garbage next to lot.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to Paint Cafe LLC (name of licensee)

15. Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Karen Wilman Salituro

17. City, state in which agent resides WI - Pewaukee

18. How long has the agent continuously resided in the State of Wisconsin? 8 yrs

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

WI 2.11.15

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
owner/member	Karen Wilman Salituro	Pewaukee WI 53072
owner/member	John Salituro	Pewaukee WI 53072

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

John Salituro

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) Karen Wilman Splitturo is agent for Paintbar DeKalbfield

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____
27. Business description Studio teaching Painting classes Serving Pizza,
Panini Sandwiches, Soups. We Also serve wine, beer, soda,
coffee, tea and Specialty cocktails.
28. Hours of operation Tue-Sun 9am - midnight
29. Describe your management experience 15 yrs restaurant management,
5 yrs business owner, 15 yrs project management.
30. List names of managers below, along with city and state of residence.
Stacy Ball Waukesha WI
31. Describe staffing levels and staff duties at the proposed establishment 1 General
Manager at all times, 1 cook, 1 bartender, 2-8
wait staff
32. Describe your employee training Each employee will go through 2 weeks
of company training when hired. Employees will also
complete monthly training - Food, bar, paint. All employees
will complete WI beverage server training.

33. Utilizing your market research, describe your target market.

Our target market is women in age range 25-50.
Primarily Business professional

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

Print, Internet, radio marketing. We will promote our
Painting classes for adults and families, Freestyle Painting,
pizza, sandwiches, soups as well as our wine, beer and cocktails

35. Are you operating under a lease or franchise agreement? No Yes

36. 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?
 No Yes

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? Artists Painting
live music - low level acoustic

38. What age range do you hope to attract to your establishment? 21-60

39. What type of food will you be serving, if any? Pizza, Sandwiches, Soup
 Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? 9am - midnight

42. What hours, if any, will food service not be available? none

43. Indicate any other product/service offered. Painting classes

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? 10

During what hours do you anticipate they will be on duty? 9am - midnight

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 16
 How many bartenders do you anticipate having work at one time on a busy night? 2
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area 99
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 75
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? ~~50~~ 25
 What percentage of your advertising budget do you anticipate will be drink related? 25
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
25 % Alcohol 25 % Food 50 % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes



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

Contact Information:

2135 RIMROCK RD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-264-6884
email: DORBusinessTax@revenue.wi.gov
website: revenue.wi.gov

Letter ID L0663420576

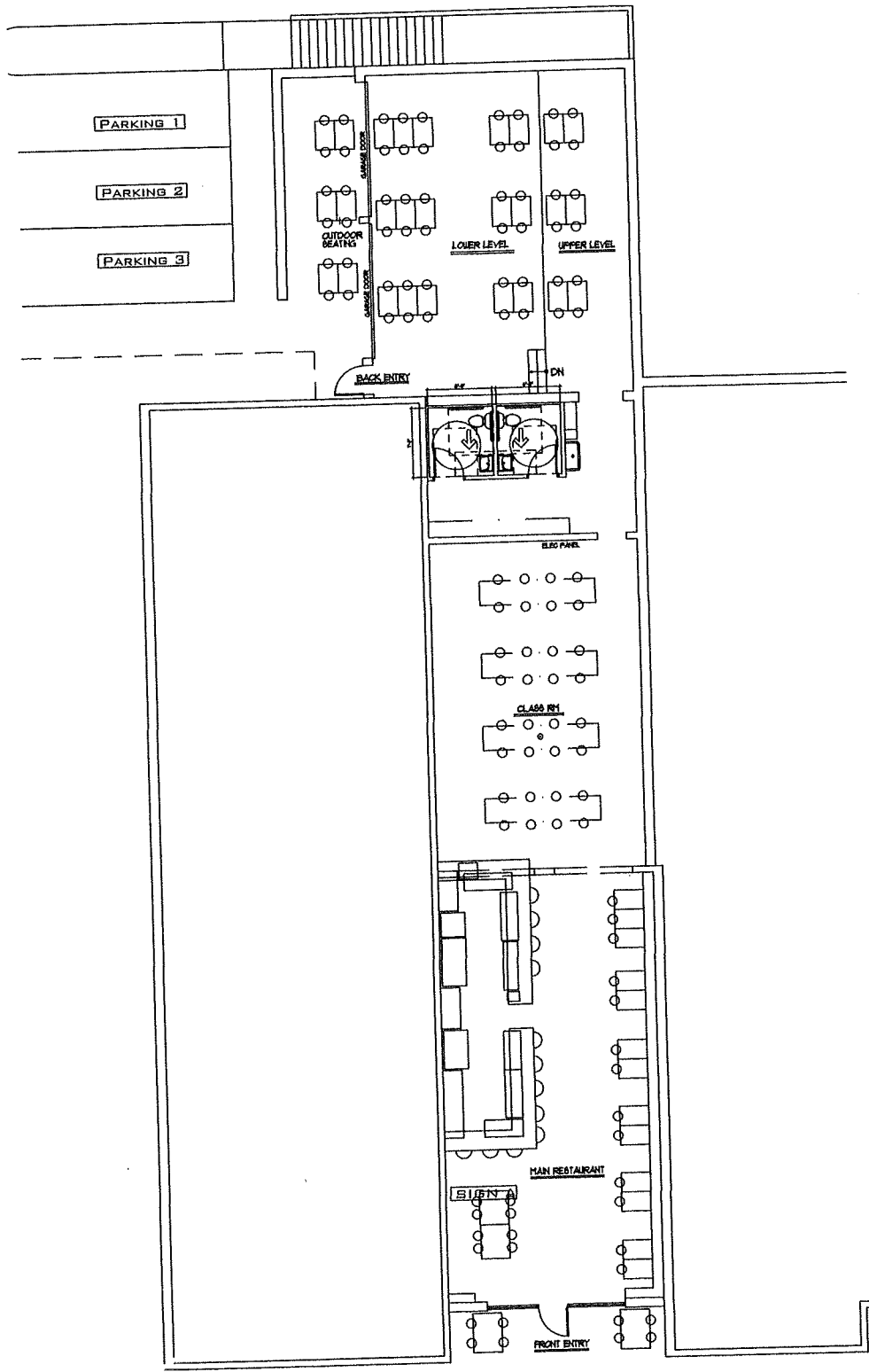
PAINT CAFE LLC
W303N2524 MAPLE AVE
PEWAUKEE WI 53072

Wisconsin Department of Revenue Seller's Permit

Legal/real name:	PAINT CAFE LLC
Business name:	PAINT CAFE 505A WELLS STREET BUILDING LOWER DELAFIELD WI 53018

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1028534511-02



Williamson Street

SIGNAGE INFORMATION	PROJECT ADDRESS	DATE:	
SIGN A 2'-0" x 3'-0" (TBD)	1224 WILLIAMSON STREET SITE PLAN (INTS)	JOB NO:	10.02.2014 1402
		DWG:	A1.0
PAINTBAR MADISON		262.853.3056	

Retail Space located at
1925 Monroe Street
Madison WI 53711

RE: Leasing Opportunities for PaintBar

Dear Tony,

On behalf of PaintBar, I am pleased to submit this proposal which sets forth some of the general terms for leasing the premises located at the above referenced location.

Space: Main level- 2,300 square feet (lease-able)

Owner: Karen and John Salituro

Tenant: ArtBar Company

Use: **ArtBar is a painting cafe that offers food, drinks, and one-night painting parties.
(See attached business plan)**

Term: ~~Five~~ Three (3) years, with three (3) – (5) Five year options.

Base Rent: \$17.50./sq.ft. + \$6/sq.ft. CAM
\$3,354/month rent / \$1,150/month CAMS (covers water sewer, taxes, garbage removal, snow removal, lawn care, common areas ect)

Other Rent Charges Estimate: ~~1.5% increase each year.~~ 2% increase each year.

Tenant Allowance: NA

Fixed Rent Commencement: **Oct 1, 2014 or upon approval for use by city of Madison**
~~Landlord will provide an additional 90 day Rent Commencement extension (total of 180 days) by increasing Base lease rate by \$1/sf.~~

Landlord Work: ~~1-36" door to common area hallway for customer use to elevator/bathrooms.~~ At tenants cost subject to city approval.

Tenant Improvements: In addition to the credits outlined on the attached work letter landlord ~~will provide an additional \$7,500 to Tenant. In return the Tenant's Base lease rate will be increased \$1/sf.~~ Tenant will be improving the space with an estimated budget of \$15,000 including but not limited to floors, ceiling, café kitchen, bar, and front entrance. Tenant will not need exhaust/ventilation for kitchen. Tenant will not need to do any structural modification for café style kitchen ~~in TL.~~

Warranty of Premises: ~~Landlord represents and warrants that the building and premises (including entrances and public restrooms) will be in full and complete compliance with all laws, rules, codes and ordinances including but not limited to, building electrical, plumbing, fire/life safety, and ADA~~

~~regulations. Landlord shall be responsible for the correction of any latent defects on or in the premises.~~ Tenant's responsibility verify.

HVAC Maintenance:

The units will have a minimum of 5 years manufacture's warranty remaining. ~~Landlord shall be responsible for the maintenance, repair and replacement cost of the HVAC system.~~ Tenant shall be responsible for maintenance and repairs. If the HVAC needs to be replaced the landlord will be responsible for the cost.

Tenant Signage:

Tenant shall be allowed to install the maximum exterior building signage allowed by local code approval, variance or appeal thereof. Subject to city and landlord's approval.

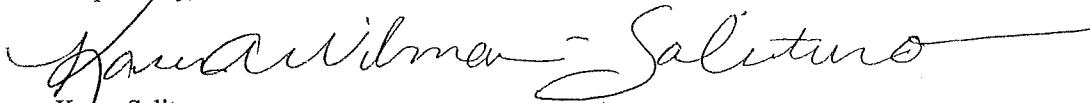
Utilities:

Tenant will pay the charges for electricity, gas consumed at the premises, all of which will be separately metered.

Subletting & Assignment:

Tenant shall have the right to assign or sublet to affiliates or any other successor entity whether by merger or consolidation without landlord consent. Tenant shall have the right to assign or sublet to others with the consent of Landlord, not to be unreasonably withheld, ~~provided sub-lessee or assignee is credit worthy.~~ Tenant shall remain obligated under the lease under any said assignment or sublease.

Respectfully,



Karen Salituro
PaintBar Company
Cell- 262-853-3056

LANDLORD:

1925 Monroe LLC

Confidentiality agreement

Attached is the business plan for PaintBar. This document contains confidential information and belongs to PaintBar. All other reviews must be approved by Karen Wilman-Salituro, Owner.

About the Owner of PaintBar

Owner's Karen Wilman-Salituro and John Salituro come together with two well-rounded backgrounds to make a strong team. Both previous business owners, these entrepreneurs bring an exciting and new concept to the Madison market.

John Salituro - Business owner/entrepreneur

Owner of The Outdoorsman Club, John offered high end hunting and boating equipment to online customers throughout the United States and Europe. The Outdoorsmans Club started in 2006. John also has a Bachelor of Science degree in Psychology where he graduated from University of Wisconsin Parkside in 2000. He worked as a youth worker prior to founding the Outdoorsmans Club.

Karen Wilman-Salituro - Architect/ Business owner/entrepreneur

Owner of Go Green Architecture + Supply, a sustainable design and building supply company that is located in the Village of Wauwatosa. Her passion for architecture started at a young age in art class. Now returning to her roots, Karen wants to bring art to the general community in a new and fun way. Her business knowledge, great ideas, and ability to problem solve has grown the two studios in the Milwaukee area from a \$10,000 loan to a \$132,000 valued business.

I. Market Analysis

Market Size

- According to research published by the National League of Cities; tourism, leisure, entertainment, and culture have emerged as one of the fastest-growing and most dynamic sectors of the global economy.
- The "paint and sip" industry is relatively new (within the last 3-4 years) and currently does not have a presence in Madison. We are striving to become the first Art Studio in the Madison area to secure our market. Because the concept combines leisure, entertainment and culture, we feel that there are no other businesses that compare and that it is positioned well to take advantage of the trend mentioned by the National League of Cities.
- In just a few years, approximately 100 franchises and independent "paint and sip" studios have emerged in 18 states, starting first in the South and moving west to Texas and finally north to states like Michigan and Wisconsin in 2011. source <http://upstart.bizjournals.com/entrepreneurs/hot-shots/2011/06/28/paint-and-sip-franchises-show-financial-strength.html?page=all>

Target Market Segmentation

- PaintBar target markets will consist of the following groups:
- MEDIUM AND LARGE SIZED COMPANIES – Department performance reward, team building events, holiday parties, etc. for employees of these companies.
- WOMEN (age 21-70) college educated; household income \$30,000-\$75,000; appreciates unique experiences and spending time with friends and family.

II. Marketing Strategy

Marketing Materials

- Create a tagline.
- Brochure/postcards/flyers/posters – leave behind at local establishments such as art galleries and bridal shops (for bachelorette parties).
- Coupons/specials/event announcements through monthly e-blasts.
- Living Social internet/media marketing.
- Groupon internet media marketing.

Descriptors

- Discover the artist in you
- Fun night out with a unique twist
- One-night painting parties
- Create and celebrate your masterpiece
- Delight your palette
- Colorful, vivid evening
- Spice up your night with art and wine
- Paint the town red or any color you choose

Ideas for Marketing Corporate Events at PaintBar

- Target a specific department in a corporation, and then contact the head of that department.
- To get department heads interested in planning team events or employee parties at PaintBar, host a reduced-price PaintBar party for all of the department heads so they can decide if this would be a good event for their team. And even if they don't end up booking for their company, they at least may plan an event there for their friends or family?
- Find department heads by going to networking events, word-of-mouth, everyone knows someone or has friends that know someone who works for a corporation in Milwaukee. Start a list of those department managers, find out their contact information, and send an invite for this reduced-price PaintBar party to garner interest in hosting corporate events there. Offer a discount if they book a party at PaintBar after the reduced-price event, or if they book a party for a certain number of people.
- Become a member of the Madison chamber of commerce
- Go to "networking mixers. This is a great opportunity to network with other members, which are local companies and businesses. This would be a great way to find contacts in other companies and to let them know they could host employee parties and team-building events at PaintBar.

- PaintBar could make a funny video of customers painting. People who maybe you wouldn't expect to be artists. Like, "Meet Joe. Joe is a 40-year old CPA who claims to have no artistic talent." Then the video will play some fun music, showing Joe having a great time with friends, maybe screwing up a little (bloopers), showing the process of the painting, and then the finished product. Wow! Joe actually painted Van Gogh's Starry Night!

Social Media

- Facebook—post about special events and discounts.
- Hold a Facebook contest for the best or most unique places where customers hung their PaintBar paintings. Have them upload a picture of where they hung their painting—"Where did you hang your PaintBar painting?" Bathroom? Garage? Man cave? Office? Cubicle? Ceiling?
- Twitter—tweets could be an interesting fact or quote about the artist/painting for an upcoming painting party. For example: "Did you know Vincent Van Gogh painted approximately 900 paintings in 10 years? Find your inner Van Gogh at PaintBar's Starry Night painting session!"
- Foursquare—allows customers to check-in and give them a special/discount for checking in.

Calendar—what to do every month to keep PaintBar on the top of people's minds. Perhaps, feature a famous artist during their birth month and provide history tidbits?

Competitive Edge

- **KEY COMPETITIVE STRENGTHS**
- No other business of its kind in the urban Madison area
- Centrally located within the metro Madison area
- Easily accessed by 2 major freeways
- Plenty of public parking and pedestrian friendly area
- Historic, vibrant, walk-able area with nearby retail and restaurant choices
- Community events and activities in the area (BID events, Madison Farmer's Market, Historical Society, etc.)

Marketing Strategy

Desired Brand Perception:

- PaintBar is a social, relaxing and fun night out with a unique twist. Discover the artist in you while creating a memorable evening with your family and friends.

Desired Price Perception:

- I will get a fun night of entertainment AND a beautiful painting that I create for about the same cost of an evening in a bar or at a concert.

POSITIONING

Unique Events

- Have a booth at Madison Art Museum or other local art festival events. The Art Museum has events throughout the year where vendors can sell jewelry and crafts. Have a booth marketing PaintBar classes, showing sample paintings and pictures of people having fun. Sell gift certificates or hand out coupons. Get people to sign up for classes or at least get their contact information and put them on your mailing list.
- "Beyond the Canvas"—paint something unique to raise money for a charity. Like painting bikes or cow statues that people can bid on. Paint "Starry Night" on a bike or some other medium other than a canvas. The objects could be placed around the Madison area for people to bid on for a certain period of time.
- Host some sort of Art Competition. Become the premier spot in Madison where art competitions are held. Competitions could be modeled after reality shows like Project Runway, Top Chef, or Work of Art.
- Hold an art demonstration at MAM After Dark.
- Promote PaintBar to local women's clubs/organizations, such as Women's Club of Wisconsin, Madison Woman's Club, local churches have "Ladies' Aid Committees," the Red Hat Society in Madison, or Junior League.

Long-term Strategy

- Preferred Member Card or other Loyalty Member Program. For example, paint 5 paintings and your 6th is free, or paint 9 paintings and your 10th is free. The card could get stamped every time they come in. For some people, this may be more than just a "night out," it could also become a hobby for them.
- Send out a birthday coupon on a customer's birthday. Send out anniversary coupons. Offer them \$10 off, or maybe a bottle of wine. Who knows—they may book a birthday party, or a couple may have their anniversary date at PaintBar.
- Heavier outreach in Fall & Winter. Painting is a great indoor activity for Wisconsin's long cold season.
- Offer more discounts in summer to get people in the door. Maybe offer classes where people can paint outdoors?

Website

- Collect customer testimonials and quotes and add them to the website.
- Create a video showing all the fun people are having at a painting party at PaintBar. Post the video on your website. Don't just tell someone about all of the fun they can have, show them.

Video

- Digital storytelling would be a great way to promote PaintBar. A 2-minute video could be posted on the website, Facebook, Twitter, etc.

Position PaintBar as an alternative to current options for a social outing

- Primary Focus: Craft a message that promotes an experience where participating is a social outing or get-away (Girls outing, couples date night, special event parties, etc.)
- Secondary Focus: Highlight the fact that you will learn something and feel good about creating a piece of original art that you can be proud of

Position PaintBar as a new option for corporate outings and team building events

- Primary Focus: Demonstrate the morale and team building advantages of rewarding employees with a fun activity they can do together

PROMOTION STRATEGY

- PaintBar will host events on an ongoing basis. We will participate in some capacity in Village events as well as host some of our own. We also plan to align ourselves with a cause to help promote their mission as well as gain visibility and awareness of our brand.

MARKETING CHANNELS

- Existing customers as well as potential customers will be informed about events and savings utilizing the following marketing communications channels:
- Word-of-Mouth: Networking through friends, family, and business associates are an inexpensive and effective marketing tool that PaintBar utilizes to broaden our clientele base.
- Advertising Literature: PaintBar will distribute our literature to various local community businesses and establishments such as restaurants, coffee shops, bookstores, and universities. We also plan to partner with area restaurants and wine bars to offer combined night out incentives
- Social Media: Face book and Twitter will be utilized consistently to keep PaintBar top of mind and to inform of upcoming events, new paintings, etc.

Sales Strategy

CUSTOMERS

- Establishing a rapport and connection with the customer directly affects a business' sales. The following methods will establish such a connection:
- Training and Customer Needs: We plan to be very discriminating in hiring our artists making sure that they understand our mission and have the personality and skill set to carry it out. We will provide a rigorous, structured training program to new artist hires to ensure that the experience for the customer is consistently positive.
- Suggestion/Comment Box: A suggestion/comment box will be available to customers near the marketplace entrance. This provides PaintBar with direct customer feedback concerning areas of improvement or enhancements.

PAINTBAR

I. Executive Summary

PaintBar is a social, relaxing and fun night out with a unique twist (of the wrist!). Discover the artist in you while creating a memorable evening with your family, friends or co-workers.

PaintBar offers one-night painting parties – all for the fun of it. Grab some of your friends, family, and co-workers and come to experience something different. Start with a blank canvas and a full glass of wine or a crisp beer. Become inspired by a skilled artist and learn to paint a featured painting in a relaxed, no pressure setting with uplifting background music and great drinks. Create your own masterpiece. Share and compare! No two paintings ever turn out exactly the same and everyone leaves as an artist.

It's an exciting and entertaining way to celebrate a special occasion or just to experience something new and different. PaintBar is the perfect place for:

- Corporate events and team building activity
- Social events, just about any celebration
- Birthday parties
- Bachelorette parties
- Date nights
- Anniversaries or special occasions
- Girl's night out
- Night out with your co-workers

How it Works

- Participants review an online calendar of dates and paintings.
- Pick the painting you like and register online. Each class is between \$35 and \$45 per person.
- PaintBar provides easels, canvases, paint, paintbrushes, and smocks for use during the class.
- You will be seated with your companions.
- The lead artist will walk you through the painting step-by-step and help you along the way.

Hours of Operation Tuesday through Friday evenings from 4pm-10pm, Friday and Saturday 10am-11pm, and Sunday from 10am-6pm. Private parties and corporate events for any day of the week from 8:30am-12am.

Number of Employees PaintBar will be hiring one General Manager, two assistant managers, and 5-10 part-time artist.

- COUPLES (married and unmarried, age 25-70) college educated; raising children or empty nesters; household income \$40,000-\$100,000; looking for "date night" activities other than bars.
- ADULTS (age 25-45) educated; in the dating and social scene; climbing up the corporate or entrepreneurial ladder. Looking for a place that has a certain buzz or hip-ness to it and will spread the word if they find it.

Who is PaintBar's customer?

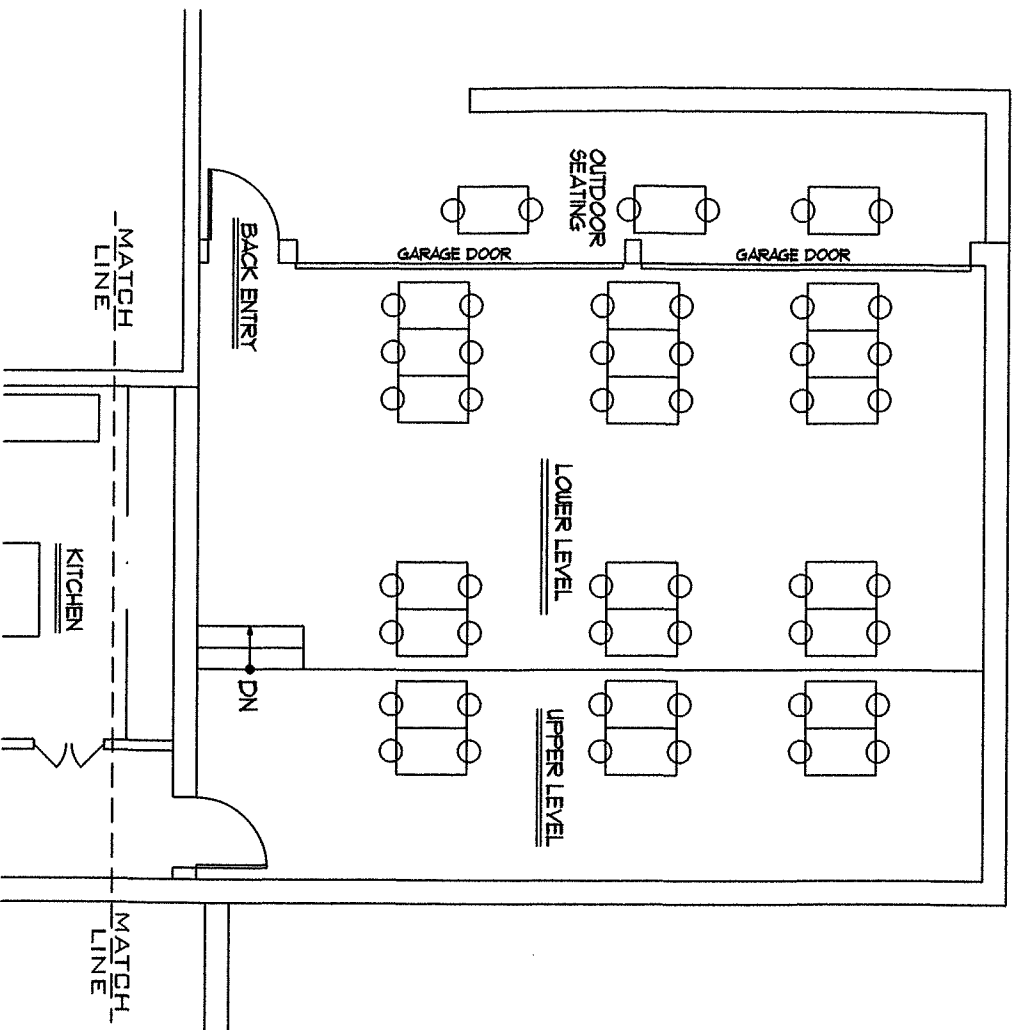
- Primarily Female
- Educated
- Community oriented and influenced by the social and economic impact their purchases have on their community.
- Corporate Companies – private party outings
- Homeowner and/or cares about the beauty and comfort of their living space.
- Middle-to-upper class
- 21-70 years of age
- Enjoys spending time with family and friends/co-workers and trying new things.
- Finds "word-of-mouth" and referrals from friends and colleagues extremely significant when making decisions.

Who is our Competition?

- Madison Area- Currently there is not a studio open in the Madison area. PaintBar would be the first open. The Milwaukee area has 6 brick and mortar studios and 1 traveling studio. Madison area can support 4-6 studios. There are 10-12 pottery studios open and 1-2 kids studios none of them are doing painting classes.
- Milwaukee Area- Splash Studio Uptown Art are currently the only competition within a 20-mile radius of Arte Wine and Painting Studio.

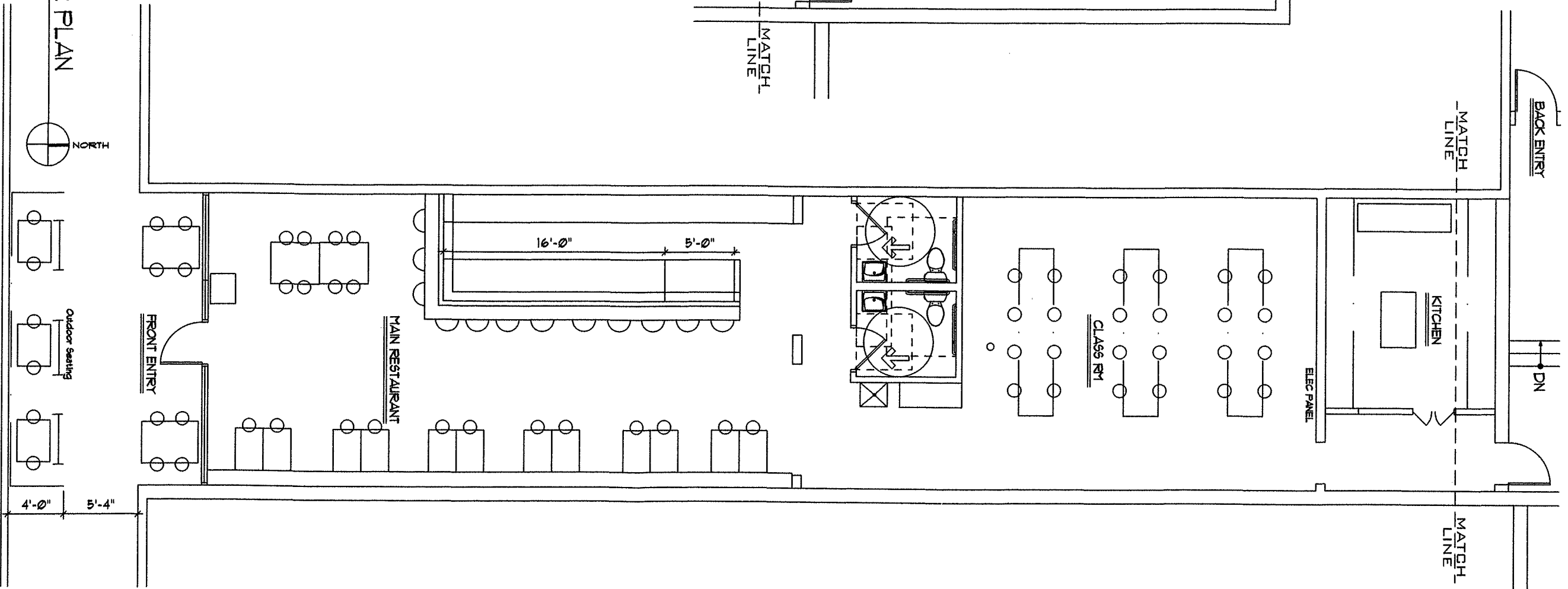
Barriers to Entry in the Market

- Finding the right location.
- PaintBar's concept has a very minimal start up cost.
- Supplies are low cost - paint, brushes and easels.
- Very limited to no competition in the Madison area.



**BACK GARAGE
FIRST FLOOR PLAN**

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



FIRST FLOOR PLAN

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



Williamson Street

BUILDING INFORMATION

BUILDING INFORMATION:
 PROPOSED OCCUPANCY: ASSEMBLY A-2
 PROPOSED OCCUPANCY COUNT: 99 MAX
 REQUIRED NUMBER OF EXISTS= 2 EXIT
 REQUIRED EGRESS WIDTH= 49*0.2= 9.8" OR 32" MIN
 RESTROOM- 1 MALE 1 FEMALE- SEE PLAN

PROJECT ADDRESS

PAINTBAR
 MADISON
 1 224 WILLY ST

DATE:

08-09-14

JOB NO:

1306

DWG:

A1.1

PAINTING BAR

262.853.3056