

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification Number <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form	<input checked="" type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC Jong yeon Lee

2. Address of Licensed Premise 408 W. Gorham St

3. Telephone Number: 257-2020 4. Anticipated opening date: July '09

5. Mailing address if not opening immediately 402 W. Gorham St

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
Dinner 7 Days 4^P-2^A / Lunch TH, F, SA, SU 11^A-4^P

9. Do you plan to have live entertainment? No Yes—What kind? _____

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.**

3 STORY BRICK BUILDING w/ BASEMENT (STORAGE) / 1ST FLOOR
61 SEATS PLUS 8 BAR STOOLS / 2ND FLOOR 10 SEATS +
SERVICE BAR (NO STOOLS) / 3RD FLOOR 52 SEATS

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. _____
STREET PARK / PUBLIC LOTS

13. Describe your management experience, staffing levels, duties and employee training JOSEPH TACHOVSKY
OWNER-OPERATOR CHEZ BANANA'S - MPLS, 1987-2002 / RESTAURANT CONSULTANT
MADISON 2002-2006 / CONSULTANT + GM SAMBA 2006 - CURRENT

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.

Jong yeon Lee 6406 Antietam Lane Madison WI 53105
 Name Address

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

OVERTURE CENTER, KORN CENTER, STATE WORKERS, UNIVERSITY

16. What age range would you hope to attract to your establishment? 22-30

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

ISTHMUS, VERVE

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

19. Owner of building where establishment is located: JONGYAN LEE

Address of Owner: 402 W. GORMAN ST Phone Number 257 2020

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

Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Name Address % of Ownership

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? Memphis BBQ

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? Dinner 7 Days 4P-2A

LUNCH TH, F, SA, SU 11A-4P

27. What hours, if any, will food service not be available? ∅
28. Indicate any other product/service offered ∅
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? 8-12
During what hours do you anticipate they will be on duty? DURING ALL HOURS OF OPERATION
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? 8
How many bartenders do you anticipate you would have working at one time on a busy night? 2-3
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? 180-200
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?
APPRX 60%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%
What percentage of your advertising budget do you anticipate will be drink related? ∅
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? 180-200

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	25 %
Gross Receipts from Food and Non-Alcoholic Beverages	75 %
Gross Receipts from Other	%
Total Gross Receipts	100%

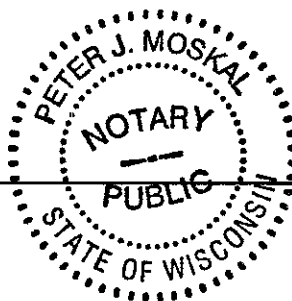
44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated
A PRO FORMA OF BUSINESS PROJECTIONS

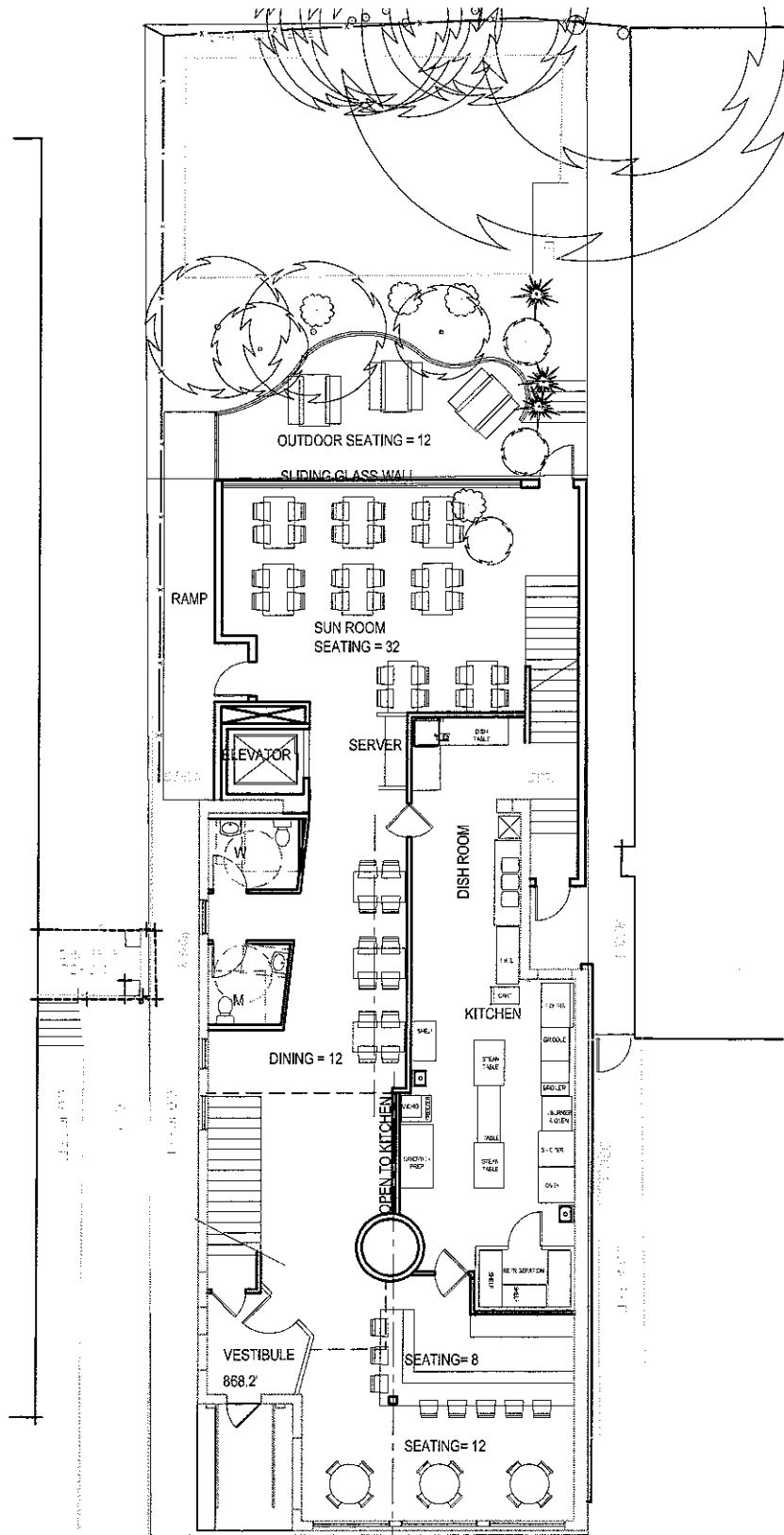
Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), 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 29th day of August, 2008
[Signature]
(Clerk/Notary Public)
My commission expires 07/11/2011

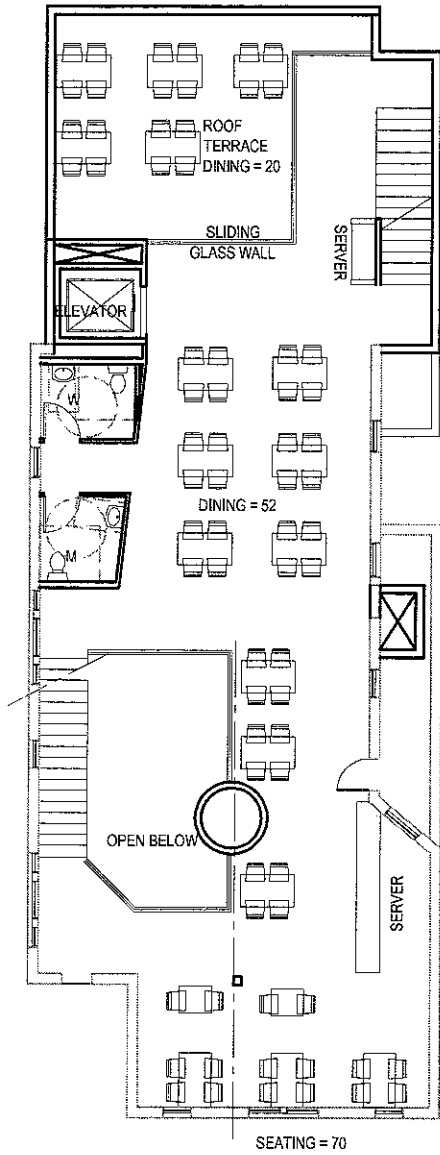
[Signature]
(Officer of Corporation/Member of LLC/Partner/Individual)



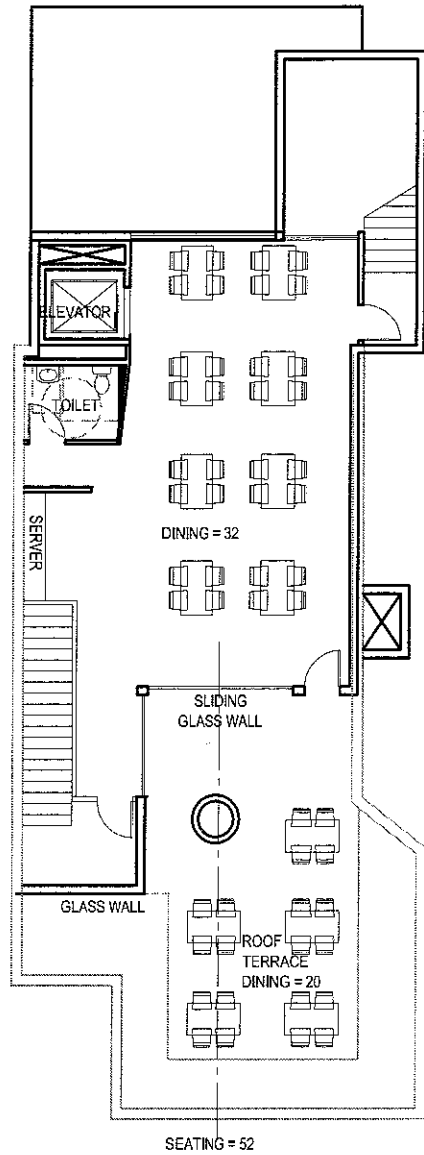


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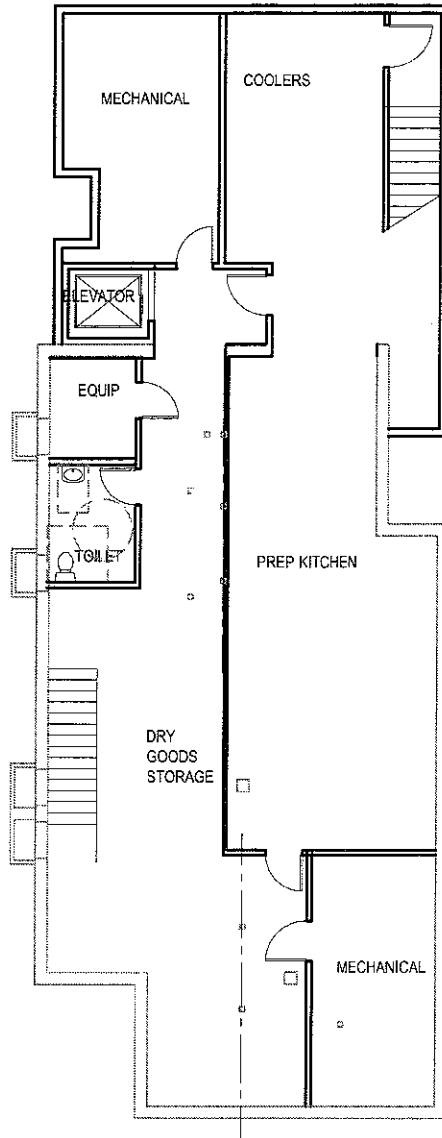
FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



BASEMENT

Brichouse BBQ

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Assumptions on Operating Projection

Sales (from "Sales Projection" worksheet)	Weekly Ave	Annual	
Food	19,356	1,006,512	71.2%
Liquor	120	6,240	0.4%
Beer	1,464	76,128	5.4%
Wine	6,240	324,480	23.0%
Total Sales	27,180	1,413,360	100.0%

Cost of Sales

		Annual \$	% of Sales
Food Cost %	25.0%	251,628	
Liquor Cost %	23.0%	1,435	
Beer Cost %	27.5%	20,935	
Wine Cost %	31.0%	100,589	
Total Cost of Sales		374,587	26.5%

Management Salaries (Annual)

	Annual \$	% of Sales
General Manager	36,000	2.5%
Chef/Kitchen Manager	36,000	2.5%
Assistant Manager	0	0.0%
Assistant Manager	0	0.0%
Sous Chef	0	0.0%
Total Management Salaries	72,000	5.1%

Hourly Labor Cost (from "Hourly Labor" worksheet)

	Weekly Ave	Annual	%
Restaurant Only	4,708	244,816	
Special Events	38	1,955	
Total Hourly Labor Cost	4,746	246,771	17.5%
Total Management Salaries		72,000	5.1%
Total Gross Payroll		318,771	22.6%

Employee Benefits

		Annual \$	% of Sales
FICA Taxes - as a % of Gross Payroll	9.0%	25,449	
State Unemployment - as a % of Gross Payroll	1.0%	2,828	
Federal Unemployment - as a % of Gross Payroll	2.0%	5,655	
Other Payroll Taxes - as a % of Gross Payroll	2.0%	5,655	
Worker's Comp - as a % of Gross Payroll	2.0%	5,655	
Group Medical Insurance - cost per covered employee per month	2,200	26,400	
Group Medical Insurance - # of employees covered	0		
Disability & Life Insurance - per month	0	0	
401k Plan - per month	0	0	
Employee Meals - per month	0	0	
Employee Education - per month	0	0	
Awards & Prizes - per month	0	0	
Employee Christmas & Other Parties - per month	0	0	
Transportation & Housing - per month	0	0	
Total Employee Benefits		71,643	5.1%

Direct Operating Expenses

	Monthly \$	% of Sales	Annual \$	% of Sales
Auto Expense	0		0	
Catering & Banquet Supplies	0		0	
Cleaning Supplies	300		3,600	
Contract Cleaning	1,000		5,000	
Extermination	150		1,800	
Flowers & Decorations	200		2,400	
Kitchen Utensils	500		6,000	
Laundry & Linen	800		9,600	
Licenses & Permits	0		2,000	
Menus & Wine Lists	100		1,200	
Miscellaneous	500		6,000	

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Weekly Sales Projection

Number of Seats **240**

		Table Turns	Covers	Average Check				Total	% of Week
				Food	Liquor	Beer	Wine		
Monday	Breakfast	0.0	0	0	0	0	0	0	
	Lunch	0.0	0	0	0	0	0	0	
	Dinner	0.0	80	1,672	0	128	560	2,360	
	Day Totals			1,672	0	128	560	2,360	9.5%
Tuesday	Breakfast	0.0	0	0	0	0	0	0	
	Lunch	0.0	0	0	0	0	0	0	
	Dinner	0.0	80	1,672	0	128	560	2,360	
	Day Totals			1,672	0	128	560	2,360	9.5%
Wednesday	Breakfast	0.0	0	0	0	0	0	0	
	Lunch	0.0	0	0	0	0	0	0	
	Dinner	0.0	80	1,672	0	128	560	2,360	
	Day Totals			1,672	0	128	560	2,360	9.5%
Thursday	Breakfast	0.0	0	0	0	0	0	0	
	Lunch	0.0	0	0	0	0	0	0	
	Dinner	0.0	120	2,508	0	192	840	3,540	
	Day Totals			2,508	0	192	840	3,540	14.3%
Friday	Breakfast	0.0	0	0	0	0	0	0	
	Lunch	0.0	0	0	0	0	0	0	
	Dinner	0.0	200	4,180	0	320	1,400	5,900	
	Day Totals			4,180	0	320	1,400	5,900	23.8%
Saturday	Breakfast	0.0	0	0	0	0	0	0	
	Lunch	0.0	0	0	0	0	0	0	
	Dinner	0.0	200	4,180	0	320	1,400	5,900	
	Day Totals			4,180	0	320	1,400	5,900	23.8%
Sunday	Breakfast	0.0	0	0	0	0	0	0	
	Lunch	0.0	0	0	0	0	0	0	
	Dinner	0.0	80	1,672	0	128	560	2,360	
	Day Totals			1,672	0	128	560	2,360	9.5%
WEEK TOTALS (restaurant only)	Totals in \$			17,556	0	1,344	5,880	24,780	
	Sales Mix %			70.8%	0.0%	5.4%	23.7%	100.0%	
Special Events (banquets, parties, catering)	Ave # of Banquets, Parties/ Week			2.0					
	Ave # of Guests			30					
	Per Person Average \$			\$40.00					
	Sales Mix %			75%	5%	5%	15%	100%	
	Special Event Sales Per Week			1,800	120	120	360	2,400	
WEEK TOTALS - All Sales	Totals in \$			19,356	120	1,464	6,240	27,180	
	Sales Mix %			71.2%	0.4%	5.4%	23.0%	100.0%	

RECAP: Key Sales Numbers:	
Annual Sales	\$1,413,360
Average Monthly Sales	\$117,780
Annual Sales Per Square Food	\$283
Annual Sales Per Seat	\$5,889

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Capital Budget - Estimate of Construction & Pre-Opening Costs

	PSF	Per Seat	TOTAL COST	Detail
Square Footage / Seating	9,000	240		
LAND & BUILDING	77.78	2,917	700,000	
Land				0
Building - Construction / Contractor Fees				700,000
LEASEHOLD IMPROVEMENTS	116.67	4,375	1,050,000	
Construction Contract				1,050,000
Landlord Contribution				0
BAR / KITCHEN EQUIPMENT	11.11	417	100,000	
BAR / DINING ROOM FURNITURE	6.67	250	60,000	
Chairs				20,000
Tables				20,000
Counters				0
Booths				10,000
Ovens				10,000
PROFESSIONAL SERVICES	2.72	102	24,500	
Architect & Engineering				20,000
Legal (lease & incorporation)				1,000
Project Consultant				0
Accounting & Tax				2,500
Name, Logo & Graphic Design				1,000
ORGANIZATIONAL & DEVELOPMENT	0.61	23	5,500	
Deposits (utilities, sales tax, etc.)				0
Insurance Binder (property, casualty, liability)				0
Workers Comp. Binder				0
Liquor License				500
Building Permits				0
Other Licenses & Permits				500
Utility Deposits (gas, electric, water)				0
Change, Operating Banks & Petty Cash				1,000
Menus / Menu Boards				2,500
Lease Deposit				0
Travel, Research, Concept Development				1,000
INTERIOR FINISHES & EQUIPMENT	4.33	163	39,000	
Kitchen Smallwares				5,000
Artwork & Specialty Décor				5,000
Security System				5,000
Music/Sound/Audio-Visual Systems				5,000
Cash Register / Point of Sale				15,000
Phone System				1,000
Office Equipment / Computer				1,000
Office Supplies				1,000
Interior Signs				1,000
Other				0
EXTERIOR FINISHES & EQUIPMENT	0.56	21	5,000	
Landscaping and Patio				0
Exterior Signs & Decorations				5,000
Resurfacing				0
Parking Bumpers				0
Parking Lot Striping				0
Other				0
PRE-OPENING EXPENSES	6.20	233	55,805	
Construction Period Utilities				0
Construction Period Building Lease				0
Construction Period Interest				0

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Capital Budget - Estimate of Construction & Pre-Opening Costs

	PSF	Per Seat	TOTAL COST	Detail
Uniforms				0
Opening Inventories -				
Food				10,000
Beer, Liquor & Wine				30,000
Paper				0
Retail Merchandise				0
Other Restaurant Supplies				5,000
Marketing -				
Advertising				2,000
Public Relations				0
Opening Parties				3,500
Personnel -				
General Manager				0
Chef / Kitchen Manager				0
Assistant Manager(s)				0
Employee Training				5,000
Admin. / Bookkeeping				0
Employee Benefits				0
Payroll Taxes				305
WORKING CAPITAL & CONTINGENCY	17.78	667	160,000	
Working Capital				80,000
Contingency				80,000
TOTAL PROJECT COST	\$ 244	\$ 9,166	\$ 2,199,805	

Brick house

PEARL'S BBQ

408 West Gorham Street, Madison, WI 608.257.PORK

APPETIZERS

Cheese Curds.....	3.50
Pearl's Habanero Cheese Curds.....	4.00
Onion Rings.....	3.00
Smokin' Hot Wings.....	8.00
Corndogs.....	6.00
Bbq Ribs.....	8.00
Cornbreaded Chicken Tenders.....	8.00

Sandwiches

Served with fries and slaw

Pulled Pork.....	6.75
BBQ Pork.....	6.25
Beef Brisket.....	7.75
Pulled Chicken.....	6.75
Angus burger.....	5.75
Cheeseburger.....	7.25
BBQ Bacon Burger.....	8.75

Salads

Mixed Greens.....	4.00
Bacon Spinach.....	6.00
Caesar.....	6.00
Chicken Caesar.....	8.75
Beef Brisket Caesar.....	9.50
Chopped Chicken.....	8.75

Meats

Served with corn muffin and choice of three sides

St Louis Style Ribs.....	15.00
Half Rack St Louis Style Ribs.....	12.00
Baby Back Ribs.....	19.00
Half Chicken.....	12.00
Quarter Chicken.....	10.50
Half St Louis Ribs and Quarter Chicken.....	15.00
Boneless Beef Ribs with Rosemary Gravy.....	16.00
Smoked Beef Brisket.....	16.00
Boo's Rubbed Pork Loin.....	15.00
Andoville and Chorizo Sausage Combo.....	14.00
Pearl's Big Feed.....	29.00
Half St Louis Ribs, Quarter Chicken, Pork Loin, Choice of Sausage and Beef Brisket	

Sides

Vegetarian: order four sides as an Entree for 11.00

Black Eyed Peas	3.00	Mac & Cheese	5.00
Potato Salad	3.00	Gingered Slaw	3.00
Collard Greens	4.00	Pearl's Baked Beans	4.00
Flamin' Beans	4.00	Succotash	3.00
Curly Fries	3.00	Garlic Mashed Potatoes	4.00
Fresh Fruit	4.00	Cheesy Fatsers	4.00
Corn on the Cob	4.00	Creamed Corn	3.00

Everything Available for Take Out