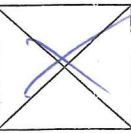
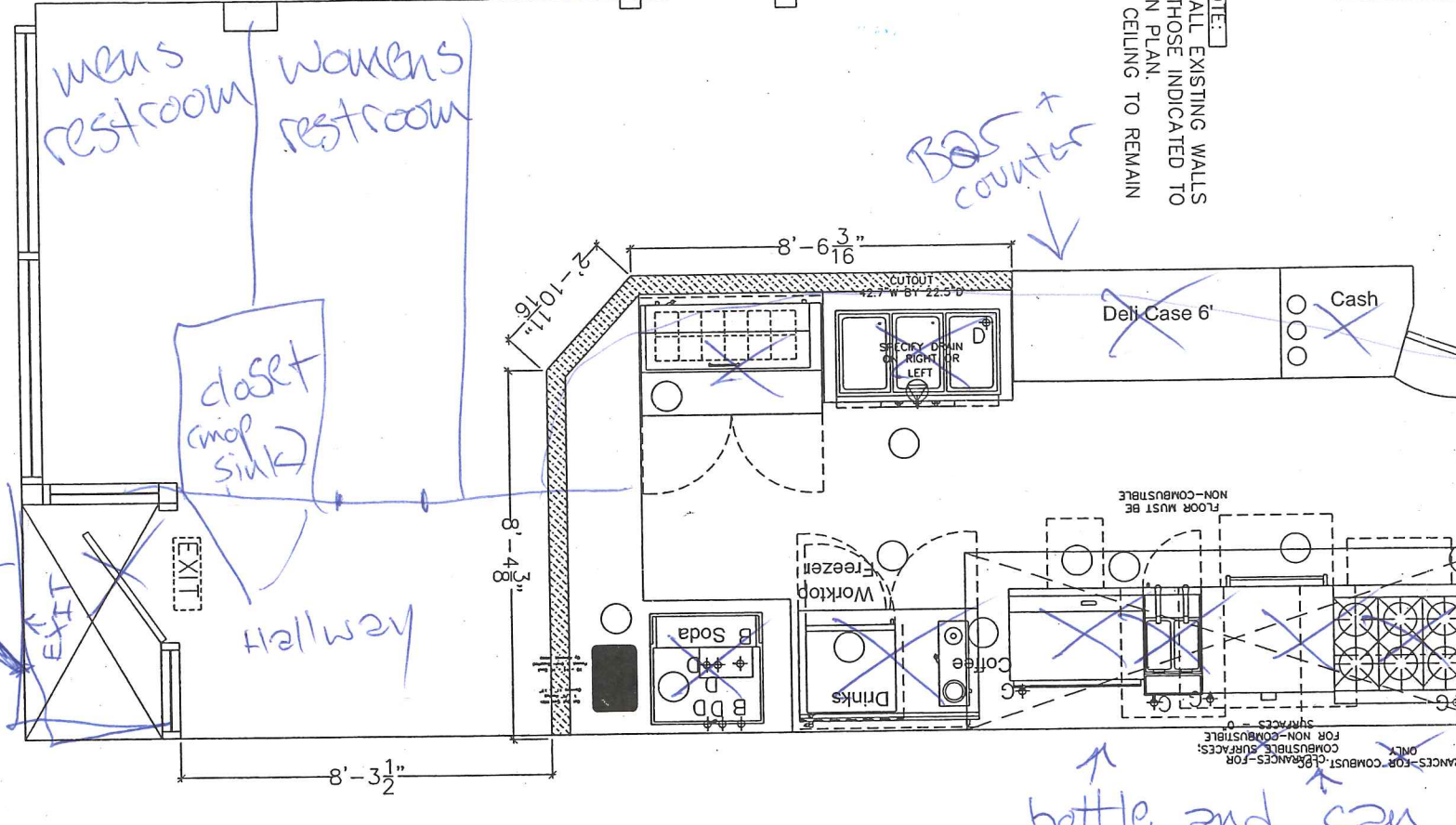


this is from next door,  
same dimensions and square foot.



DEMO NOTE:  
REMOVE ALL EXISTING WALLS  
EXCEPT THOSE INDICATED TO  
REMAIN IN PLAN.  
EXISTING CEILING TO REMAIN



BOS +  
COUNTER

closet  
(mop  
sink)

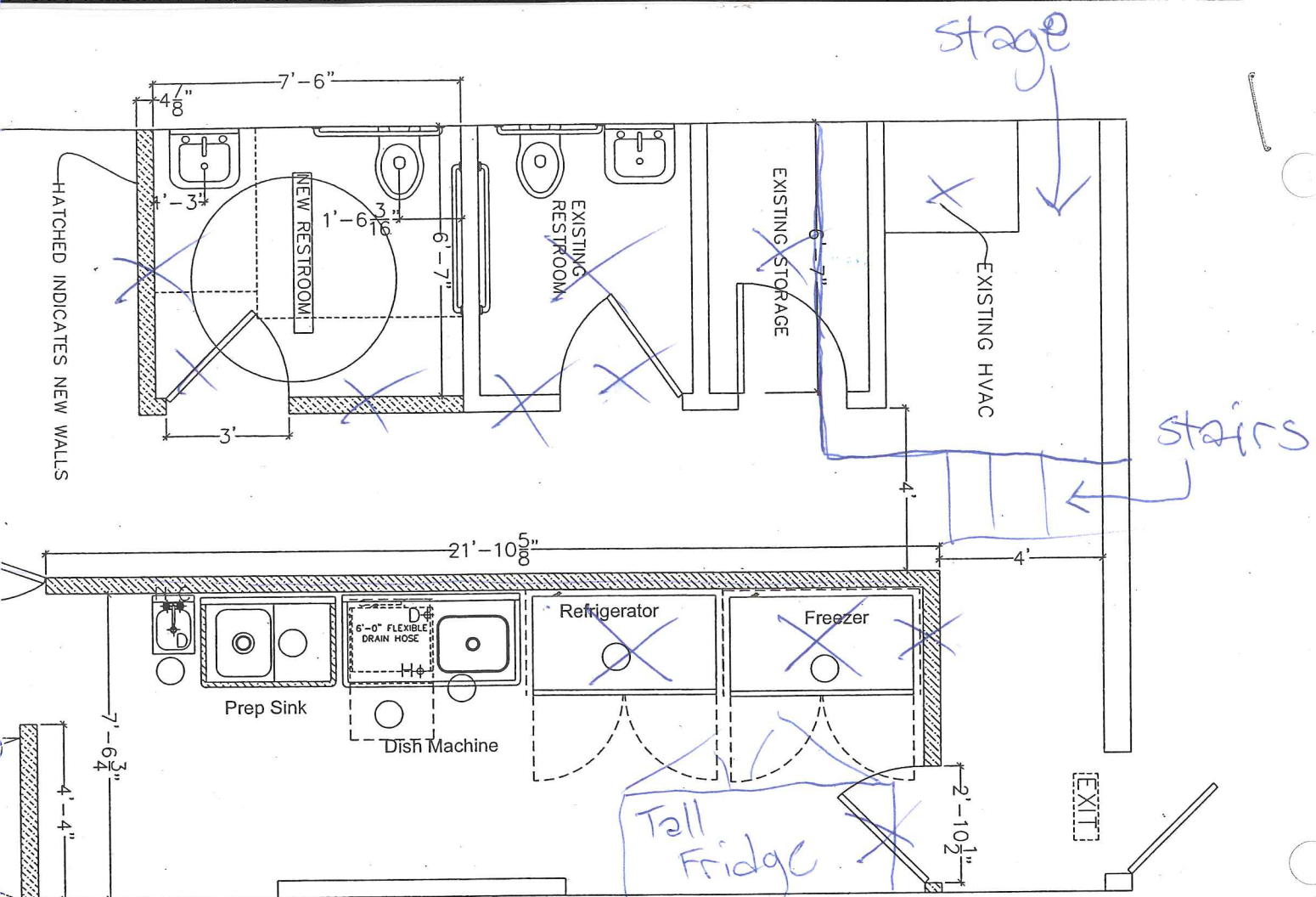
hempelt

↑  
bottle and can

<p>Sheet Number: <b>T200</b></p>	Date:
	Drawn By:
	Checked By:
	Scale: 1/4"

616 UNIVERSITY AVE.  
MADISON WI.

Client Approval: \_\_\_\_\_ Date: \_\_\_\_\_



x - demarks things we won't have in Mom's Bar

ISSUED FOR:

BIDS	09.26.05
PERMITS	
REVISED	

# Mom's

BAR

## DRAFT BEER

spotted cow – new glarus WI	7.00
moon man – new glarus WI	8.00
fantasy factory – karben4 WI	9.00
hamms – hamms brewing MN	3.00

## COCKTAILS

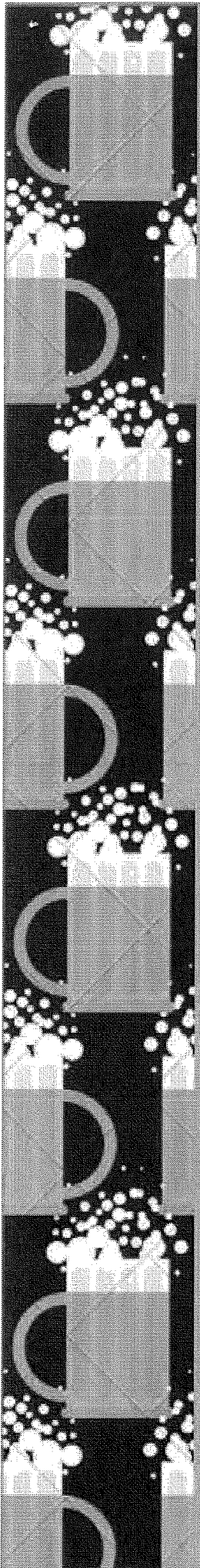
dark and stormy	9.00
bloody maria	9.00
moscow mule	8.00
greyhound	7.00
margarita	10.00

## BOTTLES & CANS

plainspoke cocktails	8.00	budweiser	4.00
high noon seltzer	7.00	bud lite	4.00
nude seltzer	7.00	victoria	6.00
miller hi-life	4.00	modelo	6.00
miller lite	4.00	sapporo	7.00
stella artois	7.00	pabst	5.00

## NONALCOHOLIC

soda, juice 2.00. coffee 3.00. energy drink 5.00



# Mom 's

BAR

## SPECIALTIES

sake - glass (hot/cold)	6.00
sake - carafe (hot/cold)	12.00
sake bomb	10.00
mom bomb	10.00
"Mom's Favorite" - hendricks gin, dos lunas tequila silver, crushed mint, crushed basil, pineapple juice, lemon wedge, topochico sparkling mineral water	13.00
"Dirty Mother" - korbel brandy, kahlua coffee liqueur	10.00
"Kiss Your Mother" - titos vodka, blue curacao, chambord, orange and pineapple juice.	11.00

## HAPPY HOUR 4-7 EVERY DAY

1 dollar off cans, bottles, cocktails, specialties

2 dollars off for moms! free karaoke!

# Executive Summary

## Opportunity

Establishments in the downtown Madison bar industry offer entertainment along with beverages. Karaoke is a form of interactive entertainment in which amateur singers can sing along with recorded music (or a music video) using a microphone and public address system. Businesses in this industry usually provide alcohol services as a means of increasing their revenue generation.

If you are a close observer of happenings in the Madison UW bar industry, you will agree that the slow reopening of the downtown area and the large market of cooped up college kids trends very favorably for bars and entertainment locations on University Avenue near the heart of campus. Wandos is next door, and often has lines out the door in the last several months. Legal drinking age students, downtown young professionals, and local music enthusiasts want to socialize and live it up again. This bodes extremely well for new and existing establishments, especially in a location like this.

## Solution

Mom's Bar, is a neighborhood karaoke bar that will be located in the heart of Madison WI, in a thriving downtown rich with arts, music, sports, and the University of Madison campus. We have signed a three-year lease of the facility that previously held the Karaoke Kid for the last 30 years. We are fortunate to have secured the facility for 3 years, with an option to renew for 10 more, at an agreed rate that is favorable to us. This gives the bar a guaranteed 13 years in the facility, and we are positive we will do very well with that time.

We are going to be involved in operating a karaoke bar, serving alcoholic and non-alcoholic beverages to visitors in an environment that is specifically designed for being conducive to socializing, networking, and free from all forms of violence.

Mom's Bar is designed to meet both the health and safety standard as recommended by the local authority. Our customers are going to be treated with respectable music at all times. This will be played at the background to create the

ambiance that our customers will cherish, smoothly transition to karaoke during karaoke nights, and be added in value by dj nights and live music nights, with proper music licensing.

We are in business to make profits at the same time as giving our customers value for their money and adding to the rich culture of downtown Madison; we want to give people the opportunity to choose from wide genres of music and drinks. Karaoke bars attract music lovers, and campus location of Mom's Bar is perfect to entertain and host these amazing people and give them a novel place to express and socialize.

We will ensure that all our employees are selected from a pool of customer centric people in and around Madison, WI. We will make sure that we take all the members of our workforce through the required training that will position them to meet the expectation of the bar, their coworkers, and the clientele. We will be safe, professional, certified, licensed, and fun!