

# ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning March 20 12 ;  
ending March 20 13

TO THE GOVERNING BODY of the:  Town of }  
 Village of } Madison  
 City of }

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

Applicant's Wisconsin Seller's Permit Number: <u>456-1027537010-04</u>	
Federal Employer Identification Number (FEIN): <u>45-2770853</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
<b>TOTAL FEE</b>	\$

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): ▶ Dickeys of Madison LLC  
Ziegler, Nick, Dibble, Steve, Ziegler Clint

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>owner</u>	<u>Nick Ziegler</u>	<u>W11567 Reynolds rd</u>	<u>Lodi, WI 53555</u>
Vice President/Member		<u>Steve Dibble</u>	<u>934 South St</u>	<u>DeForest, WI 53532</u>
Secretary/Member		<u>Clint Ziegler</u>	<u>1015 S Holiday dr</u>	<u>Waunakee, WI 53597</u>
Treasurer/Member				
Agent		<u>Nick Ziegler</u>	<u>W11567 Reynolds rd</u>	<u>Lodi, WI 53555</u>
Directors/Managers				

3. Trade Name ▶ Dickeys Barbecue Pit Business Phone Number \_\_\_\_\_  
4. Address of Premises ▶ 4833 Anamark Dr suite 200 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 employe 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 7/18/11 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.)

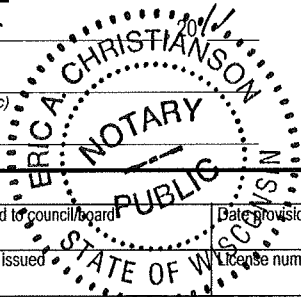
9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) 2300 sq ft, 7 year old building  
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 this license.

**SUBSCRIBED AND SWORN TO BEFORE ME**

this 28<sup>th</sup> day of November

My commission expires 6/29/2014



Nick Ziegler  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(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	

NO N.A.

AD-17  
PD-500...

LIC1B-2011-01750

## City of Madison Supplemental Class B License Application

<input 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 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 checked="" type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Dickery's of Madison LLC

2. Address of Licensed Premise 4833 Anamark Dr Madison, WI

3. Telephone Number: (608) 249-4205 4. Anticipated opening date: March 1st 2012

5. Mailing address if not opening immediately 11567 Reynolds rd Lodi, WI 53555

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: Barbecue quick serve restaurant  
Open 11am - 9pm

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.**

2300 sq feet, 7 year old Nicely built brick building.  
Seating capacity 70. No bar. Alcohol sold at cash register  
stored in walk in cooler in the back.

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. Parking is right out our front windows, easy to monitor.

13. Describe your management experience, staffing levels, duties and employee training.

Myself and my Partners have been leaders by nature our whole lives and ran a subway for 8 years!

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.

Nick Ziegler 11567 Reynolds rd Lodi WI 53555  
 Name Address

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

Males 21-60 working class.

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

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

We will advertise our Ribs on billboards & radio.

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

19. Owner of building where establishment is located: Dennis Zeier

Address of Owner: 2203 Leo Circle Madison, WI 53704 Phone Number 608-244-5782

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

Nick Ziegler 11567 Reynolds rd Lodi, WI 53555  
Name Address

Steve Dibble 934 South Street DeForest, WI 53532  
Name Address

Clint Ziegler 1015 S Holiday Dr Waunakee, WI 53597  
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? \_\_\_\_\_

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? 11am - 9PM

27. What hours, if any, will food service not be available? 9 PM - 11 AM.
28. Indicate any other product/service offered. Food & beverages.
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? NONE We are quick serve.  
During what hours do you anticipate they will be on duty? \_\_\_\_\_
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? \_\_\_\_\_  
How many bartenders do you anticipate you would have working at one time on a busy night? 1
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? 70
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?  
95%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? less than 5%  
What percentage of your advertising budget do you anticipate will be drink related? NONE
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? 70 People

43. Pursuant to Chapter 38.02 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	5 %
Gross Receipts from Food and Non-Alcoholic Beverages	95 %
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.

**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 28th day of November, 20 11

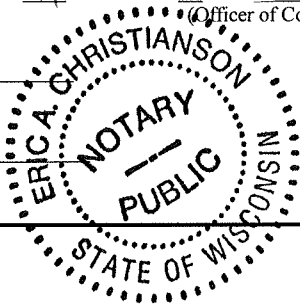
Mich Zieser

(Officer of Corporation/Member of LLC/Partner/Individual)

[Signature]

(Clerk/Notary Public)

My commission expires 6/29/2014







## Franchise Business Plan

**Steve Dibble**

Dickey's of Madison

48~~8~~<sup>3</sup> Annamark Drive

Suite 200

Madison, WI

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## I. Executive Summary

Dickey's of Madison has been formed to own and operate a Dickey's Barbecue Franchise in Madison, WI. Dickey's of Madison is owned by Steve Dibble, Clint Zeigler, and Nick Zeigler.

Our total project cost is as follows:

\$100,000 Leasehold Improvements

\$100,000 Equipment

\$20,000 Working Capital

\$15,000.00 Franchise Fee

\$235,000.00 Total Project Cost

Our target opening date is March 1<sup>st</sup>, 2012.

## II. General Company Information

With over 140 locations in 30 states Dickey's is the fastest growing barbecue chain in the U.S. Our goal is to take fast-casual Texas style barbecue to everyone from Seattle to Miami and everywhere in between! According to the BBQ Industry Association, Americans eat barbecue three billion times a year! Nationally, there is a lack of competition among fast casual barbecue restaurants, meaning that the potential for growth is higher than any other franchise. As an underserved food segment, barbecue fans welcome Dickey's distinct taste, premium products, and relaxed atmosphere. These three ingredients deliver the perfect recipe for success. Dickey's has been serving quality barbecue in Dallas since 1941 and the company is lead by the second and third generations of the Dickey family.

As a franchise, Dickey's offers a turnkey restaurant with strong corporate help to assist each Owner/Operator in every phase of development. From our strong Real Estate team, knowledgeable Construction department, powerful Marketing and hands-on Operations teams, Dickey's ensures that each store is successful. Additionally, Dickey's requires each franchisee and manager to attend a comprehensive training program in Dallas. We also utilize an approved vendor list, quality assurance reviews and localized marketing campaigns. With 69 years of experience in the barbecue business, I know that I have selected a franchise that will give me the best opportunity for success.

### III. Sample Menu

## ★ *Barbecue* ★

# SANDWICHES

All sandwiches dressed with pickles, onions & barbecue sauce.



**3**

**THE LIL' HOAGIE**



**5**

**THE BIG BARBECUE SANDWICH**



**7**

**THE WESTERNER**  
(choice of 2 meats w/ cheese)

**Make it a Sandwich Plate for just \$2 more!**  
(includes choice of 2 Homestyle Sides)

*50¢ Sandwich Extras:*

• Sliced Jalapeños	• Shredded Cheddar
• Barbecue Ranch Sauce	• Coleslaw Topper

## CHOOSE *your* MEAT

EVER SINCE 1941, DICKEY'S ONLY USES SLOW SMOKED, PREMIUM USDA INSPECTED MEATS.

- *Southern* **PULLED PORK**
- *Signature Chopped* **BEEF BRISKET**  
(always chopped to order)
- *Sliced* **BEEF BRISKET**
- *Virginia Style* **HAM**
- *Tender* **TURKEY BREAST**
- *Marinated* **CHICKEN BREAST**
- *Old Recipe* **POLISH SAUSAGE**
- *Spicy* **HOT LINKS**
- *Fall Off the Bone* **PORK RIBS**

## ★ *Barbecue* ★

# MEAT PLATES

All plates served w/ 2 Homestyle Sides, pickles, onions, a roll & barbecue sauce.



**9**

**THE 1 MEAT PLATE**



**10**

**THE 2 MEAT PLATE**

*Also try our other plates!*

**THE QUARTER PLATE** **12**  
(¼ lb. of meat)

**THE RIB PLATE** **11**

Dickey's offers 8 standard meats that are smoked low and slow each day. In addition to our barbecue and its various platters and sandwich combinations, we have signature home-style sides like dill potato salad, fried okra, baked potato casserole, and barbecue beans.

#### IV. The Market and Location

Dickey's of Madison has been formed to own and operate a Dickey's Barbecue Pit in Madison, WI. The store will be located in 4883 Annamark Drive, Madison, WI 53704, minutes off of interstate 90/94. Dickey's BBQ Pit is Minutes from East Towne Mall, Home Depot and Menards. The location currently has Potbelley Sandwiches. The proposed Dickey's Barbecue Pit will be located next to Texas Roadhouse and will have good visibility from East Washignton Avenue..

This location will be a prime spot for a Dickey's Barbecue Pit because of the need for a quality quick serve barbecue restaurant in the area. The success of Dickey's products throughout the United States and the strong demographics of this location make for an excellent business opportunity. The local competition includes Famous Daves and Smokey Jon's. While all of these locations offer BBQ style food, no store offers quick serve of premium meats and impeccable service that each customer will find at Dickey's.

Our customers are business professionals, blue collar workers, and families. There are approximately 105,000 people in the targeted 5 mile residential area. The average household income is \$71,643.00. Additionally, the employee population is 77,989. With both residential and daytime traffic, this site proves to be a strong location for Dickey's.

#### Dickey's Annamark Location:

2,300 square feet

Restaurant Conversion

20 parking spaces

High visibility

Maximum use of signage

## V. Owners, Management Team, and Employees

Steve Dibble will be the primary Owner/Operator of the business and will oversee the daily management of the location. Steve Dibble has 8 years experience in owning a Subway Restaurant and will prove valuable as an Owner/Operator for Dickey's.

Dickey's of Madison will begin hiring and training the management team at the corporate office prior to the store's opening. Each manager will receive specialized training for operating a Dickey's Barbecue Pit. This training consists of 3 weeks of upper level management activities in Dallas and a strenuous final examination. Once certified as a Dickey's manager, the individual will have the knowledge and capacity to run a Dickey's Barbecue Pit to the standards expected at the corporate office.

Additionally, Dickey's of Madison will hire 5 employees approximately one month prior to opening. All employees will be trained by a corporate trainer who will be onsite at least one week prior to opening. Each individual will be cross trained in several areas to give flexibility in scheduling.

Overall, the total labor associated for this location including managers, employees, and taxes will be 22% of sales.

## VI. Marketing Strategy

As a national franchise, Dickey's corporate office develops specific marketing plans for each location. Across the United States, each store contributes at least 4 percent of sales to the corporate marketing program. Working with the individual franchisee, the Marketing Director and team will establish clear objectives to reach out to the specific location's target audience. Additionally, every location will execute a grand opening program. This program involves street teams, radio broadcasts, local television spots, and newspaper announcements to alert the public to the grand opening. As a way to continuously build the customer base, each location will enact an ongoing community marketing program. With guidance from the corporate Community Marketing Director, the location will identify each trade area in the region and reach out to potential customers through coupons, direct mail advertisements, door hangers, street teams, and other marketing vehicles.

While marketing efforts will never cease, Dickey's relies upon exceptional service to keep customers coming back. After nearly 70 years in business, Dickey's understands that great food and great operations are the best ways to build customers and sales.

## VII.Revenue Streams

Dickey's employs 6 revenue streams to ensure success:

1. Dine In
2. Take Out
3. Delivery
4. Catering
5. Meal Replacement
6. Holiday Meals

Dine In lunch customers are mostly professional Monday through Friday, with a relatively even split between office employees and manual laborers. Quick service and reasonable pricing ensures each customer the opportunity for a quality meal in a short amount of time.

Dine In dinner and weekend customers are mostly families. Dickey's offers a family friendly environment to attract large parties. Free ice cream is offered at every location, and parents are encouraged to bring their children on Sundays when kids eat free. Weekend specials are offered to increase ticket averages and encourage higher dollar combinations.

Take Out lunch and dinner customers are typically interested in single entrées. Combo meals are highlighted to appeal to the hurried consumer.

Delivery opportunities are available to offices and larger take out orders.

Catering is the backbone of Dickey's business and is at least 10 percent of sales. Caterings can range from drop and go buffets to full service. Offices, family gatherings, and large functions all benefit from catering options. Since 1941, Dickey's has become catering experts!

Meal Replacement is a popular segment for locations in residential communities. As a larger take out order, meal replacements offer a quick way for families to enjoy homestyle barbecue without the work, or the wait.

Holiday Meals are a large part of Dickey's. By offering holiday hams and turkeys, Dickey's reaches out to an additional segment and customer base. Many locations experiences lines around the building during this peak time, employing additional team members and purchasing additional storage for product to keep up with the demand.

Using historical data and consultation from Dickey's corporate office, projected sales are expected to reach \$700,000.00 within the first year.





