

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20 _____ ;
ending _____ 20 _____ ;

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

County of Dane Aldermanic Dist. No. 4 (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>456-1027369619-03</u>	
Federal Employer Identification Number (FEIN): <u>451134995</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale 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	\$
TOTAL FEE	\$

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): Exst Main 119 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.

Executive Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>General Manager Anacela Ziehme</u>	<u>8109 West Mineral Point Rd</u>	<u>53572</u>
Vice President/Member	<u>General Manager Stephanie Tiger</u>	<u>8109 West Mineral point road</u>	<u>Mt Horeb, WI 53572</u>
Secretary/Member	<u>Member Paula and Albert Ziehme</u>	<u>1166 S41 Ave</u>	<u>Eau Claire, WI 54703</u>
Treasurer/Member			
Agent	<u>Angela Ziehme</u>		
Directors/Managers			

3. Trade Name The Rigby Business Phone Number 715379-4162 *Business phone not activated yet*
4. Address of Premises 119 East Main Street Madison, WI 53703 Post Office & Zip Code 53703

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 Wisconsin and date _____ of registration. Yes No
(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.)

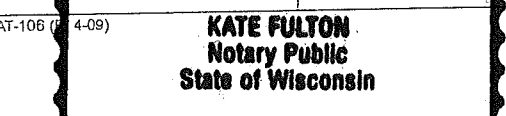
10. Legal description (omit if street address is given above): _____
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? _____
12. Does the applicant understand they must file a Special Occupational Tax 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
 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 20th day of April, 2011
Kate Fulton
(Clerk/Notary Public)
My commission expires June 22nd, 2014

Anacela Ziehme
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
Stephanie Tiger
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
Paula and Albert Ziehme
(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 issued	Date license expires	License number issued	



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 <input type="checkbox"/> * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC East Main 119 LLC
2. Address of Licensed Premise 119 East Main Street, Madison, WI 53703
3. Telephone Number: 715-379-4662 4. Anticipated opening date: June 11, 2011
5. Mailing address if not opening immediately Business phone not activated yet 8669 West Mineral Point Road Mt. Horeb, WI 53572
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. We are located in the historical district. We need to approve signage with them.
8. Business Description, including hours of operation: Restaurant and Bar serving fresh homemade American Cuisine. Hours: Sun-Th 11am - 2am, Fri-Sat 11am - 2:30am
9. Do you plan to have live entertainment? No Yes—What kind? Bands, Karaoke, Open mic once and a while
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.**
Attached
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 street parking with meters as well as a parking ramp across the street. Neither of which we own.
13. Describe your management experience, staffing levels, duties and employee training.
Steph and Ange have combined 20 years industry experience. We will keep staffing levels at 2 dishwashers, 4-5 cooks, 2 GM's, 2 Shift managers 6-8 wait staff, 8-10 bartenders. Steph will train cooks, Ange will train managers, managers will train staff.
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.
Angela Ziehme 8669 West Mineral Point Road Mount Horeb, WI 53572
 Name Address

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

We will appeal to employees who work downtown, the student popu-
lars, residents and visitors

16. What age range would you hope to attract to your establishment? 25-55 depending on the time
of day

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

Social networking, flyers, Print ads, Signs, Charity events, Lunch cards,
team Sponsorship

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

19. Owner of building where establishment is located: Cliff Fisher Development

Address of Owner: Metropolitan Place 380 W. Washington Ave
Madison, WI 53703 Phone Number 608-294-7000

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

Stephanie Yager 8169 West Mineral Point Road Mt. Horeb, WI 53572
Name Address

Angela Ziehme 8169 West Mineral Point Rd. Mt Horeb, WI 53572
Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Angela Ziehme 33.34%
Name Address % of Ownership

Stephanie Yager 33.33%
Name Address % of Ownership

Paula and Albert Ziehme 1166 S. 4th Ave Eau Claire, WI 33.33%
Name Address % of Ownership
54703

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? Americana, Fresh, Homemade

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 to 12am

27. What hours, if any, will food service not be available? 12am to 2am
28. Indicate any other product/service offered. Eventually Catering
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? 6-8 plus manager
During what hours do you anticipate they will be on duty? 10:30am-2pm and 4:30 to 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 plus Manager
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? 90
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?
60%
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? 164

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	30 %
Gross Receipts from Food and Non-Alcoholic Beverages	70 %
Gross Receipts from Other	— %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No *We are a new business, You may be required to submit documentation verifying the percentages you've indicated. It is just a projection*

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.

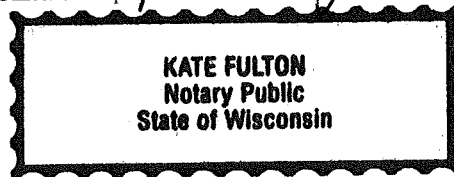
Subscribed and Sworn to before me:

this 20th day of April, 2011

Kate Fulton
(Clerk/Notary Public)

My commission expires June 22nd, 2014

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



Written Description

119 East Main street used to be a Mediterranean restaurant. It has three levels. The first floor is 1307 square feet, the second floor has 1334 square feet, and the basement has 1334 square feet. We plan to serve alcoholic beverages on the first and second floors right away. Currently the basement is used for storage of alcohol, dry goods and the walk in cooler and freezer. Eventually we may serve alcoholic beverages in the basement. The capacity is 30. The first floor has a horseshoe bar and seats about 20. At the back of bar is the full kitchen. It also has a few tall bar tables and chairs. The capacity is 35. The second floor is has dining tables tables and chairs as well as movable wet bar. The capacity is 90.

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 Liquor + Beer, Class B Class of License license for the premise located at 119 E. Main St. Street Address will be relinquished upon the approval of the application and the issuance of the same type of license for the same premises to East Main¹¹⁹ 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:

none

Rodney Maudgion
Signature of Present License Holder

4/12/11
Date

Payment of Taxes on Liquor/Beer License Transfer

I, Angela Ziehme, Executive General Manager applicant for
Name Title
a liquor and/or beer license for the premise located at 119 E. Main St., 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.

Angela Ziehme
Signature of Applicant

4/20/11
Date

Subscribed and sworn to before me this
20th day of April, 2011
Kate Fulton
Notary Public, Dane County, State of Wisconsin
My Commission Expires June 22nd, 2014



CHAPTER 9

LICENSES AND PERMITS

Section

- 9.01 Duty of Clerk With Regard to Licenses; Payment of Taxes, Claims, Forfeitures, Judgments, Etc.; Appeal. (Am. by Ord. 9243, 8-14-87)
- 9.02 Expiration of Licenses.
- 9.03 Licensing and Regulating Public Dances and Dance Halls. (Title Am. by Ord. 5204, 10-31-75 and Ord. 13,764, 1-1-05)
- 9.035 Private Teen Dance Clubs.
- 9.04 Licensing of Theatres or Public Rooms Used for Exhibition Purposes.
- 9.05 Adult Entertainment Establishments and Adult Entertainment Taverns. (Cr. by Ord. 10,919, Adopted 5-17-94)
- 9.06 Reserved For Future Use. (R. Effective 6-30-81 by Ord. 7198)
- 9.07 Reserved For Future Use. (R. Effective 6-30-81 by Ord. 7202)
- 9.08 Amusement Devices.
- 9.09 Cigarette License.
- 9.10 Tobacco Vendor Compliance Check Fee. (Cr. by Ord. 11,260, 5-30-95)
- 9.11 Reserved For Future Use. (R. by Ord. 8576, 5-6-85)
- 9.12 Vending Oversight Committee. (Cr. by Ord. 12,144, 5-19-98)
- 9.13 License for Selling on Public Streets.
- 9.14 Solicitor's and Canvasser's Permits.
- 9.15 Licensing of Hawkers, Peddlers, and Truckers.
- 9.16 Closing Out Sales.
- 9.17 Regulating Transient Merchants. (R. & Re-Cr. by Ord. 10,651, Adopted 5-4-93)
- 9.18 Reserved For Future Use. (R. by Ord. 10,721, 8-27-93)
- 9.19 Reserved For Future Use. (R. by Ord. 6179, 3-9-78)
- 9.20 Licensing of Concrete Layers, Asphalt Pavers, Mudjackers, Sewer Drain Cleaners, Sewer CCTV Inspectors, and Private Snow Removal Equipment Operators. (Am. by Ord. 9241, 8-14-87; ORD-08-00142, 12-23-08)
- 9.21 Licensing and Regulating Junk Dealers, Junk Collectors, Motor Vehicle Salvage Dealers and the Motor Vehicle Storage Business.
- 9.22 Reserved for Future Use.
- 9.23 Regulations of Mobile Homes and Mobile Home Parks. (Am. by Ord. 8235, 1-30-84)
- 9.24 Licensing of Secondhand Dealers. (R./Re-Cr. by Ord. 10,985, Adopted 8-30-94)
- 9.25 Registration of Landlords of Chronic Nuisance Properties. (Cr. by ORD-10-00011, 2-4-10)
- 9.26 Reserved For Future Use. (R. Effective 6-30-81 by Ord. 7201)
- 9.27 Reserved For Future Use. (R. by Ord. 6186, 3-16-78)
- 9.28 Sale of Christmas Trees Licensed.
- 9.29 Reserved for Future Use. (R. by Ord. 13,764, Effective 6-30-05)
- 9.30 Penalty.
- 9.31 Cat License.
- 9.32 Licensing of Private Security Personnel. (Cr. by Ord. 7549, 10-29-81)
- 9.33 Regulation of Massage Establishments, Massage Technicians and Employees. (Cr. by Ord. 4884, 2-7-75)
- 9.34 Licensing of Private Ambulance Services. (Cr. by Ord. 5256, 1-14-76)
- 9.35 - 9.47 Reserved for Future Use.
- 9.48 Fees for Service of Process. (Cr. by Ord. 11,131, 1-6-95)
- 9.49 Review of Administrative Determinations. (Cr. by Ord. 5973, 9-30-77)
- 9.50 Dog License Required. (Cr. by Ord. 7178, 12-29-80)
- 9.51 Parking Enforcer's License (Cr. by Ord. 12,043, 3-2-98)
- 9.52 Keeping of Chickens. (Cr. by Ord. 13,605, 5-21-04)

9.01 DUTY OF CLERK WITH REGARD TO LICENSES; PAYMENT OF TAXES, CLAIMS, FORFEITURES, JUDGMENTS, ETC., APPEAL.

- (1) The City Clerk shall be charged with the enforcement of all ordinances relating to licenses unless other provision is made by the Common Council for the enforcement.
- (2) The payment of all personal property taxes, special assessments, and room taxes imposed pursuant to Section 4.21 of these ordinances, all forfeitures or judgments resulting from conviction for violation of any Madison General Ordinance except moving traffic violations, and all other judgments due and owing from any applicant to the City of Madison at the time of the application for any license or permit provided for in these Ordinances, and any of the same relating to the property or business previously licensed if the new license is granted consequent or conditionally upon the sale or transfer of the business or stock in trade or furnishings or equipment of the premises or of the ownership or control of a corporation is a condition precedent to the granting of such license or permit. If the personal property tax bill has not been issued, the Treasurer shall require advance payment based on the previous year's mill rate multiplied by the premises' or property's or business' current year's valuation. No license or permit application shall be granted until the Treasurer has certified on the application that all required payments have been made.
- (3) Alleged errors in amounts claimed to be due the City may be appealed to a committee comprised of the Assessor, the City Treasurer and the Comptroller or their designees. The committee shall have no authority to review any matter for which a review or appeal procedure has been provided by statute or other ordinance. Within five (5) days of being informed of an amount claimed due, the person seeking review shall pay the amount claimed and file a written notice of appeal with the Clerk stating the bases for the appeal and specifying the alleged error. Upon payment, the applicant may file the application for the license or permit if otherwise qualified. As soon as practicable, the committee shall hold a hearing at which the person shall present evidence to substantiate the claimed error, call witnesses in his/her own behalf, may cross-examine witnesses and may be represented by legal counsel. After holding the hearing, the committee shall by majority vote make findings of fact and conclusions and shall correct any established errors. Any amount improperly required paid shall be refunded promptly, together with interest at the rate of twelve percent (12%) per annum from the date the amount was paid to the City to the date of refund.

(Am. by Ord. 9243, 8-14-87; ORD-08-00092, 8-23-08)

9.02 EXPIRATION OF LICENSES. All licenses provided for by ordinances of the City of Madison shall be by annual licenses and shall expire on the thirtieth (30th) day of June following their issuance, unless it is otherwise specifically stated.



ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin limited liability company under Ch. 183 of the Wisconsin Statutes:

Article 1. Name of the limited liability company:

East Main 119 LLC

Article 2. The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.

Article 3. Name of the initial registered agent: Angela Ziehme

Article 4. Street address of the initial registered office:
(The complete address, including street and number, if assigned, and ZIP code. P O Box address may be included as part of the address, but is insufficient alone.)

~~8669 West Mineral Point Road~~ 119 E. Main
~~Mount Horeb, WI 53572~~ Madison, WI
53703

Article 5. Management of the limited liability company shall be vested in:
(Select and check (X) the one appropriate choice below)

a manager or managers

OR

its members

Article 6. Name and complete address of each organizer:

Angela Ziehme
8669 West Mineral Point Road
Mount Horeb, WI 53572

Stephaine Yager
8669 West Mineral Point Road
Mount Horeb, WI, 53572

Angela Ziehme
Organizer's signature

Stephaine Yager
Organizer's signature

This document was drafted by Angela Ziehme
(Name the individual who drafted the document)

➤ OPTIONAL – Second choice company name if first choice is not available:

ARTICLES OF ORGANIZATION - Limited Liability Company

Angela Ziehme
8601 West Mineral Point Rd
Mt Horeb, WI, 53

L

> Your name, return address and phone number during the day ~~(608)~~ ⁷¹⁵ 379 - 4662

INSTRUCTIONS (Ref. sec. 183.0202 Wis. Stats. for document content)

Submit one original and one exact copy to Department of Financial Institutions, P O Box 7846, Madison WI, 53707-7846, together with the appropriate **FILING FEE of \$170**. Filing fee is **non-refundable**. (If sent by Express or Priority U.S. mail, address to 345 W. Washington Ave., 3rd Floor, Madison WI, 53703). Sign the document manually or otherwise as allowed under sec. 183.0107(2), Wis. Stats.

NOTICE: This form may be used to accomplish a filing required or permitted by statute to be made with the department. Information requested may be used for secondary purposes. If you have any questions, please contact the Division of Corporate & Consumer Services at 608-261-7577. Hearing-impaired may call 608-266-8818 for TTY. This document can be made available in alternate formats upon request to qualifying individuals with disabilities.

Article 1. The name must contain the words "limited liability company" or "limited liability co." or end with the abbreviation "L.L.C." or "LLC". If you wish to provide a second choice name that you would accept if your first choice is not available, enter it in the "Optional" area on page 1.

Article 2. This statement is required by sec. 183.0202(1).

Articles 3 & 4. The company must have a registered agent located at a registered office in Wisconsin. The address of the registered office is to describe the physical location where the registered agent maintains their business office. Provide the street number and name, city and ZIP code in Wisconsin. P O Box addresses may be included as part of the address, but are insufficient alone. The company may not name itself as its own registered agent.

Article 5. Indicate whether management of the company will be vested in a manager or managers, or in its members. Select only one choice. (Ref. sec. 183.0401, Wis. Stats.)

Article 6. Print or typewrite the name and complete address of each organizer. At least one organizer is required to sign the document, although all organizers may sign.

If the document is executed in Wisconsin, sec. 182.01(3), Wis. Stats., provides that it shall not be filed unless the name of the drafter (either an individual or a governmental agency) is printed in a legible manner. If the document is not executed in Wisconsin, enter that remark.

This document may declare a delayed effective date. To do so, enter a remark: "This document has a delayed effective date of (enter the future date) ." The delayed effective date may not be before, or more than 90 days after, the document is received by the Department of Financial Institutions for filing.

NOTE: The articles of organization may contain **only** that information required under items 1 through 6. The company may create a separate operating agreement that includes additional information.

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Stephanie Yager, officer/member for East Main 119
(Corporation/LLC), doing business as The Rigby, authorize and appoint
Angela Ziehme (Name) as the liquor/beer agent for the premise
located at 119 East Main Street Madison, WI 53703

Subscribed and sworn to before me this

20th Day of April, 2011

Kate Sule
Notary Public, Dane County, Wisconsin

My Commission Expires June 22nd, 2014

Stephanie Yager
Signature of Officer/Member

KATE FULTON
Notary Public
State of Wisconsin

To be completed by appointed Liquor/Beer Agent

I, Angela Ziehme, appointed liquor/beer agent for
East Main 119 (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 33.34%.

Subscribed and sworn to before me this

20th Day of April, 2011

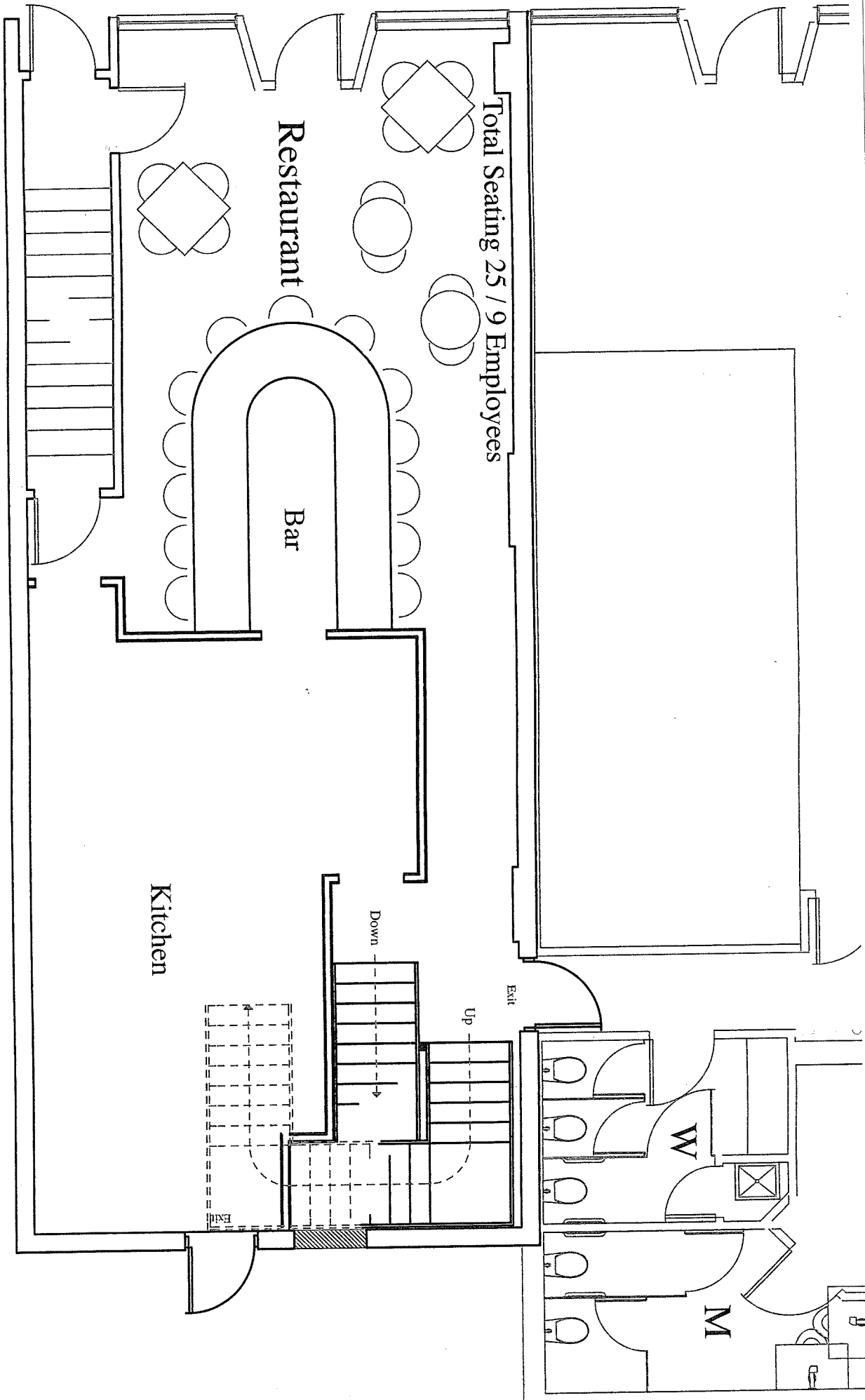
Kate Sule
Notary Public, Dane County, Wisconsin

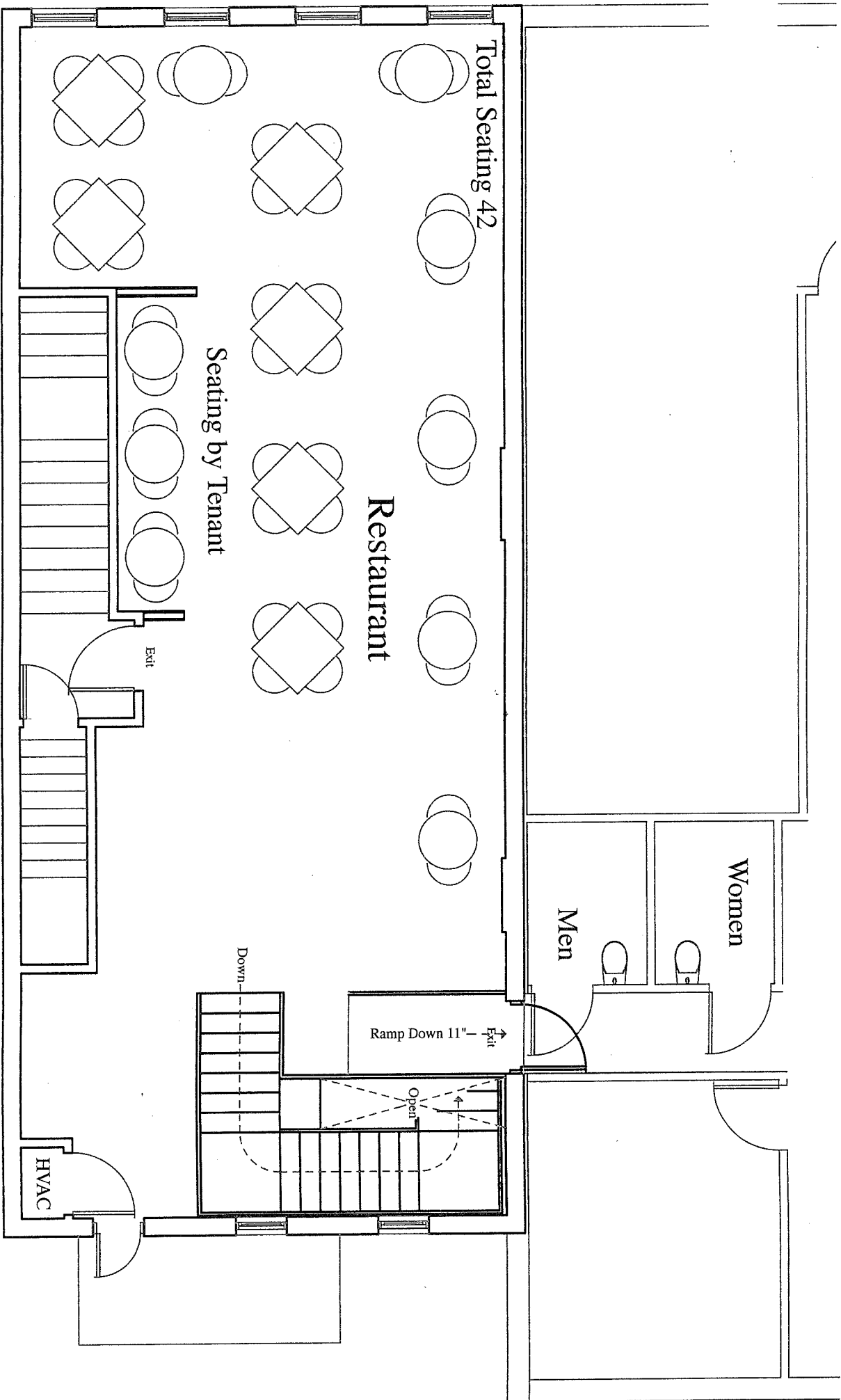
My Commission Expires June 22nd, 2014

Angela Ziehme
Signature of Agent

KATE FULTON
Notary Public
State of Wisconsin

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





The Rigby Pub and Grill

Appetizers:

Shrimp Cocktail

Fresh Cut French Fries (Original or Cajun)

Chips and Salsa

Nachos (Chicken or Beef)

Spinach Artichoke Dip

Roasted Red Pepper or Garlic Hummus

Beer Battered and Homemade:

- Onion Rings
- Mushrooms
- Cheese Curds
- Pickles
- Chicken Strips

Soups:

Cup

Bowl

Salads:

Caesar Salad (add Chicken or Shrimp)

Taco Salad (add Chicken or Beef)

BLT Salad

Garden Salad (Carrots, Cabbage, Mushrooms, Onions, Tomatoes, Black Olives, and Croutons)

Side Salad

Grilled Sandwiches:

Ham and Cheese

Turkey and Cheese

Turkey Club

Reuben

Turkey Reuben

Brat Reuben

Turkey Swiss and Slaw

Bacon Lettuce Tomato

Cuban

Grilled Cheese

Roast Beef

Patty Melt

Wraps:

Chicken Caesar Wrap

Chipotle Chicken Wrap

Chipotle TBLT Wrap

Philly Wrap

Veggie and Hummus Wrap

Fire and Rain Wrap

Sandwiches:

Grilled Chicken Sandwich
Pulled Pork Sandwich
Philly Cheese Steak
Turkey Cheese Steak
French Dip
Meatball Sub
Roast Beef and Cheddar
Turkey Sub
Ham Sub

Burgers:

100% Fresh Never Frozen Hand Pattied Angus Burger

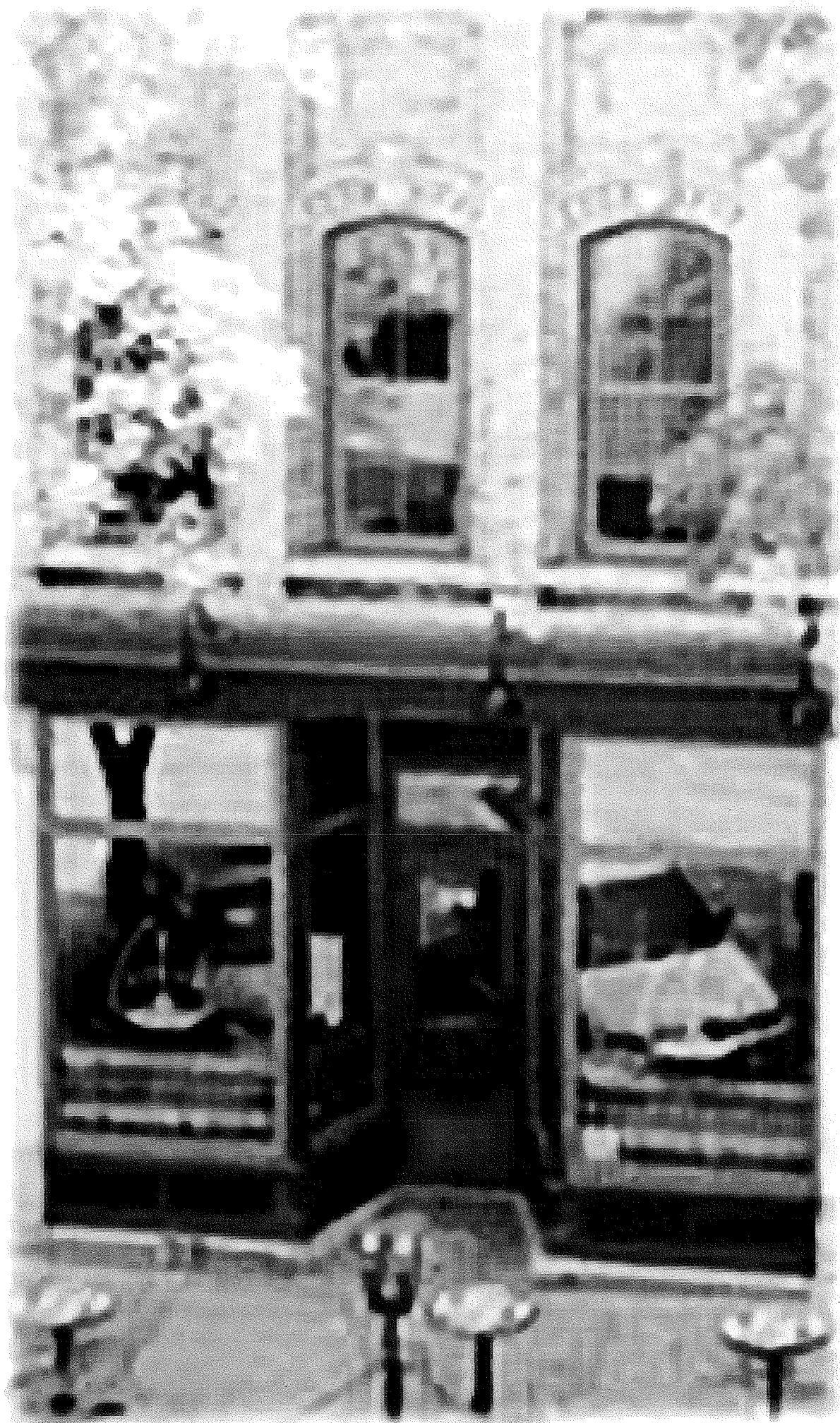
Hamburger
Cheeseburger
Bacon Cheeseburger
Mushroom Swiss Burger
“Big Rig” Burger (Burger, Swiss, Cheddar, Brat Patty, Fried Onion, Bacon, Egg, and Spicy Mayo)
Popper Burger (Cheddar or Cream Cheese and Jalapenos)
Black Bean Burger

The

Rigby

BUSINESS PLAN

**STEPHANIE YAGER AND
ANGELA ZIEHME
119 EAST MAIN STREET
MADISON, WI 53703**







I. Executive Summary

Mission Statement:

To contribute to the downtown ambience with reasonably priced spirits as well as homemade, fresh American cuisine. We will be the friendliest home-town bar in the middle of the city with live music and entertainment.

Vision statement:

To provide an enjoyable experience for both customer and employee. To be a profitable and successful business for owners, investors, and employees.

Summary

The Casbah was a Mediterranean restaurant and bar located at 119 East Main Street in Madison's Downtown. The owners of the Casbah were unable to continue to sustain this concept in the changing economy and were forced to close their doors February 1, 2011. They are now selling the furniture, fixtures, equipment, all licenses and permits, as well as the right to use the rental space.

The first level is store front with tables in the windows and a horseshoe bar. At the back of the bar there is a kitchen. Upstairs there is a full dining area with brick walls and barn board floors. The downstairs currently has booths and storage.

We would like to take this whole space and use it to its full potential. We would seek to reach different target markets therefore diversifying ourselves. The theme would be classic rock such as the Beatles and The Doors. This would grab our first target market, the employees of the downtown area. We would serve American food. This would include lunch specials, panini's, sandwiches, soups, salads and homemade appetizers. We will serve food from 11am to 12am. We will start with pub type food and Friday fish fry for menu selections until we perfect our systems. We plan on growing to including dinners within 3 months and breakfasts after 6 months. There is a need for reasonably priced lunches and places where there is not just one type of food (Chinese, Indian). We would also do better quality, free happy hour snacks such as potato skins and nachos, along with drink specials to bring the crowd back after work.

We plan to use the upstairs for a dining/ gaming area and we would also rent it out for private parties. The downstairs we will use for storage at first, eventually we may build a bar down there. There is a parking ramp across from the property. This allows us to bring in people from the campus area.

Steph and Angie have a staff of 12 ready to start when we are. These employees know the area, are trustworthy and experienced. In the industry, theft and turnover are major concerns that we will not need to worry about. The management team of Patti and Sara is experienced, knowledgeable and skillful which pairs well with Steph and Angie's over 20 years combined industry experience.

For us just getting started this may be the best time within the business cycle to plan and open a new facility. We understand that with interest rates still at all time low levels and marginal operators going out of business we will account for the marginal efficiencies necessary to not only survive against the competition but to thrive as we cycle once again into economic expansion.

Our goal is to make The Rigby a friendly relaxed bar and grill, that offers locally raised and purchased products which is turned into a fresh yet comforting meal. Reasonable prices and excellent service will just be a few of the reasons The Rigby is so alluring. We will occasionally have music and entertainment to add to this unique downtown experience. An area that is typically saturated with specialty restaurants, we will appeal to the area with food everyone can relate to and are confident in. Our goal at The Rigby is to not only have a great location, but also great food and amazing service as well.

II. Market Analysis

Industry Description and Outlook

722410 Drinking Places (Alcoholic Beverages)

This industry comprises establishments known as bars, taverns, nightclubs, or drinking places primarily engaged in preparing and serving alcoholic beverages for immediate consumption. These establishments may also provide limited food services.

The US bar and nightclub industry includes about 45,000 establishments (single-location companies and branches of multi-location companies) with combined annual revenue of about \$18 billion. No major companies dominate; varying state liquor laws complicate the ability to form large chains. The industry is highly fragmented: the 50 largest companies account for about 5 percent of revenue.

The bar and restaurant industry is tied directly to the health of the U.S. Economy and consumer disposable income. The economy has been in a recession since 2007 and in congruence, so has the industry. While this may be true, there are a few positives that make this a good time to go into business.

During a slump in economic activity, consumers defer purchases, especially for housing and durable goods, and businesses postpone capital spending and try to cut inventories. Once demand in the economy picks up, the disparity between the desired and actual stocks of capital assets and consumer durable goods widens quickly, and spending by consumers and businesses can accelerate rapidly.

According to the restaurant association the restaurant industry increased national sales by 3.6% from 2009. Locally, they project the Midwest to increase another 3.1% in sales in 2011. Statistically 2 out of 5 Americans are not dining close to work and or using take out as much as they would like. Also social media is becoming an important tool for the industry. 69 percent of adults say they are more likely to visit a restaurant that offers food grown or raised in an organic or environmentally-friendly way 88 percent of adults say they enjoy going to restaurants. 71 percent of adults say they try to eat healthier now at restaurants than they did two years ago

For operators just getting started this may be the best time within the business cycle to plan and open your new facility understanding that with interest rates still at all time low levels and marginal operators going out of business you will have accounted for the marginal efficiencies necessary to not only survive against the competition but to thrive as we cycle once again into economic expansion.

For more than a decade America had been trading up when it came to Alcohol consumption. Consumers have been trading up to more sophisticated and premium-priced brands and in some cases forgoing beer consumption altogether in favor of spirits and wine. In certain categories, like super-premium vodka, companies were making up new brands, like

Constellation Brands' Effen vodka and fetching high prices through advertising and bottle design even though the quality differential between super-premium and value products was quite minimal. In looking at past recessions since the 1970s, consumers historically trade-down when times are tough and then return to premiumization once they regain confidence. This typically results in premium spirits brands gaining share after a recession ends. Currently Industry analysts think that the spirits industry will see some return to growth and a slight return to premiumization this year. Current expectations are for a steady year...the industry was well positioned to handle a recession.

A new generation is entering young adulthood and exhibiting the same receptivity to drinking that leading edge Baby Boomers did more than 30 years ago. And like the Baby Boom generation, their numbers are so great as to make their dominance in the market inevitable. Brand conscious and loyal to Brands that they like they consume across all categories of Alcohol beverages and will continue to drive growth in the Industry over the next decade. Appendix A.

Target Market Information

Downtown Madison establishments generate income through business-to-business sales and from local and non-local consumer expenditures. However, downtown Madison's college students, employees, visitors and residents spend significant amounts of time in the Downtown Study Area and greatly contribute to its economic vitality.

Our first target market are **employees** who work downtown. There are over 33,000 employees working in Madison's Downtown. They have an annual retail and dining sales potential of \$213 million. There is a high share of management, business, legal, financial, technology, government, creative and other white-collar occupations. Almost half have household incomes earn \$60,000 or more. We want this customer to frequent our bar and restaurant for lunch and after work. Recognizing the challenges of capturing worker spending, a recent study conducted by the International Council of Shopping Centers (ICSC) analyzed how the habits of office workers have changed between 1987 and 2003. Specifically, the study examined changing consumer preferences among office workers, as well as the impact of retail availability on employee shopping habits. Key findings include:

- In 2003, weekly lunch expenditures among downtown office workers were 20 percent higher than those reported by suburban office workers (\$26.80 versus \$22.50).
- The frequency for dining out during lunchtime has remained stable between 1997 and 2003, averaging 4.4 days per week.
- Office workers spend an average of \$7.10 on lunch when dining out.
- When compared to their suburban counterparts, downtown office workers are more likely to eat out (85 percent versus 76 percent), and also eat out more frequently. Fifty percent of

downtown office workers eat out 4 out of 5 days, versus 38 percent of suburban office workers.

- The deli/grocery/carry-out business has surpassed sit-down and fast food restaurants in market share. Almost twice as many lunches were purchased at these types of convenience food shops in 2003 than in 1987 (up from 15 percent to 27 percent).
- The share of office workers shopping during their lunch hour (32 percent) has remained stable since 1987.
- The market share of lunches purchased at fast-food restaurants has remained at 16 percent since 1987, while the share from sit-down restaurants has decreased from 22 percent to 16 percent.
- The share of office workers who stop after work for dinner or drinks near their office has doubled since 1987 (an increase of 12 percent to 25 percent). The average weekly expenditure for these activities was \$44 per patron in 2003.
- Downtown, after-work entertainment activities have increased from 29 percent in 1987 to 35 percent in 2003. Appendix B.

While the preceding findings are not derived directly from an analysis of downtown Madison, they reiterate that downtown employees do not simply travel between their homes and offices each day. Downtown workers are spending money in the areas near their workplaces both during and after the workday. These nationwide behaviors leave downtowns poised to take advantage of the employee market and encourage even greater economic activity through the most appropriate retail offerings, entertainment options, and food/beverage outlets.

In a 2007 study, Downtown Madison has a high number of employees working in office/administrative support, management, business, financial, computer, legal, arts, design, entertainment and other white collar occupations. They live primarily in middle to upper-middle income households, \$60,000 to \$99,999 a year. It represents \$213.2 million dollars in spending potential. Appendix C.

The downtown market is flooded with a variety of very food specific places for this market segment to eat; for example, Chinese food or African cuisine. There is a need for American cuisine at a reasonable price. We believe we would be able to fill that need.

Our second target market is the **student** population aged 18-24 all races and genders. There are over 50,000 students reside in the downtown area and have an estimated annual retail and personal service expenditures of \$175.2 million. We believe we can draw the students from closer to campus up to East Main Street with the nightlife we will create at our bar. This includes occasional bands, DJs, and games. College students tend to have high levels of disposable income and free time for buying basic goods and services, pursuing entertainment activities, and purchasing a range of discretionary items. As many of these purchases are made

in the areas directly around college campuses, these students are a key market for many downtown Madison establishments.

According to the 360 youth college explorer study, U.S. college students age 18-24 have \$122 billion in spending power including \$24 billion in discretionary spending. These figures translate to \$13,000 in annual spending per student, 19% of which is discretionary income or \$211 a month. Dane county is home to more than 50,000 college students. While some students stay during the summer, the population does increase when fall comes around.

Another target market is the 24,000 **residents**. Estimated annual retail and restaurant spending potential of \$96 million. Large share of college students; growing population ages 25-34 and 55-64. We will market to them like we would employees from the area.

The last target market we are focusing on is **visitors** to the downtown area of all ages races and genders. The visitor market is a vital component of the Madison economy. It is served by various business categories including the hospitality industry (lodging, food service and other travel related services). In Madison, as in other cities, the visitor market is a growing segment that is supporting downtown revitalization, job creation, and re-investment. Travelers to the Madison area and downtown fall into three general categories:

Business – These travelers represent a large portion of lodging demand in urban markets. They include individuals traveling on business who represent commercial, industrial, health care, higher education and governmental organizations. Peak business demand is usually experienced Monday through Thursday.

Pleasure (Leisure) – These travelers may visit an area for a vacation, to attend sporting or social events, to shop, or to visit friends and relatives. They might be staying over simply because they are traveling to other destinations. Leisure travelers may be individuals, couples, families, or small groups.

Meetings and Conventions – These travelers consist of either leisure or business groups. Leisure groups can include attendees of special events, school activities, athletic events, and organized tours. Business-related group meetings are typically associated with conferences, board meetings, training programs, seminars, trade shows, and other gatherings.

The majority of visitors (55%) to downtown Madison are aged 35-54, 65% have a post-secondary education and 42% have a \$50-100k household. The top visitor activity is Dining at 65%. Visitors spend an estimated \$70 million annually downtown on shopping and dining.

Appendix B.

Lead Times

Food

Weekly buy raw product from distributors

Prep product

Customer orders product

We receive payment

Liquor/Beer

Weekly buy beer and liquor from distributor

Customers orders a drink

We receive payment

We will order food and liquor weekly according to a par level determined by how busy we are for that particular week. Our initial order will be greatly larger than the weekly ones.

Competitive Analysis

Downtown Madison's eating/drinking spending potential is \$380.9 million dollars spent. The competition is first other restaurants and bars, then places that serve Americana food, and also places with occasional live music. Appendix C

How important each competitive factor is to the customer 1= critical; 5=not critical

Table : Competitive Analysis; s=strenght, w=weakness

FACTOR	Rigby	S	W	Other Downtown Bars and Restaurants	Local Places that Serve American Food	Local Places with Music	Importance to customer
Products	Great	X		Good	Good	Okay	1
Price	Less Expensive	X		Expensive	Expensive	Expensive	4
Quality	Consistent	X		Extremely consistent	Consistent	Consistent	1
Selection	Fair will get better	X		Usually Not a Lot	A Lot	Not A Lot	3
Service	Great	X		Hit or Miss	Okay	Okay	3
Reliability	Reliable	X		Hit or Miss	Reliable	Reliable	2
Expertise	Good	X		Good	Good	Good	4
Company reputation	Not established		X	Good	Good	Okay	1
Location	Very good	X		Very good	Very good	Very Good	1
Appearance	Beautiful	X		Hit or Miss	Good	Not good	2
Advertising	Will be good		X	Minimal	Minimal	Minimal	2
Image	Not established		X	Okay	Good	Not Good	3

350 retail, restaurant, hospitality and service businesses in the Central Business improvement District. Roughly 1/3 retail, 1/3 food, drink & hospitality, and 1/3 service.

We will continue doing market research in the area to get a better understanding of our customers. We will utilize comments boxes, 2010 census results, The Restaurant Association press releases, and other data collecting methods to make informed decisions and turn weaknesses into strengths.

Our target markets are very important to us and our competitors, as they make up the majority of the people that frequent the downtown area. The bars and restaurants we will directly compete with on food include;

- The Great Dane Appendix D
- The Old Fashioned
- The Brass ring

For Bars

- The Great Dane
- Maduro Appendix E
- Opus Lounge
- Argus Bar and Grill
- Woofs
- Brocach Irish Pub
- Genna's Lounge

Live Entertainment

- Majestic Theater Appendix F
- Restaurant Magnus
- The Orpheum Theatre
- The Brink Lounge
- The Cardinal
- Madisons

There may be issues to us getting into the market and some of those could include;

- Parking problems
- Customer loyalties to other bar and restaurants
- Low advertising budget
- Economy
- Saturation of the market
- Up front costs

There are many choices for food and entertainment dollar, but there is \$230.7 million dollars to be spent. Even if we captured a small share of this, we would have a viable business.

Regulatory Restrictions

Licensing

We need to renew the liquor, entertainment, and food license that the business already possesses. To renew the Restaurant license we need to be Servsafe certified. We will have a food manager certificate as of 5/16/11 . We need to be approved to acquire the liquor license from the business. We also need to renew our entertainment license. All bartenders must be licensed in Madison, Wisconsin. Most bartenders are already beverage training completed but if not it can be done online. Appendix G

Inspection

We will be pre-inspected and inspected by Food Safety and Recreational Licensing section of the Division of Public Health.

III. Company Description

East Main 119 LLC was formed in the beginning of 2011 when Stephanie Yager and Angela Ziehme found a good opportunity in downtown Madison. We had been working together since 2006 and recently began looking for a bar and restaurant to buy. What used to be the "Casbah" on 119 East Main Street in downtown Madison caught our eye. The owners were not asking much for all the equipment and licenses and we decided it would be a good fit for us.

The Casbah was a Mediterranean restaurant and bar located at 119 East Main Street in Madison's Downtown. The owners of the Casbah were unable to continue to sustain this concept in the changing economy and were forced to close their doors February 1, 2011. They are now selling the furniture, fixtures, equipment, all licenses and permits, as well as the right to use the rental space. We would like to purchase said items and run it according to what we believe would work with the surrounding market.

The furniture, fixtures and equipment that goes with this sale is beautiful and in good working condition. The space itself is beautiful. It has three levels and is 3,900 square feet. The first level is store front with tables in the windows and a horseshoe bar. At the back of the bar there is a kitchen. Upstairs there is a full dining area with brick walls and barn board floors. The downstairs has the walk in freezer and cooler as well as the liquor room and dry storage.

We would like to take this whole space and use it to its full potential. We would seek to reach different target markets therefore diversifying ourselves. The theme would be classic rock such as the Beatles and The Doors. This would grab our first target market, the employees of the downtown area. We would serve American comfort food. This would include lunch specials, Panini's, soups, sandwiches, salads and homemade appetizers. We will serve food from 11am to 12am. We will start with pub type food and Friday fish fry for menu selections until we perfect our systems. We plan on growing to including dinners within 3 months and breakfasts after 6 months. There is a need for reasonably priced lunches and places where there is not just one type of food (Chinese, Indian). We would also do higher quality, free happy hour snacks such as potato skins and nachos.

We plan to use the upstairs for a dining/ gaming area and we would also rent it out for private parties. There is a parking ramp across from the property. This allows us to bring in people from campus and other areas.

Our goal is to make The Rigby a friendly relaxed bar and grill, that offers locally raised and purchased products which is turned into a fresh yet comforting meal. Reasonable prices and excellent service will just be a few of the reasons The Rigby is so alluring. We will have occasional live music and entertainment to add to this unique downtown experience. An area that is typically saturated with specialty restaurants, we will appeal to the area with food everyone can relate to and are confident in. Our goal at The Rigby is to not only have a great location, but also great food and amazing service as well.

IV. Organization and Management

Ownership Information

Our business structure will be a limited liability company or an LLC. We understand that an LLC is a flexible form of business that blends elements of partnership and corporate structures. While legally unincorporated, it shares one primary characteristic with a corporation which is limited liability. The primary characteristic a LLC shares with a partnership is the availability of pass through income taxation. This is a beneficial form of structure for The Rigby protecting the members, management, and employee interests.

The ownership percentages:
Angela Ziehme 33.34%
Stephaine Yager 33.33%
Al and Paula Ziehme 33.33%

Everyone's share is worth what the business is worth at that particular time.

While the Ziehme's have a percentage ownership, they have no say in the day to day operations of the business. They are to be taken into consideration and consulted when necessary but do not have any power within company decision making. They are silent partners.

Organizational Structure

Stephanie and Angela will share in the decision making process when it comes to choices at The Rigby. When a conflict arises and it is a stalemate between the two, Angela will have the final say. Together we have over 20 years of industry experience and we will be handling the major concerns of the business (listed below). Sara and Patricia are very trusted colleagues whom we are bringing on as our management team. We are excited about their diverse set of skills and knowledge and not limited to the industry.

Salary

General Managers- Salaried \$750 every other week
Shift Managers- Salaried \$640 every other week 38 hours behind the bar
Bartenders- \$6.00 an hour
Wait staff- \$2.50 an hour
Bus and Bar Back- \$7.50 an hour
Bouncers- \$60 a night

Example Schedule Appendix H

Benefits will come with the success of the business. Eventually we would like to provide 401K, insurance, bonuses, paid vacation, and work parties. We know that our staff is the first

line between us and our customer and we want them to both be happy.

The Rigby will have a flat managing structure. We believe in as few of levels as possible between staff and managers. The idea is that employees will be more productive when they are more directly involved in the decision making process, rather than closely supervised by many layers of management. Although decisions will be primarily made jointly between managers, Angela has the final say. As for all employees, anyone is welcome to voice his or her thoughts, questions, or concerns to any manager.

Management

Resumes Appendix I

Angela K. Ziehme

Executive General Manager

- Generally takes care of day to day operations

 1. Presides over all shift managers
 2. Does accounting, banking, and payroll
 3. Trains Managers
 4. Liquor Inventory and order
 5. Holiday order
 6. Customer problems
 7. Hire and Fire Employees
 8. Marketing and Advertising
 9. Generally puts out fires

Experience

May 2010- Current. The Keg. Cross Plains, WI. Office Manager, Bartender.-Helped new business owners.

August 2008-April 2010, Lakeside Bar and Grill. Poynette, Wisconsin. Accountant/ Office Manager- Helped set up new accounts and systems.

July 2006- February 2008, RP Adlers. Madison, Wisconsin. Manger/ Bartender/ Server- Contributed to a new business setting and marketing.

Education

2002-2007. University of Wisconsin, Madison. Madison, Wisconsin. Bachelor of Science in Management and Marketing major

Stephanie Yager

General Manager

- Generally take care of the kitchen operations and staff

 1. Hiring and firing
 2. Inventory
 3. Quality Control
 4. Head Chef
 5. Training Staff
 6. Ordering and comparative shopping

7. Prepping food

Experience

July 2008 to December 2009 BS Lakeside. Poynette, WI. Bar Manager/ Kitchen Manager- Responsible for ordering, organizing and scheduling the bar and kitchen, Head Chef

May 2006 to Current. Main Street Lanes. Cross Plains, WI. Bartender/ Server.

Education

1998-2001. MATC. Madison, WI. Accounting and Finance Major.

Sara Johnson

Shift Manager

- Manages day to day operations on a smaller level
- 1. Manages employees
- 2. Minor inventory
- 3. Scheduling
- 4. Helps improve and enforce systems management
- 5. Bartend
- 6. Clean
- 7. Handle customer complaints
- 8. First to handle problems
- 9. Help create promotions

Employment History:

St. Mary's Hospital Medical Center

707 S Park St.

Madison Wi 53517

ph: 608-251-6100

CNA/MW/US/LPN

Job Duties: Direct patient care, heart rhythm monitoring, health unit coordinator and scheduling.

August 6,2001-Current

Fire House Bar and Grill

117 S 1st St.

Mt Horeb Wi 53572

608-437-7725

Bartender/Assistant Manager/Scheduling/Cooking

2004-2006

Riley Tavern

8205 Klevenville-Riley Road

Verona WI 53593

608-845-9150

Bartender/Cooking
2006-2011

Education

Southwest Technical College
1800 Bronson BLVD
Fennimore Wi 53809
2001-Certified Nursing Assistant Certification

Madison Area Technical College
3440 Anderson St .
Madison WI 53704
Practical Nursing Program
Graduated December 22, 2006- Liscensed Practical Nurse

Madison College (MATC changed their name)
3440 Anderson St.
Madison WI 53704
Associate Degree Nursing Program
Graduate in December of 2011 as a Registered Nurse

Patricia Manley

Shift Manager

- Manages day to day operations on a smaller level
- 1. Manages employees
- 2. Minor inventory
- 3. Scheduling
- 4. Helps improve and enforce systems management
- 5. Bartend
- 6. Clean
- 7. Handle customer complaints
- 8. First to handle problems
- 9. Help create promotions

Experience

2009-Present. Marriot Courtyard West. Middleton, WI. Bartender
2008- 2009. Good Times. Fitchburg, WI. Restaurant Manager. Control Expenses and labor costs.

Education

1998-2002. University of Wisconsin La Crosse. La Crosse, WI. English double major, minor in technical writing.

We also have a huge resource with the University of Wisconsin Business School being so close. There are many services that we will utilize from the University.

V. Marketing and Sales Management

Overall Marketing Strategy

Our marketing strategy will be an on going process.

Market Penetration Strategy

We will penetrate the market by acquiring the competitors customers. We will gain this market share by our

- Lunch specials
- Reasonably priced food and drink
- Happy hour snacks
- Live music and entertainment
- Weekly drink specials
- Amazing service

Growth Strategy

0-3 months lunch menu and dinner Friday nights

3 months add dinner every night and also add private parties

6 year add breakfast

1 year months add catering

2 years add lunch wagon

3-5 years possibly add a second location

Channels of Distribution

Food Distributor---Prepare Food---Sell Food---Receive Money---Pay Distr.

Liquor/Beer Dist---Sell Product---Receive Money---Pay bill

We will be at net 30 with all of the distributors we can making this cycle 30 days. We will keep par levels for ordering and depending on how busy we are the levels may vary. We will always run our inventory lean, not tying up money we can use to make a profit.

Communication Strategy

We will reach our customers in the following ways.

Social Networking

- Facebook page
- Twitter
- Web page
- You Tube
- University of Wisconsin
- Events on news (free)
- Events on visit Madison
- My Space

Promotions

- Lunch Card

- Weekly Specials
- Charity Events
- Bands

Signage

- In front of store

Print Ads in papers

- Free in certain publications
- Know someone at the Wisconsin State Journal
- University publications

Flyers

- Up around Campus by students

Overall Sales Strategy

Sales Force Strategy

We will have 12-18 people on our staff, to start we already have 12. The remainder we need to hire will put an add on Craig's list. Steph will train the Kitchen Staff and Angie will train the Managers and help train staff. We will always stress our most important concept, great service. For any disputes we will have an employee handbook. We will also have an open door policy with all of our employees. To ensure employees have a vested interest in the company we will offer incentives. Eventually Full-time employees will have small percent of ownership, 401K, and insurance incentives after years of service, as well as pay increases.

Sales Activities

Our target markets in order of importance and how we will reach them.

Employees- Flyers, Print Ad, Promotion

Students- Social Net, Flyers, Print Ad, Promotion

Visitors- Visit Madison

Residents- Social Networking, Signage

VI. Service or Product Line

Product Description

We will provide meals and drinks at a reasonable price. Employees in Madison's Downtown will be able to frequent our bar and grill not only because it is less expensive but also because we will have daily lunch specials. Utilizing leftovers and decreasing food waste, we will make reasonably priced yet delicious lunch specials. We will have American cuisine which the downtown is lacking. Most of its many restaurants and eating establishments have specialized food such as Greek or Asian. We can cater to groups of people who have multiple cravings. We are close to the capital and would like to attract its many visitors and employees with our lunches and lunch cards. For dinners we will stick to what we are good at, country cooking. Start with Friday night fish fry's and then slowly expand as our business grows. It will be fresh local produce and the majority will be homemade. We will also focus on having extremely good service. Our happy hour snacks will include potato skins, garlic bread and many other items as to utilize all of our products and reduce waste. We will serve alcohol and beer at a reasonable price as well as run a happy hour special and weekly drink specials. Part of our product is our occasional live entertainment, non-Hip-hop bands and DJs will draw in students as well as our nightly drink specials. All of these points will give us a competitive edge over our competition.

Sample menu Appendix J.

Product Life Cycle

Beer has a shelf life but it is up to distributors to keep it at the correct rotation. Liquor has a very long shelf life. Wine ages gracefully when stored correctly. Food will be used for menu purposes first then made into soups, happy hour snacks, and also lunch specials. We will continue to improve our products and services so that nothing will ever remain stagnant. Evaluations will be done on the menu, employees, management, owners, and other aspects of the business every 4 months.

VIII. Financials

Historical Financial Data

There is no historical financial data for the previous business because we are just buying the furniture, fixtures, equipment, licenses and permits and the right to use the space.

Some of the fixed expenses are;

MG&E	\$700-\$1,000 a month
Insurance	\$325 a month
Licenses	\$2,000 a year
Water	\$633 a year

Prospective Financial Data

Start up costs

Start Up Capital	\$40,000	
Security Deposit		\$3,888
Clean Up		\$750
Food Inventory		\$4,500
Beer/Liquor		\$10,000
Bar and Restaurant Supplies		\$1,000
Cosmetic Changes		\$1,000
Subtotal		\$21,138
REMAINING BALANCE		\$18,862

We believe gross at least \$45,500 a month. Broken down its \$10,500 a week and \$1,500 a day. If a customer spends around \$15 a person for meals, that is only 100 meals a day. If our beverages average around \$5.50 that is only 272 drinks. We plan on selling a lot more food and drinks than that.

Beginning Cash Balance

Our projected beginning working capital would be \$18,862.

Accounting Services

Due to Angie's experience and knowledge in the area, she would take care of most of the services. We would still have to pay someone to take care of the taxes, at least for the first year. This would cost around \$500 to do

Advertising

We would spend \$750 a month advertising locally, on the web and area businesses to improve sales.

Bank service charges

This would be minimal monthly at around \$10. Closing costs would be paid by the seller.

Credit Card Fees

We do not plan to carry any credit card debt from month to month.

Dues and Subscriptions

We will subscribe to the tavern league, magazines and other chronicles which will help further our business. Our budget for that is \$100 a month.

Cable/Internet/Phone

We would get Dish TV and that is around \$250 a month for businesses

Health Insurance

For insurance purposes, we estimate 2 people who are full time employees who are fully covered. There is also a possibility for major medical for some employees. We will budget \$300 a month for insurance for the time being. This will increase as we grow. In 2014, we will need to re-evaluate this budget as the healthcare laws change.

Equipment Repairs

We estimate \$500 a month in repairs, this includes the fixing and making the restaurant the way we would like it.

Finance Charges

We will pay everything on time so we will not have this category.

Federal Unemployment tax

We estimate less than \$100 a month.

Insurance

We will budget \$325 a month for this expense.

License and Permits

We will budget \$2,000 a year for licensing and permits.

The Linen

We will do all the laundry thus eliminating this cost.

Janitorial and maintenance

The owners and staff would take care of the majority of the janitorial duties. Initial clean-up is accounted for in start-up costs.

Inventory purchases of food

Inventory purchases of food were listed as 16% of gross sales on average.

Inventory Purchases for Beverages

We would strive to have beverage 21% of gross sales.

Music and Entertainment

Most of our bands will play for the web notoriety because we are taping performances and putting them on the internet. We will have some entertainment budget which will increase the more profitable we become. So we will average \$500 a month for this category.

Office supplies

We estimated \$150 a month for this category.

Payroll

We will keep payroll at 20% of gross sales

Payroll Taxes

This will be around 15% of payroll

Rent

Our rent will be \$3,888 a month except we will ask to have the first month for free.

Restaurant Supplies

Our supplies should not exceed \$800 a month.

Sales and Use

Around \$2,000 a month

Uniforms

We will average \$100 a month for this expense.

Utilities

This averages out to \$850 a month.

Wisconsin Unemployment

Estimated at around \$100 a month.

Workman's Compensation

We projected this at \$100 a month.

Loan payment

\$200 a month to Bank of America