



City of Madison Liquor/Beer License Application

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

P-303
A-13

Section A – Applicant

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

- This application is for the license period ending June 30, 2016.
- List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

DOUBLE S BBQ, LLC

- Trade Name (doing business as) DOUBLE S BBQ, LLC

- Address to be licensed 1835 MONROE STREET MADISON, WISCONSIN

- Mailing address ~~1835 MONROE STREET MADISON WISCONSIN 53711-2024~~

- Anticipated opening date 7/1/2015 3521 PRAIRIE DRIVE DEERFIELD, WI. 53531

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

ENTIRE BUILDING AT 1835 MONROE STREET, MADISON. INCLUDING, ENTIRE DINING AREA, DINING/BAR AREA, RESTROOMS, ENTIRE KITCHEN AREA, AND ENTIRE BASEMENT SPACE

SEE ATTACHED PRINT

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

12. Applicants for on-premises consumption: list estimated capacity 40

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

Parking (public) will be limited to street and public parking areas there will be no on-prem public parking

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

No Yes, license issued to _____ (name of licensee)

15. Attach copy of lease. See attached

Section C—Corporate Information

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

16. Name of liquor license agent Sarah Jones

17. City, state in which agent resides Deerfield, Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 53 yrs

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

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

No, but will complete prior to ALRC meeting Yes, date completed 4/19/2012

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

Wisconsin 2/2012

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

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member/Mngr	Shon Jones	Deerfield, Wisconsin
Member/Mngr	Sarah Jones	Deerfield, Wisconsin

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

Shon Jones

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No Yes (explain) Class B Beer & Liquor in Cambridge, WI. And Class B Beer in Wisconsin Dells Both Will Not be Renewed for 2015

Section D—Business Plan

26. What type of establishment is contemplated?

- Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____

27. Business description Double S BBA, LLC is a Texas Style BBQ Restaurant serving people/families of all ages. We have been operating in Cambridge, WI. since 2012. We are a small business that is solely owned by Shon and Sarah Jones.

28. Hours of operation Monday through Thursday + Sunday 11am-9pm, Friday + Saturday 11am-10pm

29. Describe your management experience We have been operating and managing the Cambridge, WI. Double S BBA since 4/12.

30. List names of managers below, along with city and state of residence.

Sarah Jones Deerfield, WI. To be determined
Shon Jones Deerfield, WI. To be determined

31. Describe staffing levels and staff duties at the proposed establishment To be determined but a kitchen manager and a dining manager (certified bartender) will be on staff during all operating hours

32. Describe your employee training We utilize our employee handbook but rely mostly on hands on, supervised training specific to our cooking and serving style.

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

We will focus on the residents of the Monroe Street Neighborhood as well as the entire Dane County area.

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

We do minimal advertising and feature only food items. We primarily rely on events such as Taste of Madison and La Fête de Marquette as well as awards such as Best of Madison to advertise

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

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?
 No Yes

Section E—Consumption on Premises

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

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? All ages we are a family oriented business

39. What type of food will you be serving, if any? BBQ and Cajun
 Breakfast Brunch Lunch Dinner

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

41. During what hours of operation do you plan to serve food? All hours of operation

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

43. Indicate any other product/service offered. Catering

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

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

46. How many wait staff do you anticipate will be employed at your establishment? 3-5

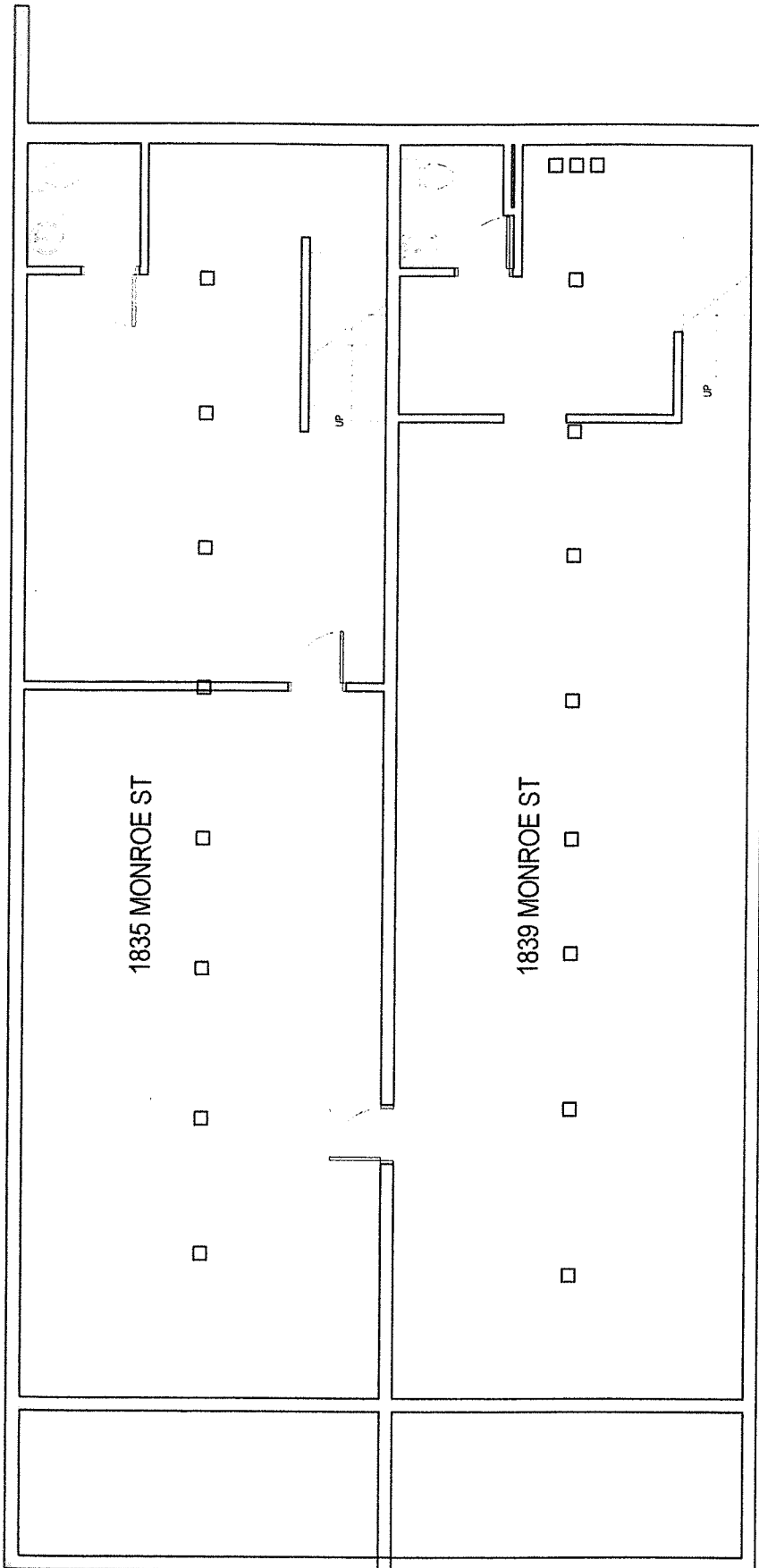
During what hours do you anticipate they will be on duty? All Business hours

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

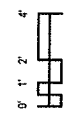
48. Do your plans call for a full-service bar? No Yes (BEER & WINE ONLY)
 If yes, how many barstools do you anticipate having at your bar? 6
 How many bartenders do you anticipate having work at one time on a busy night? 1
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area 39
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 99%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 100%
 What percentage of your advertising budget do you anticipate will be drink related? 0%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
20 % Alcohol 80 % Food _____ % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

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



68'-8 1/8"



1 BASEMENT
1/8" = 1'-0"

Please Note: Menu will be expanded for Monroe Street location

BBQ * PLATES

Choice of meat served with a pickle. (SIDES ARE EXTRA)

PICK Y'ER MEAT

*CHOPPED BRISKET (Award Winning)

*1/3 RACK BABY BACK RIBS

*SMOKED TEXAS PORK SAUSAGE

ONE MEAT PLATE

Choice of brisket, ribs or sausage.

TWO MEAT PLATE

Choice of brisket, ribs or sausage.

***BRISKET PER POUND**

Our Award winning Smoked Brisket!

Anything over 7lbs. is considered catering. (See Catering Menu)

WHOLE RACK RIBS

Our delicious baby back ribs smoked to

SANDWICHES

Comes with Pickle (SIDES ARE EXTRA)

BRISKET SANDWICH

1/3 lb. of our Award winning Brisket on a fresh homemade bun.

TEXAS SAUSAGE DOG

Smoked Texas Pork Sausage Link with mayo & our very own BBQ Sauce on a homemade hotdog bun.

BIG TEX

1/3 lb. of our Award Winning Brisket topped with our delicious Texas Smoked Pork Sausage on a fresh homemade bun.

TEXAS TORNADO

"The Best of Taste of Madison" Award Winning 1/3 lb. Brisket topped with 2 Award Winning Smoked Bacon Wrapped Jalapeno Poppers.

PULLED CHICKEN SANDWICH

1/3 lb. of our delicious smoked pulled chicken on a fresh homemade bun.

1 LB. TATERS

Tater with lots of butter, sour cream, shredded cheese & chopped brisket. Your Choice of varieties below. If you have a Texas Size appetite this is a great choice! (SIDES ARE EXTRA)

TEXAS TATER

Tater with lots of butter, sour cream, shredded cheese & chopped brisket.

HOT TEXAN

Tater with lots of butter, sour cream, shredded cheese & chopped brisket, corn & hot sauce.

HOT COWBOY

Tater with lots of butter, sour cream, shredded cheese & chopped brisket, beans & hot sauce.

TEXAS TWO STEP

Tater with lots of butter, sour cream, shredded cheese & chopped brisket, beans, corn & hot sauce.

CAJUN SPECIALTIES

Your getting the real deal here. We know what the word Cajun means in this place!

HOMEMADE CHICKEN & SAUSAGE GUMBO

Large Bowl (16 oz.) served with rice and a slice of cornbread. You want find any better Gumbo in the Midwest!

Small Bowl (No Cornbread)

SIDES

Buy any side by the pound for \$7.00 (Except Poppers)

COWBOY PINTO BEANS

These beans are just like the cowboys used to make on the prairie with Sausage and rib meat thrown in the pot and seasoned to perfection.

BOWL OF RICE & COWBOYS BEANS

Served with a slice of our own Chuckwagon Cornbread.

HOMEMADE TATER SALAD

OUTLAW SLAW

Homemade with our own recipe.

ALSUM'S AWESOME SWEET CORN

The best whole kernel corn you will ever put to your lips that is locally grown and processed.

***AWARD WINNING BACON WRAPPED SMOKED JALAPENO POPPER (EACH)**

Extra Large Jalapeno stuffed with our own cream cheese mixture and smoked on the pit.

CHUCKWAGON CORNBREAD

By the Slice

By the Pan (8 Slices)

DAILY SPECIALS

THURSDAY- HOMEMADE BRISKET TAMALES

PRICES ARE SUBJECT TO CHANGE

MAW MAW'S BUTTERMILK PIE

Award Winning pie that is a Southern favorite!

SLICE

WHOLE PIE

1.75

5.00

1.75

1.75

1.75

1.50

1.50

9.25

2.75

12.75

10.00

10.50

10.50

11.50

3.50

\$10.99

\$8.75



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BACKGROUND/RATIONAL

Shon was born and raised in Southeast Texas (Orange) and lived there for 47 years before moving to Wisconsin in 2008. He grew up about 5 miles from the Louisiana border and come from Cajun descent. Shon was fortunate to have learned how to cook with the Texas and Cajun family recipes. He cooked and judged in many events over the years and always had a passion for BBQ and Cajun specialties.

After arriving in Wisconsin it became apparent that the Dane County area is in need of good Cajun food and Texas barbecue.

After becoming unemployed in 2009 Shon decided to pursue a life long dream of cooking his favorite food and owning his own business with lots of encouragement from friends and family.

Local economic research has shown that people are not vacationing out of state as much as they used to and they are attending more local events/fairs/festivals and grilling out at home more. Research has determined that many grocery stores are trending toward local manufacturers and products. There are very few food establishments that offer Real Texas Smoked BBQ.

BUSINESS PROFILE

Double S BBQ is a Wisconsin Limited Liability Company established to offer BBQ restaurant and catering services to the general public as well as food vending at local fairs, festivals and events.

Vision Statement

Double S BBQ's vision is to offer restaurant and catering services and utilize local fairs/festivals/events as a food vendor as another way to market our products.

Mission Statement

The mission of Double S BBQ is to cook and produce the best Cajun/Texas BBQ services and southern specialty products in the state of Wisconsin.

Business Plan for *Double S BBQ, LLC*

BUSINESS GOALS

Double S BBQ will focus on the BBQ aspects of business.

1. Double S's ultimate goal is to become the number one barbecue restaurant/caterer in Wisconsin.
2. Continue to market barbecue by utilizing fairs/festivals/events as a marketing tool. As well as capitalizing on the addition of the University of Wisconsin Football, home game traffic.
3. Provide a positive work environment, which supports the principles of Double S BBQ and enables us to retain superior employees as an equal opportunity employer.

PROPRIETARY POSITION

Consumer Preferences- Higher Fuel prices; higher lodging prices will drive people to stay closer to home this year. People will forego annual vacations & costly travel due to these economic reasons. On the other hand many of us in the food and Catering Business believe this will steer customers to attend their local fairs, festivals, rodeos, car shows, boat shows, & outdoor events. Potential customers will still seek entertainment but will be looking locally & regionally for this. This will drive up attendance at state fairs, county fairs, & regional events. Hungry patrons may skimp on shopping, games, rides, etc.....but they will always eat & drink.

Customer Service-Customer service is also critical in today's market. Our research and our customer's input this year has provided us with positive feedback regarding our products superior quality compared to other barbecue establishments. This has been supported by winning multiple times in the 2011-2014 Taste of Madison Labor Day event and most recently by being awarded the 2015 Bronze Medal "Best BBQ" in Madison Magazine. We will continue to offer top quality products with excellent service to the consumer.

Market Demand-There is no doubt that the American public is becoming more discerning about the origins of their food supply. Locally produced food has become a huge catch phrase and a since our products meet the "Something Special from Wisconsin" requirements we feel Double S is ideally placed to fill the ever growing demand for locally produced foods.

Freshness of Product-Our product is produced locally. This means that not only is our meat fresher, but we also have the added advantage of cheaper freight allowing us to

offer a better product at very competitive prices.

Security-Our products are purchased and produced locally. This not only secures a consistent supply, but also ensures that our communities can be assured that it is safe and wholesome.

BUSINESS MODEL

LEGAL ORGANIZATION

Double S BBQ is organized in Wisconsin as a Limited Liability Corporation.

PRODUCTS AND SERVICES PROVIDED

Double S BBQ will manage a restaurant and a barbecue catering service.

1. Double S BBQ will operate under the Wisconsin Food Code Act, licensing requirements and have a Certified Food Manager on premises at all times.
2. Double S BBQ will operate under the City of Madison Alcohol licensing requirements and have a licensed bartender/manager on premises at all time.
3. Double S BBQ will cook and prepare its products for the restaurant, catering services and fairs/festivals/events. At this time we offer beef brisket, pork ribs, bacon wrapped jalapeno poppers, boudain links, deep fried boudain balls, sides and deserts.
4. Double S BBQ will continue to research and develop new products for test markets and consumer feedback.
5. Double S BBQ will provide clients/customers/consumers the individual attention they deserve from a business relationship, product specification, and product delivery standpoint.
6. Double S BBQ will ensure specific production, handling, distribution and packing protocols are followed or exceed customer and Wisconsin Food Act regulations.

Business Plan for *Double S BBQ, LLC*

BUSINESS OWNERSHIP

Double S BBQ, LLC was formed in April 2012 with Shon Jones and Sarah Jones designated as owner and operators. There are no other members listed in the company at this time.

TARGET MARKETS

Double S BBQ will focus its efforts on the following types of customers:

- Double S BBQ research and customer feedback reveals that the males from the age of 23 to 70 are a strong target market currently for BBQ.
- Customers come from all economic levels due to the affordability of the products.
- Residents of the Monroe Street neighborhood and all of the Madison area. See Attachment A,

BBQ/ Catering

- Businesses
- Graduation parties
- Weddings
- Birthday parties
- Holiday season
- Events
- Fairs/Festivals
- Customer pick-up

Demographics (See Attachment A)

COMPETITIVE LANDSCAPE

KEY COMPETITORS

Double S BBQ has identified the following organizations that will compete with us in the restaurant and barbeque catering services:

Double S BBQ Competition:

Smoky Jon's BBQ

Profile:

BBQ caterer located at 2310 Packers Ave., Madison, WI that specializes in take out and catering services only. Advertises as one of the only true BBQ establishment's that cook with charcoal and wood fired pits.

Organizational Strengths:

- The top BBQ caterer that has had a very reputable business in Madison, WI for over 27 years.
- Has won many National and Local awards for their BBQ sauces, BBQ rubs and BBQ meats.
- Same location for over 20 years makes them very visible and reputable.

Organizational Weaknesses:

- Business location is not in a very highly traveled area in Madison.
- Does not have a quality smoke flavor in meat.
- Prices are higher compared to competition.

Fat Jacks

Profile:

Family owned Restaurant/Caterer located at 6207 Monona Drive, Monona, WI. that has been in business since 1986.

Organizational Strengths:

- Established and family owned business for 25 years.

Organizational Weaknesses:

- Does not have a quality smoke flavor in meat.
- Does not offer beef brisket by the lb.

Famous Dave's

Profile:

Restaurant chain located in Madison, WI.

Organizational Strengths:

- Location is in close proximity to the UW campus and easy access. High traffic area.

Organizational Weaknesses:

- Does not have a quality smoke flavor in meat.

All other Caterers in Madison area:

Organizational Strengths:

- Cater more traditional food items.

Organizational Weaknesses:

- Do not offer the barbecue smoked products and side dishes.

Business Plan for *Double S BBQ, LLC*

KEY COMPETITIVE ADVANTAGES

In light of competitor's strengths and weaknesses and the business model designed, Double S BBQ has identified the following key competitive advantages:

Double S BBQ

1. 2015 exposure and marketing- Our 2015 goal is to cook in as many events as possible to gain exposure and promote the BBQ and Boudain products. Events cooked:
 - Wounded Warriors Benefit in Evansville WI
 - World Dairy Expo
 - LaFette de Marquette in Madison, WI
 - Taste of Madison
 - Madison Food and Wine show
 - Schuster's Playtime Farm (6 week-Fall)which attracts over 35 thousand guests per year

AWARDS:

- 1st Place 2011 Taste of Madison-Southern Food Category-Beef Brisket
 - 1st Place 2012 Taste of Madison Jalapeno Poppers and 2nd Place Buttermilk Pie
 - 1st Place 2013 Taste of Madison Beef Brisket and 1st Place Jalapeno Poppers
 - 3rd Place 2014 Taste of Madison Beef Brisket and 3rd Place Jalapeno Poppers on write in ballot
 - 2015 Bronze Medal Best BBQ Madison Magazine's Best of Madison
2. Customers Input:
 - Specifically drove from Madison to eat only at Schuster's Playtime farm in Deerfield, WI.
 - Our customers told us repeatedly to open a restaurant and nobody has BBQ like this.
 3. Double S BBQ Uniqueness-Wood Fired Pit on trailer that gives off a delicious smell while cooking. Texas Style BBQ prepared with secret dry rub and cooked for 12 hours with no bbq sauce. Have the ability to interact with customers and offer samples while at events.
 4. Double S BBQ offers smoked bacon wrapped jalapeno poppers filled with cream cheese mixture.
 5. Double S BBQ offers less expensive or competitive prices compared to competition.
 6. Competition is all based out of Madison, WI.

MANAGEMENT TEAM

Double S BBQ at this time has two member/manager's of the company designated on LLC.

Shon Jones

Background:

Shon was born and raised in Southeast Texas (Orange) and lived there for 47 years before moving to Wisconsin in 2008. He grew up about 5 miles from the Louisiana border and come from Cajun descent. Shon was fortunate to have learned how to cook with the Texas and Cajun family recipes. He cooked and judged in many events over the years and always had a passion for BBQ and Cajun specialties.

Shon's professional background was as a Union Steelworker for 27 years. He served as President of Local 4-836 and President of the Texas United Steelworker Council Chapter as well as many other positions throughout His career. Shon was the lead negotiator in major contracts and has represented union members for over 18 years. His most recent position was Staff Representative for SEIU 1199 in which He represented over 1800 RN nurses, Physical/Occupational therapists that were employed at the University of Wisconsin Hospital and Clinics in the Madison area. Shon also was required to fill staff vacancies in the Meriter Hospital facility with over 600 members at various times.

Working as a union representative Shon was charged with coordinating many union events with as many as 1000 attendees which included cooking/catering/coordinating all aspects of the events and functions.

Shon has been the co-owner/manager of Double S BBQ since opening in April of 2012 serving as back of house manager and BBQ cook.

Sarah Jones

Background:

Sarah was born and raised in Madison and grew up on Lathrop Street near the stadium, attended Randall School and graduated from West High School. Her father, Milt Leidner had his photography at 1517 Monroe Street for more than 30 years and her mother, Roberta W Leidner served as the Dane County Board Supervisor for the district for 30 years.

Sarah retired from AT&T in 2012 after 25 years with the company. More than half of her years with AT&T were spent in management and she often had as many as 21 people reporting to her in three different cities.

Sarah has been the co-owner/manager of Double S BBQ since her retirement in April 2012 serving as front of house manager, head of personnel, and contributing cook.

Business Plan for *Double S BBQ, LLC*

IMPLEMENTATION PLANS

Double S has outlined the following broad based implementation plan to bring this concept to reality.

1. Double S has negotiated a rental agreement with the owners (Daniel & Chris Kerwin) of existing building located at 1835 Monroe Street Madison, WI 53711. An agreement will be negotiated for financial costs to perform necessary construction of a commercial kitchen.
2. Double S will apply for Dane County Health Dept. Restaurant and Catering License.
3. Double S will apply for a City of Madison Class B Beer and Class C Wine License.
4. Double S will operate as a Restaurant and Caterer and offer dine-in and take-out at this facility. Double S will operate as a restaurant at this location during the hours as follows: Monday through Thursday and Sunday, 11:00am to 9:00pm and Saturday and Sunday 11:00am to 10:00pm. It will also use this facility under Dane County Health Dept. regulations, as required home base for food vending at events/fairs/festivals.
5. Double S will selectively hire help as needed for the operation.

Pricing Strategies:

Double S will remain competitive and offer lesser prices than competition with the following products and services.

- BBQ Products and Catering Services
 - Wholesale
 - Retail
 - Profitability

Business Plan for *Double S BBQ, LLC*

Promotional Strategy:

- Social Networking-National Restaurant Association 2011 forecast states that social media savvy consumers are more active in the restaurant community.
 - Face book- <http://www.facebook.com/doublesbbq>
 - Website- <http://doublesbbq.com/>
 - Twitter- <http://twitter.com/#!/doublesbbq>
 - Something Special from Wisconsin-
<http://www.somethingspecialwi.com/doublesboudainhut.html>
 - Badger Barter
 - Buy Local
 - Wisconsin Food Hub Cooperative
 - Continued advertising relationship with Madison Magazine
- Brochures
- Business Cards
- Signage
- Word of mouth
- Events
- Awards

Unique Selling Proposition:

Double S BBQ

Double S BBQ will cook with wood Fired Pit only (no charcoal) on trailer this gives off a delicious smell while cooking Texas Style BBQ that is prepared with our secret dry rub and cooked for 12 hours with no bbq sauce. Cooking outdoors gives us the ability to interact with customers and offer samples while at events.

Business Plan for *Double S BBQ, LLC*

CONTINGENCY PLANS

It is the intent of Double S to offer a quality BBQ restaurant and catering service in the Madison area as well as food vend in large venues across the state of Wisconsin. However, if the strategic intent and implementation plans described do not deliver on the goals outlined, Double S has framed the following contingency plans for its continued profitability.

1. Double S will continue to have co-packer Innovation Kitchens, produce its Double S BBQ-BBQ Sauce, Boudain Sausage, and Coleslaw dressing
2. Double S will continue work with the Wisconsin Food Hub Cooperative to market and sell its BBQ Sauce, Boudain Sausage and Coleslaw dressing.

APPENDIX A



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
Ring: 1 mile radius

Latitude: 43.066667
Longitude: -89.516667

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Dorms to Diplomas (14C)	50.0%	Population	24,132	25,175
College Towns (14B)	26.6%	Households	7,719	8,146
Urban Chic (2A)	10.7%	Families	2,280	2,353
Savvy Suburbanites (1D)	5.4%	Median Age	22.8	22.9
Laptops and Lattes (3A)	5.1%	Median Household Income	\$31,181	\$39,312
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		63	\$1,411.39	\$10,894,521
Men's		62	\$261.43	\$2,017,968
Women's		55	\$428.96	\$3,311,118
Children's		63	\$228.30	\$1,762,233
Footwear		45	\$201.38	\$1,554,428
Watches & Jewelry		89	\$125.34	\$967,517
Apparel Products and Services (1)		174	\$165.99	\$1,281,257
Computer				
Computers and Hardware for Home Use		96	\$202.22	\$1,560,910
Portable Memory		101	\$5.31	\$40,971
Computer Software		113	\$22.34	\$172,411
Computer Accessories		81	\$15.02	\$115,920
Entertainment & Recreation		81	\$2,620.89	\$20,230,614
Fees and Admissions		80	\$503.15	\$3,883,777
Membership Fees for Clubs (2)		79	\$132.09	\$1,019,603
Fees for Participant Sports, excl. Trips		81	\$94.64	\$730,543
Admission to Movie/Theatre/Opera/Ballet		90	\$144.97	\$1,119,062
Admission to Sporting Events, excl. Trips		80	\$51.64	\$398,617
Fees for Recreational Lessons		66	\$79.05	\$610,191
Dating Services		129	\$0.75	\$5,761
TV/Video/Audio		88	\$1,115.90	\$8,613,657
Cable and Satellite Television Services		84	\$729.00	\$5,627,113
Televisions		95	\$136.74	\$1,055,490
Satellite Dishes		80	\$1.23	\$9,508
VCRs, Video Cameras, and DVD Players		94	\$10.07	\$77,728
Miscellaneous Video Equipment		89	\$9.35	\$72,192
Video Cassettes and DVDs		104	\$32.58	\$251,515
Video Game Hardware/Accessories		119	\$26.75	\$206,489
Video Game Software		120	\$32.26	\$249,037
Streaming/Downloaded Video		94	\$5.26	\$40,593
Rental of Video Cassettes and DVDs		103	\$23.53	\$181,590
Installation of Televisions		66	\$0.72	\$5,530
Audio (3)		87	\$104.67	\$807,985
Rental and Repair of TV/Radio/Sound Equipment		71	\$3.74	\$28,887
Pets		81	\$450.51	\$3,477,465
Toys and Games (4)		87	\$104.35	\$805,467
Recreational Vehicles and Fees (5)		50	\$106.80	\$824,412
Sports/Recreation/Exercise Equipment (6)		76	\$140.92	\$1,087,768
Photo Equipment and Supplies (7)		86	\$67.78	\$523,166
Reading (8)		77	\$114.62	\$884,767
Catered Affairs (9)		73	\$16.86	\$130,136
Food		86	\$7,173.12	\$55,369,311
Food at Home		85	\$4,308.57	\$33,257,828
Bakery and Cereal Products		84	\$599.21	\$4,625,327
Meats, Poultry, Fish, and Eggs		84	\$936.37	\$7,227,837
Dairy Products		82	\$452.59	\$3,493,514
Fruits and Vegetables		84	\$807.02	\$6,229,373
Snacks and Other Food at Home (10)		86	\$1,513.38	\$11,681,776
Food Away from Home		89	\$2,864.55	\$22,111,483
Alcoholic Beverages		99	\$537.08	\$4,145,740
Nonalcoholic Beverages at Home		88	\$428.10	\$3,304,493

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 1 mile radius

Latitude: 43.07674
 Longitude: -89.41470

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	65	\$1,741.29	\$13,440,992
Vehicle Loans	83	\$3,433.69	\$26,504,653
Health			
Nonprescription Drugs	71	\$88.91	\$686,313
Prescription Drugs	66	\$319.79	\$2,468,439
Eyeglasses and Contact Lenses	73	\$64.45	\$497,483
Home			
Mortgage Payment and Basics (11)	55	\$5,017.07	\$38,726,796
Maintenance and Remodeling Services	54	\$881.03	\$6,800,688
Maintenance and Remodeling Materials (12)	49	\$142.98	\$1,103,638
Utilities, Fuel, and Public Services	80	\$3,951.83	\$30,504,138
Household Furnishings and Equipment			
Household Textiles (13)	88	\$84.38	\$651,333
Furniture	89	\$447.66	\$3,455,501
Rugs	67	\$16.12	\$124,429
Major Appliances (14)	68	\$179.02	\$1,381,872
Housewares (15)	73	\$51.64	\$398,647
Small Appliances	88	\$39.40	\$304,118
Luggage	80	\$7.19	\$55,468
Telephones and Accessories	113	\$55.02	\$424,735
Household Operations			
Child Care	83	\$363.39	\$2,805,039
Lawn and Garden (16)	59	\$248.91	\$1,921,366
Moving/Storage/Freight Express	111	\$79.89	\$616,651
Housekeeping Supplies (17)	77	\$542.33	\$4,186,231
Insurance			
Owners and Renters Insurance	57	\$280.50	\$2,165,203
Vehicle Insurance	81	\$958.77	\$7,400,731
Life/Other Insurance	58	\$262.69	\$2,027,720
Health Insurance	68	\$1,740.72	\$13,436,640
Personal Care Products (18)	84	\$384.01	\$2,964,205
School Books and Supplies (19)	128	\$225.29	\$1,738,983
Smoking Products	101	\$457.90	\$3,534,542
Transportation			
Vehicle Purchases (Net Outlay) (20)	84	\$3,291.96	\$25,410,640
Gasoline and Motor Oil	85	\$2,908.21	\$22,448,454
Vehicle Maintenance and Repairs	82	\$895.15	\$6,909,689
Travel			
Airline Fares	82	\$381.27	\$2,943,029
Lodging on Trips	68	\$299.25	\$2,309,938
Auto/Truck/Van Rental on Trips	75	\$24.52	\$189,276
Food and Drink on Trips	75	\$340.93	\$2,631,677

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
Ring: 1 mile radius

Category: 130000
Supplies: 1004001

- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 3 mile radius

Estimate: 2014-2019
 Sample: 100,000

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Dorms to Diplomas (14C)	27.1%	Population	100,795	105,843
Metro Renters (3B)	18.2%	Households	43,611	46,082
College Towns (14B)	13.8%	Families	15,082	15,711
In Style (5B)	9.7%	Median Age	25.7	26.0
Young and Restless (11B)	7.4%	Median Household Income	\$34,589	\$41,544
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		60	\$1,356.64	\$59,164,233
Men's		59	\$248.73	\$10,847,454
Women's		52	\$405.79	\$17,697,077
Children's		62	\$226.54	\$9,879,486
Footwear		44	\$194.06	\$8,463,062
Watches & Jewelry		87	\$123.46	\$5,384,061
Apparel Products and Services (1)		166	\$158.06	\$6,893,092
Computer				
Computers and Hardware for Home Use		91	\$192.58	\$8,398,524
Portable Memory		95	\$5.00	\$217,887
Computer Software		104	\$20.58	\$897,346
Computer Accessories		79	\$14.81	\$645,770
Entertainment & Recreation		80	\$2,582.13	\$112,609,200
Fees and Admissions		79	\$500.43	\$21,824,138
Membership Fees for Clubs (2)		79	\$132.13	\$5,762,211
Fees for Participant Sports, excl. Trips		79	\$93.10	\$4,060,086
Admission to Movie/Theatre/Opera/Ballet		88	\$141.30	\$6,162,217
Admission to Sporting Events, excl. Trips		78	\$50.64	\$2,208,300
Fees for Recreational Lessons		69	\$82.54	\$3,599,804
Dating Services		124	\$0.72	\$31,521
TV/Video/Audio		85	\$1,078.86	\$47,050,157
Cable and Satellite Television Services		82	\$712.23	\$31,061,201
Televisions		90	\$130.41	\$5,687,460
Satellite Dishes		85	\$1.30	\$56,766
VCRs, Video Cameras, and DVD Players		91	\$9.78	\$426,688
Miscellaneous Video Equipment		91	\$9.56	\$416,928
Video Cassettes and DVDs		97	\$30.35	\$1,323,637
Video Game Hardware/Accessories		107	\$24.09	\$1,050,728
Video Game Software		107	\$28.75	\$1,253,649
Streaming/Downloaded Video		94	\$5.26	\$229,247
Rental of Video Cassettes and DVDs		97	\$22.28	\$971,850
Installation of Televisions		69	\$0.75	\$32,723
Audio (3)		83	\$100.26	\$4,372,261
Rental and Repair of TV/Radio/Sound Equipment		73	\$3.83	\$167,018
Pets		82	\$453.35	\$19,771,112
Toys and Games (4)		85	\$101.99	\$4,448,099
Recreational Vehicles and Fees (5)		53	\$113.16	\$4,934,901
Sports/Recreation/Exercise Equipment (6)		73	\$135.55	\$5,911,607
Photo Equipment and Supplies (7)		86	\$68.03	\$2,966,980
Reading (8)		76	\$113.00	\$4,928,037
Catered Affairs (9)		76	\$17.75	\$774,168
Food		85	\$7,029.72	\$306,573,034
Food at Home		83	\$4,236.51	\$184,758,511
Bakery and Cereal Products		83	\$587.64	\$25,627,588
Meats, Poultry, Fish, and Eggs		83	\$925.30	\$40,353,319
Dairy Products		81	\$446.30	\$19,463,617
Fruits and Vegetables		83	\$798.25	\$34,812,630
Snacks and Other Food at Home (10)		85	\$1,479.02	\$64,501,357
Food Away from Home		87	\$2,793.21	\$121,814,524
Alcoholic Beverages		95	\$515.50	\$22,481,603
Nonalcoholic Beverages at Home		85	\$415.73	\$18,130,427

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 3 mile radius

Labelled: 11, 20, 50, 60, 70, 80, 90, 100
 Ringcode: 30, 40, 50, 60, 70, 80, 90, 100

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	66	\$1,776.45	\$77,472,932
Vehicle Loans	83	\$3,415.79	\$148,965,929
Health			
Nonprescription Drugs	72	\$90.63	\$3,952,625
Prescription Drugs	67	\$324.62	\$14,156,855
Eyeglasses and Contact Lenses	73	\$64.11	\$2,795,732
Home			
Mortgage Payment and Basics (11)	60	\$5,432.26	\$236,906,281
Maintenance and Remodeling Services	57	\$937.91	\$40,903,160
Maintenance and Remodeling Materials (12)	53	\$154.15	\$6,722,827
Utilities, Fuel, and Public Services	79	\$3,888.37	\$169,575,697
Household Furnishings and Equipment			
Household Textiles (13)	85	\$81.52	\$3,555,020
Furniture	86	\$434.99	\$18,970,182
Rugs	67	\$16.13	\$703,569
Major Appliances (14)	70	\$182.82	\$7,972,757
Housewares (15)	71	\$49.97	\$2,179,236
Small Appliances	85	\$37.78	\$1,647,717
Luggage	80	\$7.20	\$313,860
Telephones and Accessories	106	\$51.58	\$2,249,445
Household Operations			
Child Care	85	\$372.51	\$16,245,511
Lawn and Garden (16)	61	\$259.01	\$11,295,600
Moving/Storage/Freight Express	106	\$76.74	\$3,346,828
Housekeeping Supplies (17)	78	\$546.90	\$23,850,822
Insurance			
Owners and Renters Insurance	60	\$293.64	\$12,805,870
Vehicle Insurance	81	\$955.31	\$41,661,918
Life/Other Insurance	62	\$278.17	\$12,131,235
Health Insurance	69	\$1,785.58	\$77,870,910
Personal Care Products (18)	84	\$384.17	\$16,753,987
School Books and Supplies (19)	110	\$193.40	\$8,434,527
Smoking Products	94	\$424.75	\$18,523,565
Transportation			
Vehicle Purchases (Net Outlay) (20)	82	\$3,220.91	\$140,467,264
Gasoline and Motor Oil	83	\$2,824.30	\$123,170,454
Vehicle Maintenance and Repairs	81	\$882.07	\$38,467,740
Travel			
Airline Fares	82	\$381.86	\$16,653,166
Lodging on Trips	70	\$308.51	\$13,454,627
Auto/Truck/Van Rental on Trips	78	\$25.67	\$1,119,341
Food and Drink on Trips	76	\$344.15	\$15,008,916

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
Ring: 3 mile radius

Category: 3, 20502
Language: ENA1731

- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 19, 2015



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 5 mile radius

Population: 15,000
 Households: 70,400

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Emerald City (8B)	16.0%	Population	199,647	208,391
Dorms to Diplomas (14C)	13.2%	Households	89,372	93,626
In Style (5B)	11.6%	Families	39,253	40,691
Metro Renters (3B)	11.1%	Median Age	31.0	31.2
Young and Restless (11B)	9.6%	Median Household Income	\$47,430	\$57,202
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		68	\$1,535.00	\$137,186,354
Men's		66	\$281.14	\$25,125,679
Women's		58	\$460.12	\$41,122,077
Children's		71	\$258.17	\$23,072,862
Footwear		49	\$220.26	\$19,685,335
Watches & Jewelry		102	\$143.42	\$12,817,543
Apparel Products and Services (1)		181	\$171.90	\$15,362,858
Computer				
Computers and Hardware for Home Use		103	\$217.39	\$19,428,565
Portable Memory		107	\$5.59	\$499,459
Computer Software		114	\$22.40	\$2,001,587
Computer Accessories		95	\$17.63	\$1,575,976
Entertainment & Recreation		95	\$3,058.59	\$273,352,002
Fees and Admissions		95	\$601.59	\$53,765,533
Membership Fees for Clubs (2)		96	\$159.95	\$14,295,402
Fees for Participant Sports, excl. Trips		96	\$112.61	\$10,064,562
Admission to Movie/Theatre/Opera/Ballet		102	\$163.40	\$14,603,430
Admission to Sporting Events, excl. Trips		93	\$60.59	\$5,415,487
Fees for Recreational Lessons		87	\$104.26	\$9,318,035
Dating Services		133	\$0.77	\$68,617
TV/Video/Audio		97	\$1,241.33	\$110,940,494
Cable and Satellite Television Services		95	\$828.91	\$74,081,144
Televisions		102	\$147.61	\$13,192,089
Satellite Dishes		100	\$1.53	\$136,477
VCRs, Video Cameras, and DVD Players		104	\$11.09	\$991,209
Miscellaneous Video Equipment		107	\$11.19	\$999,835
Video Cassettes and DVDs		107	\$33.50	\$2,993,790
Video Game Hardware/Accessories		113	\$25.42	\$2,271,799
Video Game Software		113	\$30.37	\$2,714,056
Streaming/Downloaded Video		108	\$6.04	\$540,251
Rental of Video Cassettes and DVDs		108	\$24.67	\$2,204,984
Installation of Televisions		87	\$0.95	\$84,894
Audio (3)		96	\$115.42	\$10,314,888
Rental and Repair of TV/Radio/Sound Equipment		89	\$4.64	\$415,076
Pets		99	\$551.22	\$49,263,475
Toys and Games (4)		98	\$117.03	\$10,459,400
Recreational Vehicles and Fees (5)		72	\$152.47	\$13,626,538
Sports/Recreation/Exercise Equipment (6)		85	\$157.24	\$14,052,995
Photo Equipment and Supplies (7)		101	\$79.70	\$7,122,930
Reading (8)		92	\$136.18	\$12,171,047
Catered Affairs (9)		94	\$21.81	\$1,949,589
Food		98	\$8,108.67	\$724,688,390
Food at Home		96	\$4,908.35	\$438,668,868
Bakery and Cereal Products		96	\$681.02	\$60,864,017
Meats, Poultry, Fish, and Eggs		96	\$1,074.00	\$95,985,135
Dairy Products		95	\$520.05	\$46,477,636
Fruits and Vegetables		97	\$930.21	\$83,134,811
Snacks and Other Food at Home (10)		97	\$1,703.08	\$152,207,270
Food Away from Home		100	\$3,200.33	\$286,019,522
Alcoholic Beverages		107	\$579.23	\$51,767,200
Nonalcoholic Beverages at Home		98	\$475.73	\$42,517,198

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 5 mile radius

Latitude: 43.07809
 Longitude: -89.37991

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	85	\$2,286.39	\$204,339,504
Vehicle Loans	96	\$3,981.80	\$355,861,791
Health			
Nonprescription Drugs	88	\$110.29	\$9,856,967
Prescription Drugs	84	\$405.32	\$36,224,062
Eyeglasses and Contact Lenses	88	\$77.56	\$6,932,027
Home			
Mortgage Payment and Basics (11)	79	\$7,249.65	\$647,915,536
Maintenance and Remodeling Services	77	\$1,263.37	\$112,909,785
Maintenance and Remodeling Materials (12)	71	\$206.71	\$18,474,079
Utilities, Fuel, and Public Services	93	\$4,581.31	\$409,440,563
Household Furnishings and Equipment			
Household Textiles (13)	98	\$94.21	\$8,419,428
Furniture	99	\$500.60	\$44,739,604
Rugs	84	\$20.14	\$1,799,821
Major Appliances (14)	86	\$226.66	\$20,256,799
Housewares (15)	82	\$57.43	\$5,132,327
Small Appliances	97	\$43.40	\$3,878,498
Luggage	96	\$8.62	\$770,071
Telephones and Accessories	116	\$56.43	\$5,043,132
Household Operations			
Child Care	99	\$433.69	\$38,759,628
Lawn and Garden (16)	80	\$336.96	\$30,114,415
Moving/Storage/Freight Express	117	\$84.48	\$7,550,004
Housekeeping Supplies (17)	92	\$651.12	\$58,192,315
Insurance			
Owners and Renters Insurance	78	\$383.87	\$34,307,271
Vehicle Insurance	95	\$1,126.65	\$100,691,296
Life/Other Insurance	80	\$360.61	\$32,228,358
Health Insurance	86	\$2,222.03	\$198,587,147
Personal Care Products (18)	98	\$447.46	\$39,990,015
School Books and Supplies (19)	114	\$200.36	\$17,906,737
Smoking Products	102	\$462.54	\$41,337,892
Transportation			
Vehicle Purchases (Net Outlay) (20)	95	\$3,737.69	\$334,044,980
Gasoline and Motor Oil	95	\$3,259.48	\$291,306,637
Vehicle Maintenance and Repairs	95	\$1,038.67	\$92,828,441
Travel			
Airline Fares	98	\$455.84	\$40,739,242
Lodging on Trips	88	\$386.50	\$34,542,559
Auto/Truck/Van Rental on Trips	97	\$31.79	\$2,840,889
Food and Drink on Trips	92	\$417.60	\$37,321,597

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1831 Monroe St, Madison, Wisconsin, 53711
Ring: 5 mile radius

Latitude: 43.07307
Longitude: -89.41071

- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 19, 2015



Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 1 mile radius

Latitude: 43.07642
 Longitude: -89.41600

Demographic Summary

Population
 Population 18+
 Households
 Median Household Income

	2014	2019
Population	24,132	25,175
Population 18+	22,232	23,158
Households	7,719	8,146
Median Household Income	\$31,181	\$39,312

Product/Consumer Behavior

Went to family restaurant/steak house in last 6 mo
 Went to family restaurant/steak house 4+ times/mo
 Spent at family rest/steak hse last 6 mo: <\$31
 Spent at family rest/steak hse last 6 mo: \$31-50
 Spent at family rest/steak hse last 6 mo: \$51-100
 Spent at family rest/steak hse last 6 mo: \$101-200
 Spent at family rest/steak hse last 6 mo: \$201-300
 Spent at family rest/steak hse last 6 mo: \$301+
 Family restaurant/steak house last 6 mo: breakfast
 Family restaurant/steak house last 6 mo: lunch
 Family restaurant/steak house last 6 mo: dinner
 Family restaurant/steak house last 6 mo: snack
 Family restaurant/steak house last 6 mo: weekday
 Family restaurant/steak house last 6 mo: weekend
 Fam rest/steak hse/6 mo: Applebee`s
 Fam rest/steak hse/6 mo: Bob Evans Farms
 Fam rest/steak hse/6 mo: Buffalo Wild Wings
 Fam rest/steak hse/6 mo: California Pizza Kitchen
 Fam rest/steak hse/6 mo: Carrabba`s Italian Grill
 Fam rest/steak hse/6 mo: The Cheesecake Factory
 Fam rest/steak hse/6 mo: Chili`s Grill & Bar
 Fam rest/steak hse/6 mo: CICI`s Pizza
 Fam rest/steak hse/6 mo: Cracker Barrel
 Fam rest/steak hse/6 mo: Denny`s
 Fam rest/steak hse/6 mo: Golden Corral
 Fam rest/steak hse/6 mo: IHOP
 Fam rest/steak hse/6 mo: Logan`s Roadhouse
 Fam rest/steak hse/6 mo: LongHorn Steakhouse
 Fam rest/steak hse/6 mo: Old Country Buffet
 Fam rest/steak hse/6 mo: Olive Garden
 Fam rest/steak hse/6 mo: Outback Steakhouse
 Fam rest/steak hse/6 mo: Red Lobster
 Fam rest/steak hse/6 mo: Red Robin
 Fam rest/steak hse/6 mo: Ruby Tuesday
 Fam rest/steak hse/6 mo: Texas Roadhouse
 Fam rest/steak hse/6 mo: T.G.I. Friday`s
 Fam rest/steak hse/6 mo: Waffle House
 Went to fast food/drive-in restaurant in last 6 mo
 Went to fast food/drive-in restaurant 9+ times/mo
 Spent at fast food/drive-in last 6 mo: <\$11
 Spent at fast food/drive-in last 6 mo: \$11-\$20
 Spent at fast food/drive-in last 6 mo: \$21-\$40
 Spent at fast food/drive-in last 6 mo: \$41-\$50
 Spent at fast food/drive-in last 6 mo: \$51-\$100
 Spent at fast food/drive-in last 6 mo: \$101-\$200
 Spent at fast food/drive-in last 6 mo: \$201+

Expected Number of

	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	17,170	77.2%	102
Went to family restaurant/steak house 4+ times/mo	6,125	27.6%	96
Spent at family rest/steak hse last 6 mo: <\$31	984	4.4%	61
Spent at family rest/steak hse last 6 mo: \$31-50	2,434	10.9%	129
Spent at family rest/steak hse last 6 mo: \$51-100	4,977	22.4%	149
Spent at family rest/steak hse last 6 mo: \$101-200	3,051	13.7%	113
Spent at family rest/steak hse last 6 mo: \$201-300	1,202	5.4%	91
Spent at family rest/steak hse last 6 mo: \$301+	1,006	4.5%	61
Family restaurant/steak house last 6 mo: breakfast	2,212	9.9%	79
Family restaurant/steak house last 6 mo: lunch	4,375	19.7%	101
Family restaurant/steak house last 6 mo: dinner	12,155	54.7%	114
Family restaurant/steak house last 6 mo: snack	912	4.1%	234
Family restaurant/steak house last 6 mo: weekday	6,258	28.1%	89
Family restaurant/steak house last 6 mo: weekend	10,156	45.7%	108
Fam rest/steak hse/6 mo: Applebee`s	6,108	27.5%	110
Fam rest/steak hse/6 mo: Bob Evans Farms	675	3.0%	81
Fam rest/steak hse/6 mo: Buffalo Wild Wings	2,432	10.9%	143
Fam rest/steak hse/6 mo: California Pizza Kitchen	821	3.7%	114
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	316	1.4%	46
Fam rest/steak hse/6 mo: The Cheesecake Factory	3,426	15.4%	226
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	2,588	11.6%	96
Fam rest/steak hse/6 mo: CICI`s Pizza	676	3.0%	69
Fam rest/steak hse/6 mo: Cracker Barrel	1,173	5.3%	54
Fam rest/steak hse/6 mo: Denny`s	1,112	5.0%	53
Fam rest/steak hse/6 mo: Golden Corral	1,228	5.5%	64
Fam rest/steak hse/6 mo: IHOP	2,835	12.8%	109
Fam rest/steak hse/6 mo: Logan`s Roadhouse	386	1.7%	49
Fam rest/steak hse/6 mo: LongHorn Steakhouse	610	2.7%	64
Fam rest/steak hse/6 mo: Old Country Buffet	504	2.3%	108
Fam rest/steak hse/6 mo: Olive Garden	3,962	17.8%	102
Fam rest/steak hse/6 mo: Outback Steakhouse	2,024	9.1%	92
Fam rest/steak hse/6 mo: Red Lobster	1,741	7.8%	62
Fam rest/steak hse/6 mo: Red Robin	814	3.7%	61
Fam rest/steak hse/6 mo: Ruby Tuesday	1,257	5.7%	82
Fam rest/steak hse/6 mo: Texas Roadhouse	1,887	8.5%	115
Fam rest/steak hse/6 mo: T.G.I. Friday`s	1,385	6.2%	78
Fam rest/steak hse/6 mo: Waffle House	1,325	6.0%	110
Went to fast food/drive-in restaurant in last 6 mo	20,058	90.2%	100
Went to fast food/drive-in restaurant 9+ times/mo	8,903	40.0%	99
Spent at fast food/drive-in last 6 mo: <\$11	857	3.9%	88
Spent at fast food/drive-in last 6 mo: \$11-\$20	2,095	9.4%	122
Spent at fast food/drive-in last 6 mo: \$21-\$40	3,391	15.3%	126
Spent at fast food/drive-in last 6 mo: \$41-\$50	1,260	5.7%	75
Spent at fast food/drive-in last 6 mo: \$51-\$100	3,894	17.5%	106
Spent at fast food/drive-in last 6 mo: \$101-\$200	3,046	13.7%	114
Spent at fast food/drive-in last 6 mo: \$201+	3,003	13.5%	111

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 1 mile radius

1,187,000 - 1,190,000
 1,187,000 - 1,190,000

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 mo: eat in	8,900	40.0%	110
Fast food/drive-in last 6 mo: home delivery	1,354	6.1%	78
Fast food/drive-in last 6 mo: take-out/drive-thru	10,812	48.6%	104
Fast food/drive-in last 6 mo: take-out/walk-in	6,177	27.8%	142
Fast food/drive-in last 6 mo: breakfast	7,183	32.3%	98
Fast food/drive-in last 6 mo: lunch	13,051	58.7%	116
Fast food/drive-in last 6 mo: dinner	12,745	57.3%	129
Fast food/drive-in last 6 mo: snack	3,290	14.8%	118
Fast food/drive-in last 6 mo: weekday	14,155	63.7%	107
Fast food/drive-in last 6 mo: weekend	9,109	41.0%	90
Fast food/drive-in last 6 mo: A & W	473	2.1%	65
Fast food/drive-in last 6 mo: Arby`s	3,348	15.1%	89
Fast food/drive-in last 6 mo: Baskin-Robbins	437	2.0%	56
Fast food/drive-in last 6 mo: Boston Market	818	3.7%	107
Fast food/drive-in last 6 mo: Burger King	7,029	31.6%	100
Fast food/drive-in last 6 mo: Captain D`s	1,006	4.5%	132
Fast food/drive-in last 6 mo: Carl`s Jr.	937	4.2%	72
Fast food/drive-in last 6 mo: Checkers	442	2.0%	68
Fast food/drive-in last 6 mo: Chick-fil-A	6,402	28.8%	175
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	2,395	10.8%	115
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	278	1.3%	35
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	408	1.8%	51
Fast food/drive-in last 6 mo: Cold Stone Creamery	1,011	4.5%	135
Fast food/drive-in last 6 mo: Dairy Queen	2,864	12.9%	93
Fast food/drive-in last 6 mo: Del Taco	354	1.6%	46
Fast food/drive-in last 6 mo: Domino`s Pizza	2,957	13.3%	113
Fast food/drive-in last 6 mo: Dunkin` Donuts	1,742	7.8%	69
Fast food/drive-in last 6 mo: Hardee`s	1,146	5.2%	86
Fast food/drive-in last 6 mo: Jack in the Box	1,223	5.5%	64
Fast food/drive-in last 6 mo: KFC	4,217	19.0%	82
Fast food/drive-in last 6 mo: Krispy Kreme	668	3.0%	71
Fast food/drive-in last 6 mo: Little Caesars	2,870	12.9%	118
Fast food/drive-in last 6 mo: Long John Silver`s	1,516	6.8%	122
Fast food/drive-in last 6 mo: McDonald`s	11,615	52.2%	94
Fast food/drive-in last 6 mo: Panera Bread	3,348	15.1%	143
Fast food/drive-in last 6 mo: Papa John`s	3,154	14.2%	151
Fast food/drive-in last 6 mo: Papa Murphy`s	593	2.7%	64
Fast food/drive-in last 6 mo: Pizza Hut	3,561	16.0%	80
Fast food/drive-in last 6 mo: Popeyes Chicken	707	3.2%	41
Fast food/drive-in last 6 mo: Quiznos	922	4.1%	100
Fast food/drive-in last 6 mo: Sonic Drive-In	1,995	9.0%	87
Fast food/drive-in last 6 mo: Starbucks	7,182	32.3%	221
Fast food/drive-in last 6 mo: Steak `n Shake	1,216	5.5%	114
Fast food/drive-in last 6 mo: Subway	9,829	44.2%	132
Fast food/drive-in last 6 mo: Taco Bell	12,015	54.0%	171
Fast food/drive-in last 6 mo: Wendy`s	7,687	34.6%	121
Fast food/drive-in last 6 mo: Whataburger	204	0.9%	24
Fast food/drive-in last 6 mo: White Castle	640	2.9%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711

Ring: 1 mile radius

Population: 11,079

Households: 9,414

Went to fine dining restaurant last month	2,576	11.6%	100
Went to fine dining restaurant 3+ times last month	753	3.4%	104
Spent at fine dining rest in last 6 mo: <\$51	243	1.1%	55
Spent at fine dining rest in last 6 mo: \$51-\$100	996	4.5%	120
Spent at fine dining rest in last 6 mo: \$101-\$200	704	3.2%	87
Spent at fine dining rest in last 6 mo: \$201+	792	3.6%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.

February 19, 2015



Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 3 mile radius

Estimated 2014 Population
 100,795

Demographic Summary

	2014	2019
Population	100,795	105,843
Population 18+	87,441	91,946
Households	43,611	46,082
Median Household Income	\$34,589	\$41,544

Product/Consumer Behavior

	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	67,079	76.7%	101
Went to family restaurant/steak house 4+ times/mo	24,374	27.9%	97
Spent at family rest/steak hse last 6 mo: <\$31	4,722	5.4%	75
Spent at family rest/steak hse last 6 mo: \$31-50	8,457	9.7%	114
Spent at family rest/steak hse last 6 mo: \$51-100	17,058	19.5%	130
Spent at family rest/steak hse last 6 mo: \$101-200	11,333	13.0%	107
Spent at family rest/steak hse last 6 mo: \$201-300	4,875	5.6%	94
Spent at family rest/steak hse last 6 mo: \$301+	5,073	5.8%	78
Family restaurant/steak house last 6 mo: breakfast	9,761	11.2%	89
Family restaurant/steak house last 6 mo: lunch	17,537	20.1%	103
Family restaurant/steak house last 6 mo: dinner	45,782	52.4%	110
Family restaurant/steak house last 6 mo: snack	2,784	3.2%	182
Family restaurant/steak house last 6 mo: weekday	27,004	30.9%	97
Family restaurant/steak house last 6 mo: weekend	38,700	44.3%	105
Fam rest/steak hse/6 mo: Applebee`s	21,201	24.2%	97
Fam rest/steak hse/6 mo: Bob Evans Farms	2,304	2.6%	71
Fam rest/steak hse/6 mo: Buffalo Wild Wings	8,924	10.2%	134
Fam rest/steak hse/6 mo: California Pizza Kitchen	3,557	4.1%	125
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	1,688	1.9%	63
Fam rest/steak hse/6 mo: The Cheesecake Factory	10,492	12.0%	176
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	10,869	12.4%	102
Fam rest/steak hse/6 mo: Cici`s Pizza	3,097	3.5%	80
Fam rest/steak hse/6 mo: Cracker Barrel	5,537	6.3%	65
Fam rest/steak hse/6 mo: Denny`s	6,169	7.1%	74
Fam rest/steak hse/6 mo: Golden Corral	5,088	5.8%	68
Fam rest/steak hse/6 mo: IHOP	10,954	12.5%	107
Fam rest/steak hse/6 mo: Logan`s Roadhouse	1,904	2.2%	61
Fam rest/steak hse/6 mo: LongHorn Steakhouse	2,598	3.0%	69
Fam rest/steak hse/6 mo: Old Country Buffet	1,787	2.0%	97
Fam rest/steak hse/6 mo: Olive Garden	15,323	17.5%	100
Fam rest/steak hse/6 mo: Outback Steakhouse	8,057	9.2%	93
Fam rest/steak hse/6 mo: Red Lobster	7,952	9.1%	72
Fam rest/steak hse/6 mo: Red Robin	4,431	5.1%	85
Fam rest/steak hse/6 mo: Ruby Tuesday	4,897	5.6%	81
Fam rest/steak hse/6 mo: Texas Roadhouse	6,803	7.8%	105
Fam rest/steak hse/6 mo: T.G.I. Friday`s	5,923	6.8%	85
Fam rest/steak hse/6 mo: Waffle House	4,653	5.3%	98
Went to fast food/drive-in restaurant in last 6 mo	78,902	90.2%	100
Went to fast food/drive-in restaurant 9+ times/mo	35,344	40.4%	100
Spent at fast food/drive-in last 6 mo: <\$11	3,719	4.3%	97
Spent at fast food/drive-in last 6 mo: \$11-\$20	7,540	8.6%	112
Spent at fast food/drive-in last 6 mo: \$21-\$40	11,945	13.7%	113
Spent at fast food/drive-in last 6 mo: \$41-\$50	6,100	7.0%	92
Spent at fast food/drive-in last 6 mo: \$51-\$100	14,591	16.7%	101
Spent at fast food/drive-in last 6 mo: \$101-\$200	11,434	13.1%	109
Spent at fast food/drive-in last 6 mo: \$201+	11,346	13.0%	106

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 3 mile radius

Updated: 11/03/19
 Company: GfK MRI

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	33,936	38.8%	107
Fast food/drive-in last 6 mo: home delivery	6,714	7.7%	98
Fast food/drive-in last 6 mo: take-out/drive-thru	41,748	47.7%	102
Fast food/drive-in last 6 mo: take-out/walk-in	21,243	24.3%	124
Fast food/drive-in last 6 mo: breakfast	27,656	31.6%	96
Fast food/drive-in last 6 mo: lunch	49,106	56.2%	111
Fast food/drive-in last 6 mo: dinner	46,302	53.0%	120
Fast food/drive-in last 6 mo: snack	12,906	14.8%	118
Fast food/drive-in last 6 mo: weekday	54,643	62.5%	105
Fast food/drive-in last 6 mo: weekend	37,685	43.1%	94
Fast food/drive-in last 6 mo: A & W	1,906	2.2%	67
Fast food/drive-in last 6 mo: Arby`s	13,144	15.0%	89
Fast food/drive-in last 6 mo: Baskin-Robbins	2,427	2.8%	80
Fast food/drive-in last 6 mo: Boston Market	3,292	3.8%	110
Fast food/drive-in last 6 mo: Burger King	25,852	29.6%	93
Fast food/drive-in last 6 mo: Captain D`s	3,129	3.6%	104
Fast food/drive-in last 6 mo: Carl`s Jr.	4,432	5.1%	87
Fast food/drive-in last 6 mo: Checkers	1,790	2.0%	70
Fast food/drive-in last 6 mo: Chick-fil-A	21,914	25.1%	152
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	11,307	12.9%	138
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	1,925	2.2%	61
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	2,011	2.3%	64
Fast food/drive-in last 6 mo: Cold Stone Creamery	3,414	3.9%	116
Fast food/drive-in last 6 mo: Dairy Queen	10,983	12.6%	90
Fast food/drive-in last 6 mo: Del Taco	2,235	2.6%	73
Fast food/drive-in last 6 mo: Domino`s Pizza	11,170	12.8%	108
Fast food/drive-in last 6 mo: Dunkin` Donuts	7,417	8.5%	75
Fast food/drive-in last 6 mo: Hardee`s	3,835	4.4%	73
Fast food/drive-in last 6 mo: Jack in the Box	7,154	8.2%	96
Fast food/drive-in last 6 mo: KFC	15,741	18.0%	78
Fast food/drive-in last 6 mo: Krispy Kreme	2,868	3.3%	78
Fast food/drive-in last 6 mo: Little Caesars	9,970	11.4%	104
Fast food/drive-in last 6 mo: Long John Silver`s	4,766	5.5%	97
Fast food/drive-in last 6 mo: McDonald`s	45,410	51.9%	93
Fast food/drive-in last 6 mo: Panera Bread	11,856	13.6%	129
Fast food/drive-in last 6 mo: Papa John`s	11,189	12.8%	136
Fast food/drive-in last 6 mo: Papa Murphy`s	2,681	3.1%	73
Fast food/drive-in last 6 mo: Pizza Hut	14,051	16.1%	80
Fast food/drive-in last 6 mo: Popeyes Chicken	4,061	4.6%	60
Fast food/drive-in last 6 mo: Quiznos	4,218	4.8%	117
Fast food/drive-in last 6 mo: Sonic Drive-In	8,159	9.3%	90
Fast food/drive-in last 6 mo: Starbucks	24,538	28.1%	192
Fast food/drive-in last 6 mo: Steak `n Shake	4,161	4.8%	99
Fast food/drive-in last 6 mo: Subway	35,570	40.7%	122
Fast food/drive-in last 6 mo: Taco Bell	37,957	43.4%	137
Fast food/drive-in last 6 mo: Wendy`s	27,420	31.4%	110
Fast food/drive-in last 6 mo: Whataburger	1,987	2.3%	60
Fast food/drive-in last 6 mo: White Castle	2,512	2.9%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.



Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711
Ring: 3 mile radius

Latitude: 43.074479
Longitude: -89.41691

Went to fine dining restaurant last month	11,865	13.6%	117
Went to fine dining restaurant 3+ times last month	3,527	4.0%	124
Spent at fine dining rest in last 6 mo: <\$51	1,315	1.5%	75
Spent at fine dining rest in last 6 mo: \$51-\$100	4,155	4.8%	127
Spent at fine dining rest in last 6 mo: \$101-\$200	3,611	4.1%	114
Spent at fine dining rest in last 6 mo: \$201+	3,822	4.4%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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February 19, 2015



Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 5 mile radius

Latitude: 43.0679
 Longitude: -89.3747

Demographic Summary

	2014	2019
Population	199,647	208,391
Population 18+	166,356	174,028
Households	89,372	93,626
Median Household Income	\$47,430	\$57,202

Product/Consumer Behavior

	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	128,384	77.2%	102
Went to family restaurant/steak house 4+ times/mo	47,979	28.8%	100
Spent at family rest/steak hse last 6 mo: <\$31	10,169	6.1%	85
Spent at family rest/steak hse last 6 mo: \$31-50	15,579	9.4%	110
Spent at family rest/steak hse last 6 mo: \$51-100	29,331	17.6%	117
Spent at family rest/steak hse last 6 mo: \$101-200	20,981	12.6%	104
Spent at family rest/steak hse last 6 mo: \$201-300	9,761	5.9%	99
Spent at family rest/steak hse last 6 mo: \$301+	11,309	6.8%	92
Family restaurant/steak house last 6 mo: breakfast	20,602	12.4%	99
Family restaurant/steak house last 6 mo: lunch	33,822	20.3%	105
Family restaurant/steak house last 6 mo: dinner	86,532	52.0%	109
Family restaurant/steak house last 6 mo: snack	4,282	2.6%	147
Family restaurant/steak house last 6 mo: weekday	55,395	33.3%	105
Family restaurant/steak house last 6 mo: weekend	72,860	43.8%	104
Fam rest/steak hse/6 mo: Applebee`s	40,223	24.2%	97
Fam rest/steak hse/6 mo: Bob Evans Farms	4,708	2.8%	76
Fam rest/steak hse/6 mo: Buffalo Wild Wings	16,389	9.9%	129
Fam rest/steak hse/6 mo: California Pizza Kitchen	6,771	4.1%	125
Fam rest/steak hse/6 mo: Carrabba`s Italian Grill	4,212	2.5%	83
Fam rest/steak hse/6 mo: The Cheesecake Factory	16,671	10.0%	147
Fam rest/steak hse/6 mo: Chili`s Grill & Bar	21,857	13.1%	108
Fam rest/steak hse/6 mo: Cici`s Pizza	6,491	3.9%	88
Fam rest/steak hse/6 mo: Cracker Barrel	13,149	7.9%	81
Fam rest/steak hse/6 mo: Denny`s	13,376	8.0%	85
Fam rest/steak hse/6 mo: Golden Corral	10,567	6.4%	74
Fam rest/steak hse/6 mo: IHOP	21,179	12.7%	109
Fam rest/steak hse/6 mo: Logan`s Roadhouse	4,638	2.8%	78
Fam rest/steak hse/6 mo: LongHorn Steakhouse	6,051	3.6%	85
Fam rest/steak hse/6 mo: Old Country Buffet	3,336	2.0%	95
Fam rest/steak hse/6 mo: Olive Garden	30,080	18.1%	103
Fam rest/steak hse/6 mo: Outback Steakhouse	16,374	9.8%	99
Fam rest/steak hse/6 mo: Red Lobster	17,514	10.5%	83
Fam rest/steak hse/6 mo: Red Robin	9,610	5.8%	97
Fam rest/steak hse/6 mo: Ruby Tuesday	10,288	6.2%	90
Fam rest/steak hse/6 mo: Texas Roadhouse	12,504	7.5%	102
Fam rest/steak hse/6 mo: T.G.I. Friday`s	12,166	7.3%	91
Fam rest/steak hse/6 mo: Waffle House	8,237	5.0%	91
Went to fast food/drive-in restaurant in last 6 mo	150,298	90.3%	100
Went to fast food/drive-in restaurant 9+ times/mo	67,177	40.4%	100
Spent at fast food/drive-in last 6 mo: <\$11	7,803	4.7%	107
Spent at fast food/drive-in last 6 mo: \$11-\$20	13,393	8.1%	105
Spent at fast food/drive-in last 6 mo: \$21-\$40	21,253	12.8%	106
Spent at fast food/drive-in last 6 mo: \$41-\$50	12,243	7.4%	97
Spent at fast food/drive-in last 6 mo: \$51-\$100	26,633	16.0%	97
Spent at fast food/drive-in last 6 mo: \$101-\$200	21,055	12.7%	106
Spent at fast food/drive-in last 6 mo: \$201+	21,655	13.0%	107

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711
 Ring: 5 mile radius

Calculator: 31105702
 Map: 70314601

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 mo: eat in	63,775	38.3%	105
Fast food/drive-in last 6 mo: home delivery	14,372	8.6%	110
Fast food/drive-in last 6 mo: take-out/drive-thru	79,217	47.6%	102
Fast food/drive-in last 6 mo: take-out/walk-in	38,445	23.1%	118
Fast food/drive-in last 6 mo: breakfast	54,251	32.6%	99
Fast food/drive-in last 6 mo: lunch	90,555	54.4%	108
Fast food/drive-in last 6 mo: dinner	83,542	50.2%	113
Fast food/drive-in last 6 mo: snack	24,724	14.9%	118
Fast food/drive-in last 6 mo: weekday	103,486	62.2%	105
Fast food/drive-in last 6 mo: weekend	74,613	44.9%	98
Fast food/drive-in last 6 mo: A & W	4,202	2.5%	77
Fast food/drive-in last 6 mo: Arby`s	25,946	15.6%	93
Fast food/drive-in last 6 mo: Baskin-Robbins	5,588	3.4%	96
Fast food/drive-in last 6 mo: Boston Market	6,198	3.7%	109
Fast food/drive-in last 6 mo: Burger King	49,061	29.5%	93
Fast food/drive-in last 6 mo: Captain D`s	5,186	3.1%	91
Fast food/drive-in last 6 mo: Carl`s Jr.	9,399	5.6%	97
Fast food/drive-in last 6 mo: Checkers	3,863	2.3%	79
Fast food/drive-in last 6 mo: Chick-fil-A	37,117	22.3%	135
Fast food/drive-in last 6 mo: Chipotle Mex. Grill	21,845	13.1%	141
Fast food/drive-in last 6 mo: Chuck E. Cheese`s	4,616	2.8%	77
Fast food/drive-in last 6 mo: Church`s Fr. Chicken	4,445	2.7%	74
Fast food/drive-in last 6 mo: Cold Stone Creamery	6,240	3.8%	111
Fast food/drive-in last 6 mo: Dairy Queen	22,328	13.4%	96
Fast food/drive-in last 6 mo: Del Taco	5,364	3.2%	92
Fast food/drive-in last 6 mo: Domino`s Pizza	21,245	12.8%	108
Fast food/drive-in last 6 mo: Dunkin` Donuts	15,865	9.5%	84
Fast food/drive-in last 6 mo: Hardee`s	7,299	4.4%	73
Fast food/drive-in last 6 mo: Jack in the Box	15,443	9.3%	108
Fast food/drive-in last 6 mo: KFC	31,385	18.9%	81
Fast food/drive-in last 6 mo: Krispy Kreme	6,545	3.9%	94
Fast food/drive-in last 6 mo: Little Caesars	18,138	10.9%	100
Fast food/drive-in last 6 mo: Long John Silver`s	8,013	4.8%	86
Fast food/drive-in last 6 mo: McDonald`s	87,084	52.3%	94
Fast food/drive-in last 6 mo: Panera Bread	21,774	13.1%	125
Fast food/drive-in last 6 mo: Papa John`s	19,890	12.0%	127
Fast food/drive-in last 6 mo: Papa Murphy`s	6,702	4.0%	97
Fast food/drive-in last 6 mo: Pizza Hut	27,382	16.5%	82
Fast food/drive-in last 6 mo: Popeyes Chicken	9,534	5.7%	74
Fast food/drive-in last 6 mo: Quiznos	8,327	5.0%	121
Fast food/drive-in last 6 mo: Sonic Drive-In	17,246	10.4%	100
Fast food/drive-in last 6 mo: Starbucks	40,029	24.1%	164
Fast food/drive-in last 6 mo: Steak `n Shake	7,967	4.8%	99
Fast food/drive-in last 6 mo: Subway	63,993	38.5%	115
Fast food/drive-in last 6 mo: Taco Bell	62,784	37.7%	119
Fast food/drive-in last 6 mo: Wendy`s	50,657	30.5%	106
Fast food/drive-in last 6 mo: Whataburger	5,519	3.3%	88
Fast food/drive-in last 6 mo: White Castle	5,068	3.0%	91

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Restaurant Market Potential

1831 Monroe St, Madison, Wisconsin, 53711
Ring: 5 mile radius

Latitude: 43.065307
Longitude: -89.405000

Went to fine dining restaurant last month	23,373	14.0%	121
Went to fine dining restaurant 3+ times last month	6,745	4.1%	125
Spent at fine dining rest in last 6 mo: <\$51	3,101	1.9%	94
Spent at fine dining rest in last 6 mo: \$51-\$100	7,503	4.5%	121
Spent at fine dining rest in last 6 mo: \$101-\$200	7,553	4.5%	125
Spent at fine dining rest in last 6 mo: \$201+	8,070	4.9%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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February 19, 2015