



# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

- Class A:  Beer,  Liquor,  Cider  
 Class B:  Beer,  Liquor,  
 Class C Wine

(Agenda Item Number)

85807

(Legistar file number)

LICLIB-2024-00959

(License number)

(Alder District #)

(Police Sector)

Office Use Only

## Section A – Applicant

- 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.  
Tailer Nicole Wine and Cupcakes LLC
- Trade Name (doing business as) Tailer Nicole Wine and Cupcakes
- Address to be licensed 2352 S. Park Street Madison WI 53713
- Mailing address 2434 N Vel R Phillips, Milwaukee WI 53212
- Anticipated opening date November 1, 2024
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
 No  Yes (explain)  
Owner
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

At Taylor Nicole Wine Lounge, we aim to provide an exceptional experience with both bottle and cup-by-cup wine service. Our wine will be available for purchase by the bottle or enjoyed by the glass, allowing guests to savor their favorites or explore new selections. We will store our wine in dedicated areas, including wall-mounted racks, storage units, and cupboard space, ensuring a well-organized and accessible collection. Whether you're looking to share a bottle with friends or sample a variety by the glass, our lounge is designed to enhance every visit.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 100 Outdoor: 100

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

Our wine lounge will be located within the Black Business Hub, where parking and the parking structure are managed and monitored by the Black Business Hub and Urban League. We will adhere to the guidelines and regulations established by these organizations, ensuring compliance with their parking rules and monitored regulations. This setup ensures a well-managed parking experience for all visitors to the Black Business Hub, including our guests.

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

No  Yes, license issued to \_\_\_\_\_ (name of licensee)

**Section C—Corporate Information**

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

12. Name of liquor license agent Shakkiah Curtis

13. City, state in which agent resides Milwaukee WI

14. How long has the agent continuously resided in the State of Wisconsin? 7 years

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

No, but will complete prior to ALRC meeting  Yes, date completed \_\_\_\_\_

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

WI September 14, 2024

17. 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
Owner	Shakkiah Curtis	Milwaukee, WI

18. 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.

Shakkiah Curtis

19. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) \_\_\_\_\_

20. 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) \_\_\_\_\_

**Section D—Business Plan**

21. What type of establishment is contemplated?  
 Tavern    Nightclub    Restaurant    Liquor Store    Grocery Store  
 Convenience Store without gas pumps    Convenience Store with gas pumps

Other Lounge

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am-8pm	11am-8pm	11am-8pm	11am-8pm	11am-9pm	11am-10pm	11am-10pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

**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.*

24. Indicate any other product/service offered. \_\_\_\_\_
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:  
50 % Alcohol   40 % Food   10 % Other

If applicable, describe "Other": Bronzed Items such as glasses, shirts, etc

Do you have written records to document the percentages shown?  No    Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?  No    Yes—what kind? solo acoustic  
live music

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No    Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting.  No    Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No    Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  No  Yes

**Section G—Information for Clerk's Office**

37. This application is for the license period ending June 30, 2025.
38. State Seller's Permit 4 5 6 - 1081832205 - 02
39. Federal Employer Identification Number 88-1461684
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Shakkiah Curtis  
 Business phone 2245585859 Business e-mail address shakkiahcurtis@icloud.com  
 Preferred language english
- 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.
41. Corporate attorney, if applicable: Name \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

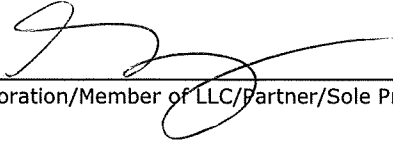
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.



\_\_\_\_\_  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

10/15/24

\_\_\_\_\_  
(Date)

<b>Clerk's Office checklist for complete applications</b>		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b>		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____		

# Taylor Nicole Wine and Cupcake Lounge

## Sample Menu

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### Cupcakes

Delicate, gourmet cupcakes baked fresh daily. Perfect for pairing with a glass of fine wine or a non-alcoholic choice.

**Price Range:** \$6.50 - \$7.50

1. **Vanilla Bourbon Bliss** - \$6.50  
A vanilla cupcake with a hint of bourbon, topped with a bourbon-infused buttercream frosting.  
*Pairing Suggestion:* Chardonnay or non-alcoholic sparkling white wine.
  2. **Red Velvet Dream** - \$7.00  
Classic red velvet with rich cream cheese frosting, perfect for indulgence.  
*Pairing Suggestion:* Merlot or non-alcoholic red wine.
  3. **Espresso Delight** - \$7.50  
Chocolate cupcake infused with espresso, topped with mocha buttercream.  
*Pairing Suggestion:* Cabernet Sauvignon or coffee-infused non-alcoholic wine.
  4. **Lemon Lavender Charm** - \$6.50  
A light and zesty lemon cupcake with a lavender-infused buttercream.  
*Pairing Suggestion:* Sauvignon Blanc or citrusy non-alcoholic white wine.
  5. **Strawberry Champagne** - \$7.50  
Strawberry cupcake topped with champagne buttercream.  
*Pairing Suggestion:* Rosé or non-alcoholic rosé.
- 

### Pastry Items

Freshly baked artisan pastries, perfect for an afternoon snack or pairing with your favorite wine.

**Price Range:** \$7.00 - \$9.00

1. **Almond Croissant** - \$7.00  
Buttery, flaky croissant with a rich almond filling.  
*Pairing Suggestion:* Pinot Grigio or non-alcoholic sparkling wine.
2. **Raspberry Danish** - \$8.00  
A delicate pastry filled with raspberry jam and cream cheese.  
*Pairing Suggestion:* Prosecco or non-alcoholic rosé.
3. **Chocolate Hazelnut Tart** - \$9.00  
A decadent chocolate tart with a smooth hazelnut filling.  
*Pairing Suggestion:* Port wine or non-alcoholic chocolate wine.

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## Baked Goods

Handcrafted baked goods using local ingredients for a comforting treat.

**Price Range:** \$7.00 - \$8.00

1. **Blueberry Lemon Scone** - \$7.00  
A buttery scone with fresh blueberries and a touch of lemon zest.  
*Pairing Suggestion:* Moscato or non-alcoholic sweet wine.
  2. **Banana Walnut Bread** - \$8.00  
Moist banana bread with toasted walnuts, perfect with a cup of wine.  
*Pairing Suggestion:* Chardonnay or non-alcoholic white wine.
  3. **Salted Caramel Brownie** - \$7.50  
Rich chocolate brownie topped with salted caramel drizzle.  
*Pairing Suggestion:* Malbec or non-alcoholic dark red wine.
- 

## Charcuterie Boards

Upscale charcuterie boards featuring fine cheeses, cured meats, nuts, and fruits for the ultimate pairing experience.

**Price Range:** \$25.00 - \$40.00

1. **Classic Board** - \$25.00  
Assorted cheeses, cured meats, olives, and fresh fruits.  
*Pairing Suggestion:* Sauvignon Blanc or non-alcoholic white wine.
  2. **Gourmet Selection** - \$35.00  
Brie, smoked gouda, prosciutto, fig jam, honey, and artisan crackers.  
*Pairing Suggestion:* Rosé or non-alcoholic rosé.
  3. **Luxury Indulgence** - \$40.00  
Truffle cheese, blue cheese, aged salami, dried apricots, nuts, and honeycomb.  
*Pairing Suggestion:* Cabernet Sauvignon or non-alcoholic red wine.
- 

## Wine Selection

Our wine selection is designed to complement our menu and provide an exquisite experience for wine lovers and those who prefer non-alcoholic options.

### Wine by the Bottle:

- Chardonnay - \$40
- Sauvignon Blanc - \$35

- Pinot Grigio - \$30
- Rosé - \$30
- Merlot - \$38
- Cabernet Sauvignon - \$45
- Port - \$50

**Non-Alcoholic Wine Options:**

- Sparkling White - \$25
  - Rosé - \$20
  - Red Blend - \$22
  - Citrus White - \$18
- 

**Pairing Highlights:**

- Pair the **Vanilla Bourbon Bliss Cupcake** with our **Chardonnay** for a buttery, smooth complement.
  - Enjoy a **Strawberry Champagne Cupcake** alongside a glass of **Rosé** for a refreshing, fruity duo.
  - The **Luxury Indulgence Charcuterie Board** pairs beautifully with a bold **Cabernet Sauvignon** for a rich, balanced experience.
- 

**We look forward to serving our community**



# **Business Plan for Taylor Nicole Wine and Cupcake Lounge**

## **Executive Summary**

Taylor Nicole Wine and Cupcake Lounge will be a welcoming and vibrant space located inside the Black Business Hub in Madison, Wisconsin. With a unique combination of wine and cupcake pairings, our lounge will cater to both casual patrons and wine enthusiasts, offering a relaxed atmosphere for networking, socializing, and creating memorable experiences. We will start with an initial investment of \$50,000 to cover startup costs, wine and cupcake inventory, interior design, and initial marketing efforts.

Our vision for the next 3-5 years is to become a recognized brand in Madison and beyond, offering a space that not only serves delicious wines and cupcakes but also fosters community building, social engagement, and local culture. Through strategic expansion in products, services, clientele growth, and financial performance, we plan to grow into a highly regarded destination.

## **Business Objectives**

1. **Launch Taylor Nicole Wine and Cupcake Lounge** by August 24 with a soft opening to showcase initial wine selections.
2. **Establish strong vendor relationships** to ensure a diverse range of wines and locally sourced cupcakes.
3. Grow the business by **20% year-on-year** in revenue through new product offerings, brand awareness, and community engagement.
4. **Create a strong brand presence** both online and offline, building awareness through social media, local events, and partnerships.
5. **Build a dedicated team** of knowledgeable and passionate staff by Year 2 to support growth and customer experience.

## **Market Analysis**

The demand for wine lounges has steadily increased, with customers seeking unique, social, and sophisticated experiences. Combining wine and cupcakes offers a niche market, particularly appealing to Madison's growing community of young professionals, students, and wine lovers. Additionally, with our location inside the Black Business Hub, we have access to a network of diverse, community-driven patrons who value local businesses and experiences.

### **Target Audience:**

- Young professionals aged 25-45
- Wine enthusiasts
- Local community members seeking unique social experiences
- Event planners looking for venues with a twist

**Competitive Analysis:** While there are several wine bars and bakeries in the Madison area, few, if any, combine both in a specialized, community-oriented setting like Taylor Nicole Wine and Cupcake Lounge. Our location in the Black Business Hub provides us a unique advantage, as we can directly tap into the local community while also benefitting from a built-in customer base visiting the hub.

## Sales and Marketing Strategy

### 1. Brand Awareness:

- **Social Media Presence:** Build a vibrant social media presence on platforms like Instagram, Facebook, and TikTok to showcase our offerings, events, and the unique atmosphere. Targeted ads will help attract local patrons.
- **Collaborations and Partnerships:** Work with local influencers, wine bloggers, and food critics to increase visibility.
- **Community Engagement:** Participate in local events, offer wine tasting sessions, and partner with other businesses inside the Black Business Hub to boost cross-promotion.

### 2. Building Community:

- Host **monthly events** such as wine and cupcake pairing nights, networking mixers, and cultural nights featuring local artists, musicians, and entertainment.
- Launch a **loyalty program** to reward repeat customers, offering discounts, exclusive event invitations, and early access to new products.
- Create an **email newsletter** to share updates, events, and exclusive offers with customers and followers.

### 3. Expanding Sales Options:

- After the first year, expand into **online sales** for wine and cupcake pairings. Collaborate with local delivery services or use platforms like DoorDash to offer delivery within Madison.
- Introduce **subscription boxes** for monthly curated wine and cupcake pairings delivered to customers' homes.
- Offer **event catering services** for private parties, corporate events, and local celebrations, with customizable wine and cupcake packages.

## Financial Plan

### Initial Investment Breakdown (Year 1):

- Wine and Cupcake Inventory: \$10,000
- Interior Design and Furniture: \$15,000
- Licensing and Legal Fees: \$5,000
- Marketing and Brand Development: \$10,000
- Staffing and Training: \$5,000
- Miscellaneous/Contingency: \$5,000

### Year 1 Financial Goals:

- Revenue: \$150,000
- Operating Costs: \$80,000
- Net Profit: \$70,000

We aim to break even within the first year through steady revenue growth from local customers and special events. To achieve this, we will prioritize strong marketing, community involvement, and exceptional customer service.

### **Year 3-5 Financial Goals:**

- **Year 3 Revenue Target:** \$250,000 - With expanded product offerings, online sales, and increased event hosting.
- **Year 5 Revenue Target:** \$400,000 - Focus on additional services like catering, subscription boxes, and potential new lounge locations in Wisconsin.
- **Profit Margin:** Increase profitability by reducing operational costs through vendor partnerships and efficient staffing.

### **Staffing Plan**

We will initially hire a small team of 3-5 employees to manage operations, customer service, and event hosting. As the business grows, we plan to hire a **full-time General Manager** by Year 2, and additional staff to support expanded operations, such as online sales and event catering. Staff training will focus on exceptional customer service, wine knowledge, and event execution.

### **Hiring Timeline:**

- **Year 1:** Hire core staff for day-to-day operations.
- **Year 2:** Hire additional team members to handle growing business demands, including event coordination and marketing.
- **Year 3-5:** Scale up the team with additional staff to manage multiple service offerings and potentially expand to new locations.

### **Brand Awareness and Community Building**

#### **1. Social Brand Awareness:**

- Consistent social media engagement is key to building brand recognition. Through daily posts, interactive stories, behind-the-scenes videos, and collaborations with influencers, we aim to grow our online following by **30% annually**.
- Create a **YouTube series or podcast** on wine tasting, pairings, and the journey of building a local wine lounge, which will not only increase brand visibility but also position us as thought leaders in the industry.

#### **2. Local Partnerships and Community Involvement:**

- Partner with other businesses in the Black Business Hub and local Madison-based businesses for joint events and promotions.

- Host **fundraising events** for local causes and community initiatives, reinforcing our commitment to the community while also drawing in new clientele.
- Sponsor local cultural and music events to align our brand with Madison's vibrant cultural scene.

## Growth Strategy (Years 3-5)

1. **Product Expansion:** Introduce new wine selections and seasonal cupcake offerings. Partner with local bakeries for exclusive limited-time treats.
2. **Clientele Expansion:** Through strategic marketing efforts, community events, and unique pairings, we aim to expand our customer base beyond the Black Business Hub, attracting patrons from across Madison and surrounding areas.
3. **Franchising or Second Location:** Depending on business success, explore opening a second location in Wisconsin or offering franchise opportunities by Year 5.

## Conclusion

Taylor Nicole Wine and Cupcake Lounge is more than just a place to enjoy wine and treats; it's a community-centered experience where people can connect, celebrate, and unwind. With a strong business model, growth strategy, and dedication to community-building, we believe this lounge will become a beloved fixture in Madison and beyond.

### 1. Establish a Consistent Brand Identity

- **Visual Aesthetic:** Create a consistent visual style that reflects the vibe of your lounge. Use specific color palettes, fonts, and imagery that align with the cozy, vibrant atmosphere you're offering.
- **Logo and Tagline:** Make sure your logo and tagline are visible on your social media platforms, reinforcing brand recognition.
- **Tone of Voice:** Whether your posts are fun, elegant, or community-focused, ensure your captions and interactions have a consistent voice.

### 2. Use Platform-Specific Strategies

- **Instagram:**
  - Focus on visually stunning content such as photos of your wine and cupcake pairings, the interior design of the lounge, behind-the-scenes posts, and event highlights.
  - Use Instagram Stories for daily updates, announcements, or sneak peeks into the lounge's daily activities.
  - Engage with local influencers to promote your events or new offerings. Influencers can help expand your reach to their followers.
  - Use relevant hashtags like #MadisonWI, #WineAndCupcakes, and #TaylorNicoleLounge to increase discoverability.

- **Facebook:**
  - Set up a **Business Page** with all relevant information (location, hours, menu).
  - Post event announcements (e.g., wine tastings, networking mixers, live music nights).
  - Use **Facebook Events** to promote special events, allowing guests to RSVP.
  - Run **Facebook Ads** targeting local wine lovers, food enthusiasts, and event planners.
  - Share customer testimonials and reviews to build trust and social proof.
- **TikTok:**
  - Create fun, engaging content like short clips showing your wine pouring, cupcake decorating, and behind-the-scenes moments.
  - Participate in relevant trends and challenges that fit your brand's vibe.
  - Showcase customer reactions, event highlights, and time-lapse videos of preparing for a busy night at the lounge.
- **YouTube or Reels (on Instagram):**
  - Create longer-form content such as wine-tasting tutorials, interviews with bakers and wine experts, or a series about your journey in opening the lounge.
  - Offer educational content like "how to pair wines with cupcakes" or "wine for beginners" to attract wine enthusiasts looking for tips and guidance.

### 3. Create Engaging and Interactive Content

- **Polls & Questions:** Use Instagram Stories and Facebook polls to ask your followers about their favorite wine types or cupcake flavors. This interaction creates engagement and gives you direct feedback on customer preferences.
- **User-Generated Content:** Encourage your customers to share photos of their experience at your lounge. Feature the best posts on your page, offering small incentives like a free cupcake or discount for tagging your business.
- **Behind-the-Scenes Content:** Show the process of how your cupcakes are baked, how wines are chosen, or what goes into setting up for events. This makes followers feel more connected to your business.
- **Customer Spotlights:** Share photos of happy customers enjoying their time at the lounge. These posts create social proof and encourage others to visit.

### 4. Collaborate with Local Influencers and Businesses

- Partner with local influencers in the Madison area who align with your brand's target audience. They can help generate buzz and promote your events or new offerings through authentic reviews and content.
- Collaborate with other small businesses or vendors in the Black Business Hub for cross-promotions. For example, you could offer a discount to customers who visit another local business within the Hub and vice versa.

### 5. Leverage Paid Advertising

- Run **targeted ads** on Facebook and Instagram to increase visibility in the Madison area. Use geographic and interest-based targeting to reach wine lovers, foodies, event-goers, and community members.
- Create specific campaigns promoting events, new menu items, or your grand opening.

## 6. Create Event-Focused Posts

- Promote your lounge events heavily on social media. Use countdowns, teasers, and early-bird promotions to build excitement.
- Post live coverage of events on Stories, Instagram Lives, or Facebook Live to engage followers who couldn't attend.

## 7. Encourage Reviews and Check-Ins

- Ask satisfied customers to leave reviews on Facebook and Google. Share these reviews on your social media platforms to build trust and credibility.
- Encourage customers to "check in" on Facebook or Instagram when they visit Taylor Nicole Lounge. This organically promotes your business to their friends and followers.

## 8. Run Contests and Giveaways

- Host social media contests to boost engagement. For example, ask followers to tag friends who they'd bring to the lounge for a chance to win a free bottle of wine or a cupcake tasting.
- Create **hashtag challenges** where customers can share their experiences using a unique hashtag to win prizes. This helps expand your reach and drives user-generated content.

## 9. Post Consistently and Engage with Your Audience

- Stick to a regular posting schedule. Use a content calendar to plan posts ahead of time, ensuring a mix of product highlights, behind-the-scenes content, events, and customer engagement.
- Reply promptly to comments, messages, and mentions to show followers that you value their input and encourage two-way interaction.

## 10. Offer Exclusive Social Media Deals

- Run exclusive promotions or discounts for your social media followers, such as "Show this post for 10% off your next wine purchase" or "Mention this story for a free cupcake with your wine."
- This not only increases engagement but also drives foot traffic directly from your social platforms.

## **Conclusion:**

By building a consistent brand identity, engaging with your community, and leveraging a mix of organic and paid content, Taylor Nicole Wine and Cupcake Lounge can effectively build its social media presence and grow both online and offline. The key is to focus on authenticity, community building, and interactive content that draws your audience into the unique experience your lounge offers.

## **1-5 Year Projection Plan for Taylor Nicole Wine and Cupcake Lounge**

### **Overview:**

This projection plan outlines the expected growth, milestones, and financial targets for Taylor Nicole Wine and Cupcake Lounge over the next five years. It includes goals for revenue, expansion, customer base growth, product development, and team building, with a focus on community engagement and brand awareness.

## **Year 1: Establishing the Foundation**

### **Key Focus Areas:**

- **Grand Opening and Community Integration**
- **Brand Awareness and Initial Marketing**
- **Building Relationships with Vendors**
- **Establishing Core Team**
- 1. **Revenue Projections:**
  - **Initial Investment: \$50,000**
  - **Projected Revenue: \$150,000**
  - **Operational Costs: \$80,000**
  - **Net Profit: \$70,000**
- 2. **Goals:**
  - **Host the pre-ribbon-cutting event on August 24 to showcase select wines and cupcakes.**
  - **Fully open the lounge by September, offering both bottle and cup-by-cup wine service.**
  - **Focus on creating strong relationships with wine and cupcake vendors, ensuring a unique and high-quality product offering.**
  - **Build brand awareness through social media campaigns, local events, and partnerships within the Black Business Hub.**
  - **Hire an initial core team (3-5 staff members) to manage day-to-day operations and customer service.**
  - **Focus on community-building events like wine and cupcake pairing nights, networking mixers, and seasonal gatherings.**
- 3. **Marketing Initiatives:**
  - **Build a social media presence (Instagram, Facebook, TikTok), and use targeted ads to reach local wine lovers and food enthusiasts.**
  - **Leverage local influencers and partnerships to increase brand visibility.**
  - **Establish a loyalty program to encourage repeat customers.**

## **Year 2: Expansion of Offerings and Clientele Growth**

### **Key Focus Areas:**

- **Product and Service Expansion**
- **Customer Base Growth**
- **Enhanced Event Offerings**
- 1. **Revenue Projections:**
  - **Projected Revenue: \$200,000**
  - **Operational Costs: \$110,000**
  - **Net Profit: \$90,000**
- 2. **Goals:**
  - **Expand product offerings by introducing new wine selections, seasonal cupcakes, and event-specific pairings.**
  - **Launch online wine and cupcake subscription boxes and partner with local delivery services to offer delivery.**
  - **Host larger events like wine tastings, cupcake decorating workshops, and themed nights to attract new customers.**
  - **Increase customer base by 20% through improved marketing efforts, word of mouth, and community engagement.**
  - **Hire a General Manager and additional staff to handle growing operations, events, and customer service needs.**
  - **Continue expanding social media presence, focusing on user-generated content, customer testimonials, and interactive posts.**
- 3. **Marketing Initiatives:**
  - **Develop a YouTube channel or Instagram Reels featuring wine tasting tips, behind-the-scenes footage, and stories about the journey of building Taylor Nicole Wine and Cupcake Lounge.**
  - **Launch a monthly email newsletter highlighting upcoming events, exclusive offers, and new product launches.**

## **Year 3: Building Strong Community and Brand Presence**

### **Key Focus Areas:**

- **Brand Loyalty and Community Building**
- **New Revenue Streams**
- **Strengthening Operations**
- 1. **Revenue Projections:**
  - **Projected Revenue: \$250,000**
  - **Operational Costs: \$130,000**
  - **Net Profit: \$120,000**
- 2. **Goals:**
  - **Strengthen the sense of community engagement by hosting monthly charity events, partnering with local non-profits, and offering fundraising opportunities.**
  - **Begin catering to private events and corporate parties, creating specialized wine and cupcake packages for larger gatherings.**



- Optimize operations by improving vendor relationships, reducing operational costs, and training staff to manage multiple event types.
  - Launch a mobile wine and cupcake bar that can be used for local events, festivals, and pop-ups in collaboration with the Black Business Hub.
  - Grow online and offline brand presence by 30% through influencer partnerships, collaborations, and event sponsorships.
3. **Marketing Initiatives:**
- Focus on creating a strong email marketing strategy with exclusive offers for loyal customers.
  - Host a wine-and-cupcake-themed podcast or series, partnering with local bakers and wine experts to share knowledge and create buzz.

## **Year 4: Scaling Up and Expanding Reach**

### **Key Focus Areas:**

- **Scaling Product Offerings and Services**
  - **Expanding Brand to New Markets**
1. **Revenue Projections:**
- **Projected Revenue: \$325,000**
  - **Operational Costs: \$175,000**
  - **Net Profit: \$150,000**
2. **Goals:**
- Expand into new markets, offering wine and cupcake subscription boxes and catering services in surrounding cities such as Milwaukee or Chicago.
  - Open an online store featuring exclusive merchandise, wine accessories, and at-home cupcake decorating kits.
  - Build partnerships with local event planners and venues to offer wine and cupcake pairing services for weddings, corporate events, and other special occasions.
  - Increase revenue through online sales and by introducing VIP wine club memberships with access to exclusive tastings and early access to new products.
3. **Marketing Initiatives:**
- Expand into paid collaborations with regional influencers to grow the brand's visibility in nearby markets.
  - Focus on video content and live streaming events to reach a broader audience and drive engagement.

## **Year 5: Expansion, Franchising, and Long-Term Growth**

### **Key Focus Areas:**

- **Potential Franchising or New Locations**
  - **Long-Term Brand Building**
1. **Revenue Projections:**
- **Projected Revenue: \$400,000**
  - **Operational Costs: \$225,000**
  - **Net Profit: \$175,000**
2. **Goals:**

- Explore opening a second location or offering franchise opportunities in nearby cities or states.
  - Continue to enhance brand loyalty by hosting annual events, such as a Wine & Cupcake Festival, attracting regional attention.
  - Invest in training and development for staff to ensure high-quality service as the business expands.
  - Reinvest profits into growing the business, improving the space, and expanding product offerings.
3. Marketing Initiatives:
- Build a national presence through social media and online advertising, positioning Taylor Nicole Wine and Cupcake Lounge as a unique and desirable destination.
  - Collaborate with national influencers or media outlets to further increase brand visibility.

## Conclusion

Over the next five years, Taylor Nicole Wine and Cupcake Lounge will focus on building a strong local presence, expanding product offerings, creating new revenue streams, and scaling the business. By Year 5, the lounge will be positioned for further growth and expansion, potentially franchising or opening new locations in nearby markets. The focus will remain on community building, exceptional customer experiences, and offering unique products that set the lounge apart from competitors.

### 1-5 Year Financial Projection

Year	Projected Revenue	Operational Costs	Net Profit
1	150000	80000	70000
2	200000	110000	90000
3	250000	130000	120000
4	325000	175000	150000
5	400000	225000	175000

## 1-5 Year Financial Projection with Operational Costs Breakdown

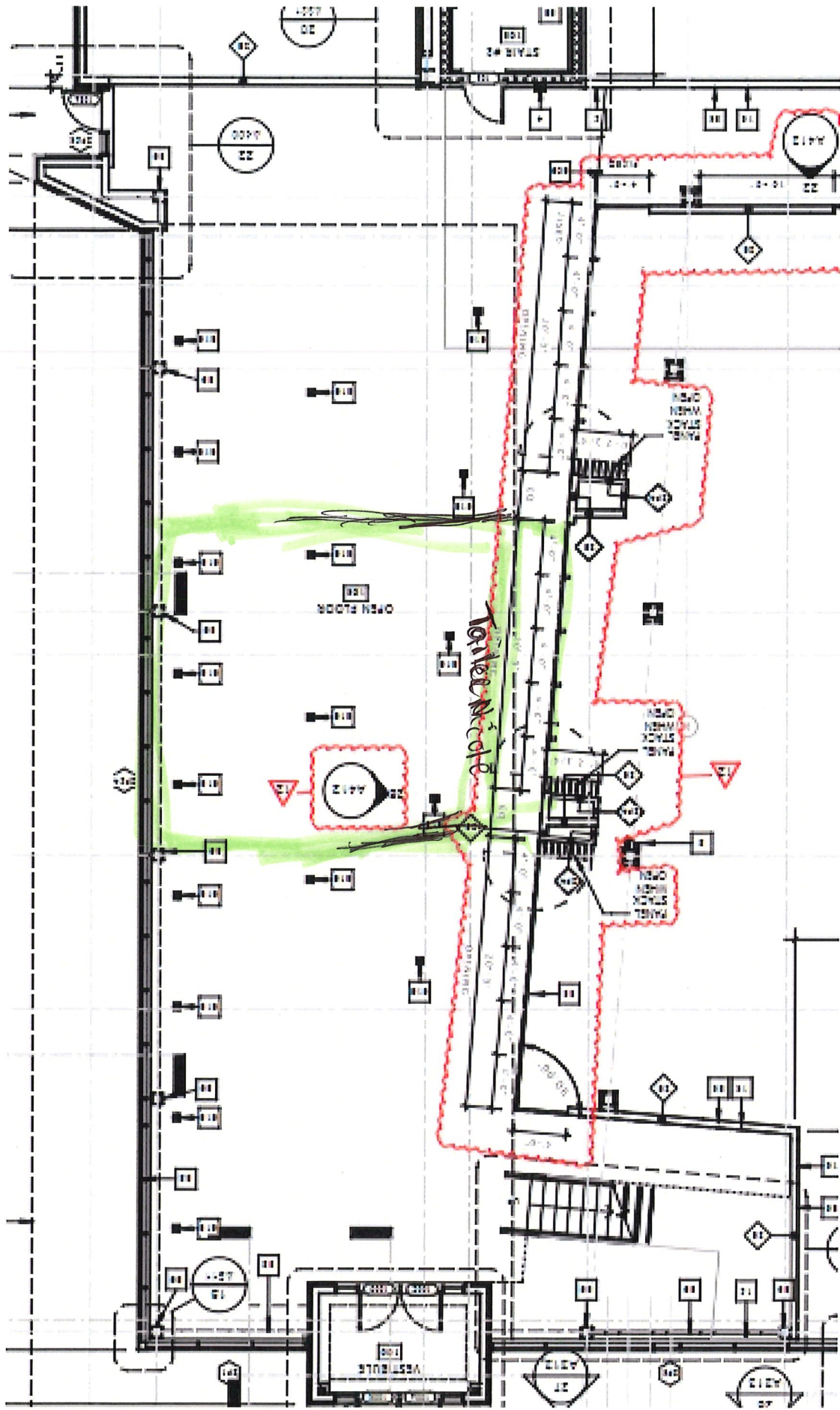
Year	Projected Revenue	Rent & Utilities	Salaries & Wages	Cost of Goods Sold (COGS)	Marketing & Advertising	Insurance & Licenses	Maintenance & Repairs	Miscellaneous Expenses	Total Operational Costs	Net Profit
1	\$150,000	\$16,000	\$24,000	\$20,000	\$8,000	\$4,000	\$4,000	\$4,000	\$80,000	\$70,000
2	\$200,000	\$22,000	\$33,000	\$27,500	\$11,000	\$5,500	\$5,500	\$5,500	\$110,000	\$90,000
3	\$250,000	\$26,000	\$39,000	\$32,500	\$13,000	\$6,500	\$6,500	\$6,500	\$130,000	\$120,000
4	\$325,000	\$35,000	\$52,500	\$43,750	\$17,500	\$8,750	\$8,750	\$8,750	\$175,000	\$150,000
5	\$400,000	\$45,000	\$67,500	\$56,250	\$22,500	\$11,250	\$11,250	\$11,250	\$225,000	\$175,000

### Breakdown of Operational Costs:

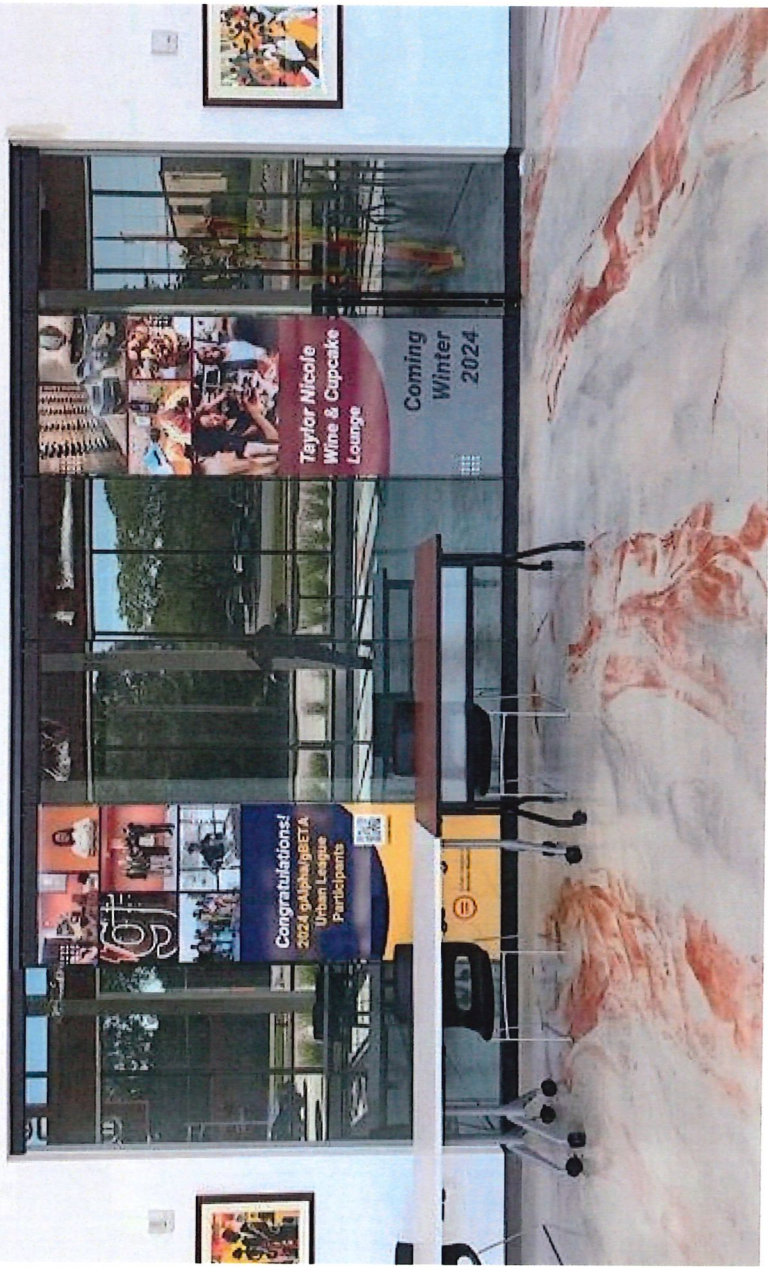
1. **Rent & Utilities (20% of Operational Costs):**
  - Covers leasing the space within the Black Business Hub and all utility expenses (electricity, water, heating, etc.).
2. **Salaries & Wages (30%):**
  - Compensation for staff, including bartenders, servers, managers, and support staff.
  - As the business grows, additional staff will be hired, reflecting the increase in this cost category.
3. **Cost of Goods Sold (COGS) (25%):**
  - Expenses for purchasing wines, cupcakes, and other inventory items.
  - This cost will increase with the expansion of product offerings and higher sales volume.
4. **Marketing & Advertising (10%):**
  - Funds allocated for promoting the lounge through social media campaigns, events, partnerships, and advertising.
  - Investment in marketing is crucial for brand awareness and customer acquisition.

- 5. Insurance & Licenses (5%):**
  - **Costs for business insurance policies (liability, property, etc.) and necessary licenses for selling alcohol and operating the lounge.**
  - **Slight increases over the years account for inflation and any additional coverage needed.**
- 6. Maintenance & Repairs (5%):**
  - **Regular upkeep of the lounge, including equipment maintenance and repairs.**
  - **Ensures the lounge remains in excellent condition to provide a high-quality customer experience.**
- 7. Miscellaneous Expenses (5%):**
  - **Other operational costs such as office supplies, professional services (accounting, legal), and unexpected expenses.**
  - **A buffer to handle unforeseen costs that may arise during operations.**

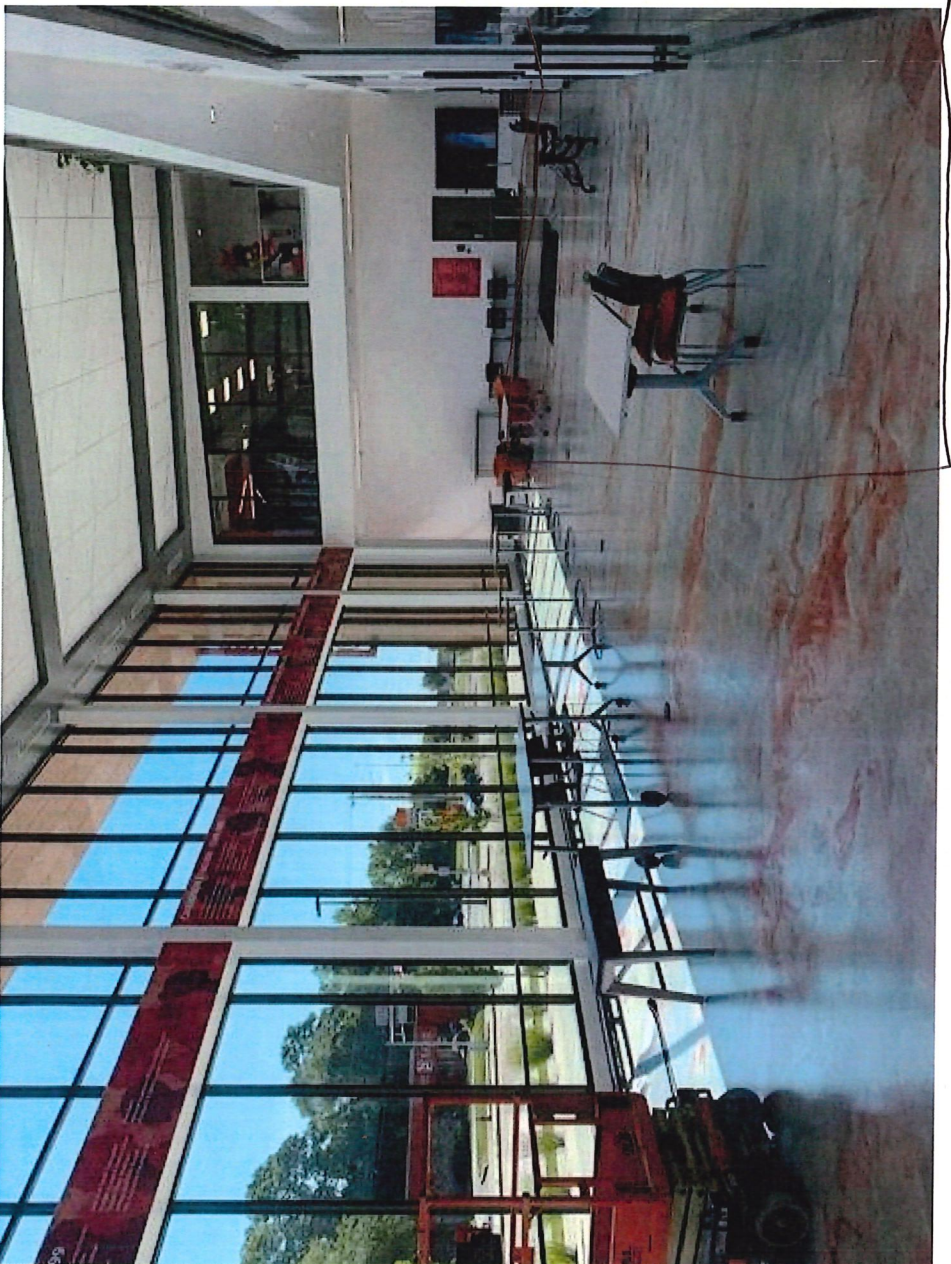
Year	Projected Reven	Operational Cost	Net Profit
1	150000	80000	70000
2	200000	110000	90000
3	250000	130000	120000
4	325000	175000	150000
5	400000	225000	175000



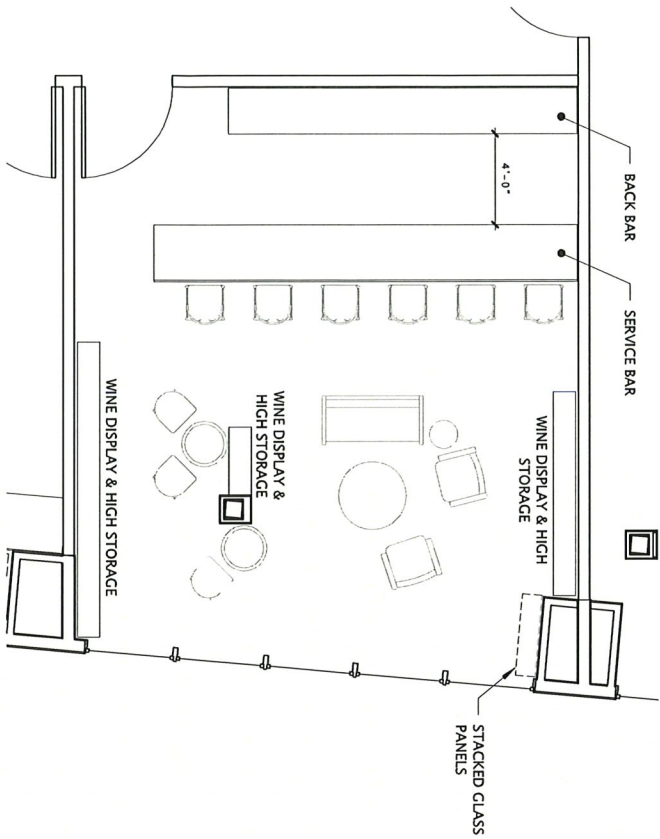
\* Floor Plan



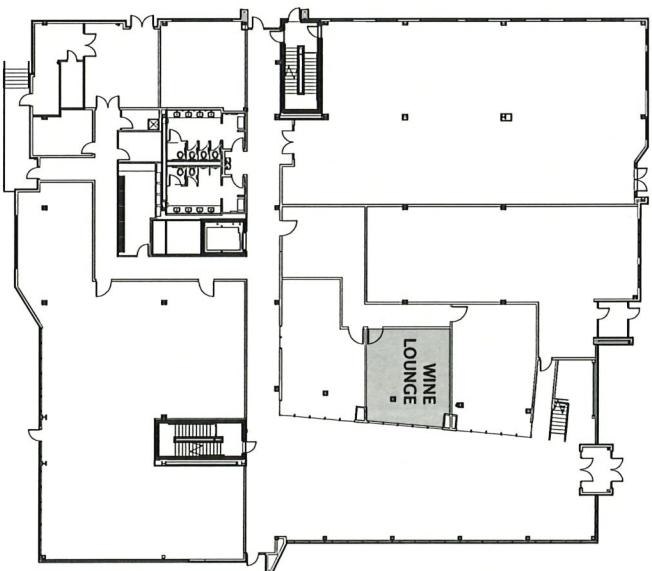
Looking to get this position of the African - licensed  
for security and guest .







WINE LOUNGE  
3/16" = 1'-0"



FIRST FLOOR PLAN  
1/32" = 1'-0"

