

This plan is prepared to obtain consideration for the initial launch and licensing of:
Bernell's

Bernell's is more than a bar - it's a legacy and a movement. Every game, Every note, and Every bite will tell a story.

Bernell Hooker was a girls' and women's college basketball coach for over 20 years. Additionally, she was the owner and operator of the "Milwaukee Aces", a professional women's basketball team. Also, she founded IOU Sports, a non-profit organization that teaches the business of sports to young women. Bernell's will celebrate her vision and impact on women's sports.

Imagine a place where the energy of women's sports meets the soul of food and the sounds of blues. A place where fans cheer, musicians groove, and the kitchen serves up unforgettable flavors. Not just a bar-it's a cultural hub, a celebration of empowerment, rhythm, and community. Launching the first women-centered sports bar will be a vibrant venue that champions female athletes and showcases local talent, while serving a unique menu in a soulful atmosphere..

Management Summary – Bernell's will be a premium community alcohol establishment, located at 2513 Seiferth Rd. in Madison, Wisconsin. It will bring a presence of success and responsibility to the alcohol service industry, while also providing Madison residents, students, visitors, and businesses with a unique and welcome alternative. Bernell's will cater to and market to clientele with an excellent customer satisfaction mission, offering a unique opportunity to showcase and celebrate women's sporting events, memorabilia, and female athletes in a welcoming atmosphere where fans can gather and enjoy the games. Screens will be distinct from traditional sports bars by prioritizing and broadcasting women's sports, which is often underrepresented in traditional sports media and venues. Bernell's additionally will feature screens dedicated to all sports, fostering a sense of community among fans who share a passion for the games, particularly women, who may have felt excluded from traditional sports viewing. Bernell's will be an inviting sports establishment.

In early 2025, six women's sports bars opened in the USA. However, it is projected that this number will quadruple by the end of the year, reflecting a significant increase in the establishment of these venues across the country. The bars are being opened in various regions, including major cities and smaller towns, to cater to the growing demand for a sports bar experience that is inclusive and welcoming to women's sports fans. The need for such a quality establishment has been shown

by continuing to exceed expectations, now reaching an all-time high, in sports bars across America, opening with a mission to promote, amplify, and, most importantly, stream women's sports. Bernell's would further distinguish itself with quality service, along with striving to be a step ahead of the competition and accessible to all.

It will maintain a clean, low-key atmosphere for great service, quality drinks and food, with an atmosphere of belonging. There will be a deliberate interior design that will prove compatible with sports viewing, drinks, music, and food enthusiasts in a conversational setting. The target population is, first, women's sports fans and live blues enthusiasts, with great food and catering to their social needs with great concern.

Bernell's will be managed by retired Dane County Social Worker, and current Stage Manager of Dane Dances, and previous Adair's Lounge Owner, Rita Adair. She will solicit individuals and organizations to promote this atmosphere and ensure a clientele base. The working collaboration between the City of Madison, elected officials, business owners, UW Madison, and residents will prove to ensure that Bernell's will become a staple for socializing, sports viewing, business, and live music events.

Objectives: The main objectives of the venue:

- To offer viewership of women's sports, live music, and excellent food selections.
- To relaunch the venue with a soft opening event in the fall of 2025.
- To maintain tight control of cost, operations, and cash flow through diligent management. Having responsible licensing, accounting, staffing, and customer satisfaction.

Keys to success:

- Provide excellent service that leaves an impression.
- Consistent atmosphere and product quality.
- Management of facility and security to enable upward growth.

Business Summary: The key elements of Bernell's are:

- Great Collaboration between the City of Madison, Neighboring businesses, UW Women's Athletic Department & local Athletic Groups, Madison Music enthusiasts, along with Bernell's patrons. Will offer professional staff, women's sports viewership, great drinks, delicious food, live music, and a unique atmosphere.

A distinctive design: The features will have the characteristics of a comfortable and relaxed atmosphere to accommodate 100 guests. The lounge will present a décor offering comfortable stools, tables, and chairs.

Location, location, location. This cannot be underestimated. Bernell's location offers a distinct area of outside live music and gathering space, without the noise concerns for residents, along with being very accessible off Stoughton Road and Hwy 151. It is a business development area with possibilities for growth. Bernell's will be a stable force for a successful Madison business.

Bernell's will be located at 2315 Seiferth Road, with a secluded side and back entrance that provides a less visible, but very accessible atmosphere. There is an intimate surrounding with ample parking. This location is next to an automotive and machine care facility, and across the street from other successful businesses. It surrounds blocks of businesses, without personal residents.

The area brings together many employees, but also attracts thousands of visitors traveling on Hwy 151 and Stoughton Road. Bernell's will act as a staging area for activities throughout the year, such as highlighted sporting events (viewing and visiting athletics), Weekly Live Blues/Jazz Music, Bernell's Summer Music Festival, Specialty Food Experiences, and other events that afford a primary market population to Bernell's.

The area has experienced a boom period over the past ten years, with the area having spaces vacant, to having all spaces leased and thriving with the promise to bring more business, and visitors to Madison. This growth has enhanced the customer base, which is looking for a variety of places to go for drinks.

Bernell's will establish itself as a mecca of businesses, with a strong, diverse economy in the area. Ms. Adair will spend time with business owners and within the immediate area to familiarize them with her and ask for support.

Bernell's cannot be underestimated in location, for people wanting to relax and gather. In addition, the location offers the advantage of familiarity to many people who have a long history of supporting the previous bar business, and there is value and potential in that fact, showing a dedication to persons of many lifestyles, area professionals, blue collar workers, and ethnic cultures. These characteristics lend to a friendly atmosphere for the acceptance of differences and respect, without a history of problems that have plagued other areas and bar owners.

Bernell's will have a great sense of responsibility to the Madison area and businesses. Ms. Adair looks forward to managing Bernell's.

Ms. Adair is deliberate and engaging by design. She has experience in bartending, business management, managing significant-sized budgets, personnel management, customer service, retail, relationship building, fundraising, community work, community policing, and a strong sense of responsibility and dedication. Ms. Adair has shown her employer and the Madison community her personal strengths and commitments. She is dedicated, persistent, and can make decisions and the ability to manage both employees and customers to remain profitable and solvent. Numerous awards and certificates, along with numerous individuals who have committed themselves to being a part of her community projects, have recognized her. The connections to Madison, Dane County, and many organizations will only enhance her customer base.

Ms. Adair has dealt with varied personalities in her given profession and has a great understanding of differences and the diverse populations that have migrated to the Madison Area. As a public servant, she has been challenged in working and addressing the needs of this diverse culture and feels the skills that she has gained will make the business an effective and efficient success. She realizes that this will take time and dedication. She knows that her professional commitments will provide satisfied service and a professional customer base, socializing in an atmosphere that provides great sports viewing, good food, and good drinks, and socializing.

Management- Rita Adair will be the manager. She will hire bartenders, cooks, and others as needed. Rita will be involved in all aspects of the business, with management staffing that will ensure hands-on

operations and overseeing of all aspects of the business. She is prepared to meet this challenge and engaged Bernell's direction and supervision to enhance the success.

Quality Service & Training- All would be lost without paying special attention to the level of service quality. Employees will be trained by Ms. Adair in the areas of; specialty drinks, maximizing service, ethical communications, interpersonal communications skills, time management, and conflict resolution.

Entertainment will include Live bands, a jukebox, and possible occasional karaoke. Ms. Adair will be involved in all music considerations and selections, with the highest responsibility for a successful atmosphere. Ms. Adair is a vocalist and very connected to many individuals in the local music scene. Her style and experience will only lend to wonderful evenings of music and drinks.

Competitive Edge- The casual guest understands the concept of quality service and entertainment, and is willing to pay for it when it is given effectively. Bernell's competition lies mainly with other casual facilities and less with conventional and chain entertainment establishments. We need to effectively compete with the widely held idea that you can't get good service anymore by maintaining the idea that being out can be a great time with great service. Consumers will think of atmosphere, price, and quality, respectively.

- **A Soft Opening** event will be held, inviting local businesses, Madison Police, Neighborhood Associations, and local politicians to have the opportunity to meet Ms. Adair and the staff for developing an ongoing relationship of stewardship.

At the helm of our kitchen is ***Chef Glenda, owner of Woo's Food for the Soul***, whose culinary reputation is built on comfort, flavor, and authenticity. Her signature dishes—like shrimp & grits, chicken & waffles, and Woo's Signature Burger—bring a soulful twist to classic favorites. Bernell's will offer a welcoming space where guests can enjoy bold, Southern-inspired cuisine, live music, and game-day energy in a stylish yet down-to-earth atmosphere.

Bernell's will feature: Weekend brunch specials and Fish Fry Fridays

A menu of affordable, high-quality comfort food. We're excited to bring this unique concept to life and contribute to the local dining and entertainment scene.

Bernell's Menu

Women's Sports • Blues Music • Soulful Bites

 Chef Glenda – Owner of Woo's Food for the Soul

Burgers & Sandwiches

Woo's Signature Burger – \$11.99

Bacon Cheeseburger – \$11.99

Italian Beef – \$10.99

Chicken Wrap – \$13.99

Gyro – \$8.99

Tacos & Wraps

Pot Roast Tacos – \$11.99

Chicken Wrap – \$13.99

Appetizers

Wings – \$8.99 Dipped – \$9.99

Mozzarella Sticks – \$5.99

Fries – \$2.99

Onion Rings – \$3.99

Fried Pickles – \$4.99

Artichoke Dip – \$8.99

Nachos – \$8.99

Pizza Puff – \$5.99

2 Egg Rolls – \$10.99

 Greens & Salads

Collard Greens – \$8.99

Veggies & Dips-\$6.99

Chef Salad – \$13.99

 Fish Fry Fridays

Catfish – \$13.99

Perch – \$14.99

Cod – \$15.99

 Weekend Brunch

Breakfast Special – \$13.99 2 eggs, choice of meat, hashbrowns, and toast

Shrimp & Grits – \$14.99

Chicken & Waffles – \$13.99

Build Your Omelet – \$13.99

Yogurt Parfait – \$7.99

*Additional items will be added.

Stage

Women's
Bath

closet
Coffin

Men's
Bath

work counters

large
frig

sink

Kitchen
area

Kitchen
Storage

frig Fryer stove

shelves

sink

sink

WALK-IN
cooler

Office

Secured
door

Handicap
Entrance

