

the winnebago

a r t s c a f e

2262 WINNEBAGO ST
MADISON, WI 53704

Executive Summary

Mission

To foster a culture of inclusivity and respect, building diverse connections in our community through food, art, and conversation.

Product

The Winnebago will serve a simple seasonal menu of fresh and locally sourced food, fair trade coffee, an extensive tea selection, and a full bar featuring local craft beer, wine, and spirits. We will host a wide variety of programming including: local and touring music acts, theatrical productions, dance, film, comedy, poetry, and community conversations.

Hours of Operation

Monday-Friday: 7am-3pm
Saturday-Sunday: 8am-4pm
Event Nights: 5pm-12am (last call @ 11pm)

Leadership

Julie Bloor, Kitchen Manager
Jacob DeHaven, Building and Events Manager
John DeHaven, General Manager
Ashlee Miller, Bar Manager
Tori Vancil, Cafe Manager

Legal Structure

The Winnebago is incorporated through Frameshift Arts Cafe, LLC.

Updated Business
Plan For
LICLIB - 2018-00812

Company Description

Fresh and locally sourced food with personalized portion control

- * Building relationships with and supporting local farmers
- * Clean and simple menu, healthy and delicious
- * Small Plate and Family Style options for perfect portioning

First rate independant performance venue

- * Multidisciplinary programming - cross-cultural music, theatrical productions, dance, film, comedy, poetry, and community conversations
- * Residencies for local artists to develop their craft
- * Acoustically treated room with and industry standard sound system run by talented technicians
- * Professional audio and video recording and production

Open communication between leadership, staff, and guests

- * Regular One on One meetings between leadership and staff
- * Yearly anonymous staff surveys to honestly evaluate the working environment
- * A 30-60-90 day checklist for onboarding new staff
- * Guest feedback encouraged and appreciated through face to face conversations, comment cards, and internet reviews

Tip free, living wages

- * All guests are treated equally, as staff is paid the same no matter whom they are serving
- * Wages based on performance and experience, not on the generosity of our guests
- * Health insurance offered to all full time staff

Responsible stewardship of resources, financial and environmental

- * Zero Waste Goal with creative solutions to waste issues
- * >10% of profits invested back into the community
- * Public Service Announcements during performances with representatives from various causes to share their work and collect donations
- * Fine art silent auctions to benefit organizations of the artist's choosing

Market Research

Our Guests

Demographics:

1 mile: 25-39(36%) 40-55(29%), 1-2 Person Household(77%), White(87%)
3 miles: 18-34(36%) 35-59(28%), 1-2 Person Household(75%), White(85%)
5 miles: 18-34(43%) 35-59(29%), 1-2 Person Household(71%), White(82%)

"The soul of Madison lives in the Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood, an unassuming old blue-collar district re-imagined as a vibrant haven for many of the funkier and more enterprising elements of the city's creative class... The diverse mix of residents: from the traditional professional to the creative musician, the family makeup that spans ages, races, incomes, and orientation, as well as the vast interest in local to worldly advocacy makes this neighborhood a highly desirable place to live. The charitable spirit is high with the neighborhood supporting, through financial and volunteer time, the Goodman Community Center that serves our youth and seniors." - City of Madison, SASY Neighborhood Profile

Competition-> Collaboration

Restaurants:

Mint Mark, New American Tapas, \$\$\$
Alchemy, American Pub Grub, \$\$
The Green Owl, Vegetarian and Vegan, \$\$
Monty's Blue Plate, Diner, \$\$
Barriques, Cafe, \$
The Victory, Cafe, \$
Ogden's North Street, Diner, \$\$
Tip Top Tavern, American Pub Grub, \$\$

Venues:

Arts + Literature Lab, 50 cap, 4 events/week *Art, writing, jazz
Communication, 50 cap, 1 show/week *Indie
North Street Cabaret, 99 cap, 4 shows/week *Jazz and World
Mr. Roberts, 99 cap, 3 shows/week *Rock
Ohio Tavern, 99 cap, 6 shows/month *Acoustic
Crescendo Espresso Bar, 99 cap, 5 shows/month *Singer/songwriter
Alchemy, 99 cap, 3 shows/month *Jam Bands and Jazz

Industry Innovations

The Winnebago is set to straddle multiple industries, as we will be the first farm to table restaurant to place an equal emphasis on artistic programming in town. Madison is flush with established farm to table restaurants, offering menus with price points from \$12-50+, and providing our community with one of the most vibrant restaurant scenes in the county. We are excited and humbled to join this scene and committed to bringing the farm to table ethic to all of our neighbors, regardless of means. Through creative menu design and diverse revenue production we hope to offer fresh, locally sourced food at price points from \$7-40, creating an environment with folks from all walks sharing space and eating together. In addition we will have a house 'Pay-It-Forward' account, offering our guests with means an opportunity to help our economically disadvantaged neighbors gain access to this, as of yet, exclusive industry.

With the losses of 4&20 Cafe and the Chocolaterian, the Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood is in need of a coffee shop that serves high quality grab and go meals. We will fill the niche between Ogden's and Barriques, offering both grab and go breakfast burritos/sandwiches/pasties and sit down meals in addition to fair trade coffee and tea drinks, smoothies, and brunch cocktails.

We live in a very meat centric food culture that has proven to be unhealthy for most people and damaging to our planet. To combat the perception of a meal being incomplete without meat, we will design our seasonal menus to be vegetarian with meat additions. By flipping the script from meat focused meals with vegetarian substitutions to vegetarian focused meals with meat additions we hope to show people who have never considered eating vegetarian that they don't need meat at every meal while still offering them an ethically raised and perfectly prepared steak if they want it.

As evidenced by a March Cap Times article, Off the Menu: Could the #MeToo Movement Change Sexual Harassment in Madison's Restaurant Industry, Madison isn't immune to the toxic working environments that run rampant in the restaurant industry. We are committed to open communication from the top down and bottom up, creating a feedback loop where everyone's voice is heard and respected. Our General Manager, John DeHaven, is undergoing Mediation Training through the University of Wisconsin- Madison Continuing Education Program in hopes of learning essential techniques for conflict resolution and sharing them with staff so that we can deal with issues that arise in the healthiest way possible.

We believe that there is an artistic renaissance brewing in Madison and are committed to doing everything we can to help it thrive. With a new 2,500 person capacity concert venue, the Sylvee, set to open this fall and Live Nation's buy out of Frank Productions (Majestic, Orpheum, High Noon), Madison is poised to experience a flood of touring acts that would have previously skipped us over; but since The Frequency's closing June 30th, this leaves Madison with very few independently owned and operated music venues capable of hosting top quality talent. We hope to bridge the gap between the High Noon and venues like the North Street Cabaret, offering an industry standard sound system, a comfortable backstage and loading area, and hospitality on par with the larger theaters in town. In addition to our uniquely professional yet intimate performance space, we will be working with Scotify Studios to provide our guest artists with quality audio and video content to use for promotional purposes and to have a high quality record of their experience with us.

Service Line

Product/Service

Coffee/Espresso/Tea	\$2-5
Smoothies	\$5-7
To Go Breakfast	\$5-9
Sit Down Breakfast	\$5-15
Lunch	\$7-15
Dinner	\$7-35
Beer/Wine/Spirits	\$3-15
Shows	\$0-40

Pricing Structure

The Winnebago intends to include gratuity and tax in the prices listed on the menu, so that what you see is what you pay. No more figuring out tips at the end of your meal, or deciphering how much to contribute to your group's check.

Marketing & Sales

Growth Strategy

In order to build a lasting relationship with our community, The Winnebago will seek to grow slow, only adding goods and services when we're able to do them right. We will open as a daytime cafe with occasional evening events, but with support from the community and expressed demand we imagine serving three meals daily and having performances/events up to twice a day. Though we don't have the capital currently, we are pricing out fire suppression systems and building relationships with our immediate neighbors in hopes of one day increasing our capacity from 99 to 250 people.

Communication with the Community

We value face to face interaction and thus will be relying primarily on word of mouth advertising and door to door canvassing throughout the SASY neighborhood. By hosting a wide variety of programming we hope to bring in people from many different communities and encourage cross-cultural connections that will benefit the entire city, as well as our bottom line. Our Cafe Manager, Tori Vancil, will be running our social media presence, notifying our followers on Facebook, Instagram, and Snapchat of daily specials, upcoming events, and sharing candid shots of staff and guests having way too much fun. We will also be working with Scotify Studios to create high quality video content for YouTube, and intend to use the basement production studio to record not only music, but pertinent conversations to be released as a locally focused podcast. To engage our less tech savvy neighbors we intend to run occasional print ads and seek out articles on upcoming events with the Wisconsin State Journal, the Cap Times, and Isthmus.

Projected Sales

Maximum # of Guests Served:	Breakfast	247
	Lunch	99
	Dinner	198
Average % of Capacity:		55%
Average Ticket:	Breakfast	\$8
	Lunch	\$10
	Dinner	\$25
Average Sales Once Established:	Weekly	\$30,566
	Monthly	\$132,453
	Yearly	\$1,589,433
% of Sales Once Established:	Year 1	68%
	Year 2	80%
	Year 3	93%
Sales Growth:	Year 1	\$1,092,735
	Year 2	\$1,298,037
	Year 3	\$1,470,226