



**638 State street**

## **What is Pink Flamingo?**

Think local delicious, brunch entrees from local farms we sources our fresh meats & vegetables that are infused with Latin Italian & creole flavors.

“ A place where the vegan/vegetarian can also get a brunch favorite.  
“

### **Our Concept is simple**

Priding ourselves on the creation of artistic plates with delicious aromas from the minute you walk in. Making the dining experience fun and memorable. Pink flamingo will bring a missing culinary flavor and uniqueness to State St. Chef will utilize local organic ingredients to create mouth watering dishes.

# Why Madison?

## MAJOR DOWNTOWN DESTINATIONS & EVENTS



Overture Center for the Arts  
Wisconsin State Capitol Center

**Dane County Farmer's Market #1.**  
*The Huffington Post, 2009*

**Madison Children's Museum Ranked 5th-Best Children's Museum in the Nation.**  
*Parents Magazine, 2011*

**[Overture Center]... adds significantly to the small city's vibrant cultural scene, which is already comparable to that of many larger cities.**  
*The New York Times, 2004*



**Overture Center for the Arts:** 505,750 annual attendance. Annual event-related spending on food and lodging (excluding ticket price) by Overture audiences—\$9.8 million.<sup>21</sup>

**Monona Terrace Community and Convention Center:** 350,300 visitors per year. Annual direct spending impact (conference & convention) of \$46.5 million.<sup>22</sup>

**Kohl Center (University of Wisconsin):** 1.03 million annual attendance<sup>23</sup>

**Memorial Union (University of Wisconsin):** 3.65 million visitors annually<sup>24</sup>

**Wisconsin State Capitol Tours:** 95,700 visitors annually<sup>25</sup>

**Dane County Farmers Market:** The largest producer-only farmers' market in the country. Est. annual attendance (Saturday summer market): 497,500. \$6 million annual economic impact.<sup>26</sup>

**Art Fair on the Square:** 200,000 attendees annually. 475 artists from across the country.<sup>27</sup>

**Ford Ironman Wisconsin Triathlon:** 2,400 participants, 30,000 spectators, \$2.3 million economic impact<sup>28</sup>

**Maxwell Street Days Summer Sidewalk Sale (on State Street):** 30,000 customers annually<sup>29</sup>

**Madison Children's Museum:** Annual audience served 243,000<sup>30</sup>

**Madison Museum of Contemporary Art:** Annual attendance 184,000<sup>31</sup>

**Taste of Madison:** Annual attendance 250,000<sup>32</sup>

**Six downtown museums include:** The Madison Children's Museum, the Madison Museum of Contemporary Art, the Chazen Museum of Art, the Wisconsin Historical Museum, the Wisconsin Historical Society and the Wisconsin Veterans Museums.

### ADDITIONAL TRAFFIC GENERATORS FOR DOWNTOWN

**Badger Football at Camp Randall Stadium:** 559,000 fans per season.<sup>33</sup>

**Alliant Energy Center:** 500 events and 1 million visitors annually.<sup>34</sup>





## TOTAL TRADE AREA

303,140 residents in 131,700 households.

Retail Spending Potential: \$3.13 billion

Eating/Drinking Spending Potential:  
\$444.9 million

50% of downtown customers are from the Primary Trade Area. Another 25% are from the Secondary Trade Area. Remaining 25% are from outside the trade areas or are visitors (regional, national, international).



**Madison Ranked 10th Best Town to Live.**

*Outside Magazine, October 2011*

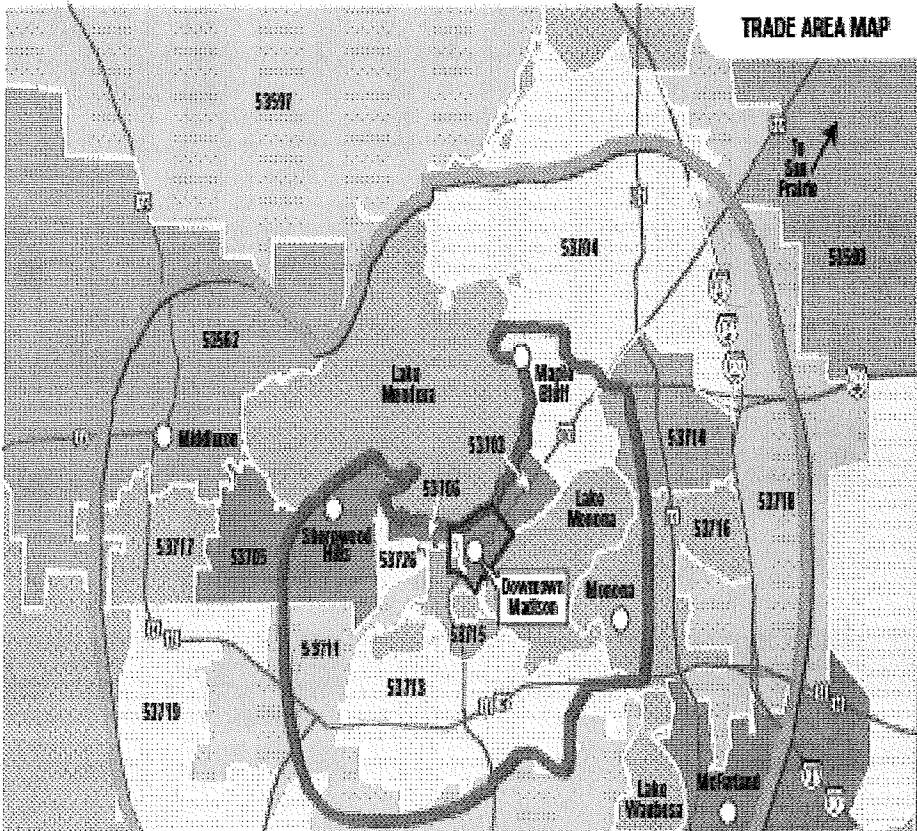
"Madison's low unemployment and highly educated population help the city land consistently in the top ranks of "Best Places" lists."

**Madison #20 Best Place to Launch a Business**

*CBN Money, 2010*

## TRADE AREA DEMOGRAPHICS, PSYCHOGRAPHICS

	PRIMARY TRADE AREA	SECONDARY TRADE AREA
Population	140,371	162,769
Households	61,511	70,189
Avg. HH Income	\$57,416	\$81,301
Avg. HH Income age 25+	\$65,700	\$83,600
Owner Occupied HHs	34%	55%
Renter Occupied HHs	59%	38%
Bachelor's Degree or higher	56%	48%
Median Age	28	37
Males	50.2%	48.9%
Females	49.8%	51.1%



# EDUCATIONAL INSTITUTIONS

Both the University of Wisconsin campus and Madison Area Technical College downtown campus, and their respective student housing districts, are integrated directly into downtown Madison, with additional student housing areas immediately adjacent.

## UNIVERSITY OF WISCONSIN<sup>35</sup>

42,295 students  
19,370 faculty and staff  
387,815 living alumni

One of the larger Big 10 universities.

Ranked 7th overall among public universities, 1st in non-federally funded research, and 2nd in total research expenditures.<sup>36</sup>

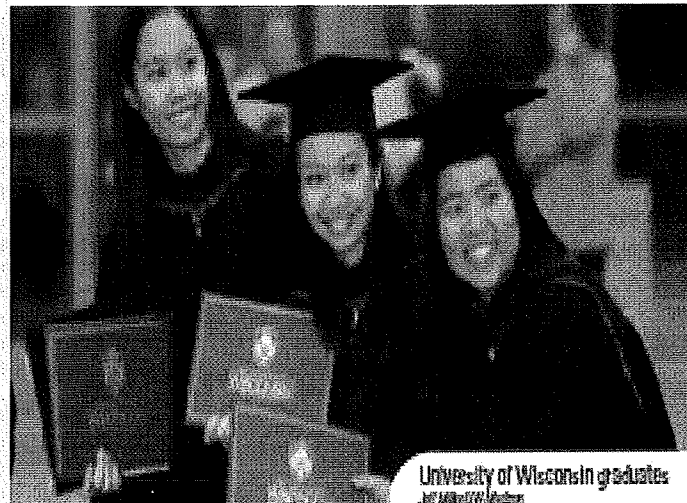
Alumni base is among the top 10 in the nation in terms of size. More than 175,000 alumni live within a five-hour "weekend getaway" driving distance of Madison.<sup>37</sup>

### Annual spending by visitors to the University<sup>38</sup>

- Academic and Cultural: \$71.1 million in spending and 943,400 visit days from conference attendees, alumni, prospective students.
- Visitors to Students: Parents and friends spend \$48.4 million annually
- Business: Job candidates, business representatives and technical advisors generate 200,000 visit days and \$17.4 million in spending.
- Athletics: More than 1.9 million attendees per year for events in athletic facilities. UW Athletics generate an estimated annual \$354.5 million direct spending economic impact.<sup>39</sup>

## MADISON AREA TECHNICAL COLLEGE

**Downtown Education Center:** 8,000 students, 300 faculty and staff; 120 conferences/events per year. Planned \$8 million, 3-story downtown Culinary Institute (projected opening 2014).<sup>40</sup>



University of Wisconsin graduates  
Jeff Miller/UW-Madison

**UW-Madison named one of the best values among public universities, ranked the highest of any Big Ten Conference university.**

*Kiplinger's Personal Finance, 2012*

**Madison 2nd Best City for College Grads.**

*The Daily Beast.com, May 2010*

**"Where the brainpower is: Madison tops the list." Madison ranks #1 in metro areas with the highest levels of collective brainpower, as indicated by their residents' educational attainment, according to a study of the nation's 100 largest markets.**

*BigJobs.com, 2008*



# MARKET DATA

## CITY OF MADISON

**Population:** 233,209<sup>1</sup>

**Madison MSA\* population:** 568,593<sup>2</sup>

**Average Home Price:** \$232,024<sup>3</sup>

75% of Madison adults have attended college.<sup>4</sup>

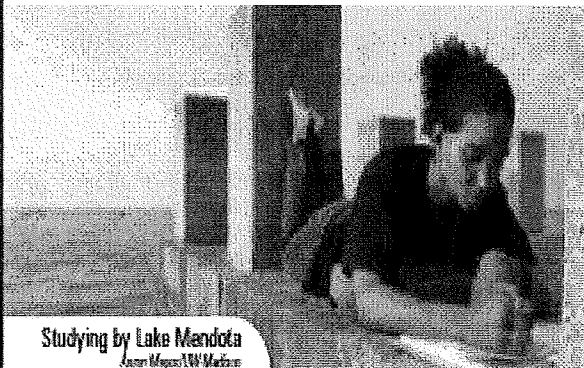
Madison has the lowest unemployment rate of all Wisconsin metro areas.<sup>5</sup>

Dane County has a 34% projected population growth rate 2010-2035.<sup>6</sup>

\*Metropolitan Statistical Area



State Street business district  
Arlene Neelstein



Studying by Lake Mendota  
Jason Morgan/WW Madison

## CENTRAL DOWNTOWN

33,000 downtown employees. Annual retail and dining sales potential of \$213 million. High share of management, business, legal, financial, technology, government, creative and other white-collar occupations. Almost half have household incomes of \$60,000 or more.

41,500 University of Wisconsin students. Estimated annual retail and personal service expenditures of \$175.2 million.<sup>7</sup> 8,000 Madison Area Technical College students.

24,000 residents. Estimated annual retail and restaurant spending potential of \$112 million.<sup>8</sup> Large share of college students, growing population ages 25-34 and 45-64.<sup>9</sup>

Visitors spend an estimated \$70 million annually downtown on shopping and dining.

350 retail, restaurant, hospitality and service businesses in the Central Business Improvement District. Roughly 1/3 retail, 1/3 food, drink & hospitality, and 1/3 service.<sup>10</sup>

**"The right blend of independent shopkeepers, quality cafés and perpetual culture."**

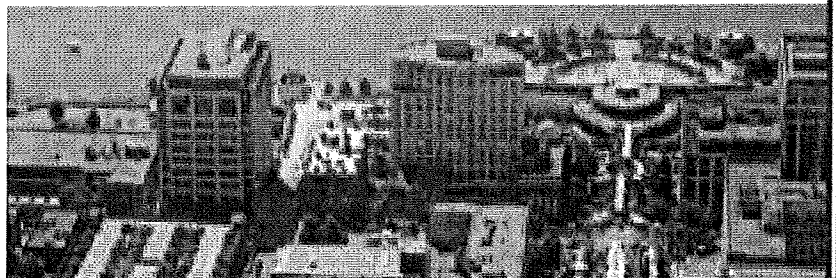
**State Street Ranked in Top Eight Shopping Districts in America**

**MSN, 2012**

**"One of America's most attractive cities, Madison has long has been known for academic excellence and outdoor amenities. The city also is gaining recognition as being seemingly recession-proof....Madison is a wonderfully livable place."**

**Most Unique American Cities & Towns.**

**Newamer Magazine, 2005**





## **Ownership**

The company will be structured as a limited liability company.

By Laura Moreno- Owner

## **The Management team**

Laura Moreno- 20 years of customers services

Oscar Villarreal- 25 years as chef and consultant

## **The Goals and Objectives**

Pink flamingo will help the growing population by proving another great place to have brunch.

## **The Opening Timeline**

We expect to be open within 1 month as we have secured funding. Remodeling & cleaning of the old sunroom café is almost done dining area is almost finished expected to be completed in a week. Hiring will begin at the end of May with a week training schedule to follow. We would like to have a soft-opening by 1st week of June, V.I.P Party July 1st and Grand-Opening July 9th.



# Our Marketing & Logo Ideas

## Marketing & Advertising

We'll be utilizing social media including Facebook, Twitter, and a restaurant show broadcasted on the local radio and TV networks. We've allocated \$10,000 for marketing and advertising expenses.

Hosting a V.I.P. night, attendees include local business owners, UW Professors and Instructors of Madison Area Technical College, City Ambassadors, Local Fire and Police Chief, Council Members, Doctors, and Attorneys within a 5-mile radius.

Most importantly, word of mouth will help spread the flavors being experienced at Pink Flamingo

## Pricing Strategy

Our focus will be on a larger demographic of customers because we will not only students but the local population that live in the downtown and surrounding area.

With this in mind, our price range will be \$10 to \$18.00 running a check average per person for brunch at \$16.00 with a food cost of 29%.



# Laura Moreno



"The ability to listen to my customers to help make the changes needed to create an exceptional experience!"

*Laura Moreno*

## Meet The Owner

Working in this field allowed me to explore not only creativity in the kitchen but also the importance of quality and attention to detail in every dish. The experience in the gastronomic industry taught me to value flavors, techniques, and the dedication required to prepare good food, which sparked a deep interest in continuing to learn and improve my skills.

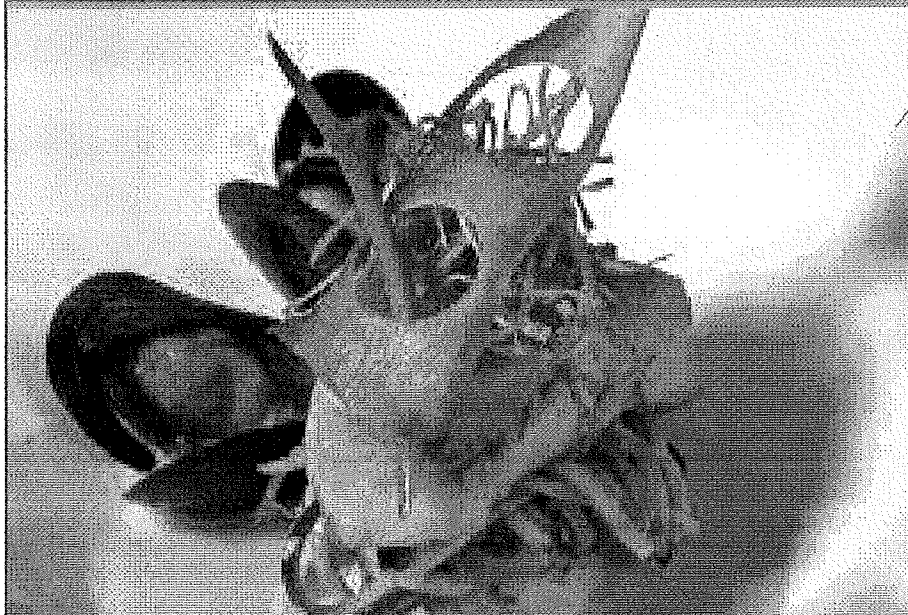
Additionally, my previous experience in customer service in the food industry has been fundamental in complementing my passion. Thanks to it, I learned to communicate effectively with customers, understand their needs, and provide them with a positive and memorable experience.

## My Belief

This ability to listen and adapt to different situations has helped me build a closer connection with diners and better understand what they seek in every visit. Together, my experience in customer service and in the culinary industry has allowed me to develop a comprehensive vision of the business, focused on offering not only good food but also exceptional service.



# Chef Oscar Villarreal



"I express my passion of art through my food!"

*-Oscar Villarreal*

## Meet The Executive Chef

- Special Event Chef, at Disney World Orlando
- Senior Sous Chef, at Levy's Fulton's Crab House, grossing 17 million a year in sales
- Managing more than 100 employees while operating 25% food costs and labor costs between 25% to 28%
- Developer of Award Winning Recipes and Menus
- Levy Legend Awarded and 5 Plate Rated Chef
- 2001 Culinary Olympics Regional Winner
- 15 years of Chef experience
- 10 year of General Manager experience

Oscar brings a uniqueness to our kitchen that will make our food become a show case for the area. He isn't afraid to push the limits and bring a new perspective of what food truly is, by combining new ideas with classic flavors.

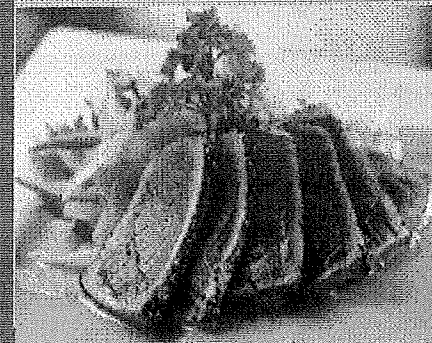
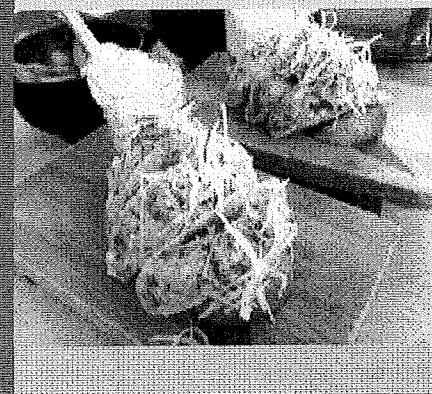
As a exec chef, he has developed systems to keep costs down and profits up.

With rigorous training at Disney and Levy Restaurants, Oscar acquired experience on how to cut costs without jeopardizing the integrity of the service and business.

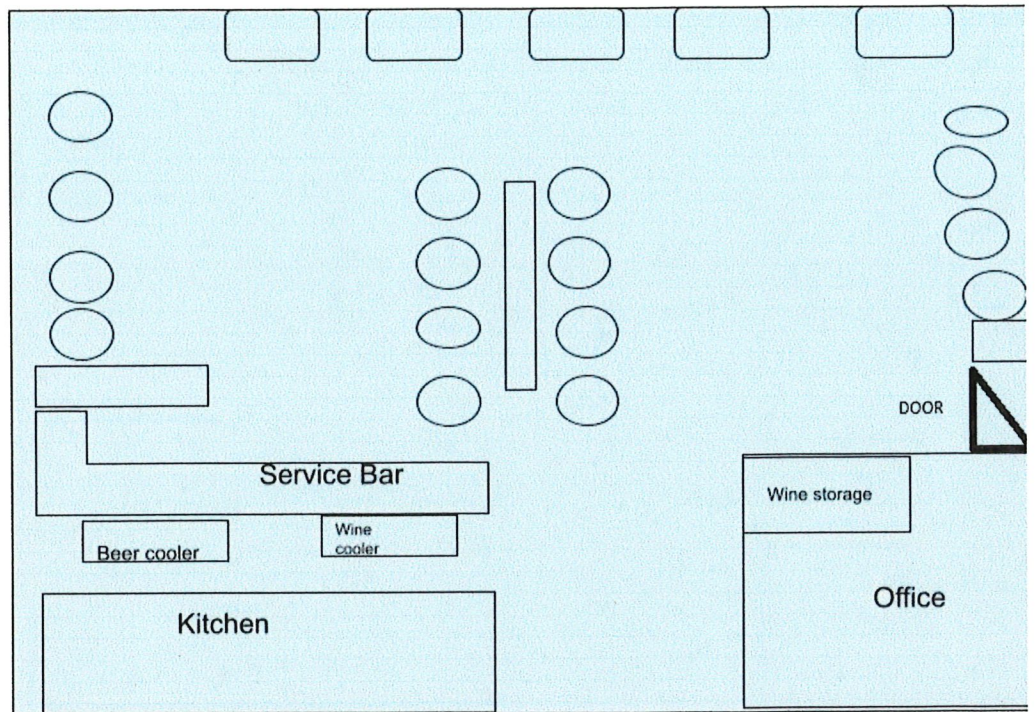
## My Belief

"We eat with our eyes first, then our nose, and lastly our mouths."

As an apprentice, I remember my Chef instilling this in me from day one and I strive only to achieve this everyday, on every plate I create.



PINK FLAMINGO BRUNCH CAFE  
Floor PLANS







All our food are locally sourced from farmers and local markets

### **French Toast 12**

Cinnamon nutmeg & cardamon  
Egg batter whip crema

### **Apple Toast 16**

Caramelized apples candied  
walnuts crema drizzled  
with goat caramel

### **The Pink Pony 16**

3 Strawberry batter pancakes  
fresh berries & vanilla crema

### **Badger Cakes 12**

3 Fluffy cakes with wis  
butter & maple syrup

### **Make It Special**

Organic Local 2 Chocolate sauce 2  
Blue berries 2  
Oat & cranberries 3

### **The Pink Plate 12**

2 eggs hash browns & choice of  
Jones sausage bacon Or ham  
Served with toast

### **Small Plates**

1 eggs 2  
Jones Bacon 6  
Jones sausage 5  
Toast 1

### **Squash Bowl 15**

Roasted local squash two eggs  
quinoa, broccolini, potatoes  
peppers & onions streaked with  
maple vin

on Vegan Top 1

### **Eggs Sardo 17**

Shrimp, crab, broccolini on  
toasted baguette & smoky Charon

### **Huevos Divorciados 15**

2 eggs smothered with salsa  
roja & salsa verde charro beans queso fresco

### **Wisco Eggs 15**

2 eggs smothered with cheddar beer sauce  
on smoked summer sausage, onions,  
spinach & toasted pretzel bun

### **The Swimming Pig 17**

Grilled salmon jones bacon  
2 eggs spinach & hollandaise

### **Eggs en Purgatory 16**

2 Eggs baked with arrabbiata sauce crostini  
and Franboni's Italian sausage

### **Roots 15**

Locally potatoes, onions,  
beets & sweet potatoes topped 2 eggs &  
feathered carrots & fennel

### **Flamingo Bowl 16**

2 eggs on shrimp, potatoes  
onions, arugula & mushrooms

### **Chorizo Avocado Tortilla 15**

Baked 2eggs open face green  
onion, cilantro crema, cilantro, salsa roja

### **The Vegan Frittata 16**

Open face vegan eggs, butternut squash,  
broc-colini, portabella onions & red bell

### **New York & Eggs 18**

2 eggs strip steak hash browns

### **The Shroom 16**

2 eggs portabella basil cream sauce,  
fire roasted tomatoes & hash browns

### **Biscuits & Sausage Gravy**

2 eggs

## **SHARING**

### **Laura's Empanadas 8**

Beef & peppers  
Chicken & queso  
Sweet potato & spinach

### **Blue Water 14**

Blue crab cake Vitruvian greens  
chipotle tartar onions crisps

### **Flying Pig 9**

Bacon wrapped jalapeno chicken

### **Brussel sprouts 8**

Roasted bacon, buttermilk blue  
cheese, walnuts, herb olive oil

### **Favs 12**

Garlic butter shrimp focaccia

### **Purple & Orange 9**

Roasted Beets oranges burrata  
pecans balsamic basil oil

### **Le Fruity 6**

Melons mango pineapple & berries

### **The Greek 6**

Greek yogurt granola & berries

## **Bouquet**

Lettuces cucumber tomato carrot squashes

### **Grilled Ceasar 14**

Tomato capers olives crudaiola creamy  
dressing asiago

### **Pail In the Sand 16**

Crab cake onions crisps lettuce  
& chipotle mayo On brioche bun

### **Just Feathers 15**

Marinated chicken breast Havarti cheese  
spinach caramelized onions mustard sauce  
ciabatta

### **Slapping The Bull 16**

Chopped steak onions and peppers  
Aged cheddar on roll

### **The Shovel 12**

Local organic ground beef pink sauce onions  
tomato lettuce on pretzel bun  
choice of cheese buttermilk blue Havarti  
aged cheddar or queso

Add bacon 3

## **Flamingo In The Raw**

Oysters 2.75

### **Shrimp Tower 14**

Avocado, mango, red onion, cilantro lime, tomato, cucumber chamoy

### **Shrimp Cocktail 14**

Cocktail sauce

### **Rolling In The Deep 15**

Raw Tuna spicy, sweet chile oil wasabi lime crema, sweet soy, sea weed salad