

**ALCOHOL LICENSE COMMITTEE
MEETING MINUTES
CITY OF FOND DU LAC, WISCONSIN
160 S Macy Street
Meeting Room D**

March 27, 2017
4:00 PM

ROLL CALL

Attendance

Present

Shawn Anhalt
Peter Doll
Brian Kolstad
Mark Otterstatter

Absent

Jacob Lehman
Kerry Ann Strupp
Travis Vandynhoven

Declaration Quorum Present

Chairperson Shawn Anhalt declared a quorum present.

CONSENT AGENDA

Approval of Minutes - February 20, 2017

A Motion was made by Mark Otterstatter to approve minutes of February 20, 2017 and seconded by Peter Doll, and the motion was **Passed.**

Ayes: Anhalt, Doll, Kolstad, Otterstatter

Absent: Lehman, Strupp, VanDynHoven

INPUT

Audience Comments

Presiding officer shall limit comments to items noticed only on the agenda.

Spoke in support of Action Item A, "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage license for the Garten Factory at 24 S Brooke Street.

Wayne Bailey, 212 Pheasant Dr, Brandon
Eric Schraufnagel, W6852 Rogersville Rd, Fond du Lac

Spoke in support of Action Item B, "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage license for Pockets at 119 S Main Street

Patricia Andrews, 475 W Scott St, Fond du Lac

ACTIONS

"Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage

Limited Liability: Commonwealth Landscape & Maintenance

Agent: Wayne A Bailey, Jr

Agent Address: 212 Pheasant Drive, Brandon, WI 53919

d/b/a: Garten Factory

Location of Premises: 24 S Brooke Street

A Motion was made by Shawn Anhalt to approve a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage License for Garten Factory at 24 S Brooke Street and seconded by Peter Doll, and the motion was **Passed**.

Ayes: Anhalt, Doll, Kolstad, Otterstatter

Absent: Lehman, Strupp, VanDynHoven

"Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage

Limited Liability: Las Islas, LLC

Agent: Patricia Andrews

Agent Address: 475 W Scott Street, Fond du Lac, WI

d/b/a: Pockets

Location of Premises: 119 S Main Street

A Motion was made by Peter Doll to approve a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage License for Pockets at 119 S Main Street and seconded by Mark Otterstatter, and the motion was **Passed**.

Ayes: Anhalt, Doll, Kolstad, Otterstatter

Absent: Lehman, Strupp, VanDynHoven

ADJOURN

A Motion was made by Peter Doll to adjourn at 4:25 PM and seconded by Brian Kolstad, and the motion was **Passed**.

Ayes: Anhalt, Doll, Kolstad, Otterstatter

Absent: Lehman, Strupp, VanDynHoven

**ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN**

Title: Approval of Minutes - February 20, 2017

Subject:

Initiator:

Location:

Recommendation:

ATTACHMENTS:

	File Name	Description
	02-20-17_ALC_Minutes.pdf	ALC Minutes 02-20-2017

**ALCOHOL LICENSE COMMITTEE
MEETING MINUTES
CITY OF FOND DU LAC, WISCONSIN
160 S Macy Street
Meeting Room D**

February 20, 2017
4:00 PM

ROLL CALL

Attendance

Present

Shawn Anhalt
Peter Doll
Brian Kolstad
Kerry Ann Strupp
Mark Otterstatter

Absent

Jacob Lehman
Travis Vandynhoven

Declaration Quorum Present

Chairperson Shawn Anhalt declared a quorum present.

CONSENT AGENDA

Approval of Minutes - January 23, 2017

A Motion was made by Peter Doll to approve minutes of January 23, 2017 and seconded by Brian Kolstad, and the motion was **Passed**.

Ayes: Anhalt, Doll, Kolstad, Otterstatter, Strupp

Absent: Lehman, VanDynHoven

INPUT

Audience Comments

Presiding officer shall limit comments to items noticed only on the agenda.

No audience comments were made at this meeting.

ACTIONS

"Class A" Intoxicating Liquor and Class "A" Fermented Malt License

Limited Liability: Kwik Trip, Inc

Agent: Mary J Reiter

Agents Address: 684 Prairie Pkwy, Fond du Lac, WI 54935

d/b/a: Kwik Trip 579

Location of Premises: 665 W Scott Street

A Motion was made by Kerry Strupp to approve a "Class A" Intoxicating Liquor and Class "A" Fermented Malt License for Kwik Trip #579 located at 665 W Scott St and seconded by Mark Otterstatter, and the motion was **Passed**.

Ayes: Anhalt, Doll, Kolstad, Otterstatter, Strupp

Absent: Lehman, VanDynHoven

ADJOURN

A Motion was made by Kerry Strupp to adjourn at 4:10 pm and seconded by Peter Doll, and the motion was **Passed**.

Ayes: Anhalt, Doll, Kolstad, Otterstatter, Strupp

Absent: Lehman, VanDynHoven

ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN

Title: Audience Comments

Subject: Presiding officer shall limit comments to items noticed only on the agenda.

Initiator:

Location:

Recommendation:

ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN

Title: "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage

Subject: **Limited Liability:** Commonwealth Landscape & Maintenance
Agent: Wayne A Bailey, Jr
Agent Address: 212 Pheasant Drive, Brandon, WI 53919
d/b/a: Garten Factory
Location of Premises: 24 S Brooke Street

Initiator:

Location:

Recommendation:

ATTACHMENTS:

	File Name	Description
📎	Garten_Factory_-_PD_Memo.pdf	Memo
📎	Garten_Factory_-_Application_-_Redacted.pdf	Application



Memo

To: City Manager Moore

From: Chief Lamb

Date: 03-17-17

Re: Proposed Class B Beer and Intoxicating Liquor License for the Garten Factory, 24 S Brooke St.

On March 16, 2017 Assistant Chief Klein, Community Development Director Dyann Benson, City Clerk Maggie Heft, Amy Hansen from the DFP and Association of Commerce President Tom Herre, met with the listed applicants Wayne Bailey who is the listed Agent for the Garten Factory, along with Eric Schraufnagel, regarding their request for a Class B combination license for the above location.

The Garten Factory is a landscaping and garden store. They have an indoor show room with a wide variety of yard ornaments and decorations for display. The south section of the Garten Factory building will be sectioned off from the main Garden center. This south section will be the licensed area. The primary entrance for the licensed area will be the south door way which is also connected to the outdoor patio seating area. The patio area would also be a part of the licensed premise. There would be a secondary exit point connecting to the main store for a safety exit. No alcohol would be allowed in the general store area. The licensed area would have a separate check out register and have a licensed operator on the licensed premise portion when open for business.

This license request would allow the Garten Factory to hold wreath making classes, wine and paint classes and other craft activities while allowing participants to partake in consuming alcoholic drinks during those events as well as a number of seasonal events.

As proposed, Wisconsin law does allow for a license to be issued to this type of business.

The applicants stated this small operation will be very controlled and limited in scope that will not have a significant impact on the surrounding neighborhood. Mr. Bailey will serve as the licensed agent. Assistant Chief Klein discussed with Mr. Bailey the City's expectations of being a licensed agent.

Background checks were conducted on the applicants' both in-house and NCIC/CIB. There is nothing in the applicants' background that would preclude them from obtaining the requested license. The Police Department has no objections to the approval of the proposed license.

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20____ ;
ending _____ 20____

TO THE GOVERNING BODY of the: ☐ Town of
☐ Village of } Fond du Lac
☒ City of

County of Fond du Lac Aldermanic Dist. No. _____ (if required by ordinance)

1. The named ☐ INDIVIDUAL ☐ PARTNERSHIP ☒ LIMITED LIABILITY COMPANY
☐ CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name):

Commonwealth Landscape & Maintenance DBA Garden Factory

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>President Louie Lange III</u>	<u>[REDACTED]</u>	<u>Fond du Lac WI 54933</u>
Vice President/Member			

Secretary/Member			
Treasurer/Member			

Agent	<u>Garden Center Manager Wayne Bailey</u>	<u>[REDACTED]</u>	<u>BEAUMONT, WI 53919</u>
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Directors/Managers	<u>Director of Operations Eric Schraufnager</u>	<u>[REDACTED]</u>	<u>Fall, WI 54937</u>
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3. Trade Name Garden Factory Business Phone Number _____

4. Address of Premises 24 S. Brooke Street Post Office & Zip Code Fond du Lac, WI 54935

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? ☒ Yes ☐ No

6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No

7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? ☐ Yes ☒ No

8. (a) Corporate/limited liability company applicants only: Insert state WI and date 2010 of registration.

- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? ☐ Yes ☒ No

- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☐ Yes ☒ No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)

10. Legal description (omit if street address is given above):

11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☐ Yes ☒ No

- (b) If yes, under what name was license issued?

12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] ☒ Yes ☐ No

13. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] ☒ Yes ☐ No

14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? ☒ Yes ☐ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 7th day of February, 2017

Cheryl M. Senelle
(Clerk/Notary Public)

My commission expires 8/9/19

Louie C. Lange III
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>3/6/17</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print)		(last name)	(first name)	(middle name)
		LANGE	LOUIE	A
Home Address (street/route)	Post Office	City	State	Zip Code
		Fond du Lac	WI	54937
Home Phone	Age	Date of Birth	Place of Birth	
			FDL	

The above named individual provides the following information as a person who is (check one):

- ☐ Applying for an alcohol beverage license as an individual.
- ☐ A member of a partnership which is making application for an alcohol beverage license.
- ☒ Single Member of Commonwealth Landscape & Maintenance, LLC
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
- which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 19 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? ☐ Yes ☒ No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? ☐ Yes ☒ No
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? ☐ Yes ☒ No
 If yes, identify. (Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? ☐ Yes ☒ No
 If yes, identify. (Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Commonwealth	9 Sheboygan St	2001	2017
Sunstar	845 S Main St.	1998	2001

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 24th day of February, 2017
Cheryl M. Stotho
(Clerk/Notary Public)
 My commission expires 8/9/19

Louie A. Lange
(Signature of Named Individual)



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Recycled Paper

**SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT
ORGANIZATION OR LIMITED LIABILITY COMPANY**

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: ☐ Town
☐ Village of FOND DU LAC County of FOND DU LAC
☒ City

The undersigned duly authorized officer(s)/members/managers of Commonwealth Landscape & Maintenance
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as

Garten Factory
(trade name)

located at 24 S. Brooke Street Fond du Lac WI 54935

appoints Wayne A. Bailey Jr.
(name of appointed agent)

BRANDON WI 53919
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

☐ Yes ☒ No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? ☒ Yes ☐ No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 46 YEARS

Place of residence last year BRANDON WI 53919

For: Commonwealth Landscape & Maintenance
(name of corporation/organization/limited liability company)

By: Louie O. Lange
(signature of Officer/Member/Manager)

And: Louie O. Lange
(signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, Wayne A Bailey Jr, hereby accept this appointment as agent for the
(print/type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] 2-2-17 Agent's age [Redacted]
(signature of agent) (date)
BRANDON WI 53919 Date of birth [Redacted]
(home address of agent)

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY
(Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(date) (signature of proper local official) (town chair, village president, police chief)

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)	(middle name)	
BAILEY JR.		WAYNE	ALLEN	
Home Address (street/route)	Post Office	City	State	Zip Code
		BRANDON	WI	53919
Home Phone Number	Age	Date of Birth	Place of Birth	
			MILWAUKEE	

The above named individual provides the following information as a person who is (check one):

- ☐ Applying for an alcohol beverage license as an individual.
- ☐ A member of a partnership which is making application for an alcohol beverage license.
- ☒ AGENT of COMMONWEALTH LANDSCAPE MAINTENANCE LLC
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
- which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 46 YEARS
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? ☐ Yes ☒ No
If yes, identify. _____
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? ☐ Yes ☒ No
If yes, identify. _____
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name <u>SELF EMPLOYED REFLECTIONS OF NATURE DESIGNS & LANDSCAPE LLC</u>	Employer's Address <u>212 PHEASANT DR. BRANDON WI 53919</u>	Employed From <u>01-2014</u>	To <u>02-2016</u>
Employer's Name <u>COMMONWEALTH COMPANIES LLC</u>	Employer's Address <u>9 SHEBOYGAN ST. FOND DU LAC WI</u>	Employed From <u>02-2013</u>	To <u>01-2014</u>

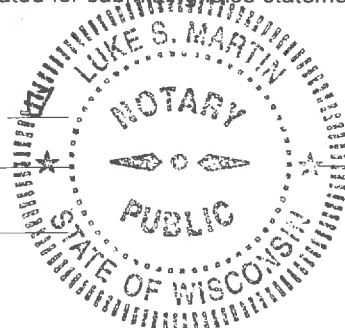
The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 3rd day of March, 2019

(Clerk/Notary Public)

My commission expires 2/15/19



(Signature of Named Individual)



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Commonwealth Landscape and Maintenance DBA: Garten Factory

24 South Brooke Street
Fond du Lac, WI 54935

920-924-5296
grow@gartenfactory.com
Gartenfactory.com

Vision

- For Garten Factory to have the ability to have classes and events in which we are able to offer beer or wine as an option for the attendees. As well as selling to our existing garden center customers to take off premise.

Mission Statement

- Garten Factory will be offering events such as wine or beer tasting that will generate traffic for our store. We will also be having art and garden center related classes (wreath building) in which customers can have alcohol beverages as part of the class.

Timeline

- Planning on beginning sales Spring of 2017 as early as mid April.

Hours of Operation

- Hours will vary seasonally, will be open during garden center hours, latest hours are Spring and Summer 8am – 7 pm, Fall and winter 8am- 5pm.

Strategies

- Garten Factory plans to use existing customers and word of mouth as our main marketing. We will also be using social media, website, radio, etc to spread the word. Facebook is our main source of broadcasting classes and events. We plan to have multiple classes a month. We also plan on having several larger events a year that are community based.
- Staffing levels will remain similar to current levels with employees cross trained for either department.
- The current building has the second entrance existing that will be used as the primary entrance. The south end of the building will be sectioned off from main garden center with 8 ft black metal fencing allowing for an entrance from the garden center into the liquor area. A separate check out/ register will be located in the liquor area.
- Classes will be located in the designated liquor area in the south end of the building and the adjacent outdoor patio.
- Will offer the space for event rental for potential small gatherings or parties

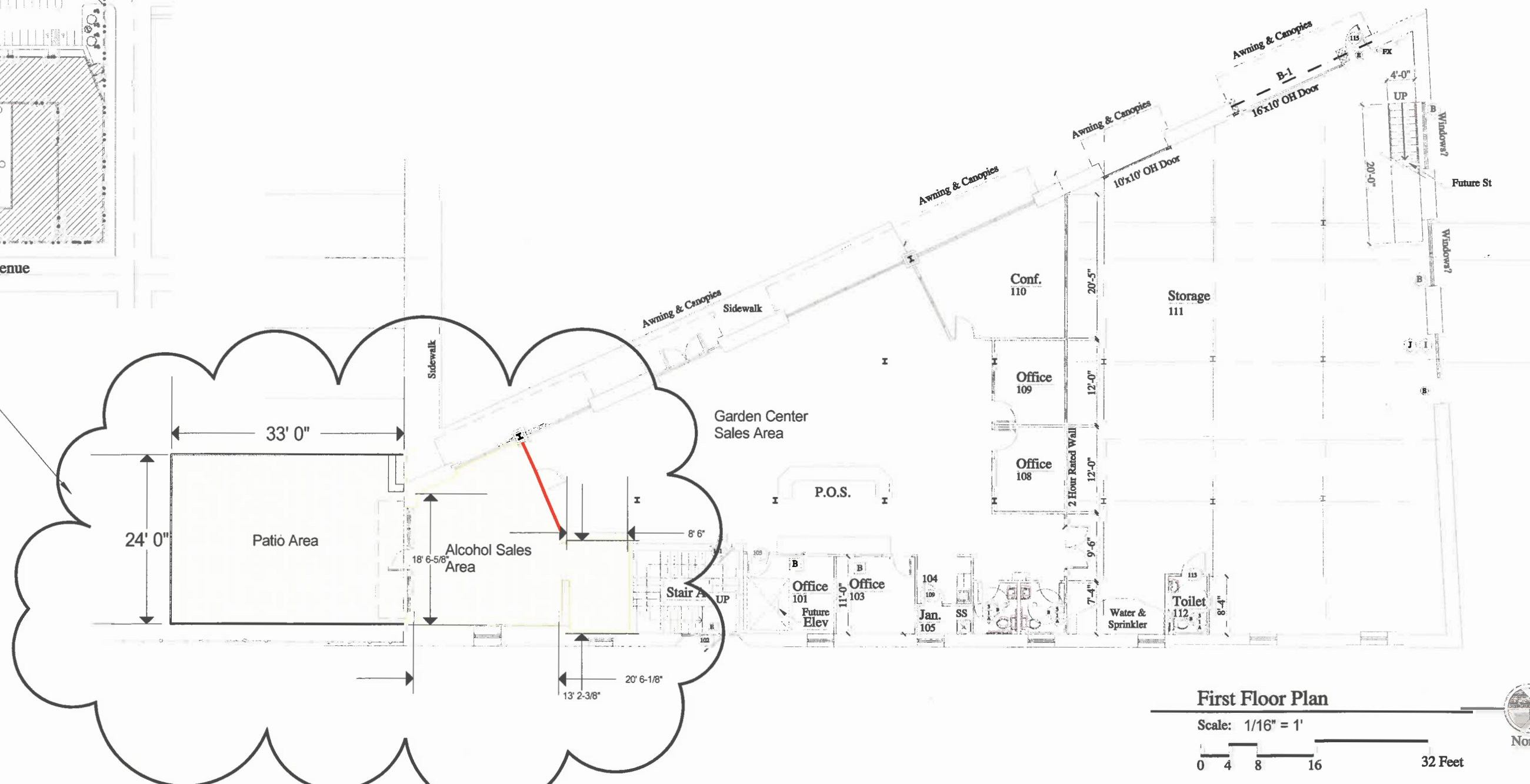
Funds Required

- Funding is not required only slight modification to the current store will be needed.



Project Location
24 S. Brooke Street
Fond du Lac, WI

Proposed Area



First Floor Plan

Scale: 1/16" = 1'



ALCOHOL LICENSE COMMITTEE
CITY OF FOND DU LAC, WISCONSIN

Title: "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage

Subject: **Limited Liability:** Las Islas, LLC
Agent: Patricia Andrews
Agent Address: 475 W Scott Street, Fond du Lac, WI
d/b/a: Pockets
Location of Premises: 119 S Main Street

Initiator:

Location:

Recommendation:

ATTACHMENTS:

	File Name	Description
📎	Pockets_-_PD_Memo.pdf	Memo
📎	Pockets_-_Application_-_Redacted.pdf	Application

**Fond du Lac City
Police Department**



Memo

To: City Manager Moore

From: Chief Lamb

Date: 03-17-17

Re: Proposed Class B Beer and Intoxicating Liquor License for Las Islas LLC. d/b/a Pockets, 119 S Main Street.

On March 16, 2017 Assistant Chief Klein, Community Development Director Dyann Benson, City Clerk Maggie Hefter, Amy Hansen from the DFP and Association of Commerce President Tom Herre, met with the listed applicant Patricia Andrews who is the owner and listed Agent for Las Islas/Pockets, regarding her request for a Class B combination license for the above location.

Ms. Andrews is looking at opening a restaurant/bar in the former Pocket's location. The restaurant is called Las Islas and will serve authentic Caribbean/Costa Rican cuisine. Ms. Andrews stated that she will have a dress code for patrons and has an employee handbook that includes rules prohibiting employees from consuming alcohol while on duty. This location has been a licensed establishment for many years with no recent concerns noted; the property has been sitting vacant for the past few years.

Ms. Andrews has been a resident of Fond du Lac for over 20 years. Ms. Andrews stated that this opportunity has been a lifelong goal of hers to own and operate her own restaurant and bar. Ms. Andrews has 32 years of experience working in the restaurant and hospitality industry holding various roles. Ms. Andrews indicated that she will take a very active role in running the business but has also brought on 2 managers to assist with operations.

Ms. Andrews will be leasing the building from Ron Boda. She hopes to be open for business sometime in April. She stated that their hours of operation would typically be 11a.m. to 9 or 10 p.m. for dining with the bar staying open later in accordance with State law. Ms. Andrews also plans on bringing in occasional live music talent such as salsa or jazz bands and possibly teaming up with Julie Wilson from Shut Up and Dance for dance nights.

Ms. Andrews will serve as the licensed agent for this location. Assistant Chief Klein discussed with the applicant the City's expectations of being a license holder and the importance of being a "good neighbor."

Background checks performed on the applicant, both in-house and NCIC/CIB, indicate no criminal history that would preclude her from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request.

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 4-13 20 17
ending 6-30 20 17

TO THE GOVERNING BODY of the: ☐ Town of ☐ Village of ☒ City of Fond du Lac

County of Fond du Lac Aldermanic Dist. No. _____ (if required by ordinance)

1. The named ☒ INDIVIDUAL ☐ PARTNERSHIP ☒ LIMITED LIABILITY COMPANY
☐ CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Las Islas LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

President/Member Patricia Andrews [Redacted]
Vice President/Member _____
Secretary/Member _____
Treasurer/Member _____
Agent Patricia Andrews
Directors/Managers _____

3. Trade Name Pockets Business Phone Number _____
4. Address of Premises 119 S main Street Post Office & Zip Code 54935

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? ☒ Yes ☐ No
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? ☐ Yes ☒ No
8. (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? ☐ Yes ☒ No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☐ Yes ☒ No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) Attacker page
10. Legal description (omit if street address is given above): _____
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☐ Yes ☒ No
(b) If yes, under what name was license issued? _____
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] ☒ Yes ☐ No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] ☒ Yes ☐ No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? ☒ Yes ☐ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of limited liability companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 6th day of MARCH, 20 17

[Signature]
(Clerk/Notary Public)

My commission expires 9-27-2019

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>3-6-17</u>	Date reported to council/board <u>4-12-17</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

**Main Exchange Inc dba Pockets
119 South Main Street, Fond du Lac**

The premises of Pockets is a 1st floor area of approximately 4050 square feet at 119 South Main Street, Fond du Lac, WI. Liquor & Beer storage on 1st floor & basement.

**SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT
ORGANIZATION OR LIMITED LIABILITY COMPANY**

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: ☐ Town ☐ Village ☒ City of Fond du lac County of FOL

The undersigned duly authorized officer(s)/members/managers of _____
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as

Pockets
(trade name)
located at 119 S main Street Fond du lac WI 54935

appoints Patricia Andrews

(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes ☒ Yes ☐ No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? ☒ Yes ☐ No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 20+ years

Place of residence last year _____

For: _____
(name of corporation/organization/limited liability company)

By: [Signature]
(signature of Officer/Member/Manager)

And: _____
(signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, _____, hereby accept this appointment as agent for the
(print/type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] _____
(signature of agent) (date) Agent's age 42

FOL WI 54935
(home address of agent) Date of birth [Redacted]

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY
(Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(date) (signature of proper local official) (town chair, village president, police chief)

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
Patricia Andrews		Patricia			
Home Address (street/route)		Post Office		City	State Zip Code
[REDACTED]		[REDACTED]		FOL	WI 54937
Home Phone Number		Age	Date of Birth	Place of Birth	
[REDACTED]		[REDACTED]	[REDACTED]	Costa Rica	

The above named individual provides the following information as a person who is (check one):

☒ Applying for an alcohol beverage license as an **individual**.

☐ A member of a **partnership** which is making application for an alcohol beverage license.

☐ _____ of _____
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 20+ years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? ☒ Yes ☐ No
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
Out year unknown
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? ☐ Yes ☒ No
If yes, describe status of charges pending. _____
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? ☐ Yes ☒ No
If yes, identify. _____
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employee of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? ☐ Yes ☒ No
If yes, identify. _____
(Name of Wholesale Licensee or Permittee) (Address By City and County)
- Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Alford & Broomberg	222 N Main St FOL	0	
Employer's Name	Employer's Address	Employed From	To

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 6th day of MARCH, 20 17

[Signature]
(Clerk/Notary Public)

My commission expires 9-27-2019

[Signature]
(Signature of Named Individual)



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Executive Summary

Venture Description

Las Islas is an authentic Puerto Rican style restaurant providing both food and the environment. We are presenting an atmosphere of dining in Puerto Rico with the convenience of a locally located restaurant. The food will be prepared from recipes true to the Puerto Rican culture that have been handed down through the generations. Also, the bar will offer beverages customary to the Puerto Rican dining experience such as Liquors, Fruit Drinks, Sodas, etc.

In today's highly competitive environment, it is becoming increasingly difficult to differentiate one restaurant concept from another. Thus, La Islas offers an entire menu of authentic Puerto Rican style dishes without the confusion of choosing amongst other food cultures. We are also offering an entire drink menu of exclusive Puerto Rican Rums that are customary to the country. Both the restaurant and the bar will be designed to contemporary styles seen in modern Puerto Rico and the staff will also be dress in attire suitable for the atmosphere.

Facilities

Las Islas will be operating out of a restaurant facility with a room set up with tables and chairs for dining and a bar attachment set-up for waiting and entertainment. The restaurant bar will be designed around a Puerto Rican theme with plants and murals customary to the culture and music to compliment the atmosphere. The restaurant and the bar can accommodate what the capacity will exceed to.

Suppliers

We will set up a contract with the two main wholesalers who operate locally and also a few other wholesalers that are not local but are offering products that are difficult to find. Since we have a product that is unique, we have to form contracts that might be less stable than that of local and reputable suppliers.

Related Products/Services and Spin-offs

In the current restaurant industry, our Puerto Rican restaurant would be categorized as an ethnic style restaurant along with Chinese and Mexican style restaurants. Our main competitors would consist of the Mexican style restaurants, because their Spanish style would resemble the type of food that Las Islas will be offering. With family members native to Puerto Rico, that we will be consulting with on a regular bases, we can constantly update and circulate certain products that are offered to our customers.

Trademarks, Patents, Copyrights, Licesnes, Royalties

We will be consulting a legal professional with experience working with other restaurants on developing plans to protect our proprietary assests. Las Islas will be operated on a need-to-know basis to help insure that trade secrets are held confidential. The employees that are entrusted with the restaurant secrets will have to sign an agreement restricting their use of that knowledge to our company.

Governmental Approvals

We will be working with a veteran of the restaurant industry whom we can consult with on various issues such as complying with state and federal regulations, city and county regulations, and obtaining licesnses and permits. We also will consult with other professionals such as tax advisors, business lawyers, and city officials to ensure that all laws and regulations are considered and follwed.

Management and Organization Plan

Legal form of business

The legal form of business we've chosen for our company is a limited partnership. The general partner liability will be limited to the amount they have invested into the business. Provisions to the partnership agreement can be made in accordance with all parties and any partner can end the partnership at any time.

Management Team

Patricia Andrews : Bella (Chief Administrator):

- *Chief Executive Officer (CEO)* - the driving force which makes the business functional and putting together the resources involved.
- *Marketing Director and Sales Manager* – developing strategies to reach the target market and maximize sales potential.
- *Chief Financial Officer (CFO)* - Handling financial aspects such as planning a budget, managing accounts, and establishing financial controls.

Patricia Andrews : Bella (Chief Manufacturer):

- *Research and Development (R&D)* – Staying on top of the current market by continually innovating our products/ services and adopting to social demands.
- *Manufacturing Director*- Implementing innovations from Research and Development and developing the product.
- *Chief Operator Officer (COO)* – Setting up and organizing operations to run at maximum efficiency.

Board of Directors/Advisory Board

We will be working with a veteran of the restaurant industry whom we can consult with on current or future issues that pertain to the restaurant. We will also be consulting with lawyer to keep up with current industries law and standards. Also, we will be discussing possible liabilities with a risk assessment consultant who has previous experience working within the restaurant industry.

Recruitment and Selection of Employees

We have an application form for all potential employees to fill out in order to be considered for employment. Once each application has been evaluated for employment criteria needed in the position being applied for, we will contact the qualified applicants for an interview. If we feel that their personality reflects the company's values, we will offer them a position within the company.

Compensation and Ownership

The business will retain approximately five percent of the annual net profit taken by the company. The owners will be compensated with the unclaimed profits left over after operating and overhead expenses have been dispersed.

Employee Reward and Incentive Plan

We are going to offer all employees a chance of advancement within the company. All job openings will be announced within the company before being released to the public. This way all internal employees will have first priority on the selection process of filling the available position. We will offer competitive wages for all employees who are executing their jobs in a satisfactory manner. Management will be paid on salary and will be granted an established commission for sales that are above their pre-determined projections.

Communication

Within the introduction portion of the manual our mission and vision statement will be presented which will give the management and employees a clear perspective of the company's values and purpose. Introducing these statements to the employees of the company will help guide their decisions in everyday operations. The employees will have a direct list stating their positional duties and requirements in order perform their jobs at a satisfactory level and maintain operational efficiency.

Infrastructure

Product / Service Plan

Purpose of Product/Service

The purpose of ~~La Isla Restaurant~~ ^{Authentic} is to bring the taste of ~~La Isla~~ ^{Authentic} to a local setting without having to travel. To give our customers a chance to dine in an authentic ~~La Isla~~ ^{Porto Rican} restaurant with dishes customary to the traditional dining experience of the culture. We are going to offer our customers a chance to taste original receipts that have been handed down through the generations.

Features and Benefits

~~La Isla~~ ^{Authentic} is offering an authentic ~~La Isla~~ ^{Porto Rican} dining experience with the atmosphere of the traditional restaurants. The sites and sounds customary to the authentic dining experience will distinguish our restaurants from the competitors. Also, the unique recipes being offered at a reasonable price and the choice of beverages customary to the culture will attract the interest of our customers.

Stage of Development

The restaurant industry has been around for along time and the competition is becoming overwhelming cluttered. Most restaurants seem to be at the mercy of the maturity stage of its life cycle and have been that way for some time now. In order to compete in this type of market you need to present a new concept and ~~La Isla~~ ^{Authentic} offers that new concept. People are more willing, these days, to explore different avenues of cultural tastes and we are offering the opportunity to experience something that is unique to American society.

Product/Service Limitations

Ethnic restaurant concepts have been a growing market in the restaurant industry with the growing population of ethnic minorities increasing at a rapid pace. This will ensure that the future of ethnic style restaurants will become more popular and competitive in the future market. That will encourage businesses to become more innovative in their operations by introducing new technology and introducing new concepts. As long as we keep up with the changing demands of the customers and constantly innovate, by introducing new technologies and unique restaurant concepts, we will stay ahead of the competition.

Product/Service Liability

We will be consulting with a veteran of the restaurant industry and will look at the potential liabilities that may confront our restaurant in future operations. We will be obtaining some sort of general business liability policy in order to protect the restaurant and ourselves from a possible lawsuit. We are going to discuss potential liabilities of the restaurant with a risk assessment consultant to minimize the risk of any liabilities and also keep up-to-date on all the current health/ building codes and standards.

Production

~~La Isla~~ ^{Authentic} will be producing a finished product that consumers will be purchasing from us directly on location. We will be ordering other products from a wholesale supplier to prepare, cook, and assemble a final product to sell to our customers. Approximately five percent of sales will be invested back into the restaurant for the future expansion of other locations. We are projecting to have four operational restaurants in various locations within the first ten years from original conception.

Marketing Plan

Industry Profile

Current Size

Currently, the size of the restaurant industry is an abundant market of quality owned and operated restaurants. There are a wide variety of restaurants to choose from when it comes to deciding where to go and dine.

Growth Potential

Dining out has always been a big part of the American culture and probably will be for time to come. In an industry that's been holding strong through both good and bad times there are many opportunities to start-up and successfully operate a restaurant.

Industry Trends

The restaurant industry has recently been going through a trend where people are looking at experimenting and trying new things. Ethnic style restaurants have been a popular boom in the industry and show seemingly limitless opportunities for expanding.

Other characteristics

The restaurant industry has become a more customer service orientated industry and the restaurants that have adapted to this concept are the ones who have been successful. Catering to the public's opinion on their preferences has been beneficial to achieving their goals.

Distribution Channels

There are a couple of different channels in which our restaurant will be introduced to the market. One method is through a listing of our ad in the yellow pages. Another method is through posting ads in the newspaper and airing ads on the local radio station.

Competitive Analysis

Direct Competition

Our restaurant's main competition will be the Mexican style restaurants that resemble the type of food that we will be introducing to the industry. Also, other types of ethnic style restaurants such as Chinese restaurants will be direct competitors when people decide what type of ethnic food they feel like having on that particular occasion.

Indirect Competition

The indirect competition of our restaurant will be other restaurants of the dining sorts where they offer a dining experience at a reasonable price such as Applebee's, Red Lobster, etc.

Future Competition

Our restaurant will most likely see more restaurants trying to replicate our style of foods and attempting to create a similar type of dining experience. We are expecting more of an outburst in ethnic style restaurants that will add to the competition of our restaurant.

Competitive Analysis

Our restaurants strengths entering the current industry are that we are offering a type of food that hasn't been introduced in this market. We are offering a dining experience that is not commonly found in the industry today.

Market Analysis

Target Market Profile

We are targeting the demographic ~~all the~~ the ages of 35 to 55; who have had this type of food or are familiar with similar types of foods.

Customer Profile

We are targeting a more family orientated type of demographic that has a taste for different, ethnic style foods.

Future Markets

Once our style of food has been introduced to the market and we have marketed our product for the general public to take interest, we will open the door to demographic that take less chances on new restaurants. Once the reputation of the restaurant has built up and we gain more credibility with the community, our demographic will expand from 30 years of age and older.

Once again of all ages

Market Penetration

Company Image

We have carefully chosen ~~Elders Cabor Latino~~ *la Islas* as our restaurants name to convey the image of having a more family friendly environment. Our goal is to create an image that goes beyond advertising which captures the essence of our hospitality and customer service qualities. We want customers to see the name ~~Elders~~ and subconsciously envision a comfortable and relaxed environment. Our restaurant will present an elegant, exotic look with a conservative design to compliment its homely nature.

↓
Ma Islas

Customer Service

Our restaurant will be offering award bonuses for our regular or repeat customers such as discount cards to redeem after a certain amount of visits and a mailing list for special offers to those that subscribe to a customer list. Customer satisfaction will be our number one priority and a proportional refund will be offered if the customer is not completely satisfied with our product or service.

Location

We are considering a location for our restaurant within the city of Fond du Lac that would be within a high traffic area and would gain visibility for potential customers. Johnson Street would be the first option for our restaurant because it's a high traffic area where we can visually attract customers and it will provide our business with the amount of space needed to provide for parking. A location on Johnson Street would also allow us to provide for easy accessibility of the property and being on a main street makes it easier for customers to find.

Direct-Sales Force

Our direct-sales force will consist of the employees that are assigned to implement our sales and marketing strategies. Our sales will be directly impacted by how the marketing of our product is carried out and how our restaurants promotional incentives gain customer base.

Administration will decide how the marketing strategies will be performed or may delegate the responsibility to an outside contractor.

Sales Representatives

Our restaurant will most likely be holding the sales and marketing cost to the most effective areas such as the yellow pages, the newspaper, and local radio advertisement. When business stagnates or plateaus, we will probably contract that responsibility to an outside contractor with experience in marketing restaurants.

Licensing or Distributors

Our restaurant will be producing our own product and will not be licensing a product from another company, nor will we be licensing our product to another company. Once we have established a reputation and have perfected the processes for operation and the procedures for production, we may decide to license out our product/ service to those interested in owning an already established business.

Advertising and Promotion

Our main advertising sources will be the yellow pages, newspaper, and local radio advertisements. We will also explore the option of television advertising as part of our marketing strategy for future applications. We anticipate spending approximately five percent of our restaurants gross annual income on advertisement and promotions.

Publicity

Our restaurant plans to be involved in many community events such as local fairs and picnics to connect with the customers on a more personal level. We will be consistently donating our time, money, and efforts to local charities and foundations that we feel impact our society and higher the standard of living of those impacted.

Telemarketing/Direct mail

We will develop a valued customer list where special promotions and offers will be sent via direct mail or via E-mail. We will only be sending out promotions to those that request to be on the list to directly impact our target market. The cost incurred from promotions will be bundled in with the estimated cost of sales and marketing established at five percent of the gross annual sales forecast.

Internet

Our restaurant will be hosting a website with a profile of the business and a layout of the special offers throughout the year. Customers will have the opportunity to browse through the menu and view pictures of the restaurant and the food being offered and get a feel for what our restaurant can offer them.

Trade Shows

Our restaurant will get involved in any local trade shows that pertain to our product and have a potential for attracting a new customer base. Events held locally such as the taste of Fond du Lac will be a good opportunity for our restaurant to get in touch with potential customers looking to try something new. Also, customers will have the opportunity to taste the quality of the food that we are offering in our restaurant.

Financial Plan

Start-up Costs

The start-up cost are going to consist of the purchasing of our property, equipment needed for the production and service of our product, the supplies needed for operational efficiency, and the advertising needed to promote our product to the customers.

Sales Projections

Our sales projections are based off of both industry standards and talking with a local industry veteran who has estimated a sales projection for this size restaurant. We calculated what our break-even point would be in a given month for our restaurant and estimated how many customers we would generate for sales within that given month. By figuring out how many customers we could generate and calculating on average how much each customer would spent, we were able to come up with projected sales that exceed our projected break-even point.

Income Projections

We anticipate a slow start within the first six months of operation, but accelerating towards the end of that year and into the following year. By the third year the restaurant will be at the peak profit potential for it's facility limitations and will need to be expanded. The restaurant will be taking in approximately 9 percent of the projected total sales for the year as profit and will be used for future expansions of the restaurant.

Cash Requirements

The cash requirements for the restaurant will consist of the initial down payment for the business loan in order to cover our start-up costs. We are looking at putting a 10 percent down payment on the business loan, which will be our direct out-of-pocket investment.

Sources of Financing

We are looking into our options for financing through potential grant opportunities offered by both state and federal agencies. The remainder of the balance will be financed through our local bank in the form of a loan.

Exit Strategy

Once we have built up our restaurants ability to create revenue and have obtained a quality reputation amongst society, we will expand our restaurant into other selected cities within the state. By branching out and expanding the restaurant, we hope to establish a greater profit potential and create a greater probability for sale of the restaurant upon retirement.

Projected Financial Statements

- *Monthly Cash Flow Statement*
- *Year-End Income Statement*
- *Year-End Balance Sheet*
- *Financial Analysis/Ratios*

Market Penetration Effectiveness

The best way to track the effectiveness of our promotional strategies will be to inquire from the customers on how they heard about our restaurant. By doing so, we can evaluate what methods are working the best and what methods need to be adjusted or dropped. We will have short questionnaires available at the restaurant and on the website for customer feedback on our product/ service and our promotional strategies. Administration will review the results of the feedback and make decision on what needs to be improved and what needs to be replaced/ removed.

Pricing

Pricing Strategy

We are holding our prices at a higher than average price to accommodate our more sophisticated customer base and to uphold the type of atmosphere we would like to create for our customers.

Price List

InsertTextHere

Pricing Policies

Our pricing policies are going to be based on a certain percentage of mark-up that we hope to achieve from our product.

Break-Even Analysis

We have calculated our break-even analysis and based our figures from those calculation to reassure that we will be making a profit from operations.



LAS ISLAS

TASTE OF

PUERTORICAN & COSTARICAN FOOD

WHERE YOU WILL EXPERIENCE THE TASTE OF TWO DIFFERENT WORLDS

EXQUISITE HOME MADE FOODS FAMILY OWN



Las Islas

Almuerzo/Lunch

All Lunchs Include your choice of sides

*(Arroz Blanco/White rice, Arroz sin/ Yellow rice, Arroz con Gandules/Yellow rice
with Pigeon Peas, Habicuela/ Pink beans, Ensalada/ Salad)*

#1 Pollo Frito/Fried Drum Stick.....\$8.50

Drum Sticks seasoned iwith Adobo, Sazon, Deep Fried in Oil

#2 Bistec Encebollado/Steak with Onions.....\$8.50

Beef Steak,minced Garlic,Onions sliced in Rings, Salt, Adobo,

Moduros (Fried sweet Plantains)

#3 Chuletas Fritas/ Fried Pork Chops.....\$8.50

Pork Shop,Minced Garlic,Sazon,Adobo



Las Islas

4 Costarican hamburger.....\$8.50

Hamburger meat, Cilantro, Tomato, Onions and a signiture seasoning (All infused in the meat)

#5 American cheeseburger.....\$8.50

Hamburger meat, American cheese, Tomato, Onions, Lettuce, Includes homemade fries

#6 American chicken strips.....\$8.50

Chicken strips, Incudes homemade fries





#1 (Pollp Frito/Fried Drum Sticks)

#2 (Bistec Encebollado/Steak with Onions)



#3 (Chuletas Fritas/ Fried Pork Chops)





Las Islas

Platos Exquistos/ Exquist Dinners

All Dinners Include your choice of sides

(Arroz Blanco/White rice, Arroz sin/ Yellow rice, Arroz con Gandules/Yellow rice
with Pigeon Peas, Habicuela/ Pink beans, Ensalada/ Salad)

#1 Bistec en Salasa/Steak in Sauce.....\$11.25

Beef Steak,minced Garlic, Onions sliced in Rings, Salt, Adobo, Tomato Sauce,
Sofrito, Tostones (Green Plantains)

#2 Chuletas Fritas/ Fried Pork Chops.....\$10.75

Pork Chop,Minced Garlic,Sazon,Adobo

#3 Pollo Frito/Fried Drum Stick.....\$10.75

Drum Sticks seasoned with Adobo, Sazon, Deep Fried in Oil





Las Islas

4 *Costarican hamburger*.....\$10.75

Hamburger meat, Cilantro, Tomato, Onions and a signature seasoning (All infused in the meat)

#5 *American cheeseburger*.....\$9.50

Hamburger meat, American cheese, Tomato, Onions, Lettuce, Includes homemade fries

#6 *American chicken strips*.....\$9.50

Chicken strips, Includes homemade fries





Las Islas



Aperitivos/Appetizers

#1 Alcapurrias/Banana Dumpling.....\$6.00

Green Banana, Yautia, Salt, Sazón with Achiote

#2 Bacalaitos/Cod Fritters.....\$6.00

Bacalao filet, Breaded in flour, Salt, Bacalao broth, Back Pepper, Garlic, fried in oil

#3 Relleno de Papa/Stuffed Patotos.....\$6.00

Patatos, Salted, Peppered, with Garlic Power, and Potato Flakes

#4 Orden de Maduros/Sweet Plantians.....\$6.00

Riped Plantains, Sliced, Fried in Oil

#5 Orden de Tostones.....\$6.00

Plantains, Fried in Oil, seasoned with Gralic Power, Salt

#6 Pastels/Puerto Rican Tamales.....\$6.00

Pork, Green Plantain, Green Banana, Potato, Achiote, Milk, Fried in oil, Salt, Wra ped in Banana

Leaves

#7 Ceviche de Camaron/ Costa Rican Shurp Cocktil.....\$13.00

Raw Shrimp, lime, onions, Cilantro, Avocado, Tomatos, Speical Seasoning, Salt



#1 Alcapurrias



#2 Bacalito



#3 Rellenos de Papas



#4 Maduros



#7 Ceviche



#6 Pastel



#5 Tostones





Las Islas

Postres/Desserts

Flan/Custard Pudding.....\$6.00

Basic Flan - Vanilla Flan, Sugar, Eggs, Sweetened Condensed Milk, Evaporated Milk

Budin/Bread Pudding.....\$6.00

Cinnamon Sticks, Cloves, Anise Seed, Sugar, Bread, Milk, Eggs, Sugar, Vanilla, Salt, Butter

Tembleque (Puerto Rican style Coconut pudding)\$6.00

Coconut Milk, Sugar, Kosher Salt, Corn Starch, Ground Cinnamon



Las Islas

Bebidas Y Refrescos/Drinks

Pepsi/Diet Pepsi.....\$1.75

Dr Pepper.....\$1.75

Mist Twist.....\$1.75

Mountain Dew.....\$1.75

Cola Champagne.....\$1.75

Malta.....\$1.75

Lightly Carbonated Malt Beverage, Brewed from Barley, Hops, Water, & Beer

None Alcoholic

Coco Rico.....\$2.50

(Coconut Sada)

Liquados/ Milk Shakes.....\$3.50

Vanilla icecream, milk, bananas, strawberries



Las Islas

Servesas/Beers

Bud Light.....\$2.50/3.00

Coors Light.....\$2.50/3.00

Stella Artois.....\$2.50/3.00

Spotted Cow.....\$2.50/\$3.00

Miller High Life.....\$2.50/3.00

Miller Lite.....\$2.50/3.00

Corona\$3.00

Heineken.....\$3.75



Las Islas

Bebidas Tropical/Tropical Drinks

Mojitos (Light, refreshing and full of sweet mint flavor).....\$5.00

Puerto Rican rum, club soda, mint leaves, simple syrup, lime wedges

Drama Queen (A drama queen has an orange and peach flavor to it).... \$6.00

Bacardi, di rum, peach schnapps, orange juice

O - Bomb (Barcardi o orange rum, red bull,).....\$6.00

This cocktail has a distinct orange flavor splash of 7 up

