



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation of a New Class B Liquor License for Riverside Pizza & Pub at 102 E Main Street, St. Charles (former Pi's location)

Presenter: Mayor Rogina

Please check appropriate box:

<input type="checkbox"/>	Government Operations	<input type="checkbox"/>	Government Services
<input type="checkbox"/>	Planning & Development	<input type="checkbox"/>	City Council
<input type="checkbox"/>	Public Hearing	<input checked="" type="checkbox"/>	Liquor Control Commission (4/21/14)

Estimated Cost:		Budgeted:	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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If NO, please explain how item will be funded:

Executive Summary:

This request went before the April 21, 2014 Liquor Control Commission which approved to go before the Government Operations Committee for recommendation to City Council.

This is a request for a new Class B liquor license opening in FY14/15 for Riverside Pizza & Pub to be located at 102 E Main Street, St. Charles (former Pi's location). The owners are requesting a late night 2:00 a.m. permit as well. All paper work is in order and background checks have been approved by the Police Department as well as fingerprints have been taken and BASSET certification is complete.

Attachments: *(please list)*

- Liquor License Application (front page)
- Background Check
- Site Plan and Business Plan
- Menu

Recommendation / Suggested Action *(briefly explain):*

Recommendation of a New Class B Liquor License for Riverside Pizza & Pub to be located at 102 E Main Street, St. Charles (former Pi's location).

For office use only: *Agenda Item Number:* 4a

Date: 3/17/14
 New Application
 Renewal Application

CITY OF ST. CHARLES
LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance 5.08.050.A1 Application must be completed in full Incomplete applications will be rejected

Business Type: Circle one Individual Partnership Corporation Other _____

Business Name Riverside Pizza & Pub Sales Tax # 46-4751483

Business Address 102 E. Main St Business Phone # _____

Contact Person Steve Nilles Title President Phone # _____

If Corporation, Corporate Name Riverside Pizza Inc.

Corporation Address 102 E. Main St. St. Charles IL 60174

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No
If yes, list address of business _____

Full Name, include Middle Initial Steven R Nilles Title President
Birth Date _____ Birthplace Downers Grove IL Driver's License # _____ Home Phone # _____
Home Address _____

Full Name, include Middle Initial Mark A. Bridges Title Vice President
Birth Date _____ Birthplace Chicago IL Driver's License # _____ Home Phone # _____
Home Address _____

Full Name, include Middle Initial Jayson C. Berg Title Secretary
Birth Date _____ Birthplace Elmhurst IL Driver's License # _____ Home Phone # _____
Home Address _____

Type of Establishment: () Package Restaurant () Tavern () Hotel/Banquet/ () Other _____
Arcada/Q-Center

Check as Applicable to Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:
Dine-In, Take out & Delivery Pizzeria

Initial: Liq Comm _____
Police Chief _____

Officers - cont'd from front page.

Stephen L Polizzi

Treasurer

[REDACTED]

[REDACTED]

Chicago IL

DL#

WISCONSIN

[REDACTED]

[REDACTED]

Police Department



Memo

Date: 4/2/2014

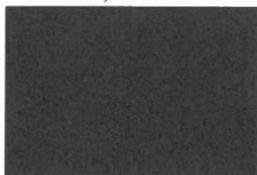
To: Cmdr. Gatlin

From: Det. Cory Krupke

Re: "Riverside Pizza and Pub" Liquor License Application/ Steven R. Nilles, Mark A. Bridges, Jayson C. Berg and Stephen L. Polizzi

The purpose of this memo is to document the background investigation of Steven R. Nilles, Mark A. Bridges, Jayson C. Berg and Stephen L. Polizzi pursuant to their application for a new Class B liquor license.

Applicant No. 1
Nilles, Steven R



- Nilles currently lives at the above address, and has resided there for approximately nine years. This department does not have any contacts with Nilles.
- Nilles has reported to have completed his BASSET certification in February 2014 at AAA Bartending School in Schaumburg, IL and is waiting for his certificate.
- Nilles currently co-owns 2 Rosati's Pizza restaurants. One is located in Naperville, the other is located in Wheaton. Nilles and Bridges own the Rosati's in Naperville. Nilles, Bridges and Polizzi own the Rosati's in Wheaton.
- Nilles was fingerprinted by this department at the time he applied for this license.
- Nilles does not have any police related contacts to note with the Plainfield Police Department.

Applicant No. 2
Bridges, Mark A.



- Bridges currently lives at the above address, and has resided there for approximately 12 years. This department does not have any contacts with Bridges.

- Bridges has reported to have completed his BASSET certification in February 2014 at AAA Bartending School in Schaumburg, IL and is waiting for his license.
- Bridges co-owns 2 Rosati's with Nilles and Polizzi. They are located Wheaton and Naperville.
- Bridges was fingerprinted by this department at the time he applied for this liquor license.
- Bridges does not have any police related contacts to note with the Bolingbrook Police Department.

Applicant No. 3

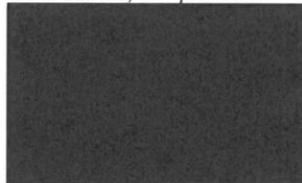
Berg, Jayson C.



- Berg currently lives at the above address, and has resided there for approximately 13 years. This department does not have any contacts with Berg.
- Berg has reported to have completed his BASSET certification in March 2014 at AAA Bartending School in Riverside, IL, and is waiting for his certificate.
- Berg currently owns JCB Lawn care in Lombard, IL.
- Berg was fingerprinted by this department at the time he applied for this license.
- Berg does not have any police contacts of note with the Lombard Police Department.

Applicant No. 4

Polizzi, Stephen L.



- Polizzi currently lives at the above address, and has resided there for approximately 17 years. This department does not have any contacts with Polizzi.
- Polizzi does NOT have his BASSET certification as he considers himself only an investor in the property.
- Polizzi currently co-owns 3 Rosati's restaurants, located in Wheaton, Lombard and McHenry. Polizzi co-owns the Rosati's in Wheaton with Nilles and Bridges. Polizzi also co-owns a Papa Savarrios in Rolling Meadows which was formerly Rosati's. Polizzi advised that the four restaurants (3 Rosati's and 1 Papa Savarrios) he co-owns do not serve alcohol.
- Polizzi was fingerprinted by this department at the time he applied for this license.
- Polizzi does not have any police related contacts of note with the Dane County Sheriff's Office (Dane County has jurisdiction over Polizzi's address).

On 04/02/14 I met with Steven Nilles at the building formerly known as "Pi Pizza," 102 E. Main St. (One main door on the south side, two doors on the west side). Nilles advised the interior is approx. 4600 square feet, 2300 square feet per floor (1st and 2nd floor). Nilles said the restaurant would be operating out of both floors. Nilles, Bridges, Berg and Polizzi are the building owners as well as the owners of "Riverside Pizza and Pub". Nilles explained that he is the general manager and would run the day to day operations of "Riverside Pizza and Pub." Bridges and Berg would assist in day to day operations as managers who report to Nilles. Berg would also be responsible for maintenance because of his background in construction. Nilles advised that Polizzi had partnered with them as a business venture and would not have much interaction with the restaurant. However, Nilles advised that because of Polizzi's background in the food service industry he may be called upon to help manage operations on an "as needed basis."

Nilles said they would like the business to be open by mid-May. Nilles believed interior construction/remodeling was on schedule. Nilles stated they would begin to hire new staff immediately after construction is complete. Nilles plans on hiring approximately 25-30 employees.

Nilles stated the menu will consist mainly of American and Italian cuisine. This is to include deep dish, Chicago style and thin crust pizza, Italian beef sandwiches, lasagna/fettuccine/ravioli, baby back ribs, Buffalo wings, and cheeseburgers. Nilles advised he has not purchased any alcohol for the business. He stated he plans to sell beer, wine and liquor.

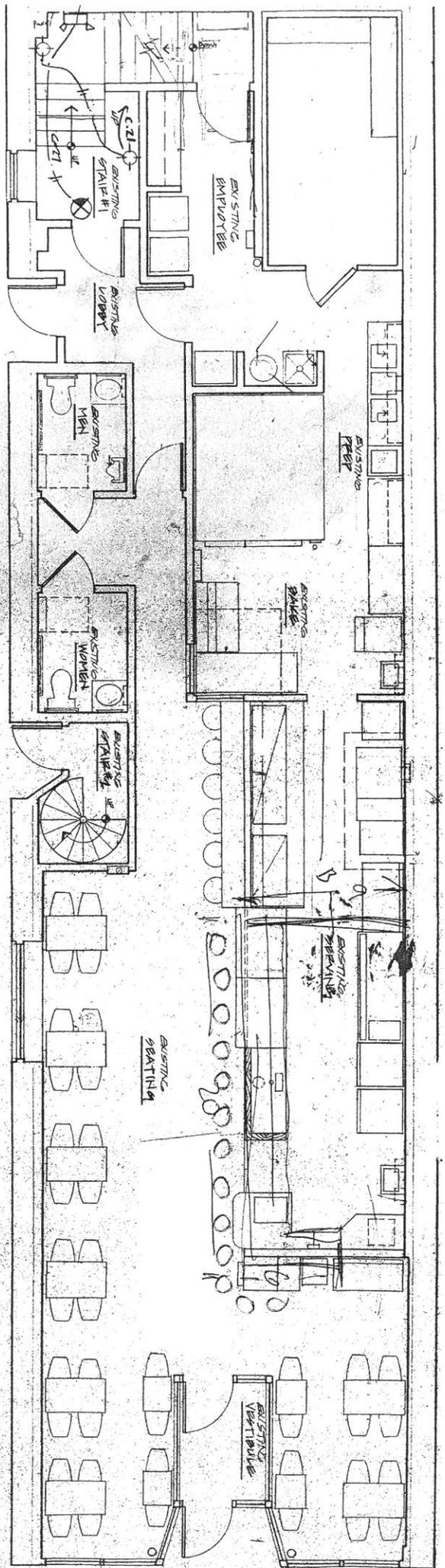
At the time of this investigation, the interior of the building is in a state of transition/remodeling. Nilles advised he does not know a hard occupancy number at this time because of the transition state of the interior. He stated it might be approximately 125 people between the two floors, but that could go up or down depending on the final floor plan.

BASSET verification letters for Nilles, Berg and Bridges are attached. These letters are from AAA Bartending School which indicate Nilles, Berg and Bridges successfully completed the BASSET Course. Polizzi advised he would obtain BASSET certification if required.

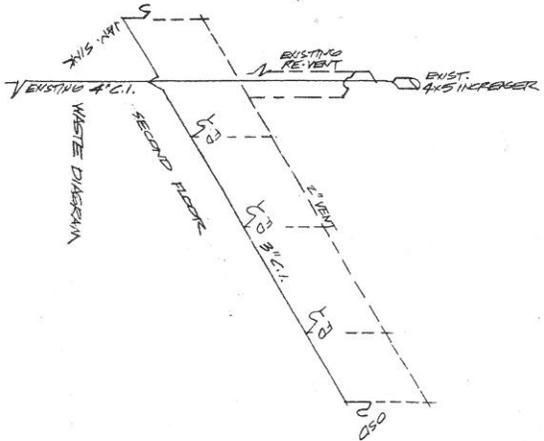
**Note: Criminal histories on all applicants are pending receipt of conviction from the Illinois Bureau of Identification.*

This concludes this background investigation.

EXISTING FIRST FLOOR PLAN - NO CHANGE
 1/4" = 1'-0" ← NORTH



First Floor



NOTE: HAND SINK
 TO BE
 RELOCATED
 TO RESTROOM
 TOILET ROOM
 RECOMMEND

Riverside Pizza & Pub

Menu items:

Deep Dish, Chicago Style and Thin Crust Pizza

Italian Beef & Meatball Sandwiches

Hamburgers & Cheeseburgers

Chicken Sandwiches

Pasta-Penne/Lasagna/Fettuccine/Ravioli

Buffalo Wings

Baby Back Ribs

BUSINESS PLAN

Fox River Pizza Pub

Steve Nilles, Owner

Created on December 4, 2013

1. EXECUTIVE SUMMARY

1.1 Product

We will provide pizza, pasta, salads, appetizers, sandwiches, beer, wine and other food and drinks. Our services will include catering, food delivery and dine-in table service.

1.2 Customers

Our target customers change throughout the day. During lunch we will attract a business crowd with both dine-in and delivery. In the afternoon we will attract high school students and young adults by offering slices and a variety of other menu items. Our dinner crowd will be families and other small groups. Our pub will attract a late night over 21 crowd.

1.3 What Drives Us

Build a good customer base through good service and quality food. We will build a good relationship with the community by participating in fundraisers with schools, churches and other organizations. This will increase our local exposure.

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2. COMPANY DESCRIPTION

2.1 Mission Statement

To build a good relationship with our customers and community with good, friendly service and excellent food.

2.2 Principal Members

Steve Nilles-President & General Manager-Steve Started working in the restaurant industry in 1996. He started as a delivery driver. A few years later he moved to Wheaton Rosati's as a driver and then manager. During that time he worked as a host, server and bartender at Houlihans in Wheaton. In 2002 he left Rosati's to buy his own pizzeria, Bona Pizza. After doubling sales after 2 years he sold Bona Pizza and formed a business partnership with Mark Bridges. In 2005 they bought Naperville Rosati's. He now is a part owner of Naperville Rosati's and Wheaton Rosati's. Steve has held just about every position in the restaurant business and that will give him the tools needed to serve as general manager at Fox River Pizza Co.

Mark Bridges-Secretary & Catering Manager- Mark has been in the pizza/restaurant business since 1988. He started at a local pizza shop in his home town of Bolingbrook (Papas Pizza) when he was 16, He then was offered a job at Rosatis Pizza in Wheaton where he worked his way up from pizza maker to manager and now owner of 2 pizzeria restaurants.

Jayson Berg-Treasurer & Maintenance-Jay worked as a carpenter from 1997 to 2000. In 2001 he started a lawncare and landscaping company. That company has grown to 5 full time crews and still exists today. His experience with general carpentry will help us maintain furnishings, plumbing, equipment, etc.

2.3 Legal Structure

Our business is an S-Corp

3. MARKET RESEARCH

3.1 Industry

Dine-In/Take-out/Delivery Pizzeria and Sports Pub. Offering pizza and other food options will give us the ability to provide a quick lunch for the business crowd as well as a warm, inviting environment for families at dinner.

3.2 Customers

Our customers will be business people and people on the go during lunch, high school students looking for a slice of pizza in the afternoon, families at dinner and a late night crowd with our sports pub. With our delivery service we will also be able to accomodate businesses/offices who can't get away for lunch or anybody looking for pizza but not wanting to dine-in. We have done a lot of research at this location and with the number of people this town attracts, we will be servicing just about all types.

3.3 Competitors

We will be competing with all restaurants within a 5-7 mile radius and, of course, every pizzeria in our surrounding area. Evening crowds will be more geared towards the over 21 crowd, and therefore we will also be competing against nearby bars.

3.4 Competitive Advantage

We have a combined 45 years of experience in the pizza/restaurant industry. We will be using recipes that have a proven successful track record at our other stores. Our corner location offers great visibility on a heavily trafficked intersection and allows us to take advantage of the tremendous amount of foot traffic in downtown St. Charles. Our proximity to the Kane County fairgrounds and government center as well as several office buildings and industrial parks will attract local

3.5 Regulations

We will be licensed and routinely checked by the Kane County Health Dept. Every manager will have a food service certificate to comply with Health Dept. regulations. Also, we will have to get a yearly liquor license from the ILCC.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

Our products will include pizza, pasta, salads, sandwiches and other food items. We will offer delivery service and full service dining on our first floor. In our upstairs pub, we will provide our full food and drink menu as well as a place to relax, have fun or watch a sporting event on a big screen.

4.2 Pricing Structure

Our pizzas will range in price from \$11 to \$25, sandwiches \$6 to \$11, pasta dishes \$10 to \$14, salads \$5 to \$12 and appetizers \$3 to \$9. Our drinks will range in price from \$2 to \$12. We anticipate an average check total of approximately \$30-35.

4.3 Product/Service Life Cycle

Our recipes are currently in use at our other restaurants.

4.4 Intellectual Property Rights

Our intellectual property will include our name, website/domain name, logo and recipes.

4.5 Research & Development

We will routinely evaluate customer feedback by way of our website, facebook and comment cards. We annually attend the International Pizza Expo. Attending the Pizza Expo, the largest trade show in our industry, is a way for us to stay current with the latest equipment, recipes, products and marketing strategies used in the marketplace today.

5. MARKETING & SALES

5.1 Growth Strategy

Good food, friendly staff and comfortable atmosphere.

Networking with the community via schools, churches and other local organizations has proven to be a successful way of attracting new business and retaining existing business at minimal cost.

5.2 Communication

Communicating with customers has changed in our 25 years in the business. You can no longer just put your name and number in the phone book and expect the orders to come in. We currently deal with approx. 8-12 different advertisers per year. Using a variety of advertisers allows us to reach wider range of customers including schools, apartment complexes, homeowners associations and local businesses. Social media such as Facebook and Twitter has been another great way for us to stay connected to our customer base.

5.3 Prospects

Our managers will network with other small businesses and larger companies. Our servers and barstaff will be kept up on our current menu prices, specials and promotions. We will work with schools to sell pizzas through concessions at sporting and other events. We will sell directly at several community events and festivals.