

**AGENDA
CITY OF ST. CHARLES
LIQUOR CONTROL COMMISSION MEETING**

**MONDAY, DECEMBER 21, 2015
CITY COUNCIL CHAMBERS @ 4:30 PM
2 E MAIN STREET**

1. Call to Order.
2. Roll Call.
3. Motion to accept and approve the minutes of the November 16, 2015 Special Liquor Control Commission meeting.
4. Recommendation to approve a proposal for a massage establishment license for EC Salons, Inc. d/b/a Eddie Caruso Salon to be located at 2400 E Main Street, St. Charles .
5. Recommendation to approve a proposal for Onesti Entertainment Corp. for a new Class B license for Club Arcada to be located on the 3rd floor of 105 E Main Street, St. Charles.
6. Recommendation to approve a proposal for a class B liquor license for Title House to be located at 101 E Main Street (former Starbuck's location).
7. Other Business.
8. Public Comment
9. Executive Session (5 ILCS 120/2 (c)(4)).
10. Adjournment.

**MINUTES
CITY OF ST. CHARLES, IL
SPECIAL LIQUOR CONTROL COMMISSION MEETING
MONDAY, NOVEMBER 16, 2015**

1. Opening of Meeting

The meeting was convened by Liquor Commissioner Rogina at 4:30 p.m.

2. Roll Call

Members Present: Liquor Commissioner Rogina, Robert Gehm, Ald. Payleitner, Ald. Lewis, and Chuck Amenta

Absent:

Others Present: Police Chief Keegan, Cmdr. Gatlin, Atty. John McGuirk, Mark Koenen, Tina Nilles

3. Motion to accept and approve the minutes of the September 21, 2015 Liquor Control Commission Meeting and minutes of the November 9, 2015 Special Liquor Control Commission meeting.

Motion by Ald. Payleitner, second by Mr. Amenta to accept and approve the minutes of the September 21, 2015 Liquor Control Commission Meeting and minutes of the November 9, 2015 Special Liquor Control Commission meeting.

Voice Vote: Ayes: Unanimous; Nays: None. **Motion Carried.**

4. Recommendation to approve a proposal for a massage establishment license for Main Spa to be located at 504 E Main Street, St. Charles.

Chief Keegan: This a recommendation to approve a proposal for a massage establish license for Main Spa located at 504 E Main Street, St. Charles. Cmdr. Gatlin is here from the Police Department who also assisted in the process. We visited the site and checked into the applicant's respective background. We did not find anything of a derogatory nature that would preclude the site location or applicant pursuing a license. The applicant is not here but both Cmdr. Gatlin and myself are here to answer any questions and are in favor of recommending this application.

Ald. Payleitner: The applicant, Mr. Kim, is he aware of the sorted history of similar businesses at that address?

Chief Keegan: The attorney of record that is representing Mr. Kim in this venture is well aware of some of the transgressions at that establishment. We did spend a considerable amount of time

looking at this location. The applicant and attorney are very aware of the history. We will hold not only this establishment, but all of our establishments to the same standard of zero tolerance of misconduct.

Ald. Payleitner: In looking at the floor plan, what is the purpose of a multi-purpose room?

Cmdr. Gatlin: With the past businesses that have run that operation, it is just a wide open room. There are not any services that are taken place there, they have more square footage than they really need – they have floor space that is under- utilized.

Ald. Lewis: Is this the site that has the vapor business below? And this store doesn't have to be a stand-alone store?

Chief Keegan: If you're consuming tobacco products with the smoke free act of Illinois, that has to be a self-contained or stand-alone facility. This is not tobacco products being consumed there, so they are exempt from that state regulation. There are three independent businesses operating in this building.

Ald. Lewis: Do these floors connect to one another?

Cmdr. Gatlin: They are separate entrances and you can't travel through one business to another.

Motion by Ald. Lewis, second by Mr. Gehm to recommend approval of a proposal for a massage establishment license for Main Spa to be located at 504 E Main Street, St. Charles.

Roll Call: Ayes: Gehm, Payleitner, Lewis, Amenta; Nays: none. **Motion Carried.**

5. Recommendation to approve a proposal for a class B3 liquor license for Romano Mercato Italiano, LLC to be located at 210 Cedar Street, St. Charles (former Isacco Kitchen).

Chief Keegan: Isabela Romano, who is one of the managing owners is here tonight. This is a B3 license application without a late night permit request. A B3 is for consumption on site and retail sale of wine products from the establishment similar to what a couple of other locations are doing in town. This is the former Isacco Kitchen located on 210 Cedar Street. We did a site visit and looked into the applicant. It is a joint venture between Isabela and her husband. The Police Department did not see anything derogatory of nature with the site location of the background check.

Chrmn. Rogina: Both your site plan and business plan, I for one see it to be very thorough.

Mr. Gehm: Very good packet of information.

Ald. Payleitner: From what I can see you only have three tables and three high-tops?

Isabela Romano: When we were doing the drawing, we didn't have all the tables available, so the architect who did our inside drawing wasn't sure exactly how the layout would look like. I could give you a more applicable plan.

Chrmn. Rogina: How many tables are you planning on having?

Isabela: We're looking to sit about 15 – 20 people inside.

Ald. Payleitner: Okay, but my question of the part of your establishment that is going to just sell wine – is that marked by display on your floorplan?

Isabela: No, we are also going to sell olive oil, Italian cookies, dry pasta – this is going to be altogether in the display area and the wine too.

Ald. Payleitner: Chief that is all up to muster?

Chief Keegan: Some of the business models we have in other areas, some of the consumption will have to take place in the area designated for consumption in the table area and what Ald. Payleitner is speaking about is having a segregated area for over the counter sales.

Isabela: Yes we are planning all the alcohol that is meant to be consumed in the establishment to be behind the counter/cashier where the server is going to hand it out and the wine on display is packaged.

Ald. Payleitner: This meets the 50% rule etc.

Chief Keegan: Yes.

Ald. Lewis: This is a great business plan, very thorough, but unfortunately I'm not able to support it at this time until I know where we're at with our video gaming ordinance; because this is a new liquor license, you'll be able to have video gaming. Until I'm comfortable with how many establishments will be providing video gaming, I don't feel I'm in the position to approve any liquor licenses at this time. So you are just caught in my own personal position at this time.

Chrmn. Rogina: My question is whether this a Liquor Control Commission or a Gaming Commission? My point being as far as I'm concerned and the ordinance is concerned, we as a group here have a charge relative to evaluation of applicants who come forward here to present and request a liquor license; included in that I don't think there is any reference or mention of gaming as a consideration. Your second point you made, and it was also declared in the minutes of last week, about the limitation of liquor licenses; to my knowledge at this point, the Council has not even approach that subject. Doesn't mean we couldn't, as a group, recommend it to the Council that we're in favor of limiting the number of licenses. My third point would be, these are replacements of businesses that went out – so we're not adding, we're just replacing.

Ald. Lewis: This is a new one because Isacco got a new place.

Chrmn. Rogina: That's true but last week's was a replacement and this next one on the docket will be a replacement. My point is your declaration up front about not voting on recommending any licenses. I'm just thinking out loud here if you're moving away from the cards we have as a commission by that declaration? That's all I'm asking whether you feel that way.

Ald. Lewis: That's something I'll think about.

Ald. Payleitner: To Ald. Lewis' defense – I'm voting in favor; but as gone through the process of video gaming, the liquor license is our only control and I think Ald. Lewis is taking that point serious. Again this is our only control. We don't have control on a gaming license, but they can only get a gaming license if they have a liquor license.

Chrmn. Rogina: The record reflects the fact that both of you are against video gaming, but the fact of the matter when a budget is passed by the State of Illinois, and if they hold to the percentage allotment, gaming will be legitimate in this city and under those conditions, I'm thinking out loud, if we're skirting the issue here and creating some kind of bias. Every license should stand on their own merit as presented by the Police Department and whether or not it fits the requirements. We are another set of eyes and ears with respect to liquor applications.

Mr. Amenta: No comments from me – everything was well put together.

Motion by Mr. Gehm, second by Mr. Amenta to recommend approval of a proposal for a class B3 liquor license for Romano Mercato Italiano, LLC to be located at 210 Cedar Street, St. Charles (former Isacco Kitchen).

Roll Call: Ayes: Gehm, Payleitner, Amenta; Nays: Lewis. **Motion Carried.**

6. Recommendation to approve a proposal for a class B liquor license for a new restaurant business to be located at 1 W Illinois Street, St. Charles (former Top Table Restaurant).

Chief Keegan: This is a recommendation to approve a proposal for a class B liquor license for a new restaurant business to be located at 1 W Illinois Street, St. Charles (former Top Table Restaurant). This request is for a Class B liquor license with a 1:00 a.m. late night permit. The owner of record, Marwan Taib is here who also operates/own the Spotted Fox Alehouse located at 3615 E Main Street. This is under the business venture Bolingbrook, LLC. We conducted a background check, visited the site and looked at his business model and his current business that has been operating here for the last few years in St. Charles, and am happy to report we did not see anything questionable. His d/b/a is yet to be named – the wheels are in motion, he just hasn't picked the name yet.

Ald. Payleitner: I see in his business plan a name "Foxy's on the River".

Marwan Taib: I just put that in. I'm still debating as I think the name is very critical for that location, since it failed a few times, so we want to have good, catchy name. It will be something on the river, for sure.

Chrmn. Rogina: I've known you for a while and you have established yourself very nicely into our community. Your plan is thorough and I am happy that this site will be utilize and wish you success.

Ald. Gehm: Any plans for the patio when the weather is cooperating?

Marwan: We're thinking to modify the outside a little bit. We hired an architect that does all of Shodeen's properties. The changes will be more cosmetic just to create some ambience; size and layout will be the same. No one has put any touches into this establishment for the last 25 years. Whatever changes we decide on will be submitted to the City for approval.

Chrmn. Rogina: Marwan added at patio onto his current business which looks nice and hopefully is doing well for you.

Marwan: It's been great. A patio gives you a competitive advantage and it gives it ambience. With this new business it's going to be more family oriented with an affordable price point. Too many fine dining attempts have not gone well at this location in the past. I think the success of the building will be the ambience. You can't put any more food into St. Charles.

Ald. Payleitner: By the time this goes before committee/council could you have sealed up on your d/b/a name?

Marwan: I've hired a consultant and will come down to three names and we'll then funnel those names through the City, Chamber and DSCP to come up with the final name.

Chrmn. Rogina: Back to Mrs. Romano, when are you planning to open up your business?

Mrs. Romano: December 1.

Chrmn. Rogina: You know you may open but won't be able to sell alcohol until final approval of the Council?

Mrs. Romano: Yes.

Marwan: Hoping to be open for Restaurant Week to get exposure within downtown and that leads to March Madness, St. Patrick's Day Parade, etc.

Motion by Mr. Gehm, second by Mr. Amenta to recommend approval of a proposal for a class B liquor license for a new restaurant business to be located at 1 W Illinois Street, St. Charles (former Top Table Restaurant).

Roll Call: Ayes: Gehm, Payleitner, Amenta; Nays: none; Lewis - Present. **Motion Carried.**

7. Discussion regarding Citation and Hearing Notices for:
a. A'Salute Lounge and Grill

Chrmn. Rogina: This is a complaint of violation being brought before the Liquor Control Commission to determine whether the St. Charles Local Liquor Control Commission, pursuant to this authority, shall revoke or suspend the local liquor license issued for A'Salute Lounge and Grill or impose a fine upon by reason of the Complain of Violation filed by the Police Department of an occurrence on or about October 30, 2015.

Now comes the petitioner James Keegan, Chief of Police of the City of St. Charles, Illinois and files this complaint before the Local Liquor Control Commission of the City of St. Charles that on or about October 30, 2015, at approximately 2:11 a.m., the licensee, A'Salute Lounge & Grill, by and through its employees, officers, and/or agents, committed the following offense in or upon the licensed premises at 2400 Eat Main Street, St. Charles, IL 60174 and allowed persons who were not employees of the licensee, to remain on or about the licensed premises after 2:00 a.m.

We do have the arraignment form submitted by the owner Mr. Donzelli and he plead guilty but requested a hearing mitigation of which I will grant.

Chief Keegan: We attempt to be very business-friendly here in the City of St. Charles especially with the Police Department in working with our owners and bar managers, but there are certain things we take a zero tolerance approach to which one is occupancy after hours. The charges brought before you this evening is for the occupancy, we did not substantiate that there was consumption taking place but there were folks outside the realm of their business – more folks inside than just workers.

Mr. Donzelli: We had quite a few police officers and vehicles there because a gentleman had called the police about a concern of a woman who was there of which I was taking home. About 1:45 a.m. I was clearing off tables myself. I have a new cocktail waitress, so I was helping her out. There were a few people in there such as a bartender who was not working that night but asked her to help out the cocktail waitress while I was called outside in the back by an officer in trying to explain the situation with the woman, who was a cook of mine also but was not cooking that evening. I was out with the officers for 10-15 minutes, otherwise I would have been inside the bar taking care of business. No one had a drink in their hand nor were they consuming any alcohol. There were so many police there that people were just standing around looking to see what was going on. There was one person on premise after 2:00 a.m. using the washroom. But some of the people that were there were employees. I plead guilty because of the gentleman that was using the facilities of my business. Also for the record, I have never had a police call in all the years I've been in business here in St. Charles.

Ald. Payleitner: There seems there was a number of people at your place. You said you were out back because of police officers at your door, but it says the first call was at 2:07 a.m. so that

was after 2:00 a.m. and the police arrived at 2:11 a.m. Of the seven other people listed, how many were employees and how many were patrons?

Mr. Donzelli: There were five employees and one was a fiancé of an employee who was there and he usually takes her home and I didn't think that was a problem.

Ald. Payleitner: The police report states there were 8 people of which you were one of those eight. How many were working at the time?

Mr. Donzelli: There were six total counting me...

Discussion continued between the two above as to the actual number of people on premises of who was working and not working.

Chrmn. Rogina: The fact is there were patrons who were not employees in the establishment after hours.

Mr. Amenta: If an employee is on the premises but isn't working that night – are they consider an employee or patron?

Atty. McGuirk: The position of the Police Department is if they're not working as employees on the clock, than they are a patron.

Chrmn. Rogina: We'll be going into Executive Session to discuss this. I have 7 – 10 day to act on this citation and you will get notified at such time. There will be no decision tonight.

b. The House Pub

Chrmn. Rogina: No one is here to represent the House Pub although the licensee has pleaded guilty and wanted to come here to mitigate but he is not present. Can I proceed under a guilty plea or do I need to postpone until next month?

Atty. McGuirk: Our notice says if they don't appear they are in default; although in this case he did file that he was guilty. That is up to you if you want to continue tonight. Has he contacted anyone at the City?

Tina: No he has not.

Chrmn. Rogina: I feel I'm in a position to deal with this matter and will read into the record as follows: This is a complaint of violation being brought before the Liquor Control Commission to determine whether the St. Charles Liquor Control Commission pursuant to this authority, shall revoke or suspend the local liquor license issued for The House Pub or impose a fine upon by reason of the Complaint of Violation filed by the Police Department of an occurrence on or about October 20, 2015 and states as follows that on or about October 20, 2015, at approximately 2:40 a.m., the licensee, The Stavi-Werks, Inc., d/b/a The House Pub, by and through its employees,

officers and/or agents, committed the following offense in or upon the licensed premise at 16 S Riverside Avenue, St. Charles IL 60174. First offense: allowed persons who were not employees of the licensee, to remain on or about the licensed premises after 2:00 a.m.; and second offense sold, gave, delivered or allowed the consumption of liquor to an intoxicated person. The record will reflect that licensee is not present and therefore in default of St. Charles city ordinances.

4. Other Business

Chrmn. Rogina: There has been one request within the timeframe of 45 days prior to the event, referring to a request from a licensee, The Finery, to ask for a 1:00 a.m. late night permit for New Year's Eve. That will go directly to City Council per the ordinance E-6 for advice and consent of City Council on December 7.

Ald. Payleitner: One other item – could we add a definition to our Liquor Code where we say a liquor license in good standing – could we define that?

Chrmn. Rogina: If they have a liquor license it would be in good standing if it's not suspended; otherwise they are operating so they are in good standing.

Ald. Lewis: So once they pay a fine and are in operation – they'll always be in good standing? Their past doesn't have anything to do with good standing?

Chrmn. Rogina: Once a year you have the right to renew that license and the Council can do what the please as far as requesting a definition or restrictions made.

Ald. Payleitner: I just wanted to be clear on what the definition is.

Chief Keegan: I would make a parallel to a driver's license. As police officers, if you run someone's license, you're going to look to see if it's valid, canceled, suspended, revoked and if valid is what comes up from the Secretary of State's office, in my mind's eye that's a license in good standing. If I do a query on a license and it has a blemish, per se, but it didn't rise to the level of being canceled, revoke, suspended; and in this case a liquor license if they are operating and valid, in my mind's eye, I would look at that as a good standing of a license.

Mr. Gehm: I guess a situation that could occur is if you suspend someone's license at the time they come for a renewal, they would not be in good standing at that time.

Ald. Lewis: So it all depends on the standing of your transgression?

Ald. Payleitner: Chief Keegan gave me the clarity that I needed. It's not that its bad or good but valid.

Chief Keegan: Also if a liquor license is ever revoked or suspended and there is a video gaming license connected to it, that too is also revoked or suspended in concert with the liquor license. You can't have one without the other.

5. Public Comments – none.

Motion by Ald. Payleitner, second by Mr. Gehm to enter into Executive Session to discuss liquor violations at 5:20 p.m.

Roll Call: Ayes: Gehm, Payleitner, Lewis, Amenta; Nays: None. **Motion Carried.**

6. Executive Session (5 ILCS 120/2 (c)(4)).

Motion by Ald. Payleitner, second by Gehm to come out of Executive Session at 5:40 p.m.

Voice Vote: Ayes: Unanimous; Nays: none. **Motion carried.**

7. Adjournment

Motion to adjourn by Mr. Gehm, second by Mr. Amenta at 5:41p.m.

Voice Vote: Ayes: Unanimous; Nays: none. **Motion carried.**



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Approve a Proposal for a Massage Establishment License for EC Salons Inc. d/b/a Eddie Caruso Salon to be located at 2400 E Main Street, St. Charles

Presenter: Police Chief Keegan

Please check appropriate box:

<input type="checkbox"/>	Government Operations (9/8/15)	<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 (12/21/15)

Estimated Cost:		Budgeted:	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
-----------------	--	-----------	-----	--------------------------	----	--------------------------

If NO, please explain how item will be funded:

Executive Summary:

Eddie Caruso Salon is an establish business located at 2400 E Main Street, St. Charles. Mr. Chris Cesario, owner of this business, is requesting a massage establishment license to be added to his place of business. Background investigations were conducted by a detective of the St. Charles Police Department and granting of a new massage license for Eddie Caruso Salon is recommended.

Attachments: *(please list)*

Massage Establishment Application (front page)
Background Check
Site Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for a massage establishment license for EC Salons Inc. d/b/a Eddie Caruso Salon to be located at 2400 E Main Street, St. Charles.

For office use only:

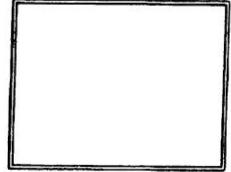
Agenda Item Number: 4



City of St. Charles

Office of the Mayor

Two East Main Street
St. Charles, Illinois 60174-1984
Phone: 630-377-4445 • Fax: 630-377-4440



SAGE ESTABLISHMENT LICENSE APPLICATION

IMPORTANT: Application must be **completed in full** and **notarized** before it will be accepted.
All fees must be paid at the time the application is submitted.

Annual License Application Fee: \$250.00

Fingerprint Fee: \$50.00

NOTE: Applicant **must be fingerprinted by the St. Charles Police Department** and **must provide two passport-size photographs** (1" x 1.5" head and shoulders area, face forward) with this application.

1. New License Application Renewal Application Application Change

2. Please select the option that best describes your business:

Corporation Partnership Individual

3. Business Name: DBA: EDDIE CARUSO SALON (EC SALONS INC.) Sales Tax#: [REDACTED]

Business Address: 2400 E. MAIN ST. STE 109 Business Phone: 630 587 0680

4. Name of Applicant: CHRISTOPHER CESARIO Home Phone: [REDACTED]

Home Address: [REDACTED] City/Zip: BARTLETT, IL 60103

Social Security #: [REDACTED] Date of Birth: [REDACTED]

Driver's License #: [REDACTED] Issuing State: IL

****Must include a photocopy of government issued identification card.**

5. Have you ever been convicted of a criminal ordinance violation (other than minor traffic offences):

Yes No

6. If yes, explain in detail:

N/A



Memo

Date: 12/18/2015

To: The Honorable Ray Rogina, Mayor-Liquor Commissioner

From: James Keegan, Chief of Police

Re: Background Investigation: Eddie Caruso Salon-2400 E. Main Street, Suite 109

The purpose of this memorandum is to document and forward to your attention the results of the background investigation conducted by members of the St. Charles Police Department concerning the above mentioned establishment.

As is customary procedure, a detective was assigned to this investigation and reviewed not only the site location via an inspection, but also the corresponding application and applicant.

We found nothing of a derogatory nature that would preclude either the site location or the applicant from moving forward with a massage license, subject to Council/Commission approval.

Thank you in advance for your consideration in this matter.

BACK

BATHROOM #2

BACK ROOM

LAUNDRY ROOM

MASSAGE
THERAPY ROOM

BATHROOM #1

COLOR/
CHEMICAL
AREA

SHAMPOO AREA

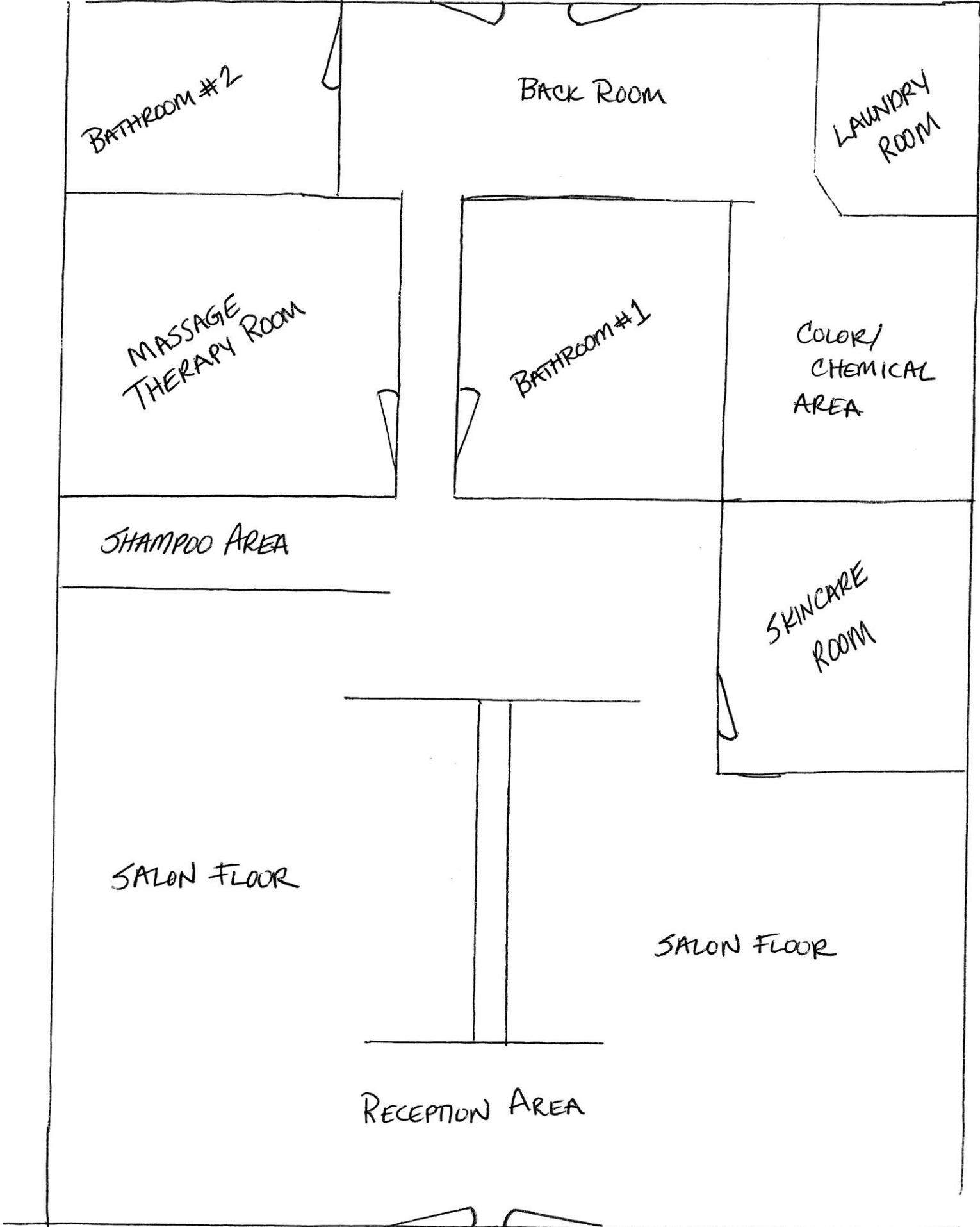
SKINCARE
ROOM

SALON FLOOR

SALON FLOOR

RECEPTION AREA

FRONT





ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation to Approve a Proposal for Onesti Entertainment Corp. for a New Class B license for Club Arcada to be Located on the 3 rd Floor of 105 E Main Street, St. Charles
Presenter:	Chief Keegan

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 (12/21/15)

Estimated Cost:		Budgeted:	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
-----------------	--	-----------	-----	--------------------------	----	--------------------------

If NO, please explain how item will be funded:

Executive Summary:

This is a request from Mr. Onesti of Onesti Entertainment Corp. for a new Class B license with a 1:00 a.m. late night permit to be located on the 3rd floor of 105 E Main Street, St. Charles to introduce a new business model called Club Arcada. All paperwork has been approved as well as fingerprints and BASSET certifications are in order. This will be a second liquor license located in Arcada Theatre at 105 E Main Street and according to City Code any additional licenses under one roof of the same address must be granted as an independent license.

5.08.220 License – Multiple Locations

Where two (2) or more locations, places or premises are under the same roof or at one street address, a separate local liquor license shall be obtained for each such location, place or premise; provided that nothing herein contained shall be so construed as to prevent any hotel or motel operator licensed under the provisions of this chapter from serving alcoholic liquor to his registered guests in any room or part of his hotel or motel, if such liquor so served shall be kept in and served from a licensed location, place or premises in said hotel or motel. (Ord. 2015-M-14 § 1; Ord. 2010-M-29 § 1.)

Attachments: *(please list)*

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

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for Onesti Entertainment Corp. for a new Class B license for Club Arcada to be located on the 3rd floor of 105 E Main Street, St. Charles.

<i>For office use only:</i>	<i>Agenda Item Number: 5</i>
-----------------------------	------------------------------



Memo

Date: 12/18/2015
To: The Honorable Ray Rogina, Mayor-Liquor Commissioner
From: James Keegan, Chief of Police
Re: Background Investigation-Onesti Entertainment/Club Arcada (B License)

The purpose of this memorandum is to document and forward to your attention the results of the background investigation conducted by members of the St. Charles Police Department concerning the above mentioned establishment.

As you are aware, Onesti Entertainment has submitted an application to introduce a new business model in the Arcada Theatre on the third floor called *Club Arcada*. Currently, the Arcada Theatre delivers alcohol pursuant to the following language codified within our D-5 ordinance language:

D-5. Class D-5 licenses shall authorize the retail sale of alcoholic liquors for consumption on the premises only, of the theater premises located at 105 East Main St. The sale of alcoholic liquors shall be from one (1) permanent location in the vestibule, one (1) service bar in the balcony, and up to two (2) other service bars as dictated by the event.

Their request seeks two new alcohol service points on the 3rd floor (see floorplan); therefore this application is a request for Class B liquor license with a 1:00 a.m. late night permit. According to City Code, *Club Arcada* must operate under a separate license even though it will be owned by Mr. Onesti and the business location is at 105 E Main Street pursuant to the following language codified within our ordinance language:

5.08.220 License – Multiple Locations

Where two (2) or more locations, places or premises are under the same roof or at one street address, a separate local liquor license shall be obtained for each such location, place or premise; provided that nothing herein contained shall be so construed as to prevent any hotel or motel operator licensed under the provisions of this chapter from serving alcoholic liquor to his registered guests in any room or part of his hotel or motel, if such liquor so served shall be kept in and served from a licensed location, place or premises in said hotel or motel. (Ord. 2015-M-14 § 1; Ord. 2010-M-29 § 1.)

The site location/floor plans and the corresponding application materials were reviewed by my staff. We also reviewed their business plan and police related calls for service. We found nothing of a derogatory nature that would preclude either the site location or the applicant from moving forward with expanded liquors sales and on-site consumption, subject to City Council approval.

Thank you in advance for your consideration in this matter.

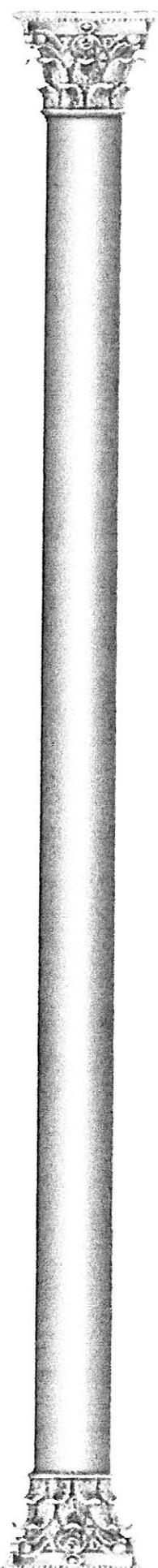
Club Arcada

Scope of Business

Club Arcada was originally opened in 1926 to compliment show attendees with soft drinks and as a pre-show holding room. It operated as a speakeasy during Prohibition, and a Chartreuse room (French Liquor) after Repeal Day in 1933 in what is now operating as The House Pub.

We are looking to bring back that original feel of the Roaring Twenties by re-opening Club Arcada on the 3rd floor of the theatre building. It would feature Prohibition-era drinks, flapper-girl floor shows, period music, comedy, jazz and blues. It would be a 21 and over facility open Wed- Sun until 1am.

The club would also serve a small menu of small plate items to eat and be geared toward pre-show and after show bar activity. Wine, beer and spirits will be served. A full service bar will be located on the third floor.



Club Arcada Speakeasy

St. Charles, Illinois

Proposed Food Menu

Meatball Sliders

Italian Beef Sliders

Tomato Basil Bruschetta

Caprese Salad

Cannoli

Cheese and Salami Platter

The Onesti Entertainment Corporation
105 East Main Street • St. Charles, Illinois 60174
630.962.7000 www.O-Shows.com

Club Arcada Proposed Drink Menu

Moscow Mule

(Tito's Handmade Vodka, Barritts Ginger Beer, Lime Juice)

1.5oz Tito's Vodka

3oz Barritt's Ginger Beer

.5oz Fresh Lime

Glass: Copper Mug

Method: Build in mixing glass. Add vodka and lime juice with ice. Shake. Add ginger beer and strain over fresh ice.

Garnish: Lime Wedge

Old Fashioned

(Woodford Reserve Bourbon, Angostura Bitters,

.5oz simple syrup

2 orange rind

1 cherry

2 dashes of Angostura bitters

2oz of Woodford Reserve Bourbon

1oz Club Soda

Build in mixing glass. Muddle 2 orange rinds in mixing glass. Add simple syrup and two dashes of bitters. Add cherry and fill glass with ice. Add Bourbon and soda. Stir with mixing spoon.

Cheerio AKA Tom Collins

(Smirnoff Vodka, Sour Mix, Club Soda)

1.5oz Smirnoff Vodka

3oz Sour Mix

Splash Club Soda

Glass: 16oz Gibraltar

Method: Build in mixing glass. Add vodka and sour mix with ice. Shake. Add splash of soda water and strain over fresh ice.

Garnish : Two cherries

Purple Haze

(Titos Vodka, Bacardi Razz Rum, Tanqueray Gin, Sour Mix, Lemon-Lime Soda, Chambord Raspberry Liquor)

.5oz Titos Vodka
.5oz Bacardi razz Rum
.5oz Tanqueray Gin
3oz Sour Mix
1oz Lemon-Lime Soda
.5oz Chambord Raspberry Liquor (Float)

Glass: 16oz Gibraltar

Method: Build in mixing glass. Add vodka, rum, gin, and sour mix in mixing glass. Shake. Add lemon lime soda and strain over fresh ice. Float Chambord. Squeeze and drop lemon.

Garnish: Lemon Squeeze

Rusty Nail

(Dewers White Scotch, Drambuie)

1¼ oz Dewers White Scotch
¾ Drambuie

Glass: 8oz Rocks

Method: Build in mixing glass. Add 1 ¼ oz of scotch. Add ¾oz of Drambuie. Stir with stirring spoon.

Garnish : Lemon twist

Vintage Vixen

(Bacardi Rum, Blackberry Brandy, Banana Liquor, Grenadine, Sour mix, Orange Juice, Myers Dark Rum)

.5oz Bacardi Rum
.5oz blackberry brandy
.5oz banana liquor
.5oz grenadine
2oz sour mix
1oz Orange juice
float
.5oz Myers Dark Rum

Glass: 16oz Gibraltar

Method: Build in mixing glass. Add brandy, rum, banana liquor, grenadine, orange juice and sour mix in mixing glass. Shake. Strain over fresh ice. Float Myers Dark rum.

Garnish: Cherry, Orange

Salty Dog

(Titos Vodka, Grapefruit Juice)

1.5 oz Titos Vodka
3oz Grapefruit Juice

Glass: 8oz Rocks

Method: Build in mixing glass. Add 1.5 oz of vodka. Add 3oz of grapefruit juice. Shake. Strain over fresh ice.

Garnish : Lemon twist

The Gatsby

(Grey Goose Citron, Peach Schnapps, Banana Liquor, Orange Juice, Pineapple Juice, Cranberry)

1oz Grey Goose Citron Vodka

.5oz Peach Schnapps

.5oz Banana Liquor

(top with)

Orange/Pineapple juice

(Splash)

Cranberry

Glass: 16oz Gibraltar

Method: Build in mixing glass. Add vodka, peach schnapps, banana liquor in a mixing glass. Shake. Add orange juice and pineapple juice. Strain over fresh ice. Float Cranberry.

Garnish: Orange Twist and cherry



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Approve a Proposal for Class B liquor license for Title House to be located at 101 E Main Street, St. Charles

Presenter: Chief Keegan

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 (12/21/15)

Estimated Cost:		Budgeted:	YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
-----------------	--	-----------	-----	--------------------------	----	--------------------------

If NO, please explain how item will be funded:

Executive Summary:

This is a request for a new Class B liquor license for Title House to be located at 101 E Main Street, St. Charles, IL (former Starbuck’s location). This business is not requesting a late night permit.

All paper work is in order, background check has been completed by the Police Department, as well as fingerprint and BASSET certification..

This application is recommended by city staff for approval to move forward to Committee.

Attachments: *(please list)*

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

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for Class B liquor license for Title House to be located at 101 E Main Street, St. Charles.

For office use only: *Agenda Item Number: 6*

Date: _____
() 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 Class B

Business Name TITLE HOUSE Sales Tax # _____

Business Address 101 E. MAIN ST. ST. CHARLES, IL 60174 Business Phone # 702-805-8059

Contact Person MARIANNA RIDENDUR Title MS. Phone # _____

If Corporation, Corporate Name TITLE HOUSE INC.

Corporation Address 101 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 MARIANNA M. RIDENDUR Title MS.

Birth Date _____ Birthplace HONOLULU, HI Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

Full Name, include Middle Initial _____ Title _____

Birth Date _____ Birthplace _____ Driver's License # _____ Home Phone # _____

Home Address _____

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

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:

Initial: Liq Comm _____
Police Chief _____



Memo

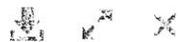
Date: 12/18/2015
To: The Honorable Ray Rogina, Mayor-Liquor Commissioner
From: James Keegan, Chief of Police
Re: Background Investigation-Title House Restaurant & Tavern/101 E. Main Street (Class B)

The purpose of this memorandum is to document and forward to your attention the results of the background investigation conducted by members of the St. Charles Police Department concerning the above mentioned establishment.

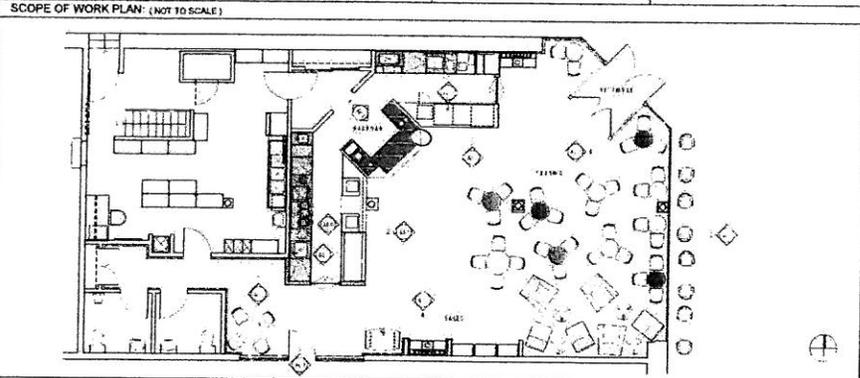
As you are aware, this location housed the former Starbucks coffee shop that has since relocated to 1st Street. The business plan submitted seeks approval to operate as a class B restaurant license with a full-service kitchen.

The site location/floor plans and the corresponding application materials were reviewed by my staff. We also reviewed their business plan, Dram Shop insurance (quote) and their articles of incorporation paperwork through the Illinois Secretary of State. We found nothing of a derogatory nature that would preclude either the site location or the applicant from moving forward with an on-site consumption license, subject to City Council approval. This location is NOT requesting a late night permit.

Thank you in advance for your consideration in this matter.



<p>GENERAL NOTES:</p> <ol style="list-style-type: none"> 1. ALL WORK SHALL BE IN ACCORDANCE WITH THE CITY OF ST. CHARLES SPECIFICATIONS AND THE ILLINOIS CONSTRUCTION CODE. 2. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND INSURANCE. 3. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES. 4. ALL UTILITIES SHALL BE PROTECTED AND MARKED PRIOR TO CONSTRUCTION. 5. THE CONTRACTOR SHALL MAINTAIN THE EXISTING CURBS AND SIDEWALKS. 6. ALL MATERIALS AND METHODS SHALL BE APPROVED BY THE CITY ENGINEER. 7. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE PROTECTION OF ALL EXISTING UTILITIES. 8. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME. 9. THE CONTRACTOR SHALL MAINTAIN A NEAT AND ORDERLY WORK SITE. 10. ALL MATERIALS SHALL BE STORED PROPERLY ON THE SITE. 11. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE PROTECTION OF ALL EXISTING STRUCTURES. 12. ALL WORK SHALL BE COMPLETED IN ACCORDANCE WITH THE CITY OF ST. CHARLES SPECIFICATIONS AND THE ILLINOIS CONSTRUCTION CODE. 	<p>LEGEND:</p> <ul style="list-style-type: none"> 1. EXISTING CURB 2. EXISTING SIDEWALK 3. EXISTING DRIVEWAY 4. EXISTING DRIVE 5. EXISTING SIDEWALK 6. EXISTING DRIVEWAY 7. EXISTING DRIVE 8. EXISTING SIDEWALK 9. EXISTING DRIVEWAY 10. EXISTING DRIVE 11. EXISTING SIDEWALK 12. EXISTING DRIVEWAY 13. EXISTING DRIVE 14. EXISTING SIDEWALK 15. EXISTING DRIVEWAY 16. EXISTING DRIVE 17. EXISTING SIDEWALK 18. EXISTING DRIVEWAY 19. EXISTING DRIVE 20. EXISTING SIDEWALK 21. EXISTING DRIVEWAY 22. EXISTING DRIVE 23. EXISTING SIDEWALK 24. EXISTING DRIVEWAY 25. EXISTING DRIVE 26. EXISTING SIDEWALK 27. EXISTING DRIVEWAY 28. EXISTING DRIVE 29. EXISTING SIDEWALK 30. EXISTING DRIVEWAY 	<p>GENERAL NOTES:</p> <ol style="list-style-type: none"> 1. ALL WORK SHALL BE IN ACCORDANCE WITH THE CITY OF ST. CHARLES SPECIFICATIONS AND THE ILLINOIS CONSTRUCTION CODE. 2. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND INSURANCE. 3. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES. 4. ALL UTILITIES SHALL BE PROTECTED AND MARKED PRIOR TO CONSTRUCTION. 5. THE CONTRACTOR SHALL MAINTAIN THE EXISTING CURBS AND SIDEWALKS. 6. ALL MATERIALS AND METHODS SHALL BE APPROVED BY THE CITY ENGINEER. 7. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE PROTECTION OF ALL EXISTING UTILITIES. 8. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME. 9. THE CONTRACTOR SHALL MAINTAIN A NEAT AND ORDERLY WORK SITE. 10. ALL MATERIALS SHALL BE STORED PROPERLY ON THE SITE. 11. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE PROTECTION OF ALL EXISTING STRUCTURES. 12. ALL WORK SHALL BE COMPLETED IN ACCORDANCE WITH THE CITY OF ST. CHARLES SPECIFICATIONS AND THE ILLINOIS CONSTRUCTION CODE. 	<p>STARBUCKS COFFEE COMPANY</p> <p>101 E. MAIN STREET ST. CHARLES, IL 60174</p> <p>PROJECT NO. 00280-043</p> <p>DATE: 05/26/20...</p>
--	--	--	--



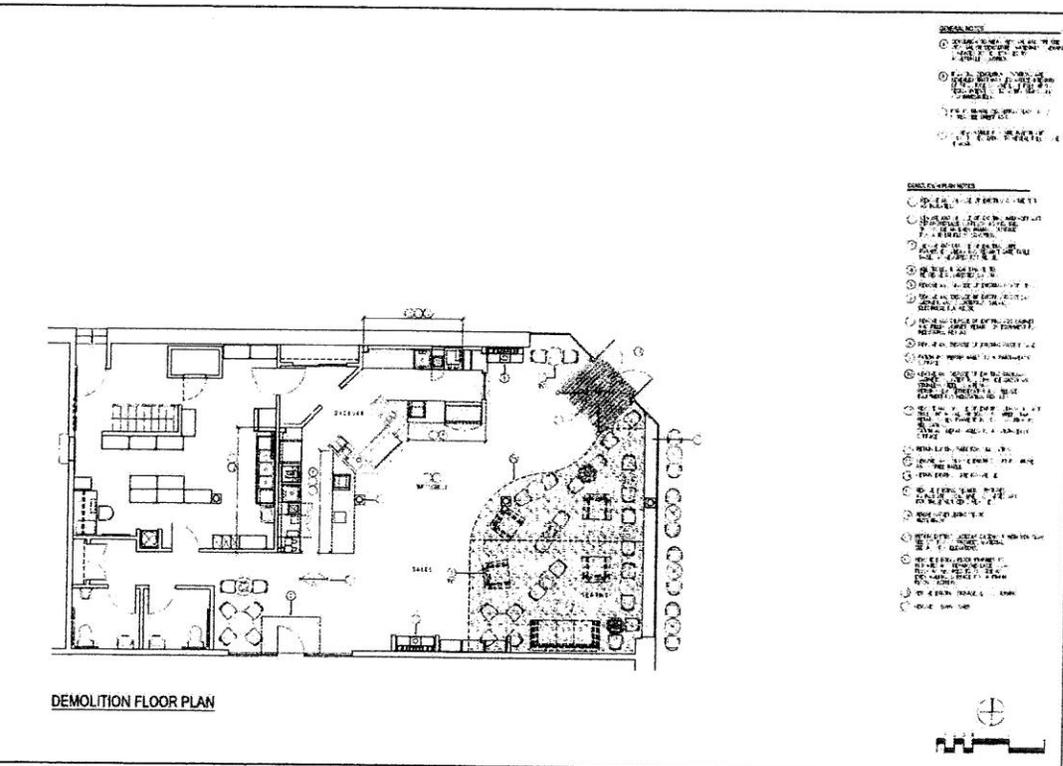
APPROVAL STAMPS:

INDEX OF SHEETS:

NO.	DESCRIPTION
1	SCOPE OF WORK PLAN (NOT TO SCALE)
2	DEMOLITION FLOOR PLAN
3	DEMOLITION PLANS

PROJECT INFORMATION / SCOPE OF WORK

A1.0



STARBUCKS COFFEE COMPANY

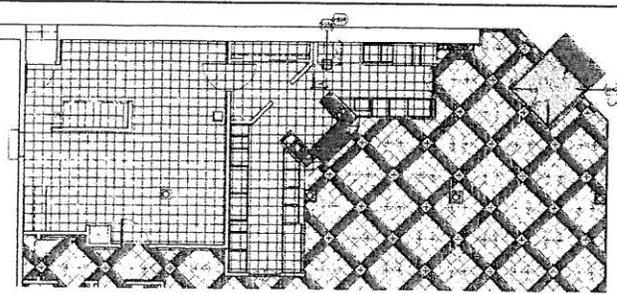
101 E. MAIN STREET
ST. CHARLES, IL 60174

PROJECT NO. 00280-043

DATE: 05/26/20...

DEMOLITION PLANS

A3.0



GENERAL NOTES:

1. ALL WORK SHALL BE IN ACCORDANCE WITH THE CITY OF ST. CHARLES SPECIFICATIONS AND THE ILLINOIS CONSTRUCTION CODE.
2. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND INSURANCE.
3. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES.
4. ALL UTILITIES SHALL BE PROTECTED AND MARKED PRIOR TO CONSTRUCTION.
5. THE CONTRACTOR SHALL MAINTAIN THE EXISTING CURBS AND SIDEWALKS.
6. ALL MATERIALS AND METHODS SHALL BE APPROVED BY THE CITY ENGINEER.
7. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE PROTECTION OF ALL EXISTING UTILITIES.
8. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.
9. THE CONTRACTOR SHALL MAINTAIN A NEAT AND ORDERLY WORK SITE.
10. ALL MATERIALS SHALL BE STORED PROPERLY ON THE SITE.
11. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE PROTECTION OF ALL EXISTING STRUCTURES.
12. ALL WORK SHALL BE COMPLETED IN ACCORDANCE WITH THE CITY OF ST. CHARLES SPECIFICATIONS AND THE ILLINOIS CONSTRUCTION CODE.

STARBUCKS COFFEE COMPANY

101 E. MAIN STREET
ST. CHARLES, IL 60174

PROJECT NO. 00280-043

DATE: 05/26/20...

DEMOLITION PLANS

A3.0

Business Plan For
Title House

Title House
Restaurant and Tavern

Submitted by:
Marianna Ridenour
St. Charles, IL
03 December 2015

Table of Contents

I.	Executive Summary.....	Pg: 3
II.	Introduction.....	Pg: 4
III.	Industry Analysis.....	Pg: 4 & 5
IV.	Organization.....	Pg: 5 & 6
V.	Management/Human Resources.....	Pg: 6 & 7
VI.	Operations.....	Pg: 7 & 8
VII.	Competitive Analysis.....	Pg: 8 & 9
VIII.	Marketing.....	Pg: 9 - 11
IX.	Assumptions Page.....	Pg: 12
X.	Financial Documents.....	Pg: 13-15
XI.	Appendix.....	Pg: 16-19

Executive Summary

References in this document to “Title House,” “Title House Inc.,” “company,” “we,” “us,” “TH,” “THinc,” and “our” refer to the business of Title House Inc.

Title House is a new and exciting restaurant concept featuring a variety of fresh, locally sourced, boldly flavored, made-to-order menu items. Our restaurant will create an upscale sports style atmosphere that includes an extensive multi-media system, a full bar and an open layout which will appeal to sports fans and families alike. Our concept will offer elements of a casual dining restaurant, an evolving menu utilizing high-quality ingredients, craft beer and specialty cocktail options, and a multitude of television viewing opportunities. We will feature a flexible service model that allows our guests to choose among convenient dining options such as casual counter service, tableside full-service or take-out. Our unique and extensive food menu and inviting atmosphere, combined with our guests’ ability to customize their dining and viewing experience, will drive guest visits and loyalty.

We want to establish our brand through coordinated marketing and operational execution that ensures brand recognition and the quality and consistency of our concept. These efforts include marketing programs and aggressive advertising to support our restaurant. Our concept is further strengthened by our emphasis on operational excellence supported by stringent operating guidelines and comprehensive employee training.

Our business goal is to continue to grow and develop the Title House theme. To do so, we plan to execute the following:

- Offer a fresh, locally-sourced, boldly-flavored menu with broad appeal.
- Create an inviting, upscale neighborhood atmosphere.
- Enable our guests to customize their dining and viewing experience.
- Continue to strengthen the Title House name.
- Focus on operational excellence.
- Increase same-store sales and average unit volumes.

Introduction

Mission Statement

Title House will be the premier destination for sports fans in St. Charles and beyond. We will offer great food and service, customizable viewing options, and an upscale casual sports atmosphere unparalleled in the area.

Title House will strive to be the premier sports themed restaurant in the Tri-City area. This will be the finest, most comfortable sports bar in this region. At this sports bar we want our customers to have a more exciting experience during their favorite sport and dining time. This sports bar will provide more televisions with more sporting events than anywhere else in the region. This sports bar will provide state-of-the-art table-top audio control at each table so the customer can listen to the selected program of his or her choice without interference from background noise. The sports bar will combine menu selection, atmosphere, lighting, service and sports to create a sense of excitement in order to reach our goal of over-all value in a dining and entertainment experience.

Title House Inc. only shareholder is Marianna Ridenour. She will be the principal owner of the restaurant. The expected open date for this restaurant will be 02 April 2016. This will give us the opportunity to serve customers for the upcoming 2016 sports seasons.

Industry Analysis

The restaurant industry is an enormous part of our economy. The industry is one of the top employers in the country. There are many categories of restaurants so, outlined below is the services sector and the restaurant industry. According to the National Restaurant Association the 2015 industry outlook is:

- Sales: est. \$709.2B (record high)
- 945,000 locations
- 12.7M employees
- \$1.94B in daily sales
- Families spent almost \$2700 per year in away-from-home food
- **78 percent** of adults agree that going out to a restaurant with family or friends gives them an opportunity to socialize and is a better way to make use of their leisure time than cooking and cleaning up.

According to the United States Department of Labor, "Between 2006 and 2016, the Hospitality industry is expected to add 18 percent in wage and salary employment. Within the industry, wage and salary jobs in food services and drinking places are

expected to increase by 17 percent between 2006-16, compared to 14 percent growth projected for wage and salary employment in all industries combined”. Also, “The accommodation and food services sector makes up approximately 8 percent of all employment nationally (Bureau of Labor Statistics, Industry at a Glance)”.

The industry trends to watch:

- Greater use of technology and worker training as a means to boost productivity and efficiency.
- Continued increased focus on healthy lifestyles and restaurants providing customers with fresh, local choices and customization.
- Increased upgrades and improvements in decor and becoming environmentally friendly.

An interesting article from _____ states that “Unknown restaurant concepts being cultivated today are the industry’s ‘baby gorillas’. Like a baby gorilla, a fledgling upstart restaurant may be small enough to pick up now, but too large to handle within just a few years. An increasing number of restaurant concepts being launched and nourished now will be category killers in the next decade, blazing past national chains and forcing a significant change in the top 400 restaurant companies. Because change unfolds at an exponential rate, keep an eye on ‘baby’ brands that show signs of growing into the next 800-pound gorilla”. The Title House will serve several market sectors. We will have an upscale casual atmosphere, a revolving food and drink menu that caters to consumers’ demand for organic, local, and specialty options, as well as accommodating the sports and television enthusiast alike. The restaurant will have to serve multiple uses; for example, workday breakfast and lunch, dinner with the family, popular television series viewing parties, watching the big game, late-night cravings, and take-out. Every position in the restaurant will have a view of at least 2 televisions, so every viewing preference will be met. In addition, a separate dining area will be available for corporate meetings, viewing parties, and other private functions.

Organization

Title House Inc. will be held privately by a corporation owned by Marianna Ridenour. The restaurant will be located at 101 E. Main Street, Saint Charles, Illinois, 60174. Saint Charles already draws a large audience that frequents a number of area restaurants and taverns. Title House will offer an experience that caters to the successful business professional sports fan, a part of said audience that is currently underserved in the community.

The restaurant will need to serve several market sectors. It will have a family atmosphere as well as cater to the sports enthusiast. The restaurant will have a lunch menu, dinner menu, and the bar menu. The restaurant will also have weekly happy hour drink specials along with lunch and dinner specials, nightly and weekly events, as well as a private venue to sponsor other television viewing events. With the coveted summer weather in Illinois being favorable to seasonal outdoor activities, we believe sidewalk café tables are an important part of the overall success of the restaurant.

To help save on insurance cost and claims, top management will stress safety, stress safety, and stress more safety. Safety starts with the hiring process. The company will be thorough in efforts to screen employees and will implement pre-employment drug tests. This should help reduce on-the-job accidents that lead to insurance claims.

The insurances for the pub that must be acquired include workman's compensation, property & liability, liquor liability, and health insurance. Workman's compensation covers employees in case of harm attributed to the workplace. The property and liability insurance protects the building from theft, fire, natural disasters, and being sued by a third party. Liquor liability insurance provides coverage for bodily injury or property damage for which the insured may be held liable for contributing intoxication to any person. The company will need liquor liability insurance before liquor licenses are granted. Employee health insurance will be provided for the full time employee and will probably be the most expensive. Actual prices may vary and are dependent upon the number of employees. Quotes are relatively easy to get and will be added at the time insurance is acquired.

Professional accounting services will be employed immediately to ensure proper organization of the books. We will forecast a sales growth of 10% per year. The company will gain market share because of the atmosphere, quality of ingredients, and exceptional viewing experience.

Management/Human Resources

Current management will include Marianna Ridenour as Owner and General Manager. Other key personnel will be hired on an as-needed basis. There is not expected to be any shortage of qualified and available staff and management from local labor pools in each market area.

Benefit plan for full time employees

- Health insurance will be provided for all full-time personal.
- One paid vacation week after a year of employment.
- Three sick days will be provided
- 401k option if employee desires
- Dental will be on a 60/40 pay program
- Education reimbursement will be provided as a predetermined % in order to attract and retain responsible and competent employees.

Marianna Ridenour will be the President, CEO, and General Manager of Title House. General duties will be to oversee the daily operations of the restaurant, inventory and ordering of food, equipment, and supplies and arrange for the routine maintenance and upkeep of the restaurant, its equipment, and facilities. The General Manager will take a yearly salary only when the business begins seeing a profit from operations.

There will be two assistant managers for the restaurant and their duties will be to oversee the personnel when the General Manager is not available. One of the managers will deal mainly with the cooks and the other with the wait staff and bartenders.

There will be two to six cooks (depending upon need) and each scheduled to work at most forty hours a week. They will have eight hour shifts and get paid up to \$12 per hour. The benefit plan may also be provided.

There will be two to five bartenders. They will work forty hours a week if so desired. They will be paid up to \$6.00 per hour depending on experience and may also be eligible to receive the benefit plan.

There will be three to five servers on staff who will assist in host/hostess positions as well. There will be some part time positions and full time positions. They will be paid up to \$6.00 per hour plus gratuity.

Manage Team Structure



As stated before, a professional accountant will be employed immediately in order to ensure proper bookkeeping procedures.

Employees will be trained not only in their specific operational duties but in the philosophy and applications of our concept. They will receive extensive information from the managers and be kept informed of the latest information on healthy eating.

For process and benchmarking a big emphasis is being placed on extensive research into the quality and integrity of our products. They will constantly be tested for our own high standards of freshness and purity. Food costs and inventory control will be handled by our computer system and checked daily by management.

Operations

The key food suppliers for the business will be Maines, Get Fresh, or other reputable wholesale food distributors. THInc. will select the supplier that provides us a store credit, has exceptional delivery times, and has the best overall prices. Local liquor distributors will be utilized, including Southern Wine and Spirits, Wirtz Beverage, and Euclid Beverage. We will acquire office supplies from Office Max or Staples. The rest

of the restaurant supplies (pots, pans, silverware, cooking utensils) will come from the most reputable dealer.

The inventory management and order taking and processing will be processed on touch screen point-of-sale monitors placed throughout the restaurant and bar area. The software for the business will either be Micros, Aloha, or another premiere restaurant software programs. This software can be altered to the business needs and many companies offer customer service if we are ever in need. The software will include a point of sale menu, inventory control analysis, credit card sales, bar and quick serve menu, office management, and much more.

We will provide ongoing training programs to assist with customer service and quality control. The training will include preparation of menu items, quality and food portion control, beverage and inventory management, using the software, cleanliness, organization and sanitation standards, marketing and public relations. All OSHA regulations will be taught and followed by all employees. All proper health documents and other licenses will be acquired and required for all employees, even management.

Competitive Analysis

TH is an upscale dining, sports-themed restaurant. The geographic area that TH will cover is Saint Charles, Geneva, Batavia and surrounding markets. TH hopes to zero in on the local market as well as attract and retain a following with visitors.

There are many taverns and restaurants in the area but none of them focus on a high-class sports bar theme. TH will offer a true sports bar theme and style. We will embrace all sports, and our focus will be on history and timelessness. Within a short distance of the proposed location are 15+ restaurants and bars, and not a single one of them is sports bar themed. These establishments include Francesca's, Zaza's, Wok n' Fire, Taste of the Himalayas, El Puente, Riverside Pub, Alley 64, Pub 222, The Beehive, House Pub, The Filling Station, The Office, and Alibi, and Solerno's to name a few.

The top competitor is Buffalo Wild Wings which is 2.6 miles away. Buffalo Wild Wings is a sports bar that offers an extensive menu with chicken products, full bar service, and sporting events on many TV's. Buffalo Wild Wings shares a part of the same target market as TH, but TH's focus caters to business professionals with higher income. Buffalo Wild Wings has a casual family dining experience and sports bar theme all in one restaurant. One advantage that we hold is that Marianna Ridenour was a manager at a Buffalo Wild Wings for three years. This gives TH management the insight to emulate the winning concepts, yet fine-tune TH to be its own separate and recognizable entity. TH will differentiate itself from Buffalo Wild Wings by offering a high-quality menu selection, sophisticated atmosphere, and comfortable, personalized service.

Herein, we will use a SWOT analysis to help better understand the business, determine the target market, and develop a marketing plan.

Strengths

- Only sports pub of its kind in the area
- Full, fresh, locally-sourced menu
- Upscale sports themed atmosphere
- Lots of TV's
- Will use TV and radio commercials to communicate to the various markets.
- Offer high quality audio and video equipment for their customer viewing and listening pleasures.
- High visibility, centralized location
- Attentive, experienced staff
- Arcada Theater

Weaknesses

- No brand recognition
- Location Size
- Company size

Opportunities

- To attract and retain financially successful sports fans in the area
- Possible future expansion
- Many outlets for advertising

Threats

- Another sports bar could move into this area
- Current growth desirable to competition
- Fast food chains, people could get their food and watch sports at home
- Higher food cost stemming from organic, local ingredients
- Inflation affecting operations for food, labor, and restaurant operating costs
- Keeping trained efficient staff

Marketing

TH's target market is the sports enthusiast, the business entertainer/owner, other service industry professionals, and the local night crowd, as well as families dining out. We want a variety of customers and will make sure everybody can enjoy the TH experience.

TH is planning a well-advertised grand opening before the start of the 2016 MLB regular season. The opening date will be a couple weeks before the grand opening and this will allow the employees to become familiar with the operations and customer interaction. The grand opening will be advertised in the local papers, radio, and many social media platforms. TH will pursue an aggressive marketing campaign targeted at the local sports fan market as white and blue-collar professionals.

Pricing

All menu items are reasonably priced considering our fresh, never frozen, locally-sourced ingredients. An average plate price will be \$10 - \$15 and alcoholic drinks will run \$6 - \$10. Bills will be considerably larger for game day visitors due to their length of stay. Our goal is to keep the customer happy and in awe of the service and the atmosphere, thereby ensuring their return. At TH we will take great care and pride in the guest experience. There will be no other place like ours and we plan to take full advantage of our exciting concept.

Promotional Tools

- Advertising
 - Wall posters advertising specials and menu items
 - V.I.P. parties available
 - Outdoor/Theater common-area message board changed weekly or daily
 - Grand Opening celebration
 - Yearly store birthday parties to celebrate the success of each year
 - We will also advertise in the phone book
 - Weekly or Monthly e-news letter with specials
 - An up-to-date email list
 - Website and smartphone app showing current draft beer and menu changes
- Local Store Marketing / Public Relations
 - School programs - perfect attendance, honor roll, team sponsorship, management internships
 - Customer raffle for sports jersey's or gift certificates
 - Public Service discounts for police, firefighters, EMTs, etc.
 - Birthday Giveaways
- Local Media
 - Direct mail - containing interior pictures of our restaurant, our prices, "Theme Nights," and an explanation of our concept
 - Radio campaign - complete with live remotes in our parking lot. We will pick the three top local stations with which to place our short and catchy ads. We will also sponsor radio call-in contests with free meal coupons to Title House as the prize. We will also make "live on the air" presentations of our food products to the disk jockeys, hoping to get the promotions broadcasted to the listening audience.
 - Cross promotion with the Arcada theater

- Newspaper campaign - placing several large ads throughout the month to explain our concept to the local area
- Cable TV - will be a possibility if we can secure favorable rates with enough frequency.
- Restaurant web page – this will give the internet users access to menus, daily specials, weekly promotions, and even placing pick up orders
- Google AdSpace and other forms of internet advertising
- Billboards
- Strong social media presence

Title House’s marketing budget will be a flexible \$4000 quarter. This will be more aggressive in the beginning. Being flexible in the marketing budget will let the advertisers adjust for different sporting events such as the Super Bowl, Stanley Cup, NBA finals, NASCAR events and the World Series. The marketing budget can be allocated in any way that best suits the time of year.

We will measure how well the advertising campaign is working. We will take random surveys of the customers that are in the restaurant as well as have a comments page on the website. What we would like to know is how the customer heard of TH and how they like it. In order to have a successful survey campaign, we will offer discounts for completed surveys. This is also a good way to get customers to add their email to our list.

Sample marketing budget (per quarter)

Newspaper flyer - \$1500
 Radio advertisement - \$1500
 Web Page - \$1000
 Customer raffle - \$350
 Direct mail - \$750
 Cable TV - \$1500
 \$6600

TH will train the wait staff to up-sell and to promote. Few things are more important in any business than positive training of staff which leads to productive and profitable results. Simply put – the better the training, the better the service. The better service the employees provide, the greater the returns on every aspect of our business.

TH will be committed to maximizing our purchasing power by building lasting relationships with local vendors and companies that will benefit all areas of our business. We will work directly and closely with all related industry contacts to ensure our restaurant the highest quality products and merchandise at best available prices. This covers all aspects of our business from food & bar purchases to retail and merchandise items, fixtures and equipment.

Assumption Page

- Management / Human Resources

TH plans to employ 10 to 20 employees. The hours are 11:00 AM till Midnight, Monday – Sunday. 6-6 Cooks up to \$13/hr, 3-5 Servers up to \$6.00/hr, 3-5 Bartenders (they can also perform other position functions) up to \$6.00/hr, and salaried General Manager, Assistant General Manager, and Assistant Manager.

- Operations

The operating expense for each month will include bank payment, supplier payment, utilities, Directv, salaries, and insurance.

The initial investment will be used to cover start up costs including facility, equipment, hiring and training employees, liquor license, initial advertising, and all other necessary licenses.

- Marketing

There will be a marketing budget of \$4000 - \$8000 per quarter. There will be extra marketing money for the grand opening celebration.

Menu-

(partial)

Apps:

1. Artichoke stuffed with herb cream cheese
2. Garden fries - zucchini, cauliflower, broccoli, green beans, pickles, jicama, breaded and deep fried. With house sauce variety.

Soup/salad:

1. Build your own - a list of ingredients posted that the customer can choose from some without charge, some with charge.
2. Various potato salad, pasta salads, tabouli, cucumber salad, etc

Sandwiches:

1. Deli sandwich menu; choices will include a protein, veggie topping, handcrafted sauce
2. Chicago Cuban; Pork, Ham, Swiss, Mustard, Pickles, sport peppers, Timor, onion, celery seed, on a poppy seed bun served Panini style. "El Chicago"
3. Made to order burger with several different options for toppings

Entrees:

1. Spaghetti with Homemade Bolognese Sauce
2. Fresh Grilled Fish with a veggie and a side
3. Flatbreads and pizzas with housemade sauces

Dessert:

1. Various Mason Jar Desserts

Quick Item:

1. A full sandwich table with various breads, wraps, meats, cheeses, toppings, dressings
2. Various Breakfast sandwiches made quickly and served to-go style for the morning commute

Vegan:

1. Hearts of Palm calamari
2. Portobello Fajitas with a Spanish Pineapple Rice and Refried Beans

Focus on local, fresh, not frozen, scratch, in house, and original