

 <p>CITY OF ST. CHARLES ILLINOIS • 1834</p>	AGENDA ITEM EXECUTIVE SUMMARY		Agenda Item number:
	Title:	Recommendation to approve a 2:00 a.m. Late Night Permit for El Santo Mexican Grill & Cantina in the City of St. Charles for FY 2024/2025	
	Presenter:	Police Chief Keegan	
Meeting: Liquor Control Commission		Date: May 20, 2024	
Proposed Cost:		Budgeted Amount: \$	Not Budgeted: <input type="checkbox"/>
TIF District: Choose an item.			
Executive Summary (if not budgeted, please explain):			
<p>Spotted Fox, located at 3615 E. Main Street, is reopening their business as El Santo Mexican Grill & Cantina. They currently hold a 1:00 a.m. late night permit and are requesting it be extended to a 2:00 a.m. permit.</p>			
Attachments (please list):			
Memo, Late Night Permit Renewal Application, Business Plan for El Santo Cantina, Floor Plan			
Recommendation/Suggested Action (briefly explain):			
Recommendation to approve a 2:00 a.m. Late Night Permit for El Santo Mexican Grill & Cantina in the City of St. Charles for FY 2024/2025.			

City of St. Charles, Illinois Liquor Control
 Commissioner
 CITY RETAIL LIQUOR DEALER LICENSE RENEWAL
 APPLICATION



Incomplete applications will not be accepted.
 Applications may be submitted to: 2 E. Main Street, St. Charles, IL 60174-1984

43178

Business Name Saint Charles Sportcll Date Application Received: 3-29-24

LICENSE TYPE: Spotted Fox Ale House *Legal Name*

- A Package A1 A2 A4 A5 A6
- B Restaurant B1 B2 B3
- C Tavern C1 C2 C1
- D Hotel/Banquet/Arcada/Q-Center/Entertainment/Club - D-Type _____
- G Brewery/Restaurant or Site License G1 G2
- H Catering License H1 H2

*5-15-24
ZWW*

- Late Night Permit 1:00am \$800 (B/C only)
- Late Night Permit 2:00am \$2300 (B/C only)

Refer to St. Charles City Code for exact fees
 Licenses are valid May 1 - April 30 and a renewal application is required for each year after the license is issued(5.08.040)

Check items to confirm all questions are answered	Applicant	Office Use
Is License Fee included? (5.08.070C) <small>Application fee/License fee is non-refundable</small>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>
Is Application Complete? (for all questions applicable to your business)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>
Has your Lease or Building Ownership changed in the last year? <small>If yes, attach new lease/proof of ownership.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Has your Liquor Liability Insurance changed in the last year? <small>If yes, attach new certificate of insurance.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Have your Articles of Corporation changed in the last year? (if applicable) <small>If yes, attach new articles of incorporation.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Do you have new servers or a new manager in the last year? <small>B.A.S.S.E.T. (Beverage Alcohol Sellers & Servers Training) information must be submitted for all employees (attach a separate sheet) and the B.A.S.S.E.T certificate must be submitted each manager. It is the business establishment's responsibility to keep copies of all B.A.S.S.E.T. certificates on file for all employees.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Has the Business Site Plan changed in the last year? <small>If yes, attach new Site Plan (Drawn to scale including the parking lot, patio and/or deck, outdoor seating).</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Has the Business Floor Plan changed in the last year? <small>If yes, attach new Site Plan (Drawn to scale and must include the layout of the establishment with tables, chairs, aisles, displays, cash register, bar, and lounge area with dimensions, percentage, and square footage noted for each space). Be sure to also include all fixed objects, such as pool tables, bar stools, vending/amusement machines; as well as all exits.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Has the Business Plan changed in the last year? <small>If yes, attach new Business Plan, including Hours of Operation, Copy of Menu, Whether or not live music will be played at this establishment, Outdoor seating and/or outdoor designated smoking area.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Have all managers been fingerprinted? <small>Must be completed before application is submitted.</small>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>

OFFICIAL USE ONLY

J. IG
 Signature of Chief of Police

4.1.24
 Date

LICENSE RENEWAL IS CONTINGENT ON CONTINUING TO MEET ALL REQUIRED BUILDING AND FIRE DEPARTMENT REQUIREMENTS.

APPLICANT INFORMATION

1. Type of Business: <input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Other (explain):			
2. Business Name: SPOTTED FOX ALE HOUSE			
3. Business Address: 3615 E MAIN			
4. Type of Business (5.08.070-3): RESTAURANT	5. Length of Time in this Business (5.08.070-4): 12 YEARS	6. Value of merchandise that normally will be in inventory when in operation (5.08.070-5): \$ 300	
7. Business Phone: 630 584-2239	8. Business E-mail: MTAIB@GMAIL.COM	9. Business Website: SPOTTEDFOXALEHOUSE.COM	10. Illinois Tax ID Number:
11. Applicant/Contact Person Name: MARWAN TAIB		12. Title: MANAGER	13. Contact Person Phone No.:
14. Email Address: INFO@SPOTTEDFOXALEHOUSE.COM			
15. If Corporation, Corporation Name:			
16. Corporation Address (city, state, zip code):			

ADDITIONAL OWNERS, INVESTORS (greater than 5% interest), and MANAGER INFORMATION

NA – No additional Owners/Investors/Managers

Full Name, include middle initial:		Title:	
Birthdate:	Birthplace:	Driver's License#:	Home Phone:
Home Address:		Email Address:	

Full Name, include middle initial:		Title:	
Birthdate:	Birthplace:	Driver's License#:	Home Phone:
Home Address:		Email Address:	

Full Name, include middle initial:		Title:	
Birthdate:	Birthplace:	Driver's License#:	Home Phone:
Home Address:		Email Address:	

CORPORATION / PREMISES QUESTIONS

1.	Is the premises owned or leased (5.08.070-6A)? <input type="checkbox"/> Owned <input checked="" type="checkbox"/> Leased
2.	If the premises are leased, list the names and addresses of all direct owners or owners of beneficial interests in any trusts, if premises are held in trust (5.08.070-6B): Name of Building Owner: GORDON REALTY. Phone Number: 561-667-0008 Address of Building Owner: 10760 PISA RD. E-mail Address: TODD@GORDONREALTYFL.COM Mailing Address of Building Owner (if different): WEST PALM BEACH FL 33414

Name of Building Owner:

Phone Number:

Address of Building Owner:

E-mail Address:

Mailing Address of Building Owner (if different):

Name of Building Owner:

Phone Number:

Address of Building Owner:

E-mail Address:

Mailing Address of Building Owner (if different):

3. Has the applicant and all designated managers read and do they all understand and agree not to violate any laws of the United States, the State of Illinois, and any of the ordinances of the City of St. Charles in conducting business (5.08.070-11)?
 Yes No
- Have you, or in the case of a corporation, the local manager, or in the case of a partnership any of the partners, ever been convicted of any violation of any law pertaining to alcoholic liquor? Yes No
- Have you, or in the case of a corporation the local manager, or in the case of a partnership any of the partners, ever been convicted of a felony? Yes No
- Have you ever been convicted of a gambling offense? Yes No (If a partnership or corporation, include all partners and the local manager(s).)
- Will you and all your employees refuse to serve or sell alcoholic liquor to an intoxicated person or to a minor?
 Yes No

COMMENTS/ADDITIONAL INFORMATION

Business Name:

SIGNATURES

[Signature]
Applicant's Signature

Subscribed and sworn before me this 29 day of March, 2024



[Signature]
Notary Public

Business Plan for El Santo Cantina

1. Executive Summary

Business Name: El Santo Cantina

Location: 3615 E Main St, St. Charles, IL 60174

Founders: Date:

Mission Statement:

El Santo Cantina aims to provide a vibrant and dynamic dining experience, offering modern and specialized Mexican cuisine in a fun, family-friendly environment. We strive to create a place where young people and families can come together to enjoy delicious tacos and create lasting memories.

2. Business Description

2.1. Business Concept:

El Santo Cantina will be a Mexican restaurant that combines the rich traditions of Mexican cuisine with a modern twist. The restaurant will feature a lively and colorful atmosphere, making it an ideal spot for young individuals seeking a fun night out and families looking for a comfortable and enjoyable dining experience.

2.2. Vision Statement:

To become the go-to destination for those seeking a unique and lively Mexican dining experience in [City], known for our delicious, modern tacos and warm, welcoming atmosphere.

3. Market Research

3.1. Target Audience:

- Young professionals seeking a vibrant dining experience.
- Families looking for a family-friendly restaurant.
- Mexican cuisine enthusiasts.
- Tourists interested in experiencing authentic Mexican flavors.

3.2. Industry Analysis:

The restaurant industry in [City] is thriving, with a steady demand for diverse dining experiences. Mexican cuisine is a popular choice, and there is a need for a modern, family-friendly Mexican restaurant in the area.

3.3. Competitor Analysis:

- Competitor 1: la Mesa
 - Strengths:
 - Weaknesses:
- Competitor 2: El Puente
 - Strengths:
 - Weaknesses:

4. Menu and Services

4.1. Menu:

- A diverse selection of modern tacos with unique fillings and toppings.
- Specialty dishes like enchiladas, chiles rellenos, and carne asada.
- Appetizers, sides, desserts, and a variety of beverages including Mexican sodas, aguas frescas, and a curated selection of tequilas and margaritas.

4.2. Services:

- Dine-in with vibrant decor and lively ambiance.
- Takeout and delivery services for convenience.
- Catering for events and parties.

5. Marketing and Sales Strategy

5.1. Marketing Approach:

- **Social Media:** Engage with potential customers through platforms like Instagram, Facebook, and TikTok to showcase our vibrant atmosphere and mouthwatering dishes.
- **Local Partnerships:** Collaborate with local influencers, bloggers, and businesses for promotions and events.
- **Loyalty Program:** Implement a rewards system to encourage repeat business.

5.2. Sales Strategy:

- Offer special promotions during off-peak hours to attract customers during slower times.
- Implement dynamic pricing strategies for special events and holidays.
- Utilize online ordering platforms to expand our reach.

6. Operations Plan

6.1. Location and Facilities:

- Secure a spacious location with a vibrant and welcoming interior design.
- Equip the kitchen with modern appliances and high-quality cooking equipment.

6.2. Supply Chain Management:

- Establish relationships with reliable food suppliers to ensure fresh and high-quality ingredients.

6.3. Staffing:

- Hire skilled chefs and kitchen staff with experience in modern Mexican cuisine.
- Employ friendly and attentive waitstaff to provide excellent customer service.

7. Financial Plan

7.1. Startup Costs:

- Location leasehold improvements
- Kitchen equipment and supplies
- Initial inventory and ingredients
- Marketing and promotional expenses

7.2. Revenue Streams:

- Dine-in sales
- Takeout and delivery
- Catering services
- Merchandise sales (e.g., branded apparel, sauces)

7.3. Financial Projections:

- Monthly and yearly revenue projections, including anticipated growth.

8. Risk Analysis

8.1. Risks:

- Market saturation or competition.
- Fluctuations in food costs and availability.
- Economic downturn affecting consumer spending.

8.2. Mitigation:

- Conduct thorough market research to identify potential threats.
- Establish contingency plans for supply chain disruptions.
- Implement cost-effective strategies to mitigate economic risks.

9. Conclusion

El Santo Cantina is poised to fill a unique niche in the [City] restaurant scene, offering a modern, family-friendly Mexican dining experience. With a strategic marketing plan, a diverse menu, and a vibrant atmosphere, we are confident in our ability to succeed in this venture. We look forward to becoming a beloved establishment in the community.

This business plan is subject to revision as needed to adapt to changing market conditions and opportunities.

El Santo Cantina

Formerly Spotted Fox Ale House

3615 East Main Street, Saint Charles, IL 60174

