



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Approve a Proposal for a Class B3 Liquor License for Romano Mercato Italiano, Inc. to be located at 210 Cedar Street, St. Charles (Former Isacco Kitchen)

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 (11/16/15)

Estimated Cost:	<input type="checkbox"/>	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 is a request for a new Class B3 liquor license for Romano Mercato Italiano, Inc. to be located at 210 Cedar Street, St. Charles (former Isacco Kitchen). All paper work is in order and background checks have been completed by the Police Department, as well as fingerprints have been taken and BASSET certification is in order.

Note: Class B-3 licenses shall authorize the retail sale of alcoholic liquors for consumption on the premises of a restaurant and tavern. Class B-3 shall also authorize the retail sale of wine in original packages only within the retail wine area of the premises. The retail wine area shall not exceed fifty percent (50%) of the total square footage of the premises. Further, wine and tasting bars shall be permitted in the retail wine area of said premises, and wine tasting may be conducted in accordance with St. Charles Municipal Code 5.08.260(B). (Ord. 2015-M-41 § 1)

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

Attachments: *(please list)*

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

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for a Class B3 Liquor License for Romano Mercato Italiano, Inc. to be located at 210 Cedar Street, St. Charles (Former Isacco Kitchen).

For office use only:

Agenda Item Number: 5

Date: _____
 New Application
 Renewal Application

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

B3



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 ROMANO MERCATO ITALIANO, INC. Sales Tax # 4190-2653

Business Address 210 CEDAR ST. Business Phone # (630) 797-5566

Contact Person IZABELA ROMANO Title PRESIDENT Phone # [REDACTED]

If Corporation, Corporate Name ROMANO MERCATO ITALIANO, INC.

Corporation Address 210 CEDAR ST

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 X No
 If yes, list address of business _____

Full Name, include Middle Initial IZABELA ROMANO Title PRESIDENT

Birth Date [REDACTED]

Home Address [REDACTED]

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:
THERE WILL BE TABLES AND CHAIRS AVAILABLE FOR OUTSIDE DINING DURING WARM SEASON.

Initial: Liq Comm _____
 Police Chief _____



Memo

Date: 11/13/2015
To: The Honorable Ray Rogina, Mayor-Liquor Commissioner
From: James Keegan, Chief of Police
Re: Background Investigations-Liquor Establishments

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

Pursuant to procedure and protocols, a detective was assigned to conduct a background investigation into each of these establishments and reviewed both the site location/floor plans and the corresponding applicants and their business plans.

We found nothing of a derogatory nature that would preclude either the site location or the applicants from moving forward with liquors sales and on-site consumption, subject to City Council approval.

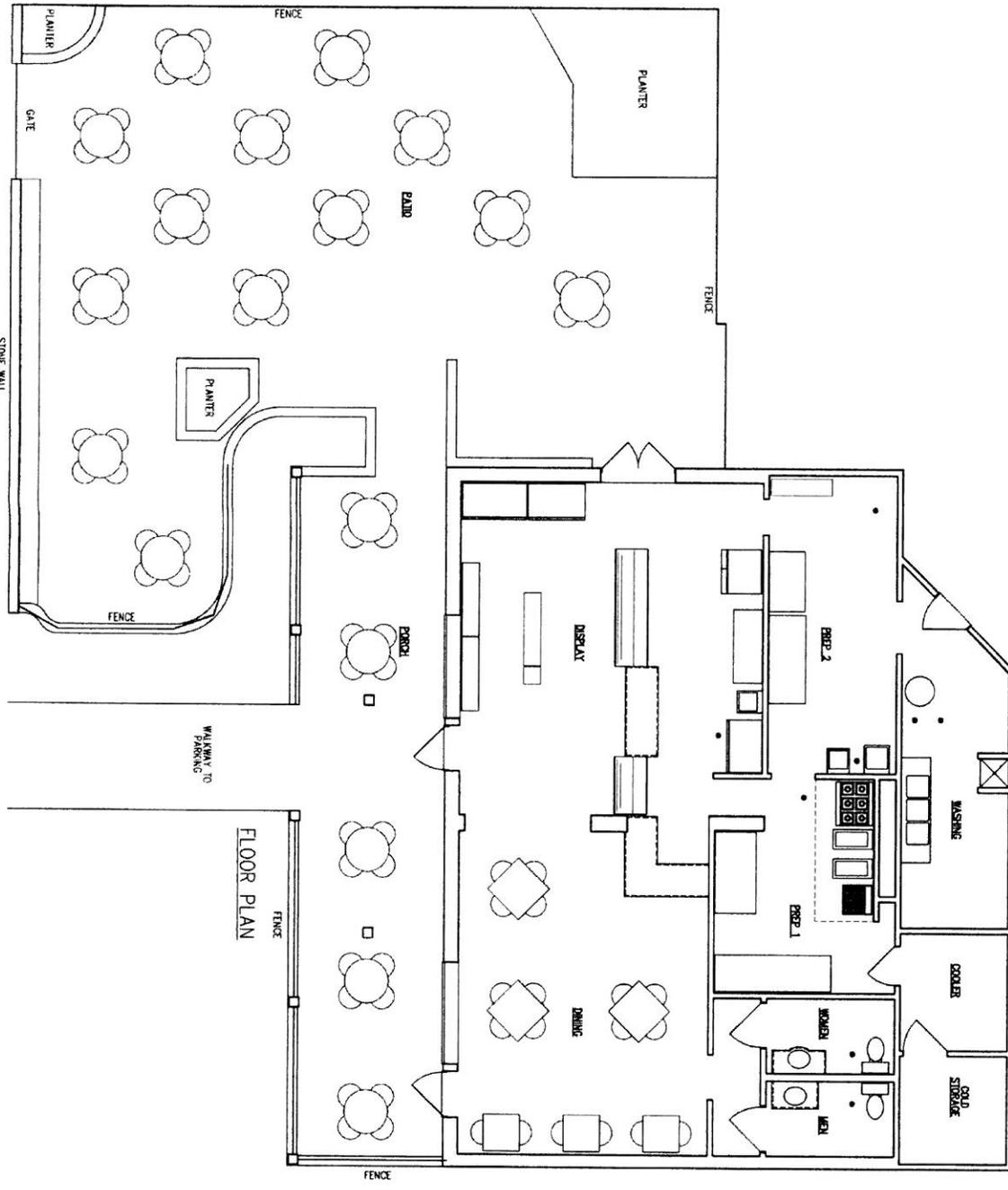
Thank you in advance for your consideration in these matters.

Bolingbrook Sports LLC (dba/tba) Class B/1am Permit:

1 Illinois Street

Romano Mercato-Class B-3:

210 Cedar Street



FLOOR PLAN

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A	DATE	REVISION

**ROMANO ITALIAN CAFE
REMODELING**
210 W. CEDAR
ST. CHARLES, IL 60174

SENGSTOCK ARCHITECTS
1037 ASH STREET
ST. CHARLES, IL 60174
(630) 770-6348
Greg@SengstockArchitects.com



**ROMANO MARCATO
ITALIANO INC.
BUSINESS PLAN**

Executive Summary

Romano Mercato Italiano Inc. is a new player in the restaurant industry. It's a combination of a neighborhood grocery store with a casual fast food joint offering a fancy restaurant menu. Bolstered by the need for more choices of quick dining experiences, combined with the option for pick up or home-delivery, the restaurant is positioned to take advantage of the market need and serve the families and employees of the local businesses in the St. Charles area.

This business plan calls for an exciting, profitable start-up year ahead with future forecasted growth as we meet the demands of the community.

Mission

Romano Mercato Italiano Inc. creates a friendly and pleasant atmosphere for customers in a well-designed, and productive environment in which people can work happily. We are sensitive to the look and taste of good dishes as well as to high-quality ingredients. We look to provide the best possible value to our customers.

We will also create and nurture a healthy, creative, respectful, and fun working environment, in which our employees are fairly compensated and encouraged to respect the customer and the quality of the product we produce. We seek fair and responsible profit, enough to keep the company financially healthy for the long term and to fairly compensate owners for their investment and risk.

Sales Strategy

The Romano Mercato Italiano Inc. area has expressed its need for additional lunch spot, specifically a desire for Italian specialties. We will expect a high rate of sales growth within the first 3 months as this customer desire is met.

For the next year, we continue to focus on a growing presence in the community and advertising heavily throughout the community.

Sales Forecast

Our sales forecast assumes a modest change in annual costs to accommodate new entry into the market. We are expecting to increase sales modestly but steadily over the next year, which is a respectable growth rate. The growth forecast is assumed given this is a new product for the area using new channels of availability. We are not projecting significant change in the product line, or in the proportion between different lines.

Management Summary

We are a small company owned and operated by Izabela and Antonio Romano, husband and wife, as a partnership. Management style reflects the participation of the owners. The company will respect its community of co-workers and will treat all employees well.

Start-up Summary

Our start-up costs cover the renovation of the occupied store space, professional fees, and expenses associated with opening our first location. The start-up costs are to be financed by direct owner investment.

Services

Romano Mercato Italiano Inc. is offering a variety of dishes some well known and some very new to our customers. Our menu will include some quick grab and go options like freshly made subs or salads as well as pasta dishes and entrees which will require a bit more time to prepare.

Market Analysis Summary

Our primary target market is people who are looking for a quick but tasty lunch at a very affordable price. Our secondary target market is those who do not have time to cook at home and are looking for delicious options for their families.

St. Charles dining offers a lot of dine in options that are time consuming and a quite expensive. There are also not many lunch possibilities since most restaurants open in the afternoon.

Marketing Strategy

To drive customers to Romano Mercato Italiano Inc., we will employ several techniques outlined below.

Advertising in St.Charles Chamber of Commerce, which will be used to promote the Grand Opening of Romano Mercato Italiano Inc. We will also use social media like Facebook and Instagram.



ANTIPASTI E INSALATE (sold by the pound)

- ❖ **INSALATA DI PESCE** (calamari, octopus, cattle fish, shrimp cooked to perfection crisped by vinegar then dressed up with carrot, celery, olives, extra virgin olive oil, salt and pepper)
- ❖ **INSALATA CAPRESE** (made with fresh mozzarella, tomato and basil, dressed up with extra virgin olive, salt and pepper)
- ❖ **ANTIPASTO** (chopped Italian lunchmeats and cheeses mixed with fresh vegetables, olives, pepperoncini, dressed up with extra virgin olive oil salt and pepper)
- ❖ **PASTA PRIMAVERA** (chilled rotini pasta mixed with fresh garden vegetables and olives, dressed with extra virgin olive oil, salt and pepper)
- ❖ **FUNGHI** (pickled mushroom dressed up with extra virgin olive oil, salt and crushed red pepper)
- ❖ **PEPERONI E CAPPERI** (roasted red peppers and capers dressed up in extra virgin olive oil, salt and pepper)
- ❖ **INSALATA DI TONNO** (tuna mixed with celery, onion, hard boiled eggs and mayonnaise, dressed with olive oil salt and pepper)
- ❖ **OLIVE**

PANINI ITALIANI (brushed with extra virgin olive oil served cold or grilled)

- ❖ **Caprese** mozzarella, tomato & basil
- ❖ **V.I.P.** prosciutto crudo, mozzarella, arugula
- ❖ **Vegetariano** grilled zucchini & eggplant, roasted peppers, mozzarella

PANINI FREDDI (pick or create your own, 8" French bread)

- ❖ **ROMANO** salami, capicola, mortadella, prosciutto cotto, provolone, lettuce, tomato, Italian dressing
- ❖ **AMERICANO** krakus ham, Swiss cheese, lettuce, tomato, mayo
- ❖ **TURKEY&SWISS** smoked turkey breast, Swiss cheese, lettuce, tomato, red onion
- ❖ **TUNA** canned Italian tuna mixed with celery, onion, hard boiled eggs and mayonnaise, dressed with olive oil salt and pepper, lettuce, tomato.

PANINI CALDI (8" French bread)

- ❖ **MEATBALL SANDWICH** (served with marinara sauce)
- ❖ **ITALIAN BEEF**
- ❖ **ITALIAN SAUSAGE**
- ❖ **EGGPLANT PARMIGIANA** (sliced eggplant, battered and fried then layered with homemade marinara sauce, mozzarella cheese and parmesan cheese and baked)

Add: mozzarella cheese, hot or mild gardeniera, sweet peppers

SPECIALITA DELLA CASA

- ❖ **ARANCINI** (Italian rice ball breaded and deep fried served with marinara sauce) \$2.50
Ragu e pisselli (ground beef, peas, mozzarella cheese)
Ricotta e spinachi (ricotta cheese, spinach, mozzarella cheese)
- ❖ **PANZEROTTI** (pizza puff filled and deep fried) \$3.50
CHEESE mozzarella cheese, tomato sauce
SAUSAGE crumbled Italian sausage, mozzarella cheese, tomato sauce
SPINACH mozzarella cheese, tomato sauce, spinach, romano cheese
- ❖ **FOCACCIA** pizza bread (freshly baked) \$2.50

ZUPPE

- ❖ **MINISTRONE** (made with fresh garden vegetables and pasta)
- ❖ **ZUPPA DEL GIORNO** (soup of the day)

LE PASTE

- ❖ **VODKA RIGATONI CON SALSICCIA** (rigatoni pasta mixed with pieces of Italian sausage served with creamy vodka sauce)
- ❖ **SPAGHETTI POMODORO BASILICO** (spaghetti mixed with cherry tomato and fresh basil)
- ❖ **PAGLIA E FIENO ALLA BOLOGNESE** (spinach and egg pasta served with homemade meat sauce)
- ❖ **LINGUINE MARE E TERRA** (linguine pasta served with shrimps and broccoli)
- ❖ **RAVIOLI RIPIENI DI CARNE O FORMAGGIO** (ravioli pasta filled with meat or cheese served with marinara sauce)
- ❖ **PASTA DEL GIORNO** (pasta of the day)

PRIMI PIATTI

- ❖ **PEPATA DI VONGOLE E COZZE BIANCI O ROSSE** (steamed mussels and clams served with sautéed garlic, fresh parsley with/without crushed tomatoes)
- ❖ **POLLO AL LIMONE** (battered chicken with lemon sauce)
- ❖ **MELANZANE ALLA PARMIGIANA** (sliced eggplant, battered and fried then layered with homemade marinara sauce, mozzarella cheese and parmesan cheese and baked)
- ❖ **FRITTO MISTO** (pieces of octopus, squid, cattle fish and shrimp battered, seasoned and deep fried)
- ❖ **SALSICCIA CON CIMA DI RAPA** (pieces of Italian sausage served with cooked 'rapini')

DOLCI

- ❖ **VARIETY OF ITALIAN PASTRY & COOKIES**
- ❖ **VARIETY OF CAKES**
- ❖ **GELATO**

CAFÉ

- ❖ **HOUSE BLEND** (regular/decaf)
- ❖ **ESPRESSO**
- ❖ **CAPPUCCINO**
- ❖ **LATTE**