

CONDITIONAL USE PERMIT APPLICATION

Applicant (name and address):

~~Alan Totzmann~~ ^{Totzmann Investments,} 128 3rd st S apt 5 LLC
Lacrosse WI 54601

Owner of site (name and address):

Steve Harm 326 Pearl St
906 Starute Dr Houmen WI 54656

Architect (name and address), if applicable:

N/A

Professional Engineer (name and address), if applicable:

N/A

DUPLICATE RECEIPT

405 CITY CLERK/LICENSES 9962
PG306427238 001 131007
10/07/13 9:56AM PAID 200.00

Contractor (name and address), if applicable:

N/A

Address of subject premises:

326 Pearl

Tax Parcel No.:

17-20032-40

Legal Description:

See Attached

Zoning District Classification:

C-3 Community Business

Conditional Use Permit Required per La Crosse Municipal Code sec. 15.26 W
(If the use is defined in (H)(6)(c)(i) or (ii), see "*" below.)

Is the property/structure listed on the local register of historic places?

Yes _____ No

Description of subject site and **current** use (include such items as number of rooms, housing units, bathrooms, square footage of buildings and detailed use, if applicable). If available, please attach blueprint of building(s):

VALANT STOREFRONT
Former Beauty School

Description of **proposed** site and operation or use (include number of rooms, housing units, bathrooms, square footage of buildings and detailed use). If available, please attach blueprint of building(s):

RESTAURANT - TAREAN
SEATING FOR 36 - IN BOOTHS
SEATING FOR 30 - HIGH TOPS
BAR STOLLS - 25

Type of Structure (proposed):

EXISTING BUILDING - RENOVATED

Number of **current** employees, if applicable:

0

Number of **proposed** employees, if applicable:

10-15

Number of **current** off-street parking spaces: 0

Number of **proposed** off-street parking spaces: 0

Check here if proposed operation or use will be a parking lot: _____

Check here if proposed operation or use will be green space: _____ N/A

* If the proposed use is defined in 15.26(H)(6)(c)

N/A _____ (i) and is proposed to have 3 or more employees at one time, a 500 foot notification is required and off-street parking shall be provided.

_____ (ii) a 500 foot notification is required and off-street parking is required.

If the above paragraph is applicable, the Conditional Use Permit shall be recorded with the County Register of Deeds at the owner's expense.

In accordance with subsection 15.26(R) of the La Crosse Municipal Code, a Conditional Use Permit is not required for demolition permits if this application includes plans for a replacement structure(s) of equal or greater value. **Any such replacement structure(s) shall be completed within two (2) years of the issuance of any demolition or moving permit.**

I hereby certify under oath the **current** value of the structure or structures to be demolished or moved is \$ _____.

N/A

I hereby certify under oath the value of the **proposed** replacement structure or structures is \$ _____.

If the above paragraph is applicable, this permit shall be recorded and should the applicant not complete the replacement structure or structures of equal or greater value within two (2) years of the issuance of any demolition and moving permit, then the applicant or the property shall be subject to a forfeiture of up to \$5,000 per day for each day the structure(s) is not completed.

CERTIFICATION: I hereby certify that I am the owner or authorized agent of the owner (include affidavit signed by owner) and that I have read and understand the content of this application and that the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Alan Toltzmann
612-269-6018

[Signature]
(signature)

10/4/13
(date)

608-386-3404
(telephone)

steveharmuk@hotmail.com
(email)

STATE OF WISCONSIN)
)ss.
COUNTY OF LA CROSSE)

Personally appeared before me this 4th day of October, 2013, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

[Signature]
Notary Public

My Commission Expires: 6/23/17

PETITIONER SHALL, BEFORE FILING, HAVE APPLICATION REVIEWED AND INFORMATION VERIFIED BY THE DIRECTOR OF PLANNING & DEVELOPMENT.

Review was made on the 4th day of OCTOBER, 2013.

Signed: [Signature], Director of Planning & Development

320 PEARL ST LA CROSSE

Parcel: 17-20032-40
 Internal ID: 27996
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 0.15
 Township: 15
 Range: 07
 Section: 06
 Qtr: NE-NE

Abbreviated Legal Description:

MCMILLANS SUBD OF LOTS 4, 5 & 6 BLOCK 12 OF C & F J DUNN H L DOUSMAN & PETER CAMERONS
 ADDITION LOTS 6, 7, 8 & 9 LOT SZ: IRR

Property Addresses:

Street Address	City(Postal)
320 PEARL ST	LA CROSSE
322 PEARL ST	LA CROSSE
324 PEARL ST	LA CROSSE
326 PEARL ST	LA CROSSE
328 PEARL ST	LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
STEPHEN D HARM	Owner	PO BOX 2044	LA CROSSE	WI	54602-2044

Districts:

Code	Description	Taxation District
2849	LA CROSSE SCHOOL	Y
9010	City LAX Business Dist	N
2	Book 2	N
CDZ	Community Development Zone	N
DBS	DOWNTOWN BUSINESS STUDY	N
0026	La Crosse TIF 6	N

Additional Information:

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 6
2012 + VOTING WARDS	2012+ Ward 7
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54601

Category Use Description
RETAIL

Lottery Tax Information:

Lottery Credits Claimed: 0
Lottery Credit Application Date:

Tax Information:**Billing Information:**

Bill Number: 3978

Billed To: STEPHEN D HARM
PO BOX 2044
LA CROSSE WI 54602-2044

Total Tax: 6940.85

Payments Sch.

1-31-2013	2085.32
3-31-2012	1618.51
5-31-2013	1618.51
7-31-2013	1618.51

Tax Details:

	Land Val.	Improv Val.	Total Val.	Assessment Ratio	0.98612224
Assessed:	97500	130200	227700	Mill Rate	0.028784072
Fair Market:	98900	132000	230900	School Credit:	410.1
Taxing Jurisdiction:			2011 Net Tax	2012 Net Tax	% of Change
La Crosse County			\$ 842.1	\$ 843.51	0.2
La Crosse School			\$ 2399.05	\$ 2392.48	-0.3
Local Municipality			\$ 2790.45	\$ 2790.16	0.0
State of Wisconsin			\$ 39.18	\$ 39.2	0.1
WTC			\$ 484.13	\$ 488.79	1

Credits:

First Dollar Credit:	80.08
Lottery Credit:	0.00

Additional Charges:

Special Assessment:	466.79
Special Charges:	0.00
Special Delinquent:	0.00
Managed Forest:	0.00
Private Forest:	0.00
Total Woodlands:	0.00
Grand Total:	6940.85

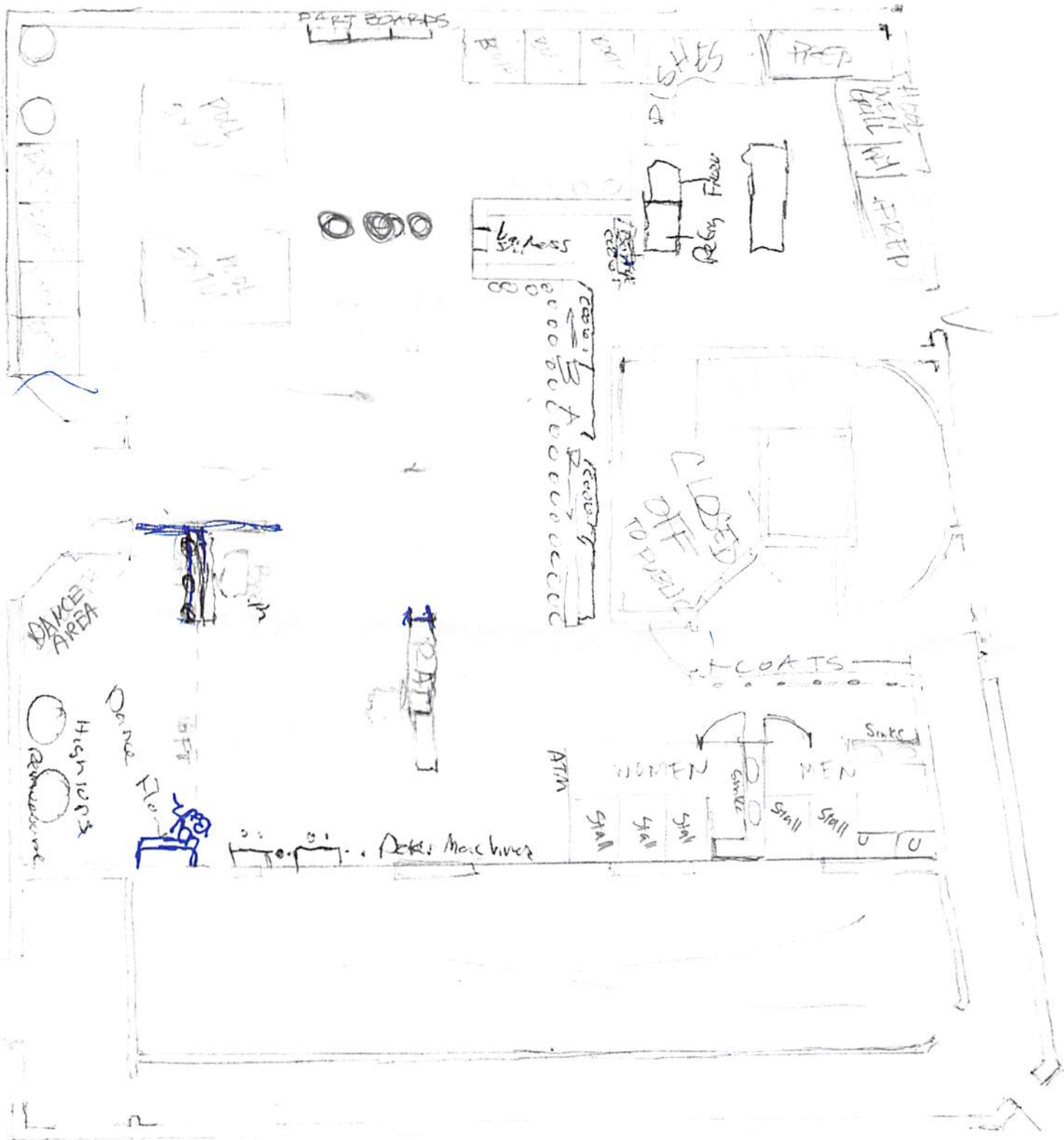
Dear City Council

We are applying for a conditional use permit at 326 Pearl St. Lacrosse Wi 54601.

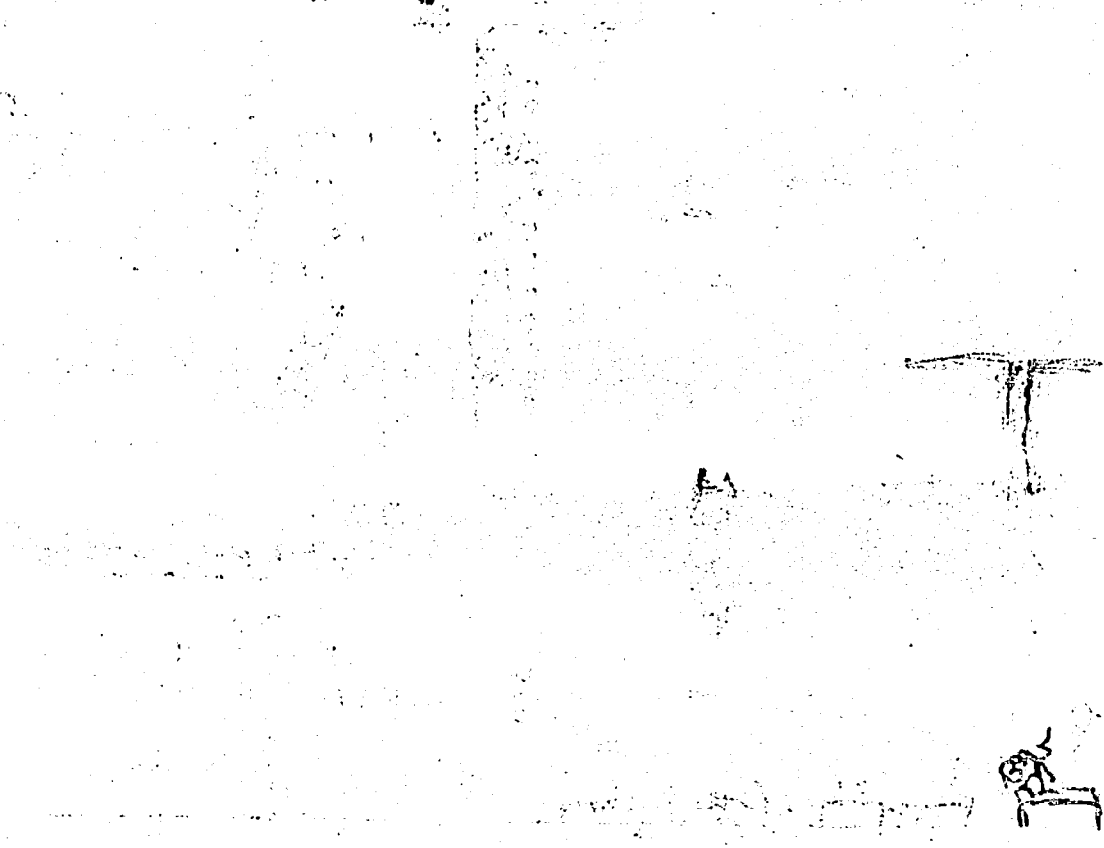
Currently this building has been sitting empty for at least 2 years in a high traffic area of our historic Down Town Lacrosse business district. I have recently found out that there is no one else even looking at leasing this building. Wouldn't it be nice to fill up such a large store front area in the middle of downtown? Pearl St Lounge is planning on being here in Lacrosse for a long time, We have signed a 10 year lease with the owner Stephen Harm. I have been considering other addresses in downtown Lacrosse on 3rd st that were previously taverns and are now closed I have decided against those locations as I have doubts about the future sustainability of business on 3rd street. I have enclosed my business plan and floor plans for your consideration. I believe that competition breeds success and the more cleaner, nicer, and more modern establishments we have in an area the better each business will have to do to compete. Competition will help to ensure that all downtown restaurants and taverns try and stay more current and up to date also it will ensure that they offer cleaner more well kept facilities. If every place is being updated the rundown bars and restaurants will be forced to remodel or they might be unable to compete with many other places. We are planning on being a Tavern that has food and alcohol we are expecting 50 % food sales after the first year. We are hoping to offer a limited menu until midnight 7 days a week, and our full menu will be available till 10pm everyday. We are hoping to open everyday at 11am and close at 2am Sun-Thur and 2:30 Fridays and Saturdays. We will be employing 13-20 employees with 5 or more of them being full time. We are also planning on working with the local brewery to try and make every possible Lacrosse and Pearl St product available to our customers.

Thank you for your consideration.

Alan Tolzmann
Pearl St. Lounge



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Business Plan
For
Pearl St Lounge

BACKGROUND

o *Retro 80's & 90's themed restaurant / nightclub with a full kitchen that will be offering late night dining along with a full dance floor.*

- Legal Structure (LLC,) 3 owners Alan Tolzmann , Rodney Tolzmann , Sandy Tolzmann
- Business Location : *Leased Property 326 Pearl St , Lacrosse WI 54601*

The Pearl St Lounge will specialize in atmosphere, food and entertainment. We will have an 80's & 90's themed retro bar with a small dance area. The Pearl St Lounge will be an establishment known for great entertainment, great food, and most importantly, great customer service. The Pearl St Lounge will be a place for people of all ages.

We will feature an exceptional atmosphere that will be geared towards the “25 and older” crowd. This age group is untapped in the La Crosse area, especially downtown. At this point in time, there really aren't many locations that offer an atmosphere or entertainment that caters to this demographic. For example, we will be booking live deejays to entertain our guests with a combination of music and social interaction.

The Pearl St Lounge has recently partnered with Chef Shawn McManus to help build our restaurant and kitchen. We are implementing a unique menu from scratch . Chef Shawn will be responsible for menu creation to equipment placement, and the implementation of kitchen policies and procedures, with his help we will have all the tools necessary to open and maintain a successful and profitable restaurant. Once we have established a successful restaurant, we have also planned on offering on and off-site catering options. Our menu will feature a simple yet delicious combination of BBQ/smoked meats as well as great comfort foods with focus on the higher quality and standards we believe are missing in the downtown area. A few examples will include (but are not limited to) burgers, chicken sandwiches, homemade macaroni & cheese, and handmade appetizers. In addition, considering the variety of other restaurants in the immediate area, we feel the market is lacking food service after 10pm. For this reason, our restaurant will be offering a limited menu until midnight each and every night we are open. We feel that the extra late-night hours of food availability can and will produce positive results: more traffic coming into the bar and vastly profitable dollar amounts in food sales.

We will also serve as an entertainment venue. Offering live music and events during the week that will focus on up and coming talent in the region. Offering a true dance club feel is something that the downtown area is currently missing and hasn't seen for several years. The weekends we will be opening up the space after 11pm to a live DJ that will be entertaining our guests with voice, music and interaction. Alan Tolzmann is an expert and seasoned veteran of the entertainment side of the bar/nightclub industry and with his direction, the entertainment will shine.

MANAGEMENT

Alan Tolzmann 42%, Rodney & Laurie Tolzmann 43% , - Sandy Tolzmann 15% – GM

Duties of Each Owner/Manager/Partner

- Every 2 weeks the Owners will meet to discuss profits, promotions, needs, industry trends, new products, and any disciplinary actions, or general questions or ideas.

Alan Tolzmann

- General Management , Day to Day operations including social media, web promotions, ordering and inventory. Promotions, loss prevention, music and lights, Bank deposits, general computer maintenance and installs. As general manager Alan Will also be in charge of hiring and firing of staff. P&L statements, restaurant menu, restaurant inventory and all food and general ordering, promotions, counting employee tills , disciplinary actions , food and drink specials , signage, booking bands, lights and music, employee training, daily opening of the bar, employee scheduling, and pricing and ordering of new items.
 - General Manager
 - 10 years Service Industry Experience
 - Working and managing bars in Wisconsin and Minnesota
 - 7 years of DJ experience in 6 different bars / nightclubs.
 - 4 years Music Video DJ experience
 - 3 years General Manager experience
 - 17 yrs Computer technical work including websites and social media.
 - 5 yrs Customer Service making sure every customer is satisfied.

Rodney Tolzmann

Specialized cleaning and general sanitation inspections. Approval for special promotions and any major expenses, general construction and maintenance duties.

- Sanitation & Maintenance
 - Since The Pearl St Lounge Lounge plans on being known for a clean downtown establishment, Rodney's experience will be invaluable.
 - He has 10 years of management experience in the food service industry specializing in Sanitation.
 - Has over 10 years maintenance experience

Travis Tolzmann – Assistant General Manager

Make sure all employees are doing their jobs,

- Responsible for all bank deposits and accounting. Counting tills after shifts and all misc projects including scheduling , ordering, Bouncing, Bar-tending and Promotions. Also Travis will be reporting to Rodney Tolzmann , making sure all work is being completed and also making sure all things are running smooth. Any issues regarding the capability of the General Manager will be brought directly to Rodney Tolzmann

Projected Time-Line

- Opening January 1st 2014
 - Downstairs
 - Basic Layout Complete
 - DJ Area put in and operational
 - Bathrooms completed

- Dance area downstairs completed.
 - Seating and televisions in for football games and music videos.
 - Partial food menu available.
- Fall 2014
 - Walk In Cooler installed in basement
 - Complete Hood System and Full kitchen with BBQ Smoker
 - Will be offering Catering options on location or away.
 - Fall 2015
 - Outdoor Dining Patio / smoking patio upstairs on roof level if still available.
 - Live bands area for special events such as Oktoberfest.

FINANCIALS

**We are expecting 35% Food and 65% Alcohol Sales for the first year.
After our first year Starting Jan 2015 we are planning on a 50/50 Split on food and alcohol sales.**

- Sales projections
 - Monthly (1st year)
 - 34,000.00
 - Quarterly (Years 2-3)
 - \$180,000
- Cost to operate Labor for Tavern / not Including Kitchen.
 - Saturdays
 - \$383.00
 - Fridays
 - \$376.00
 - Thursdays
 - \$269.75
 - Mon – Wed
 - \$28.00
 - Sundays
 - \$52.50
- Total Labor, Rent, & Expenses /wk
 - \$3502.75
 - \$4,991.16
 - product cost
 - lease payment
 - salary
 - labor
- Operating Costs (e.g., rent, utilities, salaries and payroll expenses, telephone, website, insurance, etc.)
 - \$19,964.63 /mo
 - 3000.00 /mo Rent
 - 1000.00/mo Taxes
 - 1000.00/mo Electric
 - 600.00/mo Insurance
 - 4000.00/mo Salary
- Breakeven point(s)
 - Break even sales / wk \$4991.16
 - \$61.62 / hr sales goal
- Other Income
 - \$1000.00 / month estimated gaming revenue from Stansfield Vending.
- Overall Projections

With projected sales at approximately \$34,000.00 / mo and the cost of doing business at \$20,000.00 that makes for a \$14,000.00 per month profit.

Competitive Position

- The Pearl St Lounge will have a little more relaxed atmosphere with music videos and great food all day long. As the night winds on our video DJ's and Karaoke hosts will keep the masses entertained every night of the week. Between our entertainment, our great food, video games, cooking classes and 80's and 90's themed cocktail lounge people of all ages will be entertained and wanting to come back for more. National touring acts such as Toby Keith play at our local civic center which brings a consistent influx of new people to the downtown bar scene. Also lacrosse is a college town hosting 2 major colleges including University of Wisconsin Lacrosse and Viterbo, along with multiple technical schools and nursing schools downtown lacrosse is a destination of many college kids that we will be able to draw from.
- The Pearl St Lounge will be Located directly on Pearl st making it a possible destination for all tourists and locals passing directly in front of our location. With Rodney Tolzmanns sanitation expertise and Alan's general bar and restaurant experience , along with Alans experience in the industry and all his social media skills, The Pearl St Lounge will have all the tools in place to be a successful business for many years to come.

MARKETING

- Lounge Marketing Segments
 - 51,818 population
 - 52.9 % Female
 - 81.2 % 18 +
 - 60.9 Single
- Customer Profiles (existing or expected customer profiles)
 - We will be catering to 25+ crowd that wants to escape the normal downtown college bar scene. These will be people that have recently graduated college and are starting families and wanting to get out to relax after a hard day of work. The restaurant will be place that's more family friendly earlier in the evening. But still a place where you can let loose a little and feel comfortable with friends or entertaining business clients.
 - Product(s)/Service(s) Strategy
 - Excellent Customer Service
 - Comfortable Atmosphere
 - Music Videos
 - Clean Establishment
 - 0 tolerance for fighting
 - Dinner and Drink Specials
 - Placement Strategy – How will the market(s) be approached?

- Radio and Word of mouth campaign
- Signage and outside lights
- Facebook and other Social Media / Web Sites
- Promotion Types – Building Awareness Generally
 - Advertising – Radio, Social Media, Text Messaging , Creative Ad Placements.
 - Bonuses for individual sales goals
 - Midwest Poker League
 - Local Free Poker League that gives out prizes for poker including trips to Las Vegas. Cost / week to host this is \$80.00 includes radio ads and web site advertising.
 - Pricing Strategy
 - Larger Serving “Dinner Specials”
 - Consistently keep a 30% or less Liquor Product cost target is 25 %
 - No more then 40% food cost on any items.
 - Drink Specials starting at \$2

CRITICAL RISKS

- Risks – Industry Trending in an already Highly Competitive market.
Never been a bar there before , so we have to get people to come in for the first time.
- Solutions to Risks/Issues :
 - The retro theme along with the food and entertainment we will be offering will give customers multiple reasons to frequent our business. By going with food and higher drink pricing structure and by not offering 5\$ wristbands we will not be enticing a strictly college crowd .
 - By having Karaoke, Food, Catering and Live music in the establishment we will be catering to all ages. Everyone will feel comfortable and it will give our customers many reasons to come back with their family and friends.