

CONDITIONAL USE PERMIT APPLICATION

Applicant (name and address): MALUNA, LLC  
SHELDON SCOTT HOYT  
~~418 STORE~~ 1100 KANE ST, LA CROSSE, WI  
54603

Owner of property (name and address), if different than Applicant:  
JEFF & Bridgette Wellerdorf  
30804 Old Hickory Lane, LA CRESSENT, MN 55947

Architect (name and address), if applicable: N/A

Professional Engineer (name and address), if applicable: N/A

Contractor (name and address), if applicable: N/A

Address(es) of subject parcel(s): 411 S 3RD ST

Tax Parcel Number(s): 17-20029-020

Legal Description (must be a recordable legal description; see Requirements): The west <sup>100 feet</sup> of the South 20 feet of lot 2 in block 10 of C.F.J. Dunn, H.L. Dousman and Peter Cameron's Addition to the Town of La Crosse, near the City of La Crosse, La Crosse County, WI

Zoning District Classification: C2 Commercial

A Conditional Use Permit is required per La Crosse Municipal Code Sec. 115-359  
If the use is defined in Sec.:

- 115-347(6)(c)(1) or (2), see "" on the next page.
- 115-353 or 356, see "" on the next page.

Is the property/structure listed on the local register of historic places? Yes \_\_\_\_\_ No X

Description of subject site and CURRENT use: TAVERN

Payment Amount: 300.00

193636 - MALUNA LLC

004898-0020 Mark Pad... 05/03/2018 04:09PM

Description of PROPOSED site and operation/use (detailed plan of the proposed site): 'MALUNA BAR' TAVERN  
CITY OF LA CROSSE, WI  
General Billing - 156335 - 2018

Type of Structure proposed: CURRENT

Number of current employees, if applicable: 1

Number of proposed employees, if applicable: 5

Number of current off-street parking spaces: N/A

Number of proposed off-street parking spaces: N/A

\* If the proposed use is defined in Sec. 115-347(6)(c)

\_\_\_\_\_ (1) 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. Will there be 3 or more employees at one time? Y\_\_ N X

or

\_\_\_\_\_ (2) a 500-foot notification is required and off-street parking is required.

Where the side or rear lot line abuts or is located across an alley from any residential zoning district, abutting residential property owners shall be notified of the privacy fence provision by the City Clerk.

Any Conditional Use Permit required pursuant Sec. 115-347(6) shall be recorded with the La Crosse County Register of Deeds at the owner's expense.

\*\*If the proposed use is defined in Sec. 115-353 or 115-356, abutting property owners shall be notified of the privacy fence provision by the City Clerk.

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

Check here if proposed operation or use will be green space: \_\_\_\_\_

Applicant/property owner may be subject to a payment in lieu of taxes for a period of twenty (20) years or until the property tax valuation of any new structure or improvements is equal to or greater than the base year valuation of the improvement or structure being demolished.

In accordance with Sec. 115-356 of the La Crosse Municipal Code, a Conditional Use Permit is required for demolition or moving permits if the application does not include plans for a replacement structure of equal or greater value. Any such replacement structure shall be completed within two (2) years of the issuance of any demolition or moving permit.

If the above paragraph is applicable, the Conditional Use Permit shall be recorded with the La Crosse County Register of Deeds and should the applicant not complete the replacement structure of equal or greater value within two (2) years of the issuance of any demolition/moving permit, the applicant or property owner shall be subject to a forfeiture of up to \$5,000 per day for each day not completed.

**CERTIFICATION:** I hereby certify that I am the owner of the subject parcel(s) or authorized agent 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.

[Signature] (signature) 5-3-18 (date)  
612-207-8855 (telephone) scott@maluna.com (email)

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

Personally appeared before me this 3rd day of May, 2018, 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: 6/23/21

Applicant shall, before filing with the City Clerk's Office, have this application reviewed and the information verified by the Director of Planning & Development.

Review was made on the 3rd day of May, 2018.

Signed: [Signature] OBO Jason Gilman  
Director of Planning & Development

AFFIDAVIT OF OWNER

STATE OF Wisconsin )  
COUNTY OF La Crosse ) ss

The undersigned, Jeff Wellendorf, being duly  
(owner of subject parcel(s) for Conditional Use)

sworn states:

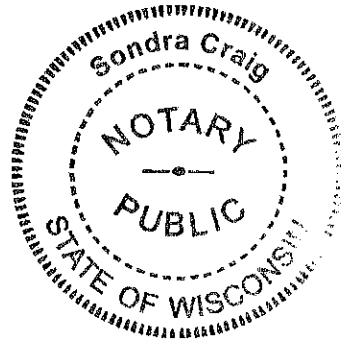
1. That the undersigned is an adult resident of the City of La Crescent  
State of Minnesota.
2. That the undersigned is a/the legal owner of the property located at:  
411 3rd St. S. La Crosse WI  
(address of subject parcel for Conditional Use)
3. By signing this affidavit, the undersigned property owner authorizes the application for a conditional use permit/district change or amendment (circle one) for said property.

[Signature]  
Property Owner

Subscribed and sworn to before me this 25 day of April, 20 18.

[Signature]

Notary Public  
My Commission expires 11/11/2021



# **Maluna, LLC BUSINESS PLAN**

**Prepared by:**

**Scott Hoyt**

**1100 Kane St  
La Crosse, Wisconsin 54603  
6122078855  
scott@maluna.com**

**[www.maluna.com](http://www.maluna.com)**

## **I. EXECUTIVE SUMMARY**

Maluna, LLC (referred to from hereon in as the "Company") was established as a Limited Liability Company at 1100 Kane St, La Crosse, Wisconsin 54603 with the expectation of rapid expansion in the lifestyle industry.

### **Business Description**

The Company was formed on 03/01/2017 as Limited Liability Company under Wisconsin state laws and headed by Scott Hoyt.

Scott Hoyt is a business professional and expert in thermodynamics who designed the Unhinged Cooler® and founded Maluna®. He has designed award-winning products in food storage and thermal retention, and also co-founded FreshRealm.

Maluna, LLC was the 5th largest crowdfunding project in the state of Minnesota for the year 2017 with its flagship product, the Maluna Unhinged Cooler..

### **Management Team**

The Company has assembled an experienced management team:

*Founder, CEO - Scott Hoyt, Founder of Maluna Coolers, a lifestyle brand headquartered in La Crosse, Wisconsin that was created in 2017 with the top 0.08% Kickstarter campaigns of all time.*

*Founder of FreshRealm, a vision for the future of food made possible by a temperature-controlled, reusable shipping vessel and a B2B2C cloud-based technology platform.*

*Founder, Principal, & Manager of multiple asset managements businesses in the Twin Cities with a focus on institutional structured trading in the hedge fund industry.*

*Co-Pilot for Telluride Gold Racing, a professional desert racing team competing throughout Mexico and the Southwestern United States with multiple wins and finishes in the Baja 1000, 500, 250, and Vegas to Reno desert races.*

### **Business Mission**

Maluna, LLC is a local business in La Crosse, Wisconsin that is a lifestyle brand to encourage and promote an active and fun life with friends and family to enjoy and contribute to the community.

### **New Product**

After a period of thorough trial and error, the Company is prepared to introduce the following product to the market:

**Coolers & Hospitality:** Maluna, LLC is a lifestyle brand that was created as a consumer product company offering premium coolers branded as the Maluna Unhinged Cooler, and offers hospitality services in the community branded as the Maluna Bar.

Maluna, LLC will establish and create a destination tavern in its home city of La Crosse, Wisconsin as a location to invite local community members to enjoy a fun and comfortable environment to relax and enjoy friends.

## **II. BUSINESS SUMMARY**

### **Industry Overview**

In the United States, the lifestyle industry presently makes Infinitedollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

The customers in this market will engage with participation in Maluna, LLC if they believe in the very best products and customer service available. They will enjoy the Maluna Bar in La Crosse, Wisconsin when they are thirsty and ready to relax.

### **Legal Issues**

The Company affirms that its promoters have acquired all legally required trademarks and patents.

### **III. MARKETING SUMMARY**

#### **Target Markets**

The Company's major target markets are as follows:

Maluna, LLC offers products on a nation wide scale through it's online product sales. Maluna Bar will offer local community members a common interest in an active lifestyle including hunting, fishing, and supporting the community a place to commune and enjoy stories and discuss product development opportunities for their favorite interests.

The estimated number of potential clients within the Company's geographic scope is 325.70.

#### **Services**

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

#### IV. FINANCIAL PLAN

##### 12-Month Profit and Loss Projection

MALUNA, LLC

Monthly expense for salaries and overhead (projected):	\$0.00
Revenue and sales for upcoming year of business (projected):	\$3,000,000.00
Gross profit for upcoming year of business (projected):	\$1,200,000.00

MALUNA BAR = PROJECTED 85% BEER/LIQUOR  
OF GROSS RECEIPTS.

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NO CHANGE TO STRUCTURE  
FROM OCTANE TO MALUNA BAR.

NO CHANGE TO SIGNAGE STRUCTURE.

SIGNAGE INSERT TO CHANGE  
TEXT TO: 'MALUNA BAR'





State Bar of Wisconsin Form 1-2003  
WARRANTY DEED

Document Number

Document Name

1630949  
LACROSSE COUNTY  
REGISTER OF DEEDS  
CHERYL A. MCBRIDE

RECORDED ON  
10/21/2013 03:37PM  
REC FEE: 30.00  
TRANSFER FEE: 252.00  
EXEMPT #: \_\_\_\_\_  
PAGES: 1

THIS DEED, made between Daniel G. Hillebrand

\_\_\_\_\_ ("Grantor," whether one or more),  
and Jeff D. Wellendorf and Bridgette A. Wellendorf, husband and wife as joint  
tenants

\_\_\_\_\_ ("Grantee," whether one or more).  
Grantor, for a valuable consideration, conveys to Grantee the following described real  
estate, together with the rents, profits, fixtures and other appurtenant interests, in  
La Crosse County, State of Wisconsin ("Property") (if more space is  
needed, please attach addendum):

*The West 100 feet of the South 20 feet of Lot 2 in Block 10 of C.&F.J. Dunn, H.L.  
Dousman and Peter Cameron's Addition to the Town of La Crosse, now the City of  
La Crosse, La Crosse County, Wisconsin.*

Recording Area #198

Name and Return Address  
**New Castle Title**  
750 N. 3rd Street, Suite E  
La Crosse, WI 54601

74316

17-20029-020

Parcel Identification Number (PIN)

This  is not  homestead property.  
(is) (is not)

Grantor warrants that the title to the Property is good, indefeasible in fee simple and free and clear of encumbrances except:  
easements, restrictions & highway deeds of record, municipal & zoning ordinances & agreements entered into under them,  
recorded plat, building & use restrictions & covenants & except lands sold, taken or used for road or highway purposes.

Dated October 18, 2013

\_\_\_\_\_  
\* Daniel G. Hillebrand

(SEAL)

(SEAL)

\_\_\_\_\_  
\* \_\_\_\_\_

(SEAL)

(SEAL)

AUTHENTICATION

Signature(s) \_\_\_\_\_  
authenticated on \_\_\_\_\_

ACKNOWLEDGMENT

**Dawn Faherty**  
Notary Public  
State of Wisconsin

STATE OF WISCONSIN

La Crosse

COUNTY )

Personally came before me on Oct. 18, 2013,  
the above-named Daniel G. Hillebrand

to me known to be the person(s) who executed the foregoing  
instrument and acknowledged the same.

Notary Public, State of Wisconsin  
My Commission (is permanent) (expires: 4-6-2014)

TITLE: MEMBER STATE BAR OF WISCONSIN

(If not, \_\_\_\_\_  
authorized by Wis. Stat. § 706.06)

THIS INSTRUMENT DRAFTED BY:

Attorney Andrew R. Bosshard  
Bosshard Parke Ltd.

(Signatures may be authenticated or acknowledged. Both are not necessary.)

NOTE: THIS IS A STANDARD FORM. ANY MODIFICATIONS TO THIS FORM SHOULD BE CLEARLY IDENTIFIED.

WARRANTY DEED

© 2003 STATE BAR OF WISCONSIN

FORM NO. 1-2003

\* Type name below signatures.