

Planning Application



Project Name The Crimson Club

Applicant or Agent for Applicant

Name Lisa Lewis
 Company Crimson Entertainment LLC
 Address 3069 N Oakland Ave, #106
 City Milwaukee State WI Zip 53211
 Daytime Phone Number 414-967-9298
 E-mail Address lisa@thecrimsonclub.net
 Fax Number n/a

Agent is Representing (Tenant/Owner)

Name _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Daytime Phone Number _____
 E-mail Address _____
 Fax Number _____

Property Information

Property Address 7211 W Greenfield Ave
 Tax Key No. 453-0089-000
 Aldermanic District Second District
 Current Zoning Commercial
 Property Owner Crimson Entertainment LLC
 Property Owner's Address 3069 N Oakland Ave, #106
Milwaukee, WI 53211
 Existing Use of Property bar/restaurant
 Previous Occupant Greg Barczak

Total Project Cost Estimate \$55,000

Application Type and Fee

(Check all that apply)

- Special Use: (Public Hearing Required) \$500
- Level 1: Site, Landscaping, Architectural Plan Review \$100 (Project Cost \$0-\$1,999)
- Level 2: Site, Landscaping, Architectural Plan Review \$250 (Project Cost \$2,000-\$4,999)
- Level 3: Site, Landscaping, Architectural Plan Review \$500 (Project Cost \$5,000+)
- Site, Landscaping, Architectural Plan Amendment \$100
- Extension of Time \$250
- Signage Plan Appeal \$100
- Request for Rezoning \$500 (Public Hearing Required)
Existing Zoning: _____ Proposed Zoning: _____
- Request for Ordinance Amendment \$500
- Planned Development District \$1,500 (Public Hearing Required)
- Subdivision Plats \$1,700
- Certified Survey Map \$600
- Certified Survey Map Re-approval \$50
- Street or Alley Vacation/Dedication \$500
- Transitional Use \$500 (Public Hearing Required)
- Formal Zoning Verification \$200

In order to be placed on the Plan Commission agenda, the Department of Development MUST receive the following by the last Friday of the month, prior to the month of the Plan Commission meeting.

- Completed Application
- Corresponding Fees
- Project Description
- One (1) set of plans (24" x 36")
 - Site/Landscaping/Screening Plan
 - Floor Plans
 - Elevations
 - Certified Survey Map
 - Other
- One (1) electronic copy of plans
- Total Project Cost Estimate

**Please make checks payable to:
City of West Allis**

FOR OFFICE USE ONLY

Plan Commission 4/26/17
 Common Council Introduction 4/12/17
 Common Council Public Hearing 5/2/17 TBO

Applicant or Agent Signature [Signature] Date 3/31/17

Property Owner Signature _____ Date _____



Special Use Permit – Project Description for “The Crimson Club”

Part 1: Description of the Business

“The Crimson Club” is a start-up business that will be a combination bar/restaurant offering music entertainment during prime business hours. Additionally, during non-business hours, facility space will be used to host dance and exercises classes. The primary bar/restaurant business will have mass appeal to encourage a variety of customer base. The facility will be designed to maximize the comfort, convenience, and safety of its customers.

During non-prime evening hours, dance classes associated with a variety of music (including, however not limited to salsa, electro-swing, stepping, etc.) will be offered. During day time hours not associated with the bar, the facility will be used to host a variety of fitness classes, such as yoga and Zumba. The facility will also be available to rent for private events.

Offering such a wide variety of music will create and encourage a sense of community within the establishment. Dance is a universal language; adults of all ages and all aspects of diversity will be welcome.

The business will distinguish itself from the competition by offering a select signature drink list, focusing on high quality, fresh ingredients. Additionally, non-alcoholic beverages, beverage options without high fructose corn syrup/artificial flavoring/coloring, and integrating coffee/tea-based beverages and drinks will be offered. The menu will initially offer appetizers, homemade pizza, and dessert options, and after a few months of business, the menu will be reevaluated and expanded depending on the needs of the business.

Safety and security is a unique feature that will be emphasized, including lockers to secure belongings and the initiation of a safety program between the customer and the facility (Angel Program). Safety and security will be emphasized whenever the doors are open, and all staff members will be trained in appropriate policy and procedures.

The business website will allow customers to request songs, communicate with management, view our upcoming events, drink and menu specials, as well as offer a social networking option. Customers will have the option of creating their own unique profile, which will encourage communication and community within the facility. Knowing the importance of convenience, cell phone charging cords will be available for customers to borrow while at The Crimson Club.

Additional amenities will be offered, including essential items such as such as breath mints, gum, personal hygiene supplies, nail files, etc. In the event women need a change of shoes, basic ballet flats available in a variety of sizes will be offered for a small fee.

The business strengths will be the focus on quality beverages and food options, customer comfort and safety, well-trained and vigilant staff, exemplary customer service, and the ability for customers to influence the music played. Drink and menu items will be based on fresh local ingredients whenever possible. Additionally, partnerships with local business will be emphasized and promoted.

Recognizing that businesses of this nature have a higher than average failure rate (compared to other types of small businesses), it will be important for management staff to be vigilant in managing quality, monitoring customer feedback and evaluating financial trends.

Business goals include the establishment of the business in summer of 2017 in the current space. The space currently occupied by the tenant in the adjacent retail space has an existing lease through September 2017. When the lease expires, an evaluation of profitability will be completed to determine if expansion into that space verses renewal of the lease is prudent.

Part 2: Legal Description

Two LLC's have been formed: Crimson Entertainment LLC, and Crimson Club LLC. Crimson Entertainment LLC is purchasing the property located at 7211 and 7213 N. Greenfield Avenue, West Allis, WI, 53214. The organizers of both LLCs are: Lisa Lewis, Jennifer Krueger and Jeff Krueger. The Class B liquor license will be held by Jeff Krueger from Crimson Club LLC.

Part 3: The Project

An offer of \$310,000 has been accepted for the property located at: 7211 W. Greenfield Avenue, West Allis, WI, 53214. The property is a turn-key bar and restaurant in downtown West Allis, with high visibility, ample parking and an established tenant in the adjacent rented retail space. Financing is underway for the purchase of the two-unit building as well as for remodeling, equipment, and inventory. We have applied for an SBA loan for \$400,000, and will provide personal funds of \$60,000 as a down-payment.

This property was selected because of its location, accessibility, price-point, and established design. Several key characteristics are present, including a commercial kitchen, a fully functional bar, security system, and ample space for dancing and class offerings.

Part 4: The Market, and Market Strategy

Primary demographic:

- Women and men between the ages of 25 and 60 who live in the greater Milwaukee area
- College-educated
- Income \$40,000 and up
- Singles and couples

There are a variety of drinking establishments in the Milwaukee County area, although most do not cater to a healthy, mature audience with a focus on dancing, comfort, and convenience. Existing bars such as Victors on Van Buren, Lucid Light Lounge, and Whiskey Bar do offer dancing, however comfort, safety and convenience are not emphasized. Specifically, in West Allis, a social/dance bar type of environment is not offered. Growth opportunities exist for environments that emphasize fitness through dancing, healthy beverage alternatives, and a welcoming climate to attract diverse clientele, while encouraging social interaction in a lively, safe environment.

West Allis is interested in continuing its revitalization of the downtown area which would include attracting local businesses that cater to college graduates as well as established professionals. These professionals will be looking for nightlife options to interact with others of a similar age and education who are tech-savvy, culturally diverse, and socially engaging.

The Crimson Club will attract sophisticated and cultured customers who desire a classy, customer-focused atmosphere, where they can request and listen to a variety of music, participate in social-interaction through the use of an interactive website, partake of sophisticated alcoholic and non-alcoholic beverage options, all while being in a safe, non-judgmental, comfort-driven environment.

General statistics provide by U.S. Bar & Nightclub Industry*

- **\$710 billion:** Food & Drink sales
- **\$26 billion:** Revenue
- **1.4%:** Industry sales increase in nominal terms.
- **0.3%:** Industry sales increase in real (inflation-adjusted) terms.
- **69,987:** Locations
- **19.3m** Number of people who went to bars or nightclubs in casinos

Employees

\$64.08 Revenue per employee
393k Industry Employees
590k Bartenders (including at Restaurants)
5.56 Average number of employees per establishment
\$4.55bn Total wages

Alcohol Consumption and Customers

42% Sales share of beer and ale
30.6% Sales share of distilled spirit drinks
10% Sales share of wine
196.9m Beer barrels sold
24.3m People who bought beer
6.91m People who bought wine

*** Source: www.nciia.com - The Official Trade Organization of the Nightlife & Hospitality Industry**

Continual evaluation will ensure that The Crimson Club is meeting or exceeding current industry trends related to sales of food and alcohol from previously established statistics.

Cyclical sales due to the business's close proximity to the state fairgrounds, are to be expected however, the overall impact is considered to be relatively minor as the target customer, compared to the State Fair attendee, will be seeking a more intimate, friendly, neighbor venue. Using a sophisticated point of sale (POS) system will allow the business to track customer preferences allowing the business to identify trends needed for targeted marketing. Observing and partaking in neighborhood events will also allow for an evaluation that the needs of the local community are being met. Additionally, partnering with local community event organizers will be key in identifying potential marketing campaigns.

The business will take full advantage of advertisement through a variety of social media venues, website promotion, local radio stations, and flyers distributed at local festivals and events. By utilizing established instructors in the area for dance classes, interest with targeted audiences will be generated.

The plan to partner with non-profits that focus on women's health, domestic violence, and a variety of issues addressing the needs of women and children will be used to raise funds and increase public awareness for their causes.

Partnering with the assigned aldermen and surrounding businesses will encourage a symbiotic relationship that benefits the community as a whole.

The market price of beverages and food will be on par with local establishments in West Allis. Specialty/mixed drinks will average \$5-10, glasses of wine will average \$7-12, domestic/imported bottled beer will range \$4-8 and bottled soda options will range \$3-6. Specialty drinks and bottled beverages will be priced by market trends. According to industry trends the average customer consumes 2.3 beverages per encounter. Evaluation of sales will be ongoing to ensure The Crimson Club is meeting or exceeding this goal.

Part 5: The Operation

Bartenders, waitresses, and security personnel will be paid hourly. Cleaning duties will be assigned to employees until an outside cleaning agency is contracted. Employees will be hired from ads placed online through Craig's List, OnMilwaukee.com, etc. Employees will have training on the expectations of the business, including goals and values, with an emphasis on excellent customer service. Employees will be expected to be accountable for employee policies and procedures. Monthly quality control checks will be implemented and any issues will be addressed with feedback from employees.

Several POSs are currently being evaluated. The selected system will need to meet several needs of the business which include, but are not limited to, tracking of inventory, tracking of customer preferences, and itemized sales. The current, primary choice of the business is EPOS Now.

An experienced Certified Public Accountant (CPA)/accountant will be hired to assist with bookkeeping and all financial issues. An attorney will be consulted with any legal questions.

Part 6: Management

- A. **Co-owner** – Lisa Lewis has been self-employed since 2002 as a Licensed Massage Therapist and Certified Yoga Teacher. Prior to that, she spent twelve years in various retail management positions during which time she was responsible for hiring, training, and managing a sales team with an annual sales volume of two million dollars. She emphasized team building and cooperation in order to achieve sales goals and expand offerings in her department. In previous administrative positions, she developed and implemented marketing strategies and advertising concepts, designed and edited newsletters, press releases, and promotional articles, and developed website designs, layouts, and created content to describe the various offerings of the business. Lisa is detail-oriented, very focused on problem solving, building a strong team environment, and managing with supportiveness, creativity, and inspiration.

B. **Co-owner** – Jennifer Krueger has been a Licensed Registered Nurse for over twenty-three years. She currently holds a Master’s Degree in Nursing from Alverno College and teaches as nursing faculty at Waukesha County Technical College in Pewaukee, WI. Through various roles within the health care industry, Jennifer comes to this business with experience in quality control, infection control, policy and procedures development, and hiring, training and management of employees. She also has strong communication and organizational skills that allow her to manage people in high stakes environments. Jennifer’s personal interests include establishing partnerships with community businesses and developing a relationship with local consumers. She is also married to co-owner Jeff Krueger.

C. **Co-owner** - Jeff Krueger, is both a Fire and Paramedic Lieutenant on the Milwaukee Fire Department for over twenty years. Within his role as paramedic and firefighter he manages employees in day-to-day operations of shift employees and daily inventory of necessary supplies. He is skilled at assessing scenes for safety and ongoing surveillance of security in emergency situations.

Additionally, Jeff has been an entertainment DJ for over 25 years. He performed in a variety of venues, both internationally and nationally. Once established as a professional firefighter, he continued his passion for music as owner of a private mobile DJ company. Currently, he performs locally at an established club in downtown Milwaukee. He has been married to co-owner Jennifer Krueger for over 21 years.

Part 7: The Products and Services of the Business

The primary product of the business will focus on providing an environment that is clean, safe and comfortable, and that encourages social interaction. Additionally, a theme that enhances branding of the business name, “The Crimson Club” will be promoted through beverages offered. For example, a signature drink list will offer drinks that range in color from pink to dark crimson. Incentives will be offered to encourage food and beverage purchases including but not limited to a membership opportunity linked to discounts. Additionally, a drink of the month will be featured in which a percentage of a drink’s profit will be donated to non-profit organizations that support the needs of women and/or children.

Food will include appetizers, homemade pizza, and dessert options. The menu may be expanded once the business opens and the needs of the business have been evaluated.

Hours of operation will be subject to modification once open, but here is the initial plan:

Mondays – closed

Tuesday through Thursday – 4pm to 12am

Friday – 4pm – 2:30am

Saturday – 12pm – 2:30am

Sunday – 12pm – 12am

We will also be available for private parties.

Staffing needs will be adjusted once open, but we plan to start with approximately 10 employees as bartenders, cooks, servers, and doormen/security. An experienced bar manager will also be hired.

Part 8: Façade Modifications

We will be applying for a Commercial Façade Improvement Program Grant through the city which will be used for the following improvements/repairs:

Front – The awning for the front entrance needs to be reskinned. The awning color will change to a crimson red color, and our logo will be featured on both sides as well as the front of the awning.

Indirect down lighting will be added under the awning which will illuminate it from underneath.

Window signage needs to be added to the front door. The sign will include the business logo, and lettering saying that parking is available in the rear.

Small bistro tables and chairs will be placed in the front alongside the building when weather is conducive to serving outside. A pedlet is not an option due to the bus stop in front.

Some repair is needed for the front façade where an exterior sign was previously located.

Back – The exterior back wall needs to be painted. The business name and logo will be included as well as a decorative mural.

The bricks that are already in the ground need to be removed, and pavers or concrete poured to divert water from seeping into the basement.

Repair lintel above back door.

The rear entrance concrete is spalling and needs to be repaired.

General tuck pointing and masonry work on the back exterior wall are needed.

Part 9: Interior Modifications

A movable DJ booth will be constructed and placed in the corner just around the inside of the front entrance to the left. This is not a permanent structure.

Lockers will be installed in the room just before the bathrooms, and for now, it will be called the "locker room".

The existing carpeting will be removed and replaced with a vinyl or hardwood floor.

The interior walls will be repainted.

The canopy above the bar will change to a different color and design.

A large screen TV will be placed on the wall behind the bar, and the existing TV's will be replaced with larger ones.

The covers on the wall sconces will be replaced.

A counter along the inside of the garage door at the front will be constructed to create seating and table service for customers.

Part 10: Miscellaneous

The roof needs to be replaced.

A drain pipe from the roof that goes into the sewer needs to be replaced.