

This is an overview of my new business plan for Da Bar at the property location 1900 S 60th St West Allis WI 53219.

Personal plan & business experience:

I Markus Gorsic of Jagers LLC have held a class B malt beverage and liquor license at 2222 Riverside Drive Green Bay Wisconsin. This was granted by the Village board on July 24, 2014. I have over 10 years of experience in the bar and restaurant business working as a bartender, security person, manager and owner. I will make sure this location at 1900 S 60th St is secure at all times and work with the local police and city to have a safe and fun environment that will be a positive for the neighborhood. I will be on location during most business hours and plan on renting the apartment upstairs from the bar once my lease is up where I live now to make sure I'm able to be on location to oversee the business.

Business plan:

This establishment will be a country and rock style lounge, dance and banquet hall that is open to the public. It will sell adult beverages, coffee, energy drinks, soda and bottled water. Our hours of operation will be 12pm to closing from Monday to Sunday. Activities and entertainment will include birthday parties, business meetings, weddings, live bands, DJ's, pool, darts, TV's, dancing, dance lessons, charity events, and electronic games to make use of the large hall area. Drugs will not be permitted or anyone that seems to have been taking any type of drugs will not be permitted to enter. Any loud and or abusive behavior will not be tolerated. Patrons that cannot conform to these guidelines will be asked to leave. Smoking will not be permitted inside the facility only outside in our designated patio area or outside by front door. Loitering will be strongly discouraged at all times around the property. I aim to have a positive environment at all times and I believe this will be good for our patrons and the neighborhood. I am open to any suggestions from the city and would like to work with the city to make sure we are in compliance and be a positive business for the community. I hope this letter which was suggested by Alderman Mickey Czaplewski to this council will clear any questions or reservations you might have on what this new business would in tale. My goal is to have a safe, positive and upstanding business that will be an asset to the community and city of West Allis. I would like to thank the council for taking the time to review this letter on my new business venture.

Sincerely,

Markus Gorsic