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City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2009-0013 Special Use Permit In Committee

Special Use Permit to establish 88 Keys Piano Martini Lounge restaurant/bar, to be located at 7211 W. Greenfield Ave. (Tax Key No. 453-0089-000)

Introduced: 1/6/2009

Controlling Body: Safety & Development Committee

Plan Commission

COMMITTEE RECOMMENDATION File

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>2/3/09</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Barczak				
			Czaplewski				
			Kopplin	<input checked="" type="checkbox"/>			
			Lajsic	<input checked="" type="checkbox"/>			
			Narlock	<input checked="" type="checkbox"/>			
		<input checked="" type="checkbox"/>	Reinke	<input checked="" type="checkbox"/>			
			Roadt				
			Sengstock				
			Vitale				<input checked="" type="checkbox"/>
			Weigel				
			TOTAL	<u>4</u>	<u>-</u>		<u>1</u>

SIGNATURE OF COMMITTEE MEMBER

Chair _____ Vice-Chair _____ Member _____

COMMON COUNCIL ACTION

PLACE ON FILE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>FEB 03 2009</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Barczak			<input checked="" type="checkbox"/>	
			Czaplewski	<input checked="" type="checkbox"/>			
		<input checked="" type="checkbox"/>	Kopplin	<input checked="" type="checkbox"/>			
			Lajsic	<input checked="" type="checkbox"/>			
			Narlock	<input checked="" type="checkbox"/>			
			Reinke	<input checked="" type="checkbox"/>			
			Roadt	<input checked="" type="checkbox"/>			
			Sengstock	<input checked="" type="checkbox"/>			
			Vitale				<input checked="" type="checkbox"/>
			Weigel	<input checked="" type="checkbox"/>			
			TOTAL		<u>-</u>	<u>1</u>	<u>1</u>

Planning Application Form

City of West Allis ■ 7525 West Greenfield Avenue, West Allis, Wisconsin 53214
414/302-8460 ■ 414/302-8401 (Fax) ■ <http://www.ci.west-allis.wi.us>

Applicant or Agent for Applicant
 Name SUZANNE BALL
 Company _____
 Address 8028 W. NATIONAL AVE.
 City WEST ALLIS State WI Zip 53214
 Daytime Phone Number 262-227-9879
 E-mail Address bssharp333@yahoo.com
 Fax Number 414-258-9139

Agent is Representing (Owner/Leasee)
 Name GRZG BARCZAK
 Company _____
 Address 8028 W. NATIONAL AVE.
 City WEST ALLIS State WI Zip 53214
 Daytime Phone Number 414-322-6365
 E-mail Address harley8028@yahoo.com
 Fax Number 414-258-9139

Project Name/New Company Name (If applicable) _____
88 KEYS PIANO MARTINI LOUNGE

Check if the above is agent for applicant and complete Agent is Representing Section in upper right of form.

Agent Address will be used for all official correspondence.

Property Information

Property Address 7211 W. GREENFIELD AVE.
 Tax Key Number 453-0089-000
 Current Zoning _____
 Property Owner _____
 Property Owner's Address _____
 Existing Use of Property _____
 Lot Size _____
 Structure Size _____ Addition _____
 Construction Cost Estimate: Hard _____ Soft _____ Total _____
 Landscaping Cost Estimate _____
 Total Project Cost Estimate: 150,000
 For Multi-tenant Buildings, Area Occupied _____
 Previous Occupant _____

Application Type and Fee
(Check all that apply)

- Request for Rezoning: \$500.00 (Public Hearing required)
Existing Zoning: _____ Proposed Zoning: _____
- Request for Ordinance Amendment \$500.00
- Special Use: \$500.00 (Public Hearing required)
- Transitional Use \$500.00 (Public Hearing Required)
- Level 1 Site, Landscaping, Architectural Plan Review \$100.00
- Level 2 Site, Landscaping, Architectural Plan Review \$250.00
- Level 3 Site, Landscaping, Architectural Plan Review \$500.00
- Site, Landscaping, Architectural Plan Amendments \$100.00
- Certified Survey Map: \$500.00 + \$30.00 County Treasurer
- Planned Development District \$1500.00 (Public Hearing required)
- Subdivision Plats: \$1500.00 + \$100.00 County Treasurer + \$25.00 for reapproval
- Signage Plan Review \$100.00
- Sign: Permit Fee _____
- Conceptual Project Review _____
- Street or Alley Vacation: \$500.00
- Board of Appeals: \$100.00

Attach legal description for Rezoning, Conditional Use or Planned Development District (PDD).

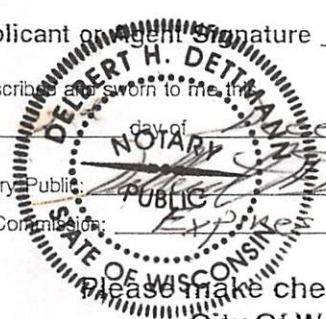
Attach detailed description of proposal.

Attached Plans Include: (Application is incomplete without required plans, see handout for requirements)

- Site Plan Floor Plans Elevations Signage Plan Legal Description Certified Survey Map
 Landscaping/Screening Plan Grading Plan Utility System Plan Other _____

Applicant or Agent Signature Suzanne Ball Date: 12/22/08
 Subscribed and sworn to before me this _____ day of _____, 2008

Notary Public: [Signature]
 My Commission Expires: 5/30/10



Please make checks payable to:
 City Of West Allis

Please do not write in this box

Application Accepted and Authorized by: _____

Date: _____

Meeting Date: _____

Total Fee: _____

88 KEYS PIANO MARTINI LOUNGE

88 Keys Piano Martini Lounge is going to be a high end drinking establishment with an eclectic, trendy, contemporary décor, with background music consisting of blues and jazz. Our plans are to provide live, fun piano music Thursday through Saturday evenings. 88 Keys Piano Martini Lounge will compliment already established restaurants in the immediate area.

Company Description

Organization

88 Keys Piano Martini Lounge will be owned and operated by 88 Keys LLC, a Wisconsin limited liability company, which consists of one sole member, Suzanne Ball. Suzanne Ball will have 100% ownership and Greg Barczak will be joining 88 Keys LLC in the near future. Greg Barczak will be joining Suzanne Ball in the complete planning and operation of the business.

Location

88 Keys Piano Martini Lounge will be located at 7211 W. Greenfield Avenue, in the city of West Allis Wisconsin, 53214. 88 Keys Piano Martini Lounge will maintain a business office at the same address. The facility for the lounge is a building located in the main downtown block of the city of West Allis. The building is divided into two separate businesses. There is an already established business in 1700 square feet of the building, which has the address of 7213 W. Greenfield Avenue. 88 Keys Piano Martini Lounge will occupy 2500 square feet in the other part of the building, with the address of 7211 W. Greenfield Avenue.

Capitalization

The building will cost \$205,000.00. It is estimated that an additional \$100,000.00 to \$150,000.00 will be needed to remodel the building interior. Funding for the venture will be provided by a bank mortgage, a bank credit line, and contributions from the personal funds of Suzanne Ball and Greg Barczak, if needed.

Business Concept Description and Statement

88 Keys Piano Martini Lounge will be serving various martinis, wines, beers, and high end appetizers, along with the sound of piano blues and jazz. The service style of the lounge will consist of one or two well trained bartenders and one or two cocktail servers that will care for the patrons seated at the various tables and couch seating areas. Various piano players, jazz, and blues entertainers will be hired. The décor for 88 Keys Piano Martini Lounge can be described as contemporary, subtle and classy. The furnishings will reflect the projected image of the décor and lounge concept. Upon immediately entering the establishment a piano will be seen to the right, visible from the street through the front picture window of the building. Straight ahead there will be six or seven round, high top tables and chairs, and beyond that on the left will be several couch and coffee table groupings. The bar will be

located further in on the right, with approximately twelve barstools. A few more high top tables and chairs and another couch area will complete the estimated seating capacity for 75 people. Parking is available on W. Greenfield Avenue along with abundant public parking located behind the building, where there will be a well lighted rear entrance.

88 Keys Piano Martini Lounge will be open five days a week, opening at four o'clock in the afternoon and closing at midnight, or perhaps two o'clock am on Thursday, Friday and Saturday evenings. The establishment should be perceived as a destination for socializing in a fun, relaxed atmosphere, with a variety of drinks and appetizers to partake of, with the sound of jazz and/or blues playing in the background.

As mentioned earlier, the menu will feature a variety of sumptuous martinis and other mixed drinks, ice cream drinks, wines and beers, and high quality appetizers. A few tasty dessert items will be available, as well. Local musicians will play the piano and perform favorite blues and jazz music, along with well-known music from the past forty years to the present.

Design and Layout

An architectural drawing showing the floor plan of the building is attached to this business plan.

Management Team

Managing Partner/Owner - Greg Barczak

Greg is the owner of the Painted Parrot, a restaurant located at 8028 W. National Avenue in the city of West Allis. Greg started the Painted Parrot from scratch six and 1/2 years ago and has built it into a successful Caribbean themed restaurant, grossing nearly one million dollars in sales this year. He will be bringing his unique ideas and management skills to the 88 Keys Piano Martini Lounge.

Managing Partner/Owner - Suzanne Ball

Suzanne has worked at the fore-mentioned Painted Parrot restaurant for more than five years, in the capacity of accountant and business manager. In 2007 Suzanne purchased a small percentage ownership in the Painted Parrot and has worked closely alongside Greg Barczak, contributing to the success of the business. She will bring her financial and management skills to 88 Keys Piano Martini Lounge, as well as the initial financing of the establishment.

General Manager

A general manager will be selected to run the business under the supervision of the two managing partners. He/she will oversee and coordinate the planning, organizing, training and leadership necessary to achieve stated objectives in sales, costs, employee hiring and retention, guest service and satisfaction, drink and food quality, cleanliness and sanitation. The general manager will be held responsible for the carrying out of these duties.

Market Analysis

Target Market

We anticipate that 88 Keys Piano Martini Lounge will appeal to a certain group of consumers. We expect to be frequented by an age group mainly of 30 years and up. The drink and appetizer selection has been created to interest patrons that want a relaxed, intimate, fun place to socialize, and enjoy cocktails and various appetizers while listening to live entertainment by local jazz and blues performers.

Location Analysis

We have chosen the location for 88 Keys Piano Martini Lounge primarily to be in the heart of West Allis, which is West Greenfield Avenue, from 70th Street to 76th Street. There are successful restaurants within that immediate area including Steakhouse 100, Bunker's, Benno's, and Thomasino's, and we feel our business will add to the area. It is understood that the area is being nurtured by the city itself, with redevelopment going on to improve the downtown.

There is a large office complex located nearby, east of the location, along with many apartment buildings and condominiums, which we anticipate would be interested in our establishment. We visualize people coming home from work and stopping for a relaxing beverage and/or snack. We hope to be a fun destination/entertainment venue as well as a place to stop after enjoying a meal at restaurants close by.

Marketing Strategy

Overview

The success of 88 Keys Piano Martini Lounge will be achieved by serving great drinks, high/end appetizers and desserts, as well as enjoyable entertainment. Our staff will be well trained to provide the best service. We intend to advertise aggressively to build customer traffic and ensure that word of mouth will cause our business to grow.

Management will endeavor to create and maintain a positive, appealing image for the lounge. This image will be consistently portrayed throughout all marketing channels and sales promotions. The following exemplifies some of the tactics we will use to promote our business.

Customer Database

88 Keys Piano Martini Lounge will continually seek to build a database of our guests. Guests will have an opportunity to be included in the database so they can participate in our promotions, such as birthday and anniversary gift cards, and email notification of upcoming performers and specials.

We anticipate capitalizing on our customer database by instituting an effective email marketing strategy. We will give our customers the option to receive email communications

from our lounge. Customer's privacy will be protected and we will not email our customers without their permission.

Our email strategy will include an awareness not to inundate our guests with email. Promotional content will be developed with the goal of enticement versus quantity. The program will incorporate tools to measure effectiveness and customer satisfaction.

We will also take advantage of our customer database by also implementing a consistent direct mail strategy. This will include similar promotions detailed in the email marketing plan.

Advertising

The lounge will adopt an aggressive advertising strategy. Traditional methods will include advertising in weekly print as well as radio.

We will advertise in the large customer pools which were earlier mentioned, such as the large office complex located east on W. Greenfield Avenue.

Our staff will be trained for and encouraged to promote suggestive selling techniques. Upselling to our customers will be emphasized. We will also use table tents, menu inserts, business card drawings, and table visits to further promote 88 Keys Piano Martini Lounge.

The management team will be entrusted with the task of generating positive public relations for 88 Keys Piano Martini Lounge. Special attention will be given to connect our community and charity involvement with public relations opportunities.

Operations

Overview

Management will establish sound operating guidelines by which to conduct the day to day operations for 88 Keys Piano Martini Lounge. Policies, systems and procedures will be adopted and documented using the combined resources and previous experiences of the management team.

88 Keys is expected to employ approximately four to eight part time employees. Each employee hired will be rated and evaluated according to a pre-defined set of standards adopted for each position. Background checks will be utilized for designated positions. Recruiting efforts will include placing ads in the local paper, signage posted at the lounge location, and referrals and recruiting from previous employment of the management staff.

A thorough training program will be adopted for every position in the lounge. Highly qualified people filling those positions will be provided training and personal instruction in customer service, safety, and health laws in addition to the job functions of their respective positions. Bartenders will be required to furnish a current bartending license valid in the city of West Allis.

88 Keys Piano Martini Lounge will be open from 4:00 pm till midnight on Tuesday and Wednesday, and from 4:00 pm till 2:00 am on Thursday through Saturday. Two bartenders will be on duty Tuesday through Saturday, along with one or two cocktail servers. Additional cocktail servers will be added as the sales volume grows. Designated management will report for work in sufficient time before opening to prepare for business.

The general manager will be responsible for ordering, receiving and maintaining sufficient inventory to meet sales demands.

The service style of 88 Keys Piano Martini Lounge is by design intended to complement the guests overall perception of the business, creating a designed experience. Guests will be greeted upon entering the lounge by a cocktail server. They will be invited to be seated at the bar, a high top table, or at one of the couch seating areas. The bartender or cocktail server will provide drink/appetizer menus, inform the guest of any specials, and suggest selections from the menu. The bartender or server will ensure that the targeted delivery time of five minutes is met for each drink order, and approximately ten minutes for appetizer delivery. The bartenders are responsible for making all drinks. The bartenders and cocktail servers are responsible for preparing the appetizers. Appetizers will be made from high quality ingredients, pre-made and frozen. Upon filing guest orders, the bartender or cocktail server will check back periodically to ensure that any used glasses, dishes, etc. are cleared away, and additional orders taken. Once guests have left the table, it is immediately cleared for the next customer.

Each day's shift for all staff will entail cleanup, restocking and preparation. All money will be settled at the end of the day. All areas of the lounge will be clean and fully prepared for the next day.

Customer Service

Customer service at 88 Keys Piano Martini Lounge will be given special emphasis at all times. It will be our goal to provide service in a manner that exemplifies highly responsive and proactive customer care. We will endeavor to teach our employees about service attitudes, customer perception and how to deal with guest's concerns. Management will conduct periodic staff meetings intended to review policy, increase guest satisfaction and to keep a general line of communication between staff and management.

Suppliers

Management will utilize relationships formed with various suppliers used in the operation of the Painted Parrot. We will use suppliers that can provide reasonably priced product, delivered according to the schedule that benefits the business.

Management Controls

Management will practice sound procedures in order to control costs, insure quality of product and provide friendly customer service.

Careful evaluation and dutiful research will be used in the selection of a POS (point of sale) system that best meets the needs of 88 Keys Piano Martini Lounge. The POS system will be the control center to total daily sales, prepare daily cash reconciliations, and calculate financial information. The POS system will keep track of employee time and attendance, ensuring labor cost control. Inventory control will be managed by the POS system also. Movement of inventory will be compared to sales data to make sure designated products have been properly accounted for. All information will be used in the preparation of weekly profit and loss reports.

The business will engage the service of a secret shopper service from time to time. The secret shopper is an effective tool to get a customer's perspective of the average guest experience. Feedback will help management to constantly improve customer service.

Administrative Systems

Sales and receipts recorded by the POS system will be compared to actual cash and credit card deposits on a daily basis. Acceptable over/short amounts will be limited to \$5.00 per day. Discrepancies greater than \$5.00 will prompt management to conduct an immediate audit to account for the difference. Monthly totals will compared to actual Profit and Loss statements for accuracy.

Suzanne Ball will be responsible for daily deposits to the business checking account. Purchasing records will be processed and recorded daily. Reports detailing cash expenditures, payments by check, and accounts payable transactions will be readily available. Check disbursements will be prepared by Suzanne Ball. Check signing authority for the business account will be given to Suzanne Ball and Greg Barczak, as managing partners/owners. Greg Barczak will be responsible for checking that daily deposits and expense payments were correctly made by Suzanne Ball. Payroll processing preparation will be done by Suzanne Ball, to be called into and prepared by the designated payroll company. When payroll checks are received from the payroll company Suzanne Ball and Greg Barczak will both be responsible for checking for making sure that payroll checks are correctly prepared.

Investment Analysis - Source of Funding

Funding for the venture will be as follows:

Suzanne Ball will make a down payment of \$50,000.00 from personal funds for the bank mortgage loan. A mortgage loan of \$155,000.00 will be provided by the bank, collateral being the building itself. A loan for anywhere from \$100,000.00 to \$150,000.00 for remodeling of the building will be sought from a lending institution, a bank currently used by Suzanne Ball or Greg Barczak, the managing owners of the Painted Parrot. For tax purposes Suzanne Ball will be the initial owner of the building. In the future Greg Barczak will be purchasing the building from Suzanne Ball.

Since Suzanne Ball will own the entire building comprised of 7211-7213 W. Greenfield Avenue, there will be rental income from the existing business in 7213 W. Greenfield Avenue business that will help to make mortgage payments. Neither Suzanne Ball nor Greg

Barczak will be taking salary or wages from 88 Keys Piano Martini Lounge until it is making a profit. Hourly labor wage projections include \$7.00 per hour plus tips for bartenders and \$2.33 per hour plus tips for cocktail servers. Someone will be hired for cleaning services, at approximately minimum wage.

In Conclusion

We hope to make a successful business of 88 Keys Piano Martini Lounge. We feel our location is a good choice, with an available customer base that would enjoy what we have to offer. The city of West Allis is welcoming us as a worthwhile addition to the downtown. The building we have selected to purchase is sound and a worthwhile investment. We have a viable existing business in our building that will provide rental income. We are hoping to obtain a mortgage from Associated Bank.

Sincerely,

SUZANNE BALL
3245 S. PINWOOD CREEK COURT, APT 310
NEW BERLIN, WI 53151
262-227-9879