

**ALCOHOL LICENSING COMMITTEE AGENDA
CITY OF FOND DU LAC, WISCONSIN**

May 19, 2014
4:00 p.m.

Meeting Rooms D & E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

I. OPENING CEREMONIES

- A. Attendance
- B. Declaration Quorum Present

II. APPROVAL OF MINUTES

April 28, 2014

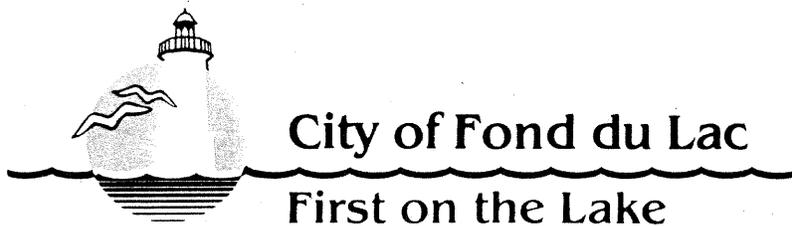
III. REPORTS OF OFFICERS

**A. REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON
APPLICATION FOR NEW "CLASS B" INTOXICATING LIQUOR AND
CLASS "B" FERMENTED MALT BEVERAGE LICENSE**

Limited Liability Co: Backstage Bar & Grill LLC
Agent Name: Dawn Smet
Agent Address: 167 E 13th Street
Fond du Lac, WI 54935
d/b/a: Backstage Bar & Grill
Location of Premises: 101 N Main Street
City Council Meet Date: May 28, 2014

B. REVIEW OF ANNUAL LICENSE RENEWAL QUALIFICATONS
Presented by City Attorney Deb Hoffmann

IV. ADJOURN



Alcohol Licensing Committee

May 19, 2014

4:00 P.M.

**ALCOHOL LICENSING COMMITTEE MINUTES
CITY OF FOND DU LAC, WISCONSIN**

April 28, 2014
4:00 P.M.

Meeting Rooms D&E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

OPENING CEREMONIES

ROLL CALL: Present: - J. Geoffrey Bares
Lee Ann Lorrigan (arrived @ 4:15)
Tyler Vorpagel

Absent: - Shawn Anhalt
Ray Lapierre (excused)
Kerry Ann Strupp (excused)
David Hopper (excused)

Administrative Staff: - Wayne Rollin, Dir of Comm Devel
Deb Hoffmann, City Attorney
Steve Klein, Asst. Police Chief
of Operations

Vice-Chairperson Bares declared a quorum present.

APPROVAL OF MINUTES

March 31, 2014

Motion made by Vorpagel to approve the minutes of the
March 31, 2014 Alcohol Licensing Committee minutes as
presented.

Seconded by Lorrigan.

ROLL CALL VOTE: Aye - Bares, Lorrigan, Vorpagel
Nay - None

Carried.

REPORTS OF OFFICERS

**REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON APPLICATION FOR
NEW "CLASS B" INTOXICATING LIQUOR AND CLASS "B" FERMENTED MALT
BEVERAGE LICENSE**

ALCOHOL LICENSING COMMITTEE MINUTES

April 28, 2014

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Individual: Jennifer Price
Home Address: 51 Center Street
Fond du Lac, WI 54935
d/b/a: The End Zone
Location of Premises: 507 N Main Street
City Council Meet Date: May 14, 2014

Appeared in Support and to Ask/Answer Questions:

Jennifer Price, 51 Center St., Fond du Lac
Steve Kremer, 640 S Main St., Fond du Lac

Motion made by Lorrigan to recommend to City Council approval of New "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage License d/b/a The End Zone, 507 N Main Street.

Seconded by Vorpagel.

ROLL CALL VOTE: Aye - Bares, Lorrigan, Vorpagel
Nay - None

Carried.

COMPLIANCE CHECK AND TRAINING UPDATE - ASSISTANT CHIEF STEVE KLEIN

General discussion ensued on above topic. No action was taken at this meeting.

ADJOURN

Motion made by Bares to adjourn.

Seconded by Vorpagel.

ROLL CALL VOTE: Aye - Bares, Lorrigan, Vorpagel
Nay - None

Carried.

Meeting adjourned at 4:35 p.m.

MERRY ARNDT
RECORDING SECRETARY

MA/maa

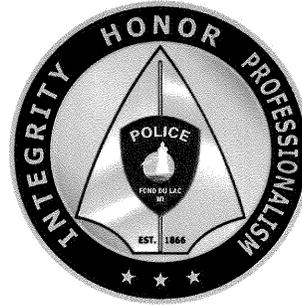
CITY OF FOND DU LAC - Memorandum

City Clerk's Office

Date: May 15, 2014
To: Alcohol License Committee
From: Maggie Hefter, City Clerk
Re: 2014-2015 "Class B" Intoxicating Liquor and Class "B"
Fermented Malt Beverage Application

"CLASS B" INTOXICATING LIQUOR AND CLASS "B" FERMENTED MALT BEVERAGE:

Limited Liability Co: Backstage Bar & Grill LLC
Agent Name: Dawn Smet
Agent Address: 167 E 13th Street
Fond du Lac, WI 54935
d/b/a: Backstage Bar & Grill
Location of Premises: 101 N Main Street



Memo

To: City Manager Moore

From: Chief Lamb

Date: 05-14-14

Re: Proposed Class B Intoxicating Liquor & Fermented
Beverage License: Backstage Bar and Concert Hall LLC.

On May 14, 2014, Assistant Chief Klein, Division Chief of Fire Safety Troy Hasse, Community Development Director Wayne Rollin and Amy Hansen from the DFP met with the listed applicants John Hoekstra and Dawn Smet to discuss their application for the proposed Back Stage Bar and Concert Hall located at 101 N. Main Street. This site has operated under the same name for the past 7 months and was previously licensed as the Main Street Café and also Shooters Club.

The applicants presented a well written business plan including their dining menu. The applicants are proposing a licensed establishment similar to a Hard Rock Café type theme. The applicants plan to offer live band entertainment along with dining. The applicants stated their hours of operation would be normal bar hours and that the restaurant would continue to serve a breakfast menu as well as expanding to a larger dining menu. The business will also have a banquet room available for small banquets or meetings.

John Hoekstra, who will manage the establishment, has a solid history of working together with the police in his previous capacity as Manager at Shooter's Club. Dawn Smet will be the licensed agent and has over 6 years of management experience in formerly running the Corner Pocket Café inside of Shooters Club. Ms. Smet also has over 11 years of experience as a bartender. The two applicants have been managing operations at the current location for the past 7-months and now have an opportunity to purchase the business.

Assistant Chief Klein discussed with the applicants the City's expectations of being a license holder and the importance of being a "good neighbor."

Background checks were performed on Mr. Hoekstra and Ms. Smet, both in-house and NCIC/CIB. All previous convictions were appropriately disclosed. There is nothing in the background of the applicants that would preclude them from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request.

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 14 ;
ending JUNE 30 20 15 ;

TO THE GOVERNING BODY of the: Town of } Fond du Lac
 Village of }
 City of }

County of Fond du Lac Aldermanic Dist. No. _____ (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>456-102495739</u> 2-03	
Federal Employer Identification Number (FEIN): <u>46-3715674</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>100</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$ <u>500</u>
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ <u>55-</u>
TOTAL FEE	\$ <u>655</u>

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Backstage Bar & Grill LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>John W. Hoekstra</u>	<u>167 E 13th FOL</u>	<u>54935</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent ▶	<u>Dawn L. Smet</u>	<u>167 E. 13th FOL</u>	<u>54935</u>

3. Trade Name ▶ Backstage Bar & Grill Business Phone Number (920) 933-6003
4. Address of Premises ▶ 101 N. Main Post Office & Zip Code ▶ 54935

- 5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
- 6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
- 7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
- 8. (a) Corporate/limited liability company applicants only: Insert state Wisconsin and date 9/23/13 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) see attached

- 10. Legal description (omit if street address is given above):
- 11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? Main St. Lounge Backstage Bar & Grill
- 12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
- 13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]. Yes No
- 14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME
this 28th day of April, 20 14

John W. Hoekstra
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

[Signature]
(Clerk/Notary Public)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

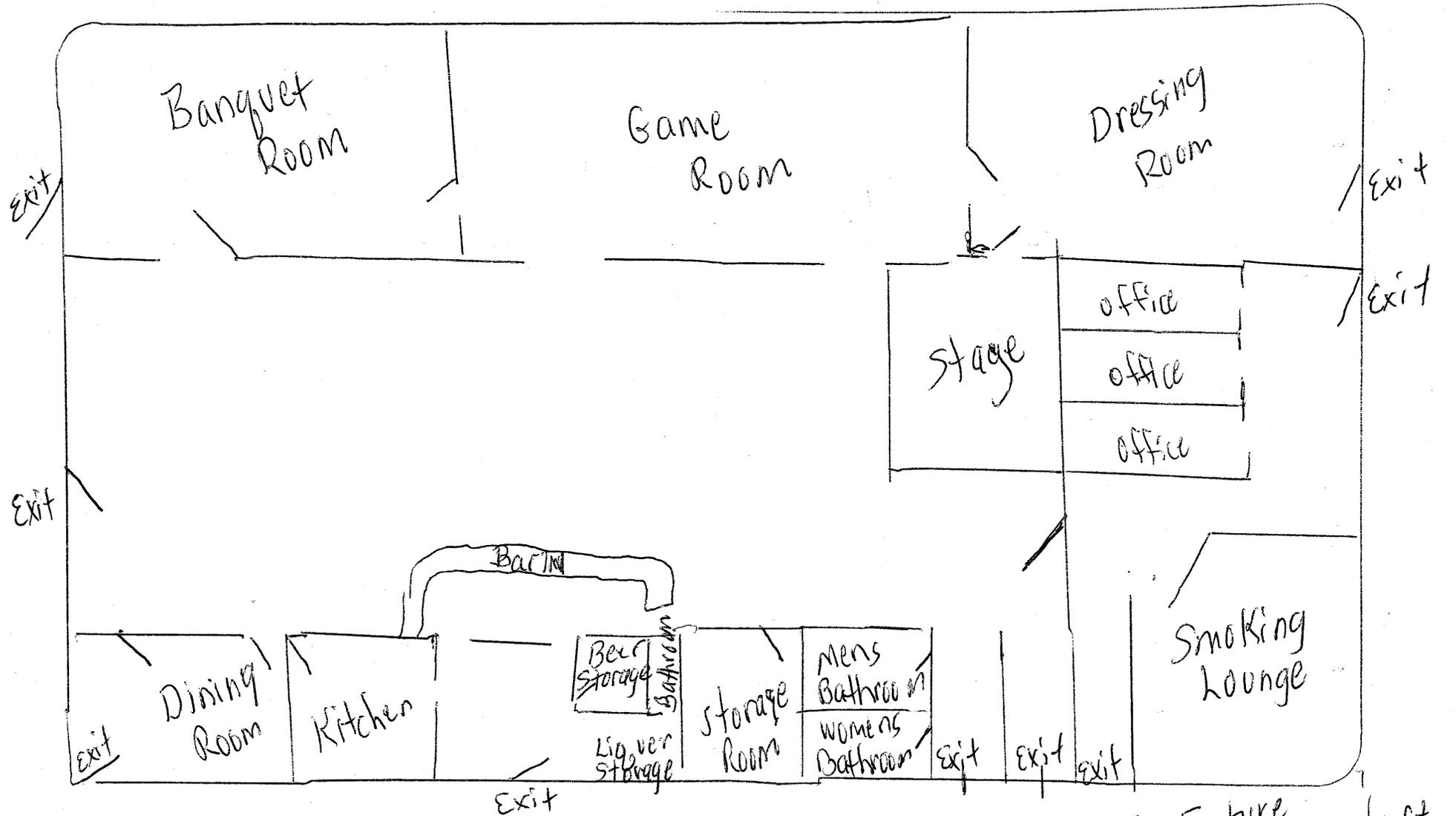
My commission expires 9-27-2015

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk <u>4-28-14</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

CL-2501

Backstage Bar + Grill LLC



↑
↓
Parking lot

Future Beer and Dining garden
6ft fence

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name) <u>Smet</u>		(first name) <u>DAWN</u>		(middle name) <u>LOUISE</u>	
Home Address (street/route) <u>167 E. 13th St.</u>		Post Office	City <u>Fond du Lac</u>	State <u>WI</u>	Zip Code <u>54935</u>
Home Phone Number <u>(920) 204-1016</u>		Age	Date of Birth	Place of Birth	

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an individual.
- A member of a partnership which is making application for an alcohol beverage license.
- Agent of Backstage Bar & Grill LLC
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 45 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
 If yes, identify. _____
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
 If yes, identify. _____
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name <u>Cordon Oil</u>	Employer's Address <u>Ripon WI</u>	Employed From <u>7-4-14</u>	To <u>Current</u>
Employer's Name	Employer's Address	Employed From	To

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 28th day of April, 20 14

[Signature]
(Clerk/Notary Public)

[Signature]
(Signature of Named Individual)

My commission expires 9-27-2015



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Recycled Paper

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name) <u>Hoekstra</u> (first name) <u>John</u> (middle name) <u>William</u>	
Home Address (street/route) <u>167 E. 13th</u>	Post Office <u>FDL 54935</u> City <u>Fond du Lac</u> State <u>WI</u> Zip Code <u>54935</u>
Home Phone Number <u>(920) 204-1016</u>	Age <u>[redacted]</u> Date of Birth <u>[redacted]</u> Place of Birth <u>[redacted]</u>

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an individual.
- A member of a partnership which is making application for an alcohol beverage license.
- MEMBER of BACKSTAGE BART GRILL LLC
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 48 years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
(on back)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
If yes, identify. _____
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
If yes, identify. _____
(Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name <u>Backstage Bart Grill</u>	Employer's Address <u>101 N. Main FDL 54935</u>	Employed From <u>6/1/95</u>	To <u>6/30/2008</u>
Employer's Name <u>Shooters Club</u>	Employer's Address <u>101 N. Main FDL 54935</u>	Employed From <u>10/1/12</u>	To <u>Present</u>

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 28th day of April, 20 14

[Signature]
(Clerk/Notary Public)

[Signature]
(Signature of Named Individual)

My commission expires 9-27-2015



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Criminal Tresspass - 1984
Fine

Theft 9-18-1996
Failure to return DVD
Had to pay for movie

Worthless checks 9-27-1994
dba: pro street systems Car Audio
Going through divorce and
closed account early

child support Arrears

CITY OF FOND DU LAC, WISCONSIN

SURRENDER OF ALCOHOL BEVERAGE LICENSE

This is to advise that, as licensee, I (We) hereby surrender a Combination "Class A" And "Class B" Intoxicating Liquor & Class "A" And Class "B" Fermented Malt Beverage license for the premise located at 101 N. Main St. Fond du Lac, WI 54935, on the condition that it be granted to the applicant (future licensee).

Deborah Kienbaum, d/b/a Backstage Bar & Grill
(Current licensee) (Current business name)

and Dawn L. Smet, as applicant, make a
(Future licensee)
concurrent application for that license.

Licensee/Applicant Information

CURRENT LICENSEE

Please print the following information:

Name Deborah Kienbaum
Home Address 1827 Randolph Ave
City New Holstein
Phone (920) 901-4932
Signature Deborah Kienbaum Date 4-7-14

NEW APPLICANT FUTURE LICENSEE

Please print the following information:

Name Dawn L. Smet
Home Address 1167 E. 13th Street
City Fond du Lac
Phone (920) 204-1016
Signature Dawn Smet Date 4-28-14
Dawn Smet 4-28-14



CONFIDENTIAL

Backstage Bar & Grill LLC

Fond du Lac's newest place for great food, beverages and entertainment

Business Plan

Prepared April 2014

Contact Information

John Hoekstra

hoek66@yahoo.com

(920) 933-6003

www.fdlbackstage.com

101 North Main

Fond du Lac, WI 54935, USA

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Executive Summary

Who We Are

The concept of Backstage Bar & Grill is to provide an live entertainment, and restaurant venue in Fond du Lac. The establishment will provide a live entertainment venue; a restaurant; banquet services; recording studio and musical retail merchandising for the Fond du Lac area.

The venue is approx. 12,000 square foot complex, which will also house the company's corporate business office. The venue will be have decor; such as, "Hard Rock Cafe's" located around the world. The bar/restaurant will accommodate 300-600 people, the banquet hall will accommodate up to 90 people. The venue will be equipped with state-of-the-art audio, lighting, and video systems, serving the need for a true entertainment venue in Fond du Lac. The general appearance will be clean, open, and pleasing to the customer. The demographics are favorable.

Community "needs" have been identified as a mid-sized performance center that will attract local and national artists, a venue for local performers to enhance their visibility and audience services. We will also provide great food and affordable prices.

What We Sell

Backstage Bar & Grill will generate sales through revenue streams that comprise the company's products and services:

- **Food and Beverage**
- **Gate/Entertainment**
- **Retail Merchandise**
- **Video Gambling**
- **Jukebox/Video Games**
- **Banquet Hall**
- **ATM**

Managing separate revenue streams requires ramping up each one individually, ensuring that each area performs well before developing the next revenue stream. In order of importance, Food/Beverage, entertainment and Video Gambling are expected to provide the most stable revenue streams.

Who We Sell To

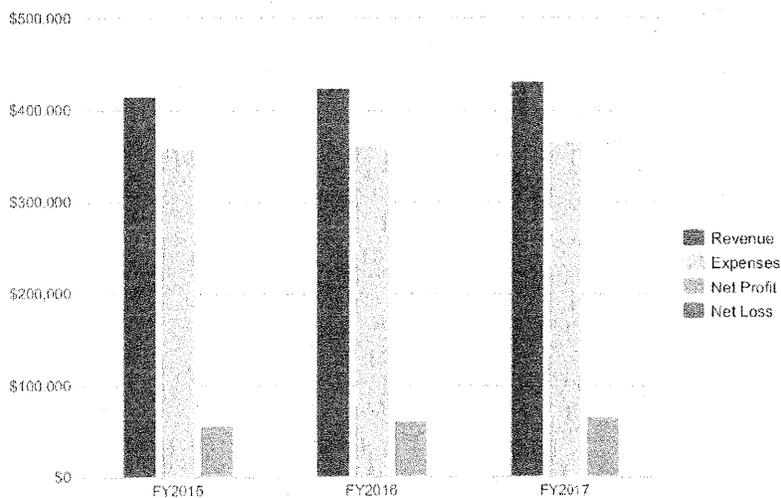
Currently the average age is approx. 35, the venue appeals to three major market segments:

- Young Professionals
- Tourists and Business Travelers
- Senior Citizens

Financial Summary

Financial Highlights

Financial Highlights by Year



Company

Company Overview

Backstage Bar & Grill under current licensee, Deb Kienbaum has been operating since October 1st, 2013. The company expects to lease venue space in June 2014.

Backstage Bar & Grill is a Limited Liability Company owned by John Hoekstra and Dawn Smet . His selected management and employee roster have worked together for over 10 years with combined experience of over 55 years.

Company History

Management Team

John Hoekstra, resident of Fond du Lac was manager of Shooters Club, located in Fond du Lac for 13 years and previously managed Illusions for 4 years. John has 3 college degrees in computer programming, accounting and business management. He does not drink alcohol and is an ordained minister. Over the years he has brought live entertainment to Fond du Lac and has contacts in all aspects of the live entertainment industry. John Hoekstra is currently maa

Dawn Smet was in the development and management position of Corner Pocket Cafe in Shooters Club for 6 years and has been a bartender for over 11 years. She will also be the agent for the liqueur license

Currently Russ Hoekstra, Bob Anders are employed as bartenders and will continue and have over 40 combined years of experience as bartending. The have previously worked together for over 10 years together as a team and are all residents of Fond du Lac. We have also employed 6 of our children to make this a family run business.

Together we share a single vision to provide a unique and entertaining experience through exceptional service and great dining experience..

Products and Services

Products and Services

Backstage Bar & Grill will generate sales through revenue streams that comprise the company's products and services:

- **Food and Beverage**
- **Gate/Entertainment**
- **Retail Merchandise**
- **Video Gambling**
- **Jukebox/Video Games**
- **Banquet Hall**
- **ATM**

Food and Beverage:

Backstage will provide 'casual food' restaurant services to its customers through contracted restaurant suppliers. The venue includes a full kitchen, walk-in refrigerator, and food prep area. The menu will include \$5 to \$10 items offering simple foods with entrees and appetizers.

Gate/Entertainment:

Backstage will sell tickets in the \$3 to \$20 price range for admission to live musical performances, focusing on themes with mass appeal. Live musical performances will include local and national acts. The venue will be characterized by distinctive design features, including a band stage 25 x 25 foot to accommodate national acts and spacious area which comfortably accommodates 300-600 guests. .

The venue includes a state-of-the-art, high-quality audio, lighting, and video system.

Retail Merchandise:

The venue will provide space for the retail sale of Backstage merchandise items. Retail display space will be provided for each band booked at the venue.

Video Gambling:

Backstage will provide five video gambling machines for customers entertainment. This has grown to a industry must and provides great profit.

Venue Rental:

Backstage will be available as a venue rental for promoters; groups; business meetings; and private parties. Additional services will be provided, as requested, with individualized pricing for each service. Additionally, Backstage will offer floor space to mercantile operators to showcase their merchandise.

Jukebox/Video Games:

Backstage will provide state-of-the-art jukebox that customers can select thier music enjoyment online and will have video capablitiy. Backstage will provide several interactive skill games, pool tables, darts for additional entertainment.

ATM:

An ATM will be provided for customers to use credit card and debit cards. A usage fee will be collected from each transaction.

Competitors

The venue's direct competition:

The Shack: Offers live music. The venue caters to the 21 and older age range, but is located outside of Fond du Lac

Fat Joes: Offers live music and has full menu for customers, but is much smaller venue.

Target Market

Market Overview

Fond du Lac is located mostly centralized between Milwaukee and Green Bay and hour away each way. The region offers excellent transportation; recreational activities; and cultural entertainment; food and lodging for tourists and business travelers.

Live entertainment is and has been growing throughout the region and with a venue; such as Backstage Bar & Grill, customers do not need to travel far to see their favorite bands. Backstage Bar & Grill will provide Fond du Lac an opportunity to draw additional cash flow to area lodges and restaurants.

The venue appeals to these major market segments:

Young Professionals-- We appeal to single adults and young couples seeking to interact through the social arts and socializing. The venue will appeal to this category by switching the tempo and entertainment to be more appealing to adults as it gets later into the evening.

Tourists and Business Travelers--More and more business travelers and tourists visit the Fond du Lac area every year. We plan to reach these people through direct marketing to local hotel patrons.

Market Needs

The nightclub and bar industry is shifting toward a more entertainment-oriented concept. Guests of these venues are not only offered a dynamic place to gather and mingle, but also a place watch live entertainment, and other events. We intend to heavily utilize entertainment-oriented and food marketing in an effort to withstand the perpetual shift in trends and cater to as large a client base as possible.

Strategy and Implementation

Marketing Plan

Overview

The Backstage Bar & Grill, located at 101 North Main Street, demographics, and ample parking are major advantages for the success of the venture. The proposed venue will provide a local solution to the lack of social atmosphere and live entertainment venues in the region.

The Fond du Lac area lacks an "Live entertainment" venue that offers seating for 300-600 guests. The region has a distinct need for a live music. The Backstage venue will appeal to a wide age range with events offered that will appeal to 35-70 year olds. The decor will be similar to the "Hard Rock Cafe's" around the world.

Backstage will appeal to the large population in the region of the Fond du Lac area seeking mainstream entertainment venue. The venue will also benefit from visitors from surrounding population centers such as Appleton, Oshkosh, Green Bay and Milwaukee.

Backstage Bar & Grill would also in the future add and outside dining/beer garden to accommodate the pleasant summer days. We plan to continue running benefits for organizations as we currently do now.

Positioning

Backstage Bar & Grill will provide the best food, beverages and entertainment in the Fond du Lac area.

Pricing

Backstage Bar & Grill will provide 'casual food' restaurant services to its customers through contracted restaurant suppliers. The venue currently under lease consideration includes a full kitchen, walk-in refrigerator, and food prep area. The menu will include

\$5 to \$10 items offering wide variety of foods with entrees. Our prices are based on the current competition rates and compare with them if not lower.

Promotion

Our marketing budget is set at 1% of our overall sales revenue. This budget will be used to reach our targeted customers through cost-effective marketing campaigns. On-going processes will be geared to promote the brand name and keep the venue at the forefront of entertainment establishments in the Fond du Lac area. Our marketing efforts will focus on the following channels for reaching new and repeat customers:

- Website
- Print
- Radio
- Email/Newsletter
- In-store Promotions

Website

A website is an important component of our advertising and marketing campaign, allowing us to stay in contact with our customers and provide up-to-date information regarding all of our programs. We will launch a website within the first month of operations. The site will include upcoming entertainment schedules.

Print Advertising

Through commercial repetition, a teaser campaign, and the use of catchy phrases, we will focus on our target market segments.

- Action Advertiser - weekly
- Scene Magazine - monthly

Radio Advertising

- KFIZ - Public Radio
- WAPL - Public Radio

In-Store Promotions

Shirts, ball caps and bumper stickers bearing the company logo will be marketed, as well as given away as prizes to spread brand awareness.

Email/Newsletter

Loyal, repeat customers are critical to our success. To drive repeat business revenue, we will maintain an 'opt-in' database of customers. This valuable database will be used to distribute monthly email newsletters. The newsletter will be a vehicle to announce our upcoming programs and specials. The newsletter will provide timely information regarding entertainment schedules, and special Members announcements.

Distribution

Milestones

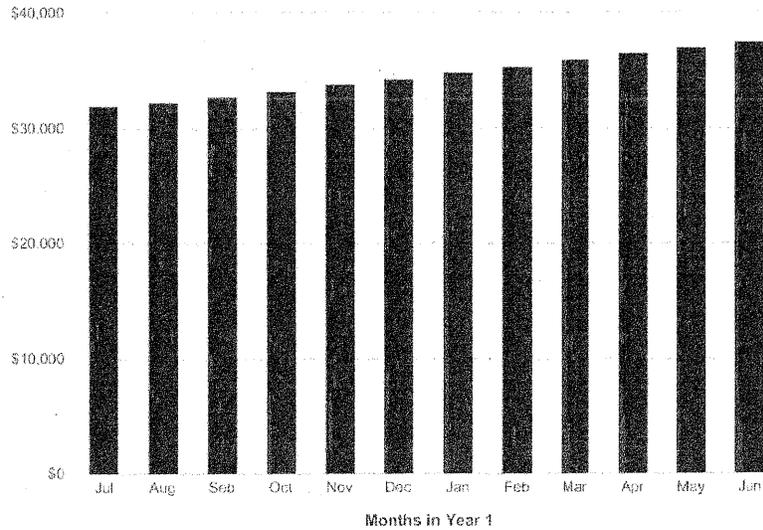
Financial Plan

Revenue Forecast

Revenue Forecast

	FY2015	FY2016	FY2017
Revenue			
Food	\$78,842	\$80,419	\$82,027
Beverages	\$241,395	\$246,222	\$251,146
Gambling Entertainment	\$96,000	\$97,920	\$99,878
Total Revenue	\$416,237	\$424,561	\$433,051
Direct Cost			
Food	\$27,595	\$28,147	\$28,709
Beverages	\$84,488	\$86,178	\$87,901
Gambling Entertainment	\$28,800	\$29,376	\$29,963
Total Direct Cost	\$140,883	\$143,701	\$146,573
Gross Margin	\$275,354	\$280,860	\$286,478
Gross Margin %	66%	66%	66%

Revenue by Month



About the Revenue Forecast

Personnel Plan

Personnel Table

	FY2015	FY2016	FY2017
Cooks	\$46,080	\$46,080	\$46,080
Bartenders	\$46,080	\$46,080	\$46,080
Total	\$92,160	\$92,160	\$92,160

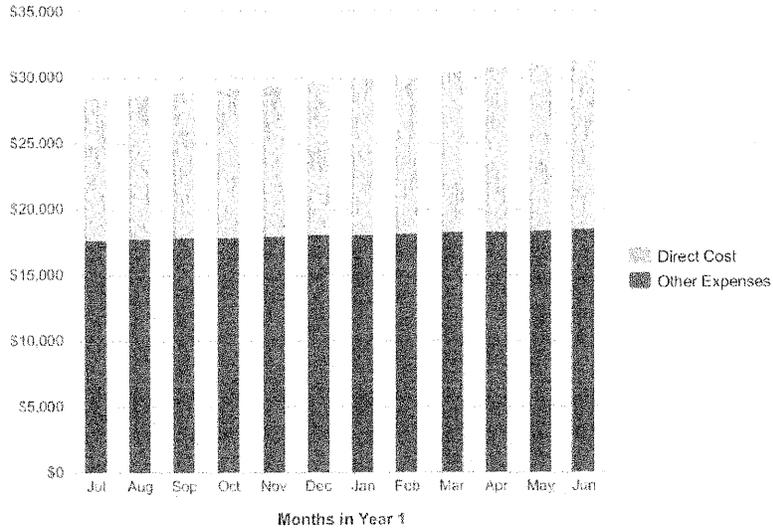
About the Personnel Plan

Budget

Budget Table

	FY2015	FY2016	FY2017
Operating Expenses			
Salary	\$92,160	\$92,160	\$92,160
Employee Related Expenses	\$18,432	\$18,432	\$18,432
Marketing & Promotions	\$4,162	\$4,246	\$4,331
Rent	\$60,000	\$60,000	\$60,000
Utilities	\$24,000	\$24,000	\$24,000
Office Supplies	\$1,800	\$1,800	\$1,800
Insurance	\$2,400	\$2,400	\$2,400
Total Operating Expenses	\$202,954	\$203,038	\$203,123

Expenses by Month



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Sources of Funds

Use of Funds

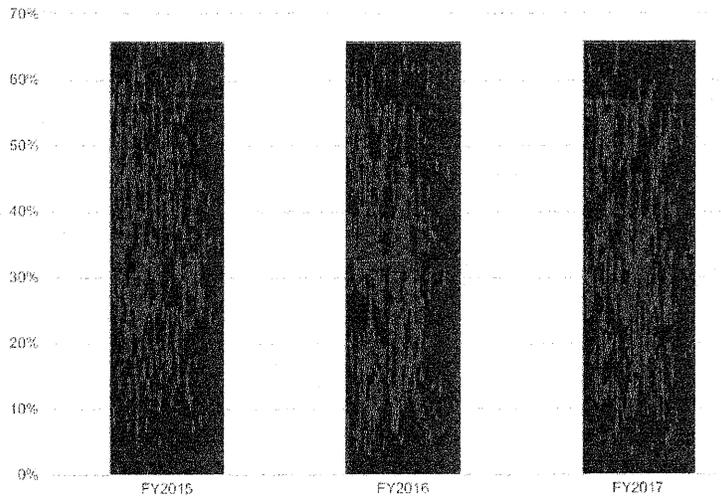
Financial Statements

Profit and Loss Statement

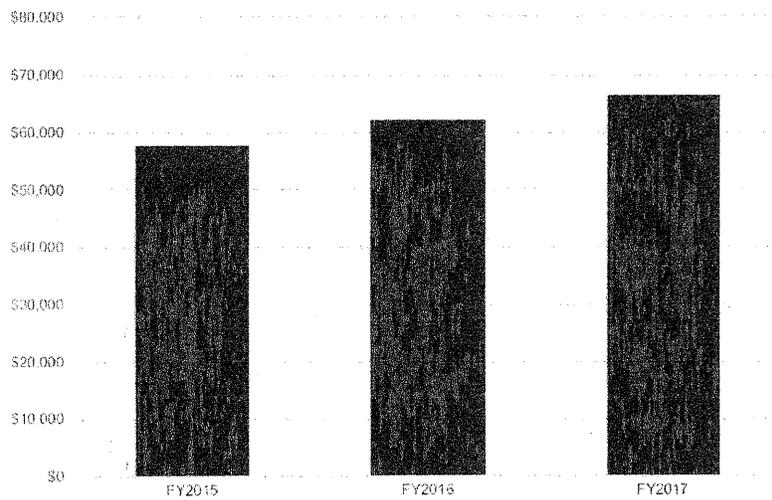
Profit and Loss Statement

	FY2015	FY2016	FY2017
Revenue	\$416,237	\$424,561	\$433,051
Direct Cost	\$140,883	\$143,701	\$146,573
Gross Margin	\$275,354	\$280,860	\$286,478
Gross Margin %	66%	66%	66%
Operating Expenses			
Salary	\$92,160	\$92,160	\$92,160
Employee Related Expenses	\$18,432	\$18,432	\$18,432
Marketing & Promotions	\$4,162	\$4,246	\$4,331
Rent	\$60,000	\$60,000	\$60,000
Utilities	\$24,000	\$24,000	\$24,000
Office Supplies	\$1,800	\$1,800	\$1,800
Insurance	\$2,400	\$2,400	\$2,400
Total Operating Expenses	\$202,954	\$203,038	\$203,123
Operating Income	\$72,400	\$77,822	\$83,355
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$0	\$0	\$0
Income Taxes	\$14,480	\$15,564	\$16,671
Total Expenses	\$358,317	\$362,303	\$366,367
Net Profit	\$57,920	\$62,258	\$66,684
Net Profit / Sales	14%	15%	15%

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

Balance Sheet

Balance Sheet

As of Period's End	Starting Balances	FY2015	FY2016	FY2017
Cash	\$20,000	\$82,013	\$144,114	\$210,848
Accounts Receivable	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0
Total Current Assets	\$20,000	\$82,013	\$144,114	\$210,848
Long-Term Assets	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0	\$0
Total Assets	\$20,000	\$82,013	\$144,114	\$210,848
Accounts Payable	\$0	\$4,093	\$3,936	\$3,986
Sales Taxes Payable	\$0	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$4,093	\$3,936	\$3,986
Long-Term Debt	\$0	\$0	\$0	\$0
Total Liabilities	\$0	\$4,093	\$3,936	\$3,986
Paid-In Capital	\$20,000	\$20,000	\$20,000	\$20,000
Retained Earnings	\$0	\$0	\$57,920	\$120,178
Earnings	\$0	\$57,920	\$62,258	\$66,684
Total Owner's Equity	\$20,000	\$77,920	\$140,178	\$206,862

Total Liabilities & Equity	\$20,000	\$82,013	\$144,114	\$210,848
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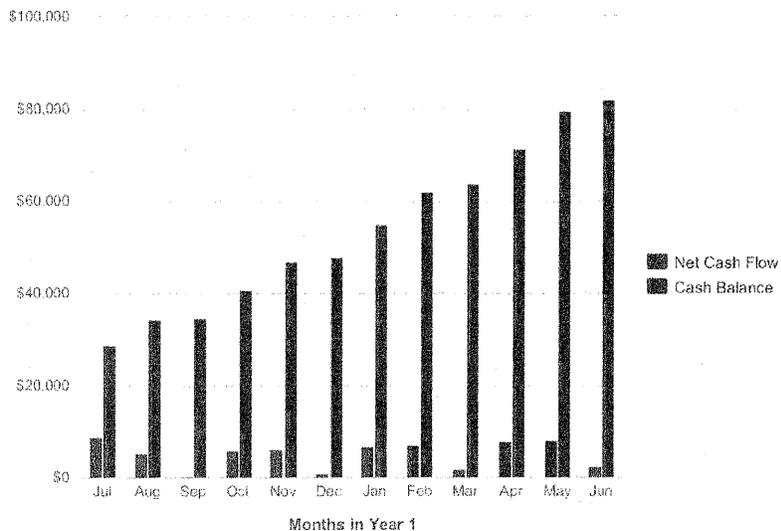
About the Balance Sheet

Cash Flow Statement

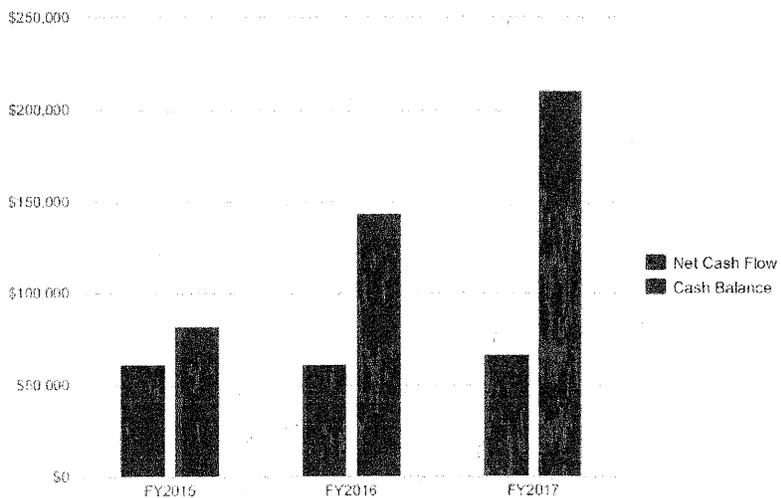
Cash Flow Statement

	FY2015	FY2016	FY2017
Operations			
Net Profit	\$57,920	\$62,258	\$66,684
Depreciation and Amortization	\$0	\$0	\$0
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory	\$0	\$0	\$0
Change in Accounts Payable	\$4,093	(\$157)	\$50
Change in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	\$62,013	\$62,101	\$66,734
Investing & Financing			
Assets Purchased or Sold	\$0	\$0	\$0
Investments Received	\$0	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0
Change in Long-Term Debt	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$0	\$0	\$0
Cash at Beginning of Period	\$20,000	\$82,013	\$144,114
Net Change in Cash	\$62,013	\$62,101	\$66,734
Cash at End of Period	\$82,013	\$144,114	\$210,848

Cash Flow by Month



Cash Flow by Year



About the Cash Flow Statement

Appendix

Revenue Forecast

Revenue Forecast Table (With Monthly Detail)

FY2015	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun '15
Revenue												
Food	\$6,000	\$6,000	\$6,120	\$6,242	\$6,366	\$6,493	\$6,622	\$6,753	\$6,888	\$7,025	\$7,165	\$7,168
Beverages	\$18,000	\$18,360	\$18,727	\$19,101	\$19,483	\$19,872	\$20,269	\$20,674	\$21,087	\$21,508	\$21,938	\$22,376
Gambling Entertainment	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Total Revenue	\$32,000	\$32,360	\$32,847	\$33,343	\$33,849	\$34,365	\$34,891	\$35,427	\$35,975	\$36,533	\$37,103	\$37,544
Direct Cost												
Food	\$2,100	\$2,100	\$2,142	\$2,185	\$2,228	\$2,273	\$2,318	\$2,363	\$2,411	\$2,459	\$2,507	\$2,509
Beverages	\$6,300	\$6,426	\$6,554	\$6,685	\$6,819	\$6,956	\$7,094	\$7,236	\$7,380	\$7,528	\$7,678	\$7,832
Gambling Entertainment	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Total Direct Cost	\$10,800	\$10,926	\$11,096	\$11,270	\$11,447	\$11,629	\$11,812	\$11,999	\$12,191	\$12,387	\$12,585	\$12,741
Gross Margin	\$21,200	\$21,434	\$21,751	\$22,073	\$22,402	\$22,736	\$23,079	\$23,428	\$23,784	\$24,146	\$24,518	\$24,803
Gross Margin %	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%

Backstage Bar & Grill LLC

	FY2015	FY2016	FY2017
Revenue			
Food	\$78,842	\$80,419	\$82,027
Beverages	\$241,395	\$246,222	\$251,146
Gambling Entertainment	\$96,000	\$97,920	\$99,878
Total Revenue	\$416,237	\$424,561	\$433,051
Direct Cost			
Food	\$27,595	\$28,147	\$28,709
Beverages	\$84,488	\$86,178	\$87,901
Gambling Entertainment	\$28,800	\$29,376	\$29,963
Total Direct Cost	\$140,883	\$143,701	\$146,573
Gross Margin	\$275,354	\$280,860	\$286,478
Gross Margin %	66%	66%	66%

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Personnel Plan

Personnel Table (With Monthly Detail)

FY2015	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun '15
Cooks	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840
Bartenders	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840	\$3,840
Total	\$7,680											

	FY2015	FY2016	FY2017
Cooks	\$46,080	\$46,080	\$46,080
Bartenders	\$46,080	\$46,080	\$46,080
Total	\$92,160	\$92,160	\$92,160

Budget

Budget Table (With Monthly Detail)

FY2015	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun '15
Operating Expenses												
Salary	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680
Employee Related Expenses	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536
Marketing & Promotions	\$320	\$324	\$328	\$333	\$338	\$344	\$349	\$354	\$360	\$365	\$371	\$376
Rent	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Utilities	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Office Supplies	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Insurance	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Total Operating Expenses	\$16,886	\$16,890	\$16,894	\$16,899	\$16,904	\$16,910	\$16,915	\$16,920	\$16,926	\$16,931	\$16,937	\$16,942

Profit and Loss Statement

Profit and Loss Statement (With Monthly Detail)

FY2015	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun '15
Revenue	\$32,000	\$32,360	\$32,847	\$33,343	\$33,849	\$34,365	\$34,891	\$35,427	\$35,975	\$36,533	\$37,103	\$37,544
Direct Cost	\$10,800	\$10,926	\$11,096	\$11,270	\$11,447	\$11,629	\$11,812	\$11,999	\$12,191	\$12,387	\$12,585	\$12,741
Gross Margin	\$21,200	\$21,434	\$21,751	\$22,073	\$22,402	\$22,736	\$23,079	\$23,428	\$23,784	\$24,146	\$24,518	\$24,803
Gross Margin %	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%	66%
Operating Expenses												
Salary	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680	\$7,680
Employee Related Expenses	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536	\$1,536
Marketing & Promotions	\$320	\$324	\$328	\$333	\$338	\$344	\$349	\$354	\$360	\$365	\$371	\$376
Rent	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Utilities	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Office Supplies	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Insurance	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Total Operating Expenses	\$16,886	\$16,890	\$16,894	\$16,899	\$16,904	\$16,910	\$16,915	\$16,920	\$16,926	\$16,931	\$16,937	\$16,942
Operating Income	\$4,314	\$4,544	\$4,857	\$5,174	\$5,498	\$5,826	\$6,164	\$6,508	\$6,858	\$7,215	\$7,581	\$7,861
Interest Incurred	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Backstage Bar & Grill LLC

Depreciation and Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes	\$863	\$909	\$971	\$1,035	\$1,100	\$1,165	\$1,233	\$1,301	\$1,372	\$1,443	\$1,516	\$1,572
Total Expenses	\$28,549	\$28,725	\$28,961	\$29,204	\$29,451	\$29,704	\$29,960	\$30,220	\$30,489	\$30,761	\$31,038	\$31,255
Net Profit	\$3,451	\$3,635	\$3,886	\$4,139	\$4,398	\$4,661	\$4,931	\$5,207	\$5,486	\$5,772	\$6,065	\$6,289
Net Profit / Sales	11%	11%	12%	12%	13%	14%	14%	15%	15%	16%	16%	17%

Backstage Bar & Grill LLC

	FY2015	FY2016	FY2017
Revenue	\$416,237	\$424,561	\$433,051
Direct Cost	\$140,883	\$143,701	\$146,573
Gross Margin	\$275,354	\$280,860	\$286,478
Gross Margin %	66%	66%	66%
Operating Expenses			
Salary	\$92,160	\$92,160	\$92,160
Employee Related Expenses	\$18,432	\$18,432	\$18,432
Marketing & Promotions	\$4,162	\$4,246	\$4,331
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Depreciation and Amortization	\$0	\$0	\$0
Income Taxes	\$14,480	\$15,564	\$16,671
Total Expenses	\$358,317	\$362,303	\$366,367
Net Profit	\$57,920	\$62,258	\$66,684
Net Profit / Sales	14%	15%	15%

Balance Sheet

Balance Sheet (With Monthly Detail)

As of Period's End	Starting Balances	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun '15
Cash	\$20,000	\$28,905	\$34,346	\$34,727	\$40,736	\$47,031	\$48,034	\$54,921	\$62,115	\$63,774	\$71,595	\$79,742	\$82,013
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$20,000	\$28,905	\$34,346	\$34,727	\$40,736	\$47,031	\$48,034	\$54,921	\$62,115	\$63,774	\$71,595	\$79,742	\$82,013
Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Assets	\$20,000	\$28,905	\$34,346	\$34,727	\$40,736	\$47,031	\$48,034	\$54,921	\$62,115	\$63,774	\$71,595	\$79,742	\$82,013
Accounts Payable	\$0	\$3,694	\$3,720	\$3,755	\$3,791	\$3,827	\$3,864	\$3,901	\$3,940	\$3,980	\$4,020	\$4,061	\$4,093
Sales Taxes Payable	\$0	\$1,760	\$3,540	\$0	\$1,834	\$3,695	\$0	\$1,919	\$3,867	\$0	\$2,009	\$4,050	\$0
Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$5,454	\$7,260	\$3,755	\$5,625	\$7,522	\$3,864	\$5,820	\$7,807	\$3,980	\$6,029	\$8,111	\$4,093
Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Backstage Bar & Grill LLC

Total Liabilities	\$0	\$5,454	\$7,260	\$3,755	\$5,625	\$7,522	\$3,864	\$5,820	\$7,807	\$3,980	\$6,029	\$8,111	\$4,093
Paid-In Capital	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings	\$0	\$3,451	\$7,086	\$10,972	\$15,111	\$19,509	\$24,170	\$29,101	\$34,308	\$39,794	\$45,566	\$51,631	\$57,920
Total Owner's Equity	\$20,000	\$23,451	\$27,086	\$30,972	\$35,111	\$39,509	\$44,170	\$49,101	\$54,308	\$59,794	\$65,566	\$71,631	\$77,920
Total Liabilities & Equity	\$20,000	\$28,905	\$34,346	\$34,727	\$40,736	\$47,031	\$48,034	\$54,921	\$62,115	\$63,774	\$71,595	\$79,742	\$82,013

Backstage Bar & Grill LLC

As of Period's End	Starting Balances	FY2015	FY2016	FY2017
Cash	\$20,000	\$82,013	\$144,114	\$210,848
Accounts Receivable	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0
Total Current Assets	\$20,000	\$82,013	\$144,114	\$210,848
Long-Term Assets	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0
Total Long-Term Assets	\$0	\$0	\$0	\$0
Total Assets	\$20,000	\$82,013	\$144,114	\$210,848
Accounts Payable	\$0	\$4,093	\$3,936	\$3,986
Sales Taxes Payable	\$0	\$0	\$0	\$0
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Long-Term Debt	\$0	\$0	\$0	\$0
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Paid-In Capital	\$20,000	\$20,000	\$20,000	\$20,000
Retained Earnings	\$0	\$0	\$57,920	\$120,178
Earnings	\$0	\$57,920	\$62,258	\$66,684
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Cash Flow Statement

Cash Flow Statement (With Monthly Detail)

FY2015	Jul '14	Aug '14	Sep '14	Oct '14	Nov '14	Dec '14	Jan '15	Feb '15	Mar '15	Apr '15	May '15	Jun '15
Operations												
Net Profit	\$3,451	\$3,635	\$3,886	\$4,139	\$4,398	\$4,661	\$4,931	\$5,207	\$5,486	\$5,772	\$6,065	\$6,289
Depreciation and Amortization	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$3,694	\$26	\$35	\$36	\$36	\$37	\$37	\$39	\$40	\$40	\$41	\$32
Change in Sales Taxes Payable	\$1,760	\$1,780	(\$3,540)	\$1,834	\$1,861	(\$3,695)	\$1,919	\$1,948	(\$3,867)	\$2,009	\$2,041	(\$4,050)
Net Cash Flow from Operations	\$8,905	\$5,441	\$381	\$6,009	\$6,295	\$1,003	\$6,887	\$7,194	\$1,659	\$7,821	\$8,147	\$2,271
Investing & Financing												
Assets Purchased or Sold	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Investments Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

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Change in Long-Term Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$0											
Cash at Beginning of Period	\$20,000	\$28,905	\$34,346	\$34,727	\$40,736	\$47,031	\$48,034	\$54,921	\$62,115	\$63,774	\$71,595	\$79,742
Net Change in Cash	\$8,905	\$5,441	\$381	\$6,009	\$6,295	\$1,003	\$6,887	\$7,194	\$1,659	\$7,821	\$8,147	\$2,271
Cash at End of Period	\$28,905	\$34,346	\$34,727	\$40,736	\$47,031	\$48,034	\$54,921	\$62,115	\$63,774	\$71,595	\$79,742	\$82,013

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Backstage Bar & Grill LLC

	FY2015	FY2016	FY2017
Operations			
Net Profit	\$57,920	\$62,258	\$66,684
Depreciation and Amortization	\$0	\$0	\$0
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory	\$0	\$0	\$0
Change in Accounts Payable	\$4,093	(\$157)	\$50
Change in Sales Taxes Payable	\$0	\$0	\$0
Net Cash Flow from Operations	\$62,013	\$62,101	\$66,734
Investing & Financing			
Assets Purchased or Sold	\$0	\$0	\$0
Investments Received	\$0	\$0	\$0
Change in Short-Term Debt	\$0	\$0	\$0
Change in Long-Term Debt	\$0	\$0	\$0
Net Cash Flow from Investing & Financing	\$0	\$0	\$0
Cash at Beginning of Period	\$20,000	\$82,013	\$144,114
Net Change in Cash	\$62,013	\$62,101	\$66,734
Cash at End of Period	\$82,013	\$144,114	\$210,848