

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

September 28, 2015  
4:00 p.m.

**Meeting Rooms D & E**  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**I. ROLL CALL**

- A. Attendance
- B. Declaration Quorum Present

**II. CONSENT AGENDA**

- A. June 29, 2015 Minutes

**III. ACTIONS**

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

Limited Liability Co:	Dewey's 4 Golf, LLC
Agent:	Donald J. Du Chateau
Agent Address:	N5084 Oak Hill Road Fond du Lac, WI 54937
d/b/a:	Dewey's Golf & Sports Lounge
Location of Premises:	65 N. Main Street

**IV. ADJOURN**

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

June 29, 2015  
4:00 p.m.

**Meeting Rooms D**  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**ROLL CALL**

Present: Shawn Anhalt  
Geoffrey Bares  
Kerry Ann Strupp

Absent: Jacob Lehman  
Gary Miller  
Joseph Leventhal  
Jennifer Neibauer

Administrative Staff: Steve Thiry, Assistant Chief

Chairperson Anhalt declared a quorum present.

**CONSENT AGENDA**

May 18, 2015 Regular Meeting

Regular meeting minutes on May 18, 2015 were approved at June 15, 2015 meeting.

June 15, 2015 Special Meeting

Motion made by Bares to approve the June 15, 2015 Minutes of the Alcohol License Committee as presented. Seconded by Strupp.

ROLL CALL VOTE:     Aye- Anhalt, Bares, Strupp  
                          Nay- None

Carried.

**ACTIONS**

REVIEW DELIBERATE AND MAKE RECOMMENDATION ON APPLICATION FOR NEW CLASS "A" FERMENTED MALT BEVERAGE LICENSE

Limited Liability:       Shopko Stores Operating Co., LLC  
Agent Name:             Eric Rathsack  
Agent Address:         2801 Newport Ave  
                              Oshkosh, WI 54904  
d/b/a:                    Shopko #050  
Location of Premises:   616 W Johnson Street  
City Council Meet Date: July 8, 2015

Alcohol Licensing Committee Meeting

June 29, 2015

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Motion made by Bares to recommend to City Council Approval of New Class "A" Fermented Malt Beverage License.

Seconded by Strupp.

ROLL CALL VOTE: Aye- Anhalt, Bares, Strupp  
Nay- None

Carried.

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

Limited Liability: Bars of Choice LLC  
Agent Name: Leon Wiedmeyer  
Agent Address: 150 N Butler St  
Fond du Lac, WI 54935  
d/b/a: Leon's Corner Pub  
Location of Premises: 261 N Main Street  
City Council Meet Date: July 8, 2015

Motion made by Bares to recommend to City Council Approval of New Class "A" Fermented Malt Beverage License.

Seconded by Strupp.

ROLL CALL VOTE: Aye- Anhalt, Bares, Strupp  
Nay- None

Carried.

**ADJOURN**

Motion made by Strupp to adjourn.

Seconded by Bares.

ROLL CALL VOTE: Aye- Anhalt, Bares, Strupp  
Nay- None

Carried.

Meeting adjourned at 4:24 p.m.

Margaret Hefter  
City Clerk

# ***CITY OF FOND DU LAC - Memorandum***

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**City Clerk's Office**

**Date:** September 25, 2015

**To:** Alcohol License Committee

**From:** Maggie Hefter, City Clerk

**Re:** 2015-2016 "Class B" Intoxicating Liquor and Class "B"  
Fermented Malt Beverage Application

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

**Limited Liability:** Dewey's 4 Golf LLC

**Agent:** Don Du Chateau

**Agent Address:** N5084 Oak Hill Road  
Fond du Lac, WI 54937

**d/b/a:** Dewey's Golf & Sports Lounge

**Location of Premises:** 65 N. Main Street



# Memo

**To:** City Manager Moore

**From:** Chief Lamb

**Date:** 9-25-15

**Re:** Proposed Class B Intoxicating Liquor and Fermented Malt Beverage Dewey's Golf and Sports Lounge, 65 N. Main Street (formerly JR's Sports Bar)

On September 25, 2015, Assistant Chief Klein, met with Don DuChateau to discuss his application for the proposed license for Dewey's Golf and Sports Lounge, located at 65 N. Main Street (formerly JR's Sports Bar).

Mr. DuChateau is a longtime Fond du Lac resident and is a PGA Professional Golfer. He formerly served as the PGA Golf Pro at South Hills Country Club for many years. He is looking at the opportunity to offer a year round golf experience for golf enthusiasts throughout the Fond du Lac area. His business would be home to numerous indoor golf simulators which would offer golfers a place to go locally to continue their sport during the winter months. The facility would also be home to the FDL Junior Academy which he bodes as the top education and training center for youth golfers 12-18 years of age. The facility will also host a lounge area with a full service bar and offer a small selection of food items. Mr. DuChateau stated he will be doing some major interior renovations to accommodate the golf simulators and his Golf theme concept

Wisconsin law does allow for "Bowling Alleys and Recreational Centers" such as Archery Centers, Gun Clubs, Billiard Halls and Golf Simulator Facilities to be licensed establishments. State law also allows for those under the age of 21 to be at these types of facilities for the sole purpose of using the golf simulators etc.; however, those under the age of 21 would not be allowed to sit at or be in the bar area.

Mr. DuChateau will serve as the licensed agent for this location. This location has been a licensed establishment for many years, most recently as JR's Sports Bar with no concerns noted by law enforcement. Assistant Chief Klein discussed with the applicant the City's expectations of being a license holder and the importance of being a "good neighbor." It was also emphasized that the applicant would need to monitor closely that those under the age of 21 were not loitering at the bar area or consuming alcoholic beverages within the licensed establishment.

Background checks performed on the applicant, both in-house and NCIC/CIB, indicate no criminal history. There is nothing in the applicant's background that would preclude him 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 October 15 20 15 ;  
 ending June 30 20 16

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>456-1028934611-02</u>	
Federal Employer Identification Number (FEIN): <u>47-4830404</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>75</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$ <u>375</u>
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ <u>55</u>
<b>TOTAL FEE</b>	\$ <u>505</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): ▶ DEWEY'S 4 GOLF LLC

An "Auxiliary Questionnaire," Form AI-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>OWNER DONALD J DUCHATEAU</u>	<u>N 508d OAK HILL RD</u>	<u>FOND DU LAC 54937</u>
Vice President/Member	_____	_____	_____
Secretary/Member	_____	_____	_____
Treasurer/Member	_____	_____	_____
Agent ▶	<u>DONALD J DUCHATEAU</u>	_____	_____
Directors/Managers	_____	_____	_____

3. Trade Name ▶ DEWEY'S GOLF & SPORTS LOUNGE Business Phone Number \_\_\_\_\_  
 4. Address of Premises ▶ 65 N MAIN FOND DU LAC Post Office & Zip Code ▶ FOND DU LAC 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 WIS and date 8-17-15 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.) MAIN FLOOR BAR COOLERS, BACK ROOM

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? \_\_\_\_\_
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 2<sup>nd</sup> day of SEPTEMBER, 20 15

[Signature]  
 (Clerk/Notary Public)

[Signature]  
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

My commission expires 9-27-2015

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

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

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk <u>9-2-15</u>	Date reported to council/board <u>10-14-15</u>	Date provisional license issued _____	Signature of Clerk / Deputy Clerk _____
Date license granted _____	Date license issued _____	License number issued <u>16-4751</u>	

# SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of:  Town  Village  City of FOND DU LAC County of FOND DU LAC

The undersigned duly authorized officer(s)/members/managers of DEWEY'S & GOLF LLC  
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as DEWEY'S GOLF & SPORTS LOUNGE  
(trade name)

located at 65 N. MAIN ST - FOND DU LAC, WI 54935

appoints DONALD J DUCHATEAU  
(name of appointed agent)

N 5084 OAK HILL RD - FOND DU LAC, WI 54937  
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes  No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course?  Yes  No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 56 YRS

Place of residence last year N 5084 OAK HILL RD F.D.L WI 54937

For: DEWEY'S & GOLF LLC  
(name of corporation/organization/limited liability company)

By: [Signature]  
(signature of Officer/Member/Manager)

And: \_\_\_\_\_  
(signature of Officer/Member/Manager)

### ACCEPTANCE BY AGENT

I, DONALD J DUCHATEAU, hereby accept this appointment as agent for the  
(print/type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] 9-2-2015  
(signature of agent) (date)

Agent's age [Redacted]  
Date of birth [Redacted]

N 5084 OAK HILL RD.  
(home address of agent)

### APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 09/24/15 by [Signature] Title ASST. CHIEF OF POLICE  
(date) (signature of proper local official) (town chair, village president, police chief)

# AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
DONALD J. DU CHATEAU		DONALD		JOSEPH	
Home Address (street/route)		Post Office	City	State	Zip Code
N 5084 DAK HILL RD		FOND DU LAC	FOND DU LAC	WI	54937
Home Phone Number			Age	Date of Birth	Place of Birth
[REDACTED]			[REDACTED]	[REDACTED]	[REDACTED]

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.

DONALD DU CHATEAU of DEWEY'S 4 GOLF 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? 56 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	Employer's Address	Employed From	To
SOUTH HILLS GC LLC	1175 FOND DU LAC AVE	1989	2014
JOHN HALL		1983	1989

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 2ND day of SEPT, 2015

[Signature]  
(Clerk/Notary Public)

[Signature]  
(Signature of Named Individual)

My commission expires 9-27-2015



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# Dewey's Golf & Sports Lounge

65 N. Main St  
Fond du Lac, Wisconsin

## Business Plan

# Executive Summary

## Objectives

The intended Goal of the Studio will be to offer the opportunity for local golfers to enjoy a facility that can extend their enjoyment of the game of golf beyond the summer months. Too many golfers are faced with very limited options to continue to participate once our local courses close and are challenged with long commutes to Milwaukee or Madison to practice and enjoy the game. Dewey's Golf Studio will offer the best facility in the valley and resolve these problems right here in our community.

## Mission Statement

Dewey's Golf Studio will always provide the highest level of service and commitment to the local community with the goal of always making you feel at home. Our staff will always be committed to the adage, "Golf - The Game of a Lifetime"

## Keys to Success

Dewey's Studio will be the only indoor teaching facility in the Fox valley Area incorporating a PGA Professional to ensure quality instruction in the game of Golf. Utilizing over 25 years of experience as well as partnering with quality Professional employees will bring forth a venue that the community has never seen.

## Description of Business

The Fond du Lac Golf Studio is an indoor golf center with **State of the art golf simulators** designed to enhance the game of golf through instruction and entertainment. The Studio will provide the opportunity to improve your game through instruction with PGA Professional Don Du Chateau, as well as offer a warm and fun atmosphere to practice with your friends.

In Addition, the Studio will be the home of the **Fond du Lac Junior Academy**. The Academy will be the top education and training center for youth age 12 through 18 in the Fond du Lac and surrounding communities. The program will not only instruct the youth of our area on the game of golf, but will instill qualities of sportsmanship, integrity and life skills needed in today's highly competitive arena. The Academy will be an essential tool / facility for the community to strengthen local high school golf programs and insure their success over the years. The academy will also offer programs for the younger golfers in our community. This program will utilize youth training equipment such as SNAG golf and will be feeder program to the Junior Academy.

In addition to the Academy there will be a **Lounge** that will provide both alcoholic and non alcoholic beverages along with a limited sandwich menu. The lounge will also have a state of the art Video / TV experience that will not only broadcast golf events but will allow you to enjoy any of your favorite sporting events on our array of large screen TV's.

## **Company Ownership/Legal Entity**

Dewey's Golf Studio will be operated by Don Du Chateau with investor partners sharing the initial costs and also sharing in the profits. The business will most likely be listed as an LLC with the actual name yet to be determined.

## **Location**

The anticipated home of the Golf Studio will be located at 65 N Main St. Fond du Lac, Wisconsin. Extensive changes will be made to the interior of the facility in order to accommodate the simulators and golf activities. The inside decor will resemble that of a comfortable golf setting / clubhouse motif.

Upon additional research I would hope that Dewey's can also be the "Hall of Fame" of past and present Fond du Lac Golf Champions as well as recognizing our local high school and college golfers.

The location is situated on the Main Street in Fond du Lac and is the corner/ end building to extensive retail and restaurant establishments in Fond du Lac..

## **Interior**

The building is 7,000 square feet and is situated on nearly 1/2 acre of property. The interior is currently set up as Bar and restaurant but can easily be modified to provide the Golf amenities I plan to implement..

## **Hours of Operation**

The Studio / Lounge will be open seasonally either 6 or 7 days a week. The hours of operation will be from 10:00 am till 11:00 pm and also could vary by season.

## **Products and Services**

The Studio and Lounge will be utilizing products from both the Golf and Hospitality industries.

Golf Products would include retail sales of Titleist, Ping and other major companies. An agreement would be put into place to be an Authorized fitting center for the Ping Golf Company. This will allow Dewey's to be the premier Golf Club Fitting service in the area.

Hospitality products would include Alcoholic and Food items from select brands. A full service bar would be established as well as a small sandwich and pizza menu for dining needs.

The major emphasis will be on service. A staff of Golf Professionals will provide instruction and

guidance with the both the Golf Studio and the Academy. A well trained service staff will handle the Bar /Kitchen and Lounge area. Upon opening the business all food purchases will be placed through the bar. This will eliminate the need to hire an extensive wait staff and help reduce the cost of labor.

All employees will be trained by Don Du Chateau and will have extensive knowledge of all products and services we provide. I feel my 30 years of experience in the Private Golf Club business as both a Golf Professional and Department manager will be well served in this role.

## **Management**

Management of the business will be provided by Don Du Chateau.

Meetings have already taken place to put in place an experienced Bar manager with some background in the Golf Industry as well.

Employees will be needed to handle daily interaction with both the golf patrons as well as those attending the Lounge. Quality individuals will be brought on board from within my family as well as from the local college institutions and existing golf facilities and bars

## **Financial Management**

Knowing full well that the way the finances are handled can be the difference between success and failure it is very important that expenses are held to a minimum and income is accurately recorded.

I feel comfortable that this type of business will operate efficiently based on the fact that we would be dealing with limited Accounts receivable as the majority of transactions would be Credit Card or cash. Policies and procedures will be put into place to insure that all transactions are accurately recorded and verified.

The business model, **Dewy's**, although it will have significant upfront costs in acquisitions should produce a repetitive income stream with limited expense. The simulators would operate with very limited labor costs associated with them and have a useful life of up to 10 years. Please see spreadsheets for cash flow expectations.

**The Lounge** would operate with all of the normal costs associated with running a bar. Maintaining a proper cost of goods sold is paramount to its success.

Several things that will be instituted to allow this to happen are:

- Bi weekly inventory of all products
- Utilizing good relationships with all vendors to insure on time deliveries and limiting on hand inventory
- Optimizing all discount opportunities with vendors

- Utilizing to the best of our ability local vendors and products.
- Installation of a camera security system.

**The Academy** will produce ancillary income as it grows. I would anticipate the additional impact of this to be minimal to start but be a viable income stream via lessons and sales as it evolves.

As stated earlier in the Interior description the building is capable of providing additional income via lease agreements with individuals or businesses. I will be pursuing but not be limited to opportunities to lease areas as we move forward.

Brief Summary of anticipated startup costs: (Estimates) ( Please see attached spreadsheets)

- Building Purchase - \$185,000.00
- Upgrades - \$35,000.00
- Golf simulators (2) and installation - \$110,000.00
- Bar / Kitchen equipment - \$10,000.00

## Marketing

Marketing this new business will be key to its success, our potential customers will be targeted within a 40 mile radius as some competition exists beyond that.

The Fond du Lac area has a significant number of golf facilities that produce approximately 50,000 rounds a season collectively. This is our target market of golfers. In addition Rolling Meadows golf Course hosts over 35 leagues a year. Through my relationship with Rolling Meadows and its current staff I plan on targeting these leagues and hopefully have some carryover to our facility in the winter season. In addition I have made arrangements with Rolling Meadows to carry the success of the Academy to their outdoor range in the summer.

Over the past several years there has been an indoor golf simulator / range in the Fond du Lac area at the Hoerth storage facility. This operation according to owner Mike Hoerth will no longer move forward after closing the spring of 2015. Marketing ideas and groups that were utilized by him have already been harvested.

## Competition

As mentioned above there is no direct local competition for this Business Plan.

Internet searches as well as industry reports show that the nearest competition utilizing Golf Simulator Technology is located in Sheboygan Wisconsin with 1 Simulator in a Bowling complex. The largest facility and utilizing 4 simulators is located in downtown Milwaukee on Water St. This company called "Fore Golf" is in direct competition and utilizes a similar business plan with golf and

Bar operations. Other business utilizing simulator technology with none having more than 2 onsite are currently located in:

- Waukesha, Wi                      Depere, Wi
- Madison, Wi (2)                      Milwaukee County – Currie Park Dome
- Oconomowoc, Wi                      Appleton – Bob Burns PGA

## **Pricing**

With little competition, pricing will be determined by the market. **The Studio** rate for the simulators will be set at \$40.00 per hour during peak time. Other locations in the state range in price from \$30.00 - \$40.00 and are utilizing older technology. Certain special rates will apply during the day, as well as possible discounts for seniors and youth. Rates will also vary seasonally as golf courses reopen.

The afore mentioned facility in Milwaukee called FORE Golf also operated by a PGA Golf Professional, is utilizing the same hourly structure as listed above. FORE Golf operates with a full service bar and snack food only, with there biggest menu item being frozen pizzas. They currently have built there clientele through word of mouth and location and are currently seeking out new revenue streams through leagues and Couples nights.

**The Lounge** will compete with other local bars and have competitive pricing.

**The Academy** will have rates based on group size as well as duration of program. Original estimates would be \$50.00 - \$100.00 per student per month.

## ***Advertising and Promotion***

The Studio / Lounge / Academy will rely on advertising through many sources. The plan would be to develop a working relationship with the local hotels and businesses to provide onsite advertising at their locations. Other sources of advertising would be:

- Website
- Social Media
- Local radio
- Local newspaper
- Direct mail
- Promotions

### ***Strategy and Implementation***

In order to implement this Business plan I will need the support of investors. My plan would be to assemble enough investors with equal shares to overcome the costs of acquiring, renovating and starting capital needed for the project.

Upon securement of the necessary funds the following timeline would be my goal.

- Acquire property by September 15 of 2015
- Make necessary improvements to facility by October 15
- Have simulators installed by October 1
- Have Business operational by November 1