



CITY OF WAUKESHA
PLAN COMMISSION

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NOV 14 2016

Date Submitted

Application for Review

CITY PLAN COMMISSION

Name of Project: Home Industry for Photographic Studio
Address (if no address, location): 307 N. Hine Ave., Waukesha, WI 53188
Project Description: Use of an extra bedroom for a photographic studio

Applicant information:

Name: Erin Beckett
Company Name: Erin Beckett
Address: 307 N. Hine Ave.
Waukesha, WI 53188
Phone: 414-708-7856
E-mail: crazybaymore@gmail.com

Owner information:

Name: Aaron Beckett
Company Name: _____
Address: 307 N. Hine Ave.
Waukesha, WI 53188
Phone: 414-708-8615
E-mail: frieaaron@gmail.com

IMPORTANT: A DIGITAL copy must be submitted with this application (JPG and/or PDF) along with 4 full-size (one of which must be in COLOR) and 7 reduced copies unless waived by the department. The reduced set of copies should only include the project location map showing a 1/2 mile radius, a COLORED landscape plan, COLORED building elevations, and exterior light fixture cut sheets.

TYPE OF REVIEW	FEE
<input type="checkbox"/> Rezoning: Attach COPY of rezoning petition along with fee. Original must be submitted to City Clerk.	\$350
<input type="checkbox"/> Certified Survey Map	\$150 + \$50/lot
<input type="checkbox"/> Plat Review - Plat Reviews are held until next meeting. 9 copies must be submitted. You must also submit 4 to the County and 2 to State. (Check appropriate box)	<input type="checkbox"/> prelim.: \$500 + \$10/lot <input type="checkbox"/> final: \$300 + \$10/lot
<input type="checkbox"/> ** Site Plan & Arch. Review - Architectural changes do not need preliminary review. (Check appropriate box)	<input type="checkbox"/> prelim.: \$300 + \$15/1000 sq.ft. or res. unit <input type="checkbox"/> final: \$200 + \$10/1000 sq.ft. or res. unit
<input type="checkbox"/> ** Conditional Use with Site Plan (Check appropriate box)	<input type="checkbox"/> prelim.: \$300 + \$15/1000 sq.ft. or res. unit <input type="checkbox"/> final: \$200 + \$10/1000 sq.ft. or res. unit
<input type="checkbox"/> Conditional Use (No Site Plan)	\$200
<input type="checkbox"/> ** Airport Hangar Review	\$300
<input checked="" type="checkbox"/> Home Industry (Attach info sheet.)	\$100
<input type="checkbox"/> House Move	\$150
<input type="checkbox"/> Street Vacation	\$150
<input type="checkbox"/> Other (specify): _____	\$100
<input type="checkbox"/> ** PUD Review	\$400 added to S.P.A.R. fee
<input type="checkbox"/> PUD Amendment	\$100
<input type="checkbox"/> Annexations and/or Attachments - Original must be submitted to City Clerk.	No Fee
<input type="checkbox"/> Resubmittal	\$150

** Please attach to this form a Review Checklist if it involves an architectural and/or site plan review.

DEADLINE FOR THE SUBMITTAL IS THE MONDAY FOUR WEEKS BEFORE THE MEETING BY 4:00 P.M.

INTERNAL USE ONLY			
Amount Due: <u>\$100-</u>	Check #: <u>135</u>	Amount Paid: <u>\$100-</u>	Rec'd By: <u>ma</u>

Rev. 07/16



CITY OF WAUKESHA
DEPARTMENT OF COMMUNITY DEVELOPMENT

City Hall, 201 Delafield Street, Room 200
Waukesha, WI 53188

Phone (262) 524-3750 Fax (262) 524-3751

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CITY PLAN COMMISSION

CONDITIONAL USE PERMIT APPLICATION

This application must accompany a Plan Commission Application along with the required fee.
The Plan Commission may not make a decision on this request if the property owner is not present at the meeting.

DATE: 11/14/16

NEW APPLICATION

AMENDMENT TO EXISTING CONDITIONAL USE PERMIT

NAME OF PROJECT OR BUSINESS: Erin Beckett

LOCATION OF USE: 307 N. Hine Ave, Waukesha, WI 53188

TYPE OF USE: Photographic Studio/Home Industry

Is this a NEW use or is this use being relocated from somewhere else? New

If you are relocating a use, where are you relocating it from? N/A

Do you operate a use in other locations? ? (Circle one) YES NO

If yes, please explain: _____

Will the use be occupying an existing building or will you be building a new building? EXISTING NEW

Hours and days of operation: By appointment only, Mon. - Sat. 9am-7pm, Typically 2 or 3 clients a week

Number of Employees: 1 (only myself)

Number of on-site parking stalls available: 0, but there is a driveway for parking

Length of permit requested (6 month, 1 year, 2 year, permanent): permanent

Current zoning: RS-3 Single Family Residential

Is a License required to operate this use? (Circle one) YES NO If yes, please attach a copy.

Name of licensing authority: _____

Will any hazardous materials be used? No

The following information must be attached to process the permit:

- A site map showing the location of the proposed site.
- A site plan showing the location of building(s), parking, landscaping, etc.
- A floor plan of the building showing how it will be used for the proposed use.
- If an existing building, a photo of the building.
- If new, complete development plans must be submitted per the development guidelines.
- If facade changes are proposed, plans must be submitted showing changes.
- A business plan if there is one; otherwise answer the questions on the back.

Please Note: If approved, this permit will be issued to the applicant only and will not be transferrable. This application will become null and void if required fees and materials are not submitted at time of application. Any physical changes made to the building may require the installation of additional fire protection systems. Please contact the Fire Marshal for further discussion.

Please attach a copy of your Business Plan if you have one.

If you do not have written Business Plan or choose not to share it, please answer the following questions:

1. What business will you be in? _____

2. Explain your business' daily operations. _____

3. How will business be managed on a daily basis? _____

4. What are your products or services? _____

5. Will your employees need additional parking? _____
6. Are employees required to have any certification(s)? _____
7. Who is the owner of the building or premises where your business will be conducted?

8. If you are not owner of the building or premises where your business will be conducted, do you have a lease agreement with the owner? _____
9. Are there any insurance requirements for your business? _____
10. Will you have property insurance? _____
11. Are there any noise considerations/concerns with your business operations? _____

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BUSINESS PLAN CITY PLAN COMMISSION

Erin Beckett

erin beckett

Erin Beckett, Owner

Created on November 11, 2016

1. EXECUTIVE SUMMARY

1.1 Product

Erin Beckett creates beautiful photographs and provides high-quality products to display the photographs in their homes.

1.2 Customers

The target clients for Erin Beckett are women of all ages in the Waukesha, Wisconsin area who want to feel beautiful and have high-quality photographs.

1.3 What Drives Us

The photography industry is highly competitive, but Erin Beckett will be able to provide services that other photographers in the area do not provide. Her goal is help women see their beauty, and feel wonderful about themselves.

2. COMPANY DESCRIPTION

2.1 Mission Statement

To give women an unforgettable photographic experience that will make them feel glamorous and gorgeous.

2.2 Principal Members

Erin Beckett — owner, photographer

2.3 Legal Structure

Erin Beckett is a sole proprietorship in Waukesha, Wisconsin.

3. MARKET RESEARCH

3.1 Industry

Erin Beckett will join the portrait photography industry. Typically, larger photography studios, such as JCPenney, are cheaper, but do not offer on location sessions or hair and makeup. If a client does not want to come to the studio, Erin Beckett offers on location shooting at a location of the client's choosing. She also offers hair and makeup services for a more glamorous experience.

Portrait photography is a luxury item, but it is one that many people feel they must have. People spend a lot of money on themselves annually, and many want beautiful pictures to capture themselves at various stages of their lives. Erin Beckett will fulfill an existing need and provide high quality photographs for lasting memories.

3.2 Customers

The target customers for Erin Beckett are women of all ages in the Waukesha, WI area who want to feel glamorous. Her customers are willing to spend more money for an amazing photographic experience so they can feel more beautiful than they ever have before.

3.3 Competitors

Large Portrait Studios:

- Strengths: Known location to travel to. Has larger staff to assist with photographs, sales, etc.
- Weaknesses: Pictures have more of a "box store" look. May not be willing to travel and do on location shoots.

Other Photographers:

- Strengths: Have been in the market longer and have their name out there with the community with established clients.
- Weaknesses: May have busy schedules. Don't offer a captivating photographic experience. Many just sell digital photographs.

Amateur Photographers:

- Strengths: Pricing.
- Weaknesses: Low quality photographs. May not be reliable.

3.4 Competitive Advantage

Erin Beckett has the following advantages:

- Choice of in studio or on location shooting
- Experience that will last a lifetime
- Video memories
- In person sales to assist in product ordering

3.5 Regulations

Entry barriers are minimal. Insurance is needed and permits may be required for photography at certain locations.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

Products and services include:

- Portrait session
- Folio Box
- Wall Portraits
- Cards

4.2 Pricing Structure

- Portrait session - \$150
- Folio Box - starting at \$900
- Wall Portraits - starting at \$175
- Cards - starting at \$3/card (min. or 25 cards)

4.3 Product/Service Life Cycle

Wall portraits will be printed when customers order them. Erin Beckett will need to keep an inventory of folio boxes and slip-in mats for the in person sales sessions.

4.4 Intellectual Property Rights

Erin Beckett owns all rights to photographs produced unless specified otherwise in a signed contract with a client.

4.5 Research & Development

Erin Beckett will constantly work on improving her skills and staying up to date

with the latest photographic equipment and techniques.

5. MARKETING & SALES

5.1 Growth Strategy

To grow the company, Erin Beckett will do the following:

- Volunteer photography services to Elmbrook Humane Society.
 - Special sessions for promotions and have them tag her website or Facebook page in the posts.
 - Event photography (Wagfest, Santa photos, etc.) and email the pictures herself or have her website information included in the email from EBHS.
- Engage the community in blog posts and on social media.
- Attend networking events and tradeshow.
- Add company information to the backs of cards with the website URL.

5.2 Communication

Erin Beckett will communicate with her customers by:

- Engaging in blog posts and social media posts.
- Providing contact information on her website.
- Emailing information about upcoming special sessions.

5.3 Prospects

The person in charge of selling products is Erin Beckett. She will initially meet with potential clients for a consultation to set up a portrait session. After the portrait session is completed, she will set up a reveal session to go over the images and assist the client with ordering products.

6. FINANCIAL PROJECTIONS

6.1 PROFIT & LOSS

	Year 1	Year 2	Year 3
Sales	\$18,000	\$30,000	\$48,000
Costs/Goods Sold	\$6,300	\$10,500	\$16,800
GROSS PROFIT	\$11,700	\$19,500	\$31,200

OPERATING EXPENSES

Salary (Office & Overhead)	\$10,000	\$18,000	\$28,000
Payroll (taxes, etc.)	\$0	\$0	\$0
Outside Services	\$0	\$0	\$0
Supplies (office & operation)	\$0	\$0	\$0
Repairs & Maintenance	\$0	\$0	\$0
Advertising	\$0	\$0	\$0
Car, delivery & travel	\$0	\$0	\$0
Accounting & legal	\$0	\$0	\$0
Rent	\$0	\$0	\$0
Telephone	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Insurance	\$325	\$325	\$325
Taxes (real estate, etc.)	\$0	\$0	\$0
Interest	\$0	\$0	\$0
Depreciation	\$0	\$0	\$0
Other expenses	\$449	\$449	\$449
TOTAL EXPENSES	\$10,774	\$18,774	\$28,774

NET PROFIT (before taxes)	\$926	\$726	\$2,426
Income Taxes	\$0	\$0	\$0
NET PROFIT (after tax)	\$926	\$726	\$2,426

Owner Draw/Dividends	\$0	\$0	\$0
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ADJUSTED TO RETAINED

\$926

\$726

\$2,426

6.2 CASH FLOW (08/01/2016 to 07/31/2019)

	Pre Startup EST	Year 1	Year 2	Year 3	Total Item EST
Cash on hand	\$0	\$0	\$1,232	\$2,264	\$3,496
CASH RECEIPTS					
Cash Sales	\$0	\$18,000	\$30,000	\$48,000	\$96,000
Collections from CR Accounts	\$0	\$0	\$0	\$0	\$0
Loan/Cash Injection	\$0	\$0	\$0	\$0	\$0
TOTAL CASH RECEIPTS	\$0	\$18,000	\$30,000	\$48,000	\$96,000
TOTAL CASH AVAILABLE (before cash out)	\$0	\$18,000	\$31,232	\$50,264	\$99,496
CASH PAID OUT					
Purchases	\$0	\$6,300	\$10,500	\$16,800	\$33,600
Gross Wages	\$0	\$10,000	\$18,000	\$28,000	\$56,000
Outside Services	\$0	\$0	\$0	\$0	\$0
Supplies	\$0	\$0	\$0	\$0	\$0
Repairs & Maintenance	\$0	\$0	\$0	\$0	\$0
Advertising	\$0	\$0	\$0	\$0	\$0
Car, delivery & travel	\$0	\$0	\$0	\$0	\$0
Accounting & legal	\$0	\$0	\$0	\$0	\$0
Rent	\$0	\$0	\$0	\$0	\$0
Telephone	\$0	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0	\$0
Insurance	\$0	\$325	\$325	\$325	\$975
Taxes (real estate, etc.)	\$0	\$0	\$0	\$0	\$0
Interest	\$0	\$0	\$0	\$0	\$0
Other expenses	\$0	\$143	\$143	\$143	\$429
SUBTOTAL	\$0	\$16,768	\$28,968	\$45,268	\$91,004
Loan principal payment	\$0	\$0	\$0	\$0	\$0
Capital purchase	\$0	\$0	\$0	\$0	\$0
Other startup costs	\$0	\$0	\$0	\$0	\$0
Reserve and/or Escrow	\$0	\$0	\$0	\$0	\$0
Others withdrawal	\$0	\$0	\$0	\$0	\$0
TOTAL CASH PAID OUT	\$0	\$16,768	\$28,968	\$45,268	\$91,004

CASH POSITION	\$0	\$1,232	\$2,264	\$4,996	\$8,492
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6.3 BALANCE SHEET

Assets

Start Date:08/01/2016 End Date:07/31/2019

CURRENT ASSETS		
Cash in bank	\$0	\$4,996
Accounts Receivable	\$0	\$0
Inventory	\$0	\$0
Prepaid Expenses	\$0	\$0
Deposits	\$0	\$0
Other current Assets	\$0	\$0
TOTAL CURRENT ASSETS	\$0	\$4,996

FIXED ASSETS		
Machinery & Equipment	\$0	\$0
Furniture & Fixtures	\$0	\$0
Leaseholder improvements	\$0	\$0
Land & Buildings	\$0	\$0
Other fixed assets	\$0	\$0
TOTAL FIXED ASSETS (net of depreciation)	\$0	\$0

OTHER ASSETS		
Intangibles	\$0	\$0
Other	\$0	\$0

TOTAL OTHER ASSETS	\$0	\$0
TOTAL ASSETS	\$0	\$4,996

Liabilities & Equity

CURRENT LIABILITIES		
Accounts Payable	\$0	\$0
Interest Payable	\$0	\$0
Taxes Payable	\$0	\$0
Notes, short term (due in 12 months)	\$0	\$0
Current part, long-term debt	\$0	\$0
TOTAL CURRENT LIABILITIES	\$0	\$0

LONG TERM DEBT		
Bank loans payable	\$0	\$0
Notes payable to stockholders	\$0	\$0
LESS: short-term portion	\$0	\$0
Other long-term debt	\$0	\$0
TOTAL LONG-TERM DEBT	\$0	\$0

TOTAL LIABILITIES	\$0	\$0
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OWNERS EQUITY		
Common Stock	\$0	\$0
Retained Earnings	\$0	\$4,996
TOTAL OWNERS EQUITY	\$0	\$4,996
TOTAL LIABILITIES & EQUITY	\$0	\$4,996

6.4 BREAK EVEN ANALYSIS

DIRECT COSTS	Fixed Costs (\$)	Variable Costs (%)
Cost of Goods Sold	\$0	35%
Inventory	\$0	0%
Raw Materials	\$0	0%
Direct Labor	\$0	0%

INDIRECT COSTS

Salaries	\$30,000	0%
Supplies	\$0	0%
Repairs & Maintenance	\$0	0%
Advertising	\$0	0%
Car, delivery & travel	\$0	0%
Rent	\$0	0%
Telephone	\$0	0%
Utilities	\$0	0%
Insurance	\$325	0%
Taxes	\$0	0%
Interest	\$0	0%
Depreciation	\$0	0%
Other Costs	\$449	0%
TOTAL DIRECT COSTS	\$0	35%
TOTAL INDIRECT COSTS	\$30,774	0%

BREAKEVEN SALES LEVEL: \$47,345

6.5 FINANCIAL ASSUMPTIONS

6.5.1 Assumptions for Profit and Loss Projections

A variable cost of 35% was used when determining the cost of goods sold.

6.5.2 Assumptions for Cash Flow Analysis

This forecast estimate is using a variable cost of 35% on sales to determine purchases amounts.

6.5.3 Assumptions for Balance Sheet

All excess money will be retained by the company.

6.5.4 Assumptions for Break Even Analysis

No products will be purchased before payment is received from client.