

**CITY OF WAUKESHA
PLAN COMMISSION**

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DEC 30 2014

CITY PLAN COMMISSION

Date Submitted

Application for Review

Name of Project: CRUSH

Address (if no address, location): 378 W. MAIN, WAUKESHA, WI. 53186

Applicant information:

Name: PAUL L. KWIECION/JUDY L. ROSYNEK

Company Name: CRUSH

Address: 378 W. MAIN, WAUKESHA, WI. 53186

Owner information:

Name:

Company Name:

Address:

Phone:

Phone:

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.

<u>TYPE OF REVIEW</u>	<u>FEE</u>
<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 checked="" type="checkbox"/> Conditional Use (No Site Plan)	\$200
<input type="checkbox"/> Conditional Use for New or Substantially modified Mobile Service Facilities	\$300
<input type="checkbox"/> ** Airport Hangar Review	\$300
<input 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 WEDNESDAY TWO WEEKS BEFORE THE MEETING BY 4:00 P.M.

INTERNAL USE ONLY

Amount Due: \$200- Check #: C.C. Amount Paid: \$200- Rec'd By: ma



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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DEC 30 2014

CITY PLAN COMMISSION

CONDITIONAL USE PERMIT APPLICATION

This application must accompany a Plan Commission Application along with the required fee.

DATE: 12/29/2014

NEW APPLICATION

AMENDMENT TO EXISTING CONDITIONAL USE PERMIT

NAME OF PROJECT OR BUSINESS: CRUSH

LOCATION OF USE: 378 W. MAIN ST. WAUKESHA, WI. 53186

TYPE OF USE: WINE BAR AND SHOP

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? _____

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: TUESDAY-THURSDAY: 4:00PM-10:00PM, FRI: 4:00-11:00PM, SAT: 1:00-11:00

Number of Employees: 1 SUN: 1:00-8:00

Number of on-site parking stalls available: ALL MUNICIPAL

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

Current zoning: _____

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

Name of licensing authority: WAUKESHA (CITY OF)

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.

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:

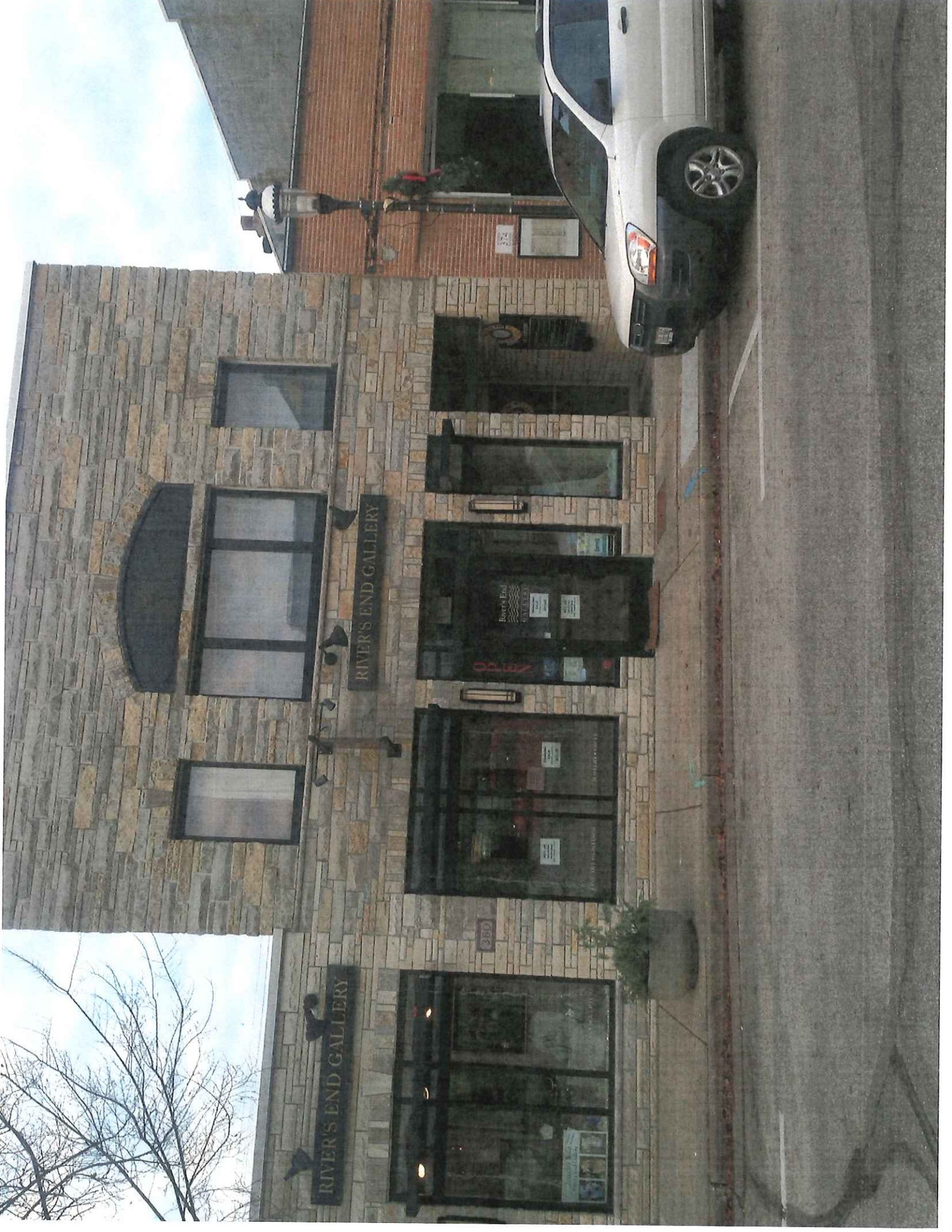
1. What business will you be in? WINE BAR AND SHOP (SEE ATTACHED BUSINESS PLAN)

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? NO
6. Are employees required to have any certification(s)? YES
7. Who is the owner of the building or premises where your business will be conducted?
JOAN SKIMMONS
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? YES
9. Are there any insurance requirements for your business? YES
10. Will you have property insurance? YES
11. Are there any noise considerations/concerns with your business operations? NO



RIVER'S END GALLERY

RIVER'S END GALLERY

350

ARTS & CRAFTS
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RIVER'S EDGE GALLERY

crush
Business Plan
October 23, 2014

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Paul L. Kwiecien
Eric D. Rosynek
Rhonda R. Kwiecien
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I. Table of Contents

I. Table of Co.....	2
II. Executive Summary.....	3
III. General Company Descript.....	4
IV. Products and Services.....	6
V. Marketing Plan	7
VI. Operational Plan	15
VII. Management and Organization.....	16
VIII. Financial Plan.....	17

II. Executive Summary

crush is the brainchild of Judy Rosynek and Paul Kwiecien, two wine enthusiasts seeking to provide a wine drinking experience that embodies relaxation, socialization, light entertainment and the preferred taste of wine all in the same location. Their main objective is offering what they intuit as enjoyable to their friends, family, business associates and the broader wine drinking community while building a profitable business that they will replicate in other markets when the opportunity is right. The crush business model is focused on the gathering and knowledge of personal preferences while delivering customer service that exceeds expectations.

III. General Company Description

crush is a wine bar and shop. It is a destination for individuals and small groups to experience familiar and new wine selections. Patrons have the choice to participate in educational offerings and other store offered gatherings focused on the enjoyment of wine and socialization. crush offers membership in a wine club which allows its members levels of exclusive monthly activities and product discounts.

crush Mission Statement: *Our mission is to provide those we serve with a wine tasting experience that promotes a lifetime retail relationship based on the customers' individual palate.*

Our goal is to be the wine destination of choice to both the casual and sophisticated wine enthusiast. As a wine bar, the customer is drawn to a unique experience in socialization, relaxation and entertainment. As a boutique wine shop, the experience is centered on quality choices, education, personalized service, and an overall experience that is unlike that of a grocery or other retail store. We will also provide the service and atmosphere conducive for the business client needs, including private and semi-private tasting rooms.

Sales goals are based on pours, bottle sales, memberships, gift shop sales and special event registrations. We anticipate that first year revenue will equal first year expense. In subsequent years, we anticipate 25% increase revenue over anticipated expenses based on our business model and marketing plan.

Our business philosophy is excellence in customer service. We realize that excellence is defined by each individual customer based on their particular desires and needs. We are prepared to deliver this custom service.

We will market to wine enthusiasts, local business people, and those seeking a social outlet outside of the norm.

Wine bars are a growth industry, especially in communities where individuals have seemingly sophisticated tastes and expendable income. This is why Delafield, Wisconsin was chosen to launch crush.

Wine Searcher on-line reported in December, 2013, that a [2013 report](#) from Morgan Stanley analysts in Australia made a bold claim: the world is running short on wine. This fact may have played a part in pushing wine sales higher in the U.S., the world's largest wine market. If figures show that wine sales increased in 2013, it would be the twentieth consecutive year of increasing per-capita consumption. Indeed, interest in

wine remains high, and growing – even economic downturns haven't derailed the wine train in America.

As a result of this information, crush's executive leadership will continue to do its due diligence to ensure that its prices are in line with all consumers and the market supply of the wines offered.

The success of crush lies in the ability of the executive leadership to foresee the future of this industry and their achievement in marketing directly to those who participate in wine consumption. This comes down to vision and the ability to strategically act on it.

Our intent is to begin crush as a Limited Liability Corporation (LLC), providing the flexibility to become an S Corporation as circumstances may dictate. The Rosynek's and the Kwiecien's are equal partners.

IV. Products and Services

- Wines by the glass, consumed
- Wines by the bottle, consumed
- Wines by the bottle, purchased for carryout
- Light pairings (i.e. cheese plates, chocolates, bread, dried fruit)
- Accessory, glass, serving and gift items
- Wine club memberships
- On-sight scheduled entertainment
- Education via scheduled events and the course of regular customer service
- Tastings, flights, special events (on-site and off-site)
- Special offerings from wineries and distributors
- Personalized wine preference via our POS

V. Marketing Plan

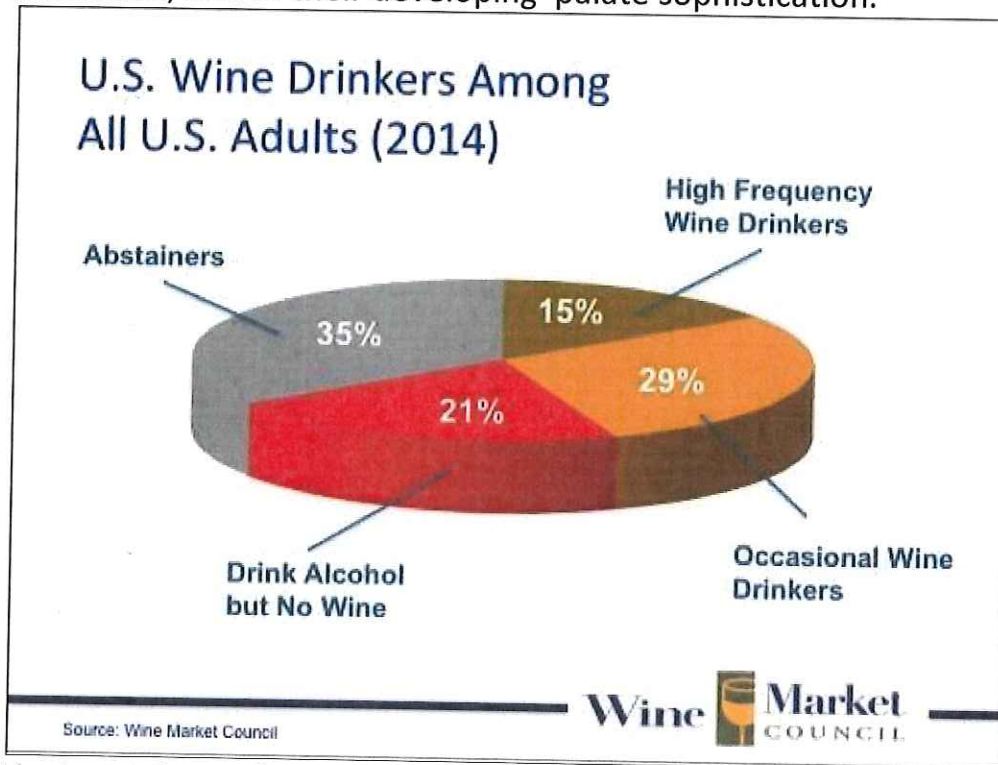
Target Markets

Waukesha: 70,718 pop.

Lake Country: Delafield (pop. 7,085), Oconomowoc (pop. 15,712), Pewaukee (pop. 13610), Wales (pop. 2564), Genessee (pop.7284), Chenequa (pop. 596), Hartland (pop. 9183), Okauchee (pop. 4422),


Plus Select Greater Milwaukee area

crush's target market includes Generations Y and X, and the tail end of the Baby Boom (people born between 1949 and 1964). It includes both men and women, with an emphasis on women. Our secondary market includes the Millennials, due to their developing palate sophistication.



The ideal social or individual client is a 40- to 55-year-old female, educated with post-secondary degree with a household income of \$100,000-\$150,000 and lives within a 20-mile radius of crush. She enjoys going out socially one to two times per week with her choice beverage being wine. Our ideal business clients are those in the legal, financial and corporate sales professions. They seek a location to impress and entertain clients and customers while discussing business within a 20 mile radius of their or their customers' place of business.

Competitor Analysis

Competitor			
Concept	Wine store, bar, & tasting room Located in Hartland, WI 6 mile distance	Wine and painting studio Located in city of Waukesha, 2 block distance	Restaurant and bar Located in city of Waukesha 1/2 block distance
Strengths	<ul style="list-style-type: none"> • Relaxed, quiet and casual atmosphere • Private event areas for larger parties • Master Sommelier on-site 	<ul style="list-style-type: none"> • Caters to groups and parties • Unique concept 	<ul style="list-style-type: none"> • Well-respected, high-end, quality • Full menu, brunch, lunch and dinner
Weaknesses	<ul style="list-style-type: none"> • Weak web presence- web and social media • Lack of entertainment 	<ul style="list-style-type: none"> • Focus on paint/diversion rather than wine • Lack of wine education • Difficult to converse in small groups 	<ul style="list-style-type: none"> • Limited wine glass and bottle offerings • Staff lacks wine knowledge
Threat	<ul style="list-style-type: none"> • Direct competitor within 10 mi radius 	<ul style="list-style-type: none"> • Locale, novelty 	<ul style="list-style-type: none"> • Patio and reputation • Wide offerings in food & liquor

Unique Service Proposition and SWOT

crush will be the wine destination of choice to both the casual and sophisticated wine enthusiast. The customer is drawn to a unique experience in socialization, relaxation and entertainment. The offering is centered on quality choices, education, personalized service, and an overall experience that is unlike that of a grocery or other retail store. We will also provide the service and atmosphere conducive for the business client needs, including private and semi-private tasting rooms. crush's unique branding and service focus allows the experience to be conveyed as the lively, friendly and contemporary atmosphere that is unlike that of other local establishments of a similar type.

SWOT Analysis

Strengths	<ul style="list-style-type: none"> • An inherent desire for success • Location and current exclusivity • Marketing expertise • Communication and word-of-mouth campaign • Trust and friendship • Weakness identification and resource development/problem solving • Existing professional alliances i.e. wholesalers, industry related consultants, legal and tax professionals • Partnership with gallery 	Weaknesses	<ul style="list-style-type: none"> • We are neophytes at this industry • Not yet appointed important wine educator
Opportunities	<ul style="list-style-type: none"> • Local community need for an establishment focused on wine supply • Market trend for wine and related education • Multi-media age to reach target markets • Network based client development • No direct competition in local market • Partnership with gallery and similarity in market 	Threats	<ul style="list-style-type: none"> • Indirect competitors • Chance of additional competition entering market post-opening • Big box and discount stores in close proximity • Volatile market with pending road construction challenge

Marketing Plan

Objectives:

- Achieve first year revenue equal to first year expense (evaluated monthly and quarterly).
- Post-opening ramp-up 25% annual sales increase.
- Establish wine club organization within first year.
- Establish ourselves within the allied professional community.

Products and Services

- **Wines by the glass** - Introduce products with individual pours and keep customers at the establishment due to high profit margin on pours.
- **Wines by the bottle, for consumption** - Choice, rather than, per glass pours. Profit margin not as high as per glass. Can be corked and carried.
- **Wines by the bottle, purchased for carryout** - Purchases driven by wines sold by the glass, as well high level of service by knowledgeable staff.
- **Wines by the case for carryout** - Specialty wines and offerings and education not provided by big box stores.
- **Light pairings** (i.e. cheese plates, chocolates, bread, dried fruit, etc.) - Specialized food pairings to enhance the wine tasting experience and overall social experience, as well as another profit center.
- **Accessory, glass, serving and gift items** - Wine themed gifts, accessories and logo items. Location will drive expansion of this profit center.
- **Wine club memberships** - Promote within a community of regular customers while generating consistent revenue.
- **On-sight scheduled entertainment** - Provide a draw for customers, new and regular.
- **Education and educational events** - Provide a draw as well as an opportunity for customers to develop their own palate, understanding and appreciation of wine.
- **Tastings, flights, special events (on-site and off-site)** - Interact within the wine community, wineries, wine enthusiasts, and again, provide a draw similar to that of the educational events where customers can develop a palate and appreciation.

- **Special offerings from wineries and distributors** - Partnerships with allied professionals allow us to pass along special case pricing, visits to wineries, and winery discounts.
- **Personalized wine preference electronic profile** - Create and maintain profile for our customers in order to serve them and market to them based upon personal preference.

Marketing Budget

Initial Promotional Budget for Start-up	\$15000
First Year Marketing Budget	<u>\$12000</u>
Total:	\$27000

Pricing

The pricing strategy takes into consideration the local market, venue, service, atmosphere, demand and competition.

Pour average equals the cost of the wholesale cost of the bottle for mid-priced bottles. Higher price bottles with less opportunity for high-price pours, will be balanced with lower priced average pours and higher-priced case sales with greater markup.

Proposed Location

The proposed site has been identified in Downtown Waukesha. It is located on Main Street. We have chosen Delafield due to its vibrant shopping and dining and will be paired with an art gallery. Based on research, it is determined that approximately 1700 square feet of retail space is ideal, along with street parking or lot, with good visibility, accessibility and curb appeal.

Media/Methods/Strategy/Distribution Channels

Branding

Create a brand and image that conveys the mission of crush:
crush Mission Statement: Our mission is to provide those we serve with a wine tasting experience that promotes a lifetime retail relationship based on the customers' individual palate.

In branding, we convey an image of a local wine bar and shop that is friendly and fun in a relaxing atmosphere with a contemporary vibe. Our logo, dress, and collateral will be casual and lively to create the distinction from the start that crush is different than typical other wine bars in surrounding areas.

We will convey our brand through every aspect of our business, and specifically in our logo, printed shirts for staff and for sale, print collateral such as:

- Local/Community/PR
 - Local Events
 - Local Chambers of Commerce
- Web/On-line
 - Create a professional website to be updated weekly minimum with sections to include:
 - Wine selections/suggestions
 - Photo Gallery
 - Event Calendar
 - Announcements and Specials
 - Wine Club Exclusive
 - Location/Contact
 - Communicate with our customers through social media a minimum of three times per week, with updates via:
 - Facebook – Stay in touch with regular customers, promote local events, run contests, announcements, “find” new customers
 - Twitter – Similar intent as Facebook but a separate community
 - Youtube – Record special educational events with sponsorships
 - LinkedIn - Connect with sommeliers, wineries, vendors, wholesalers and wine enthusiasts
 - Maintain and enhance our image by following and responding to on-line critiques by creating and monitoring accounts within:
 - Google+
 - Yelp
 - Urbanspoon.com
 - Zagat
 - Tripadvisor.com
- Print Advertising
- Memberships/Organizations and Events
 - Chambers of Commerce

- Wine Spectator
- American Wine Society
- American Institute of Wine and Food
- Art Crawl
- Not-for-profit/Charitable Involvement
- Janboree
- Classic Car Shows

VI. Operational Plan

Proposed Hours of Operation

Tuesday through Thursday	4:00 PM - 10:00 PM
Friday	4:00 PM - 11:00 PM
Saturday	1:00 PM - 11:00 PM
Sunday	1:00 PM - 8:00 PM

Capitalization Cost

Requested Landlord Contribution \$14,000

Business owner to contribute labor and additional capital for materials to defray cost to first year operation

VII. Management and Organization

crush will have a full-time manager to run the day-to-day store operations. This includes service customers with the utmost of attention and knowledge, and be the wine steward within the store. We will also have a part-time person to assist during high-demand time periods and to fill in during time periods when the full time employee is not on site. Additionally, the owners intend to be involved and work the store during high demand time periods (particularly weekends and special events) to drive sales and save on payroll cost.

Executive Committee:

President: Judy Rosynek

Vice President: Paul Kwiecien

Secretary: Eric Rosynek

Treasurer: Rhonda Kwiecien

Advisory Board Members: Mark Hoffman

Linda Luna

John Remmers

Dave Smrecek

VIII. Financial Plan

The financial plan on the following two pages reflects an estimated initial start-up budget and the first three years of operations. The operation revenue is calculated at an annual increase of 25% compounded. Expense increases are calculated on common cost of living projections and our best estimate of the current and future related markets. The operational budgets take into consideration no additional beverage offerings which may be introduced in years two and three.

Start-up Budget:	
Item:	Expense:
Legal Fees	\$1,000
Licenses	\$850
Refrigeration	\$2,000
POS System	\$5,000
Sound System	\$3,000
Television	\$2,000
Security	\$5,000
Build Out:	
Plant	\$60,000
Bar	
Seating	
Tables	
Wine Storage	
Glass Storage	
Bathroom	
Lighting	
Signage	
Total:	\$78,850

1 Annual Operation Budget:	
Item:	Income:
Pours	\$100,000
Bottles	\$40,000
Memberships	\$10,000
Pairings	\$10,000
Amenities	\$4,500
Total Income:	\$164,500
Item:	Expense:
Compensation	\$55,000
License	\$700
Wine Inventory	\$40,000
Amenities	\$4,000
Pairings	\$4,000
Loan Amortization	\$12,804
Technology	\$5,000
Printing	\$2,000
Office Supplies	\$2,000
Lease	\$20,400
Education	\$1,000
Subscriptions	\$450
Marketing	\$12,000
Insurance	\$9,000
Association Fees	\$1,000
Total Expense:	\$169,354
Net/(Loss):	(\$4,854)

2 Annual Operation Budget:	
Item:	Income:
Pours	\$125,000
Bottles	\$50,000
Memberships	\$12,500
Pairings	\$12,500
Amenities	\$5,000
Total Income:	\$200,500
Item:	Expense:
Compensation	\$57,750
License	\$600
Wine Inventory	\$50,000
Amenities	\$5,000
Pairings	\$5,000
Loan Amortization	\$12,804
Technology	\$5,000
Printing	\$2,000
Office Supplies	\$2,000
Lease	\$20,400
Education	\$1,000
Subscriptions	\$450
Marketing	\$15,000
Insurance	\$9,000
Association Fees	\$1,000
Total Expense:	\$187,004
Net/(Loss):	\$13,496

3 Annual Operation Budget:	
Item:	Income:
Pours	\$156,200
Bottles	\$62,500
Memberships	\$15,625
Pairings	\$15,625
Amenities	\$6,000
Total Income:	\$240,575
Item:	Expense:
Compensation	\$60,875
License	\$600
Wine Inventory	\$62,500
Amenities	\$6,000
Pairings	\$6,000
Loan Amortization	\$12,804
Technology	\$5,000
Printing	\$2,500
Office Supplies	\$2,000
Lease	\$20,400
Education	\$2,000
Subscriptions	\$450
Marketing	\$18,750
Insurance	\$9,000
Association Fees	\$1,000
Total Expense:	\$209,879
Net/(Loss):	\$30,696