ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title:	Consideration of application for Class B3 Liquor License for Alibi Bar & Grill, 12 N. 3rd Street
Presenter:	Mayor DeWitte

Please check appropriate box:

X	Government Operations (7/18/11)		Government Services
	Planning & Development		City Council
	Public Hearing		

Estimated Cost:		Budgeted:	YES		NO	

If NO, please explain how item will be funded:

Executive Summary:

Mr. Rich Simpson has filed an application for a Class B3 liquor license for a new business, Alibi Bar & Grill, to be located at 12 N. 3rd Street, St. Charles. A background check has been completed, all documents are in order, and Police Department authorization has been provided. Staff has requested that Mr. Simpson be prepared to discuss the concept for the proposed establishment, the hours of operation, the proposed menu, the planned opening date, management/day-to-day oversight, and feedback (if any) that he has received from his neighbors.

In addition, concerns have been expressed previously about parking in the proximate area. The previous use of the building was 3rd Street Shops, retail sales/shops that operated primarily during the day-time hours. This use complemented other establishments in the area. The new use will be a restaurant/tavern with peak traffic on evenings/weekends, the same time as other nearby establishments.

Under current zoning regulations, property owners are not required to provide parking. Parking in the area is to be provided by the City and funded by a special service area. At this time, there are no firm plans to expand or add parking due to a lack of available land and funding.

If the owner was responsible for providing parking for the establishment, the former use would have required 4 spaces per 1,000 sf of gross floor area (35 spaces). The new use would require 10 spaces per 1,000 sf of gross floor area (87 spaces). This quadrant of downtown is known to be frequently short of parking spaces during peak evening hours. The proposed use will increase the parking demand during these hours.

Attachments: *(please list)*

Liquor License Application (front page)
Site Plan
Seating Plan

Recommendation / Suggested Action *(briefly explain)*:

Consider the applicant's information and make a recommendation to the City Council regarding a Class B3 liquor license for Alibi Bar & Grill to be located at 12 N. 3rd Street, St. Charles.

For office use only:	*Agenda Item Number:* 7a

Alibi

Bar & Grill

City of St. Charles,

Alibi plans to be a leader in the food and service industry for the area. Enclosed you'll find a brief outline of some of Alibi's proposed idea's to help drive more business into the community. The Restaurant will be conveniently located at, 12 North 3rd St., allowing people from the surrounding communities to come and enjoy a finer quality dining experience with live music and entertainment. We offer an open floor plan which includes a banquet room to host community and private events. I've had personal meetings with other business owners in the area, particularly Dawn at Dawn's Beach Hut who expressed her excitement for Alibi's opening. Dawn speculates that Alibi will draw patrons back to our section of the downtown area.

I'd like to thank the liquor commissioner and city council for their time and consideration.

Sincerely

Rich Simpson

Rich Simpson

Alibi
Bar & Grill

Business Plan

Contact: Rich Simpson
Phone: 630.205.5637
E-mail: rich@uslendingltd.com

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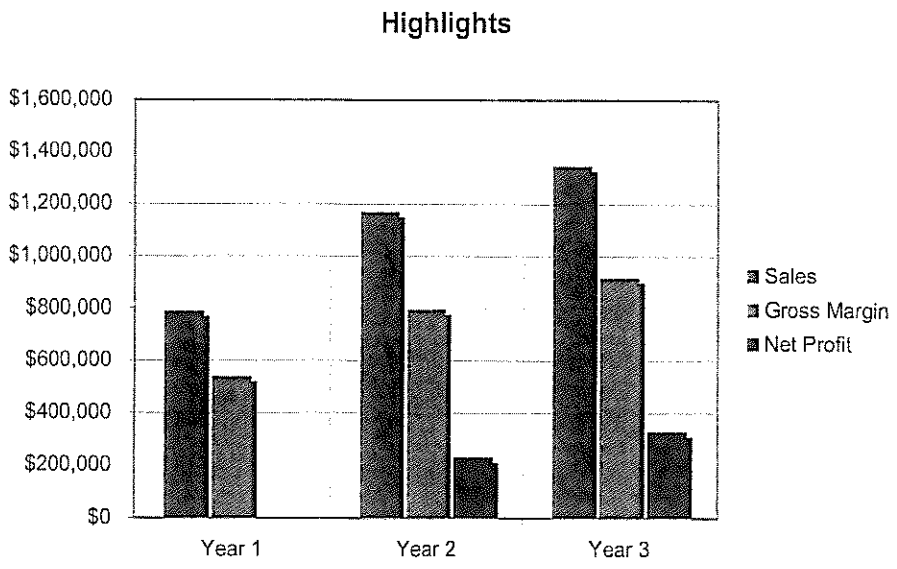
Executive Summary

Alibi Bar and Grill, Inc. (also referred to as "the Company") is a start-up business seeking to commence operations in September 2011. Located in St. Charles, Illinois, the Company will be a restaurant style sports bar that will serve American style food, cocktails, beer, and appetizers. It will be located in a convenient and up-and-coming area. Patrons will be attracted to Alibi bar and Grill's relaxing environment where they can socialize and enjoy quality food, drinks, music, and live entertainment.

Alibi bar and Grill will find a strong marketplace at its chosen location in St. Charles, Illinois. The restaurant will be located in the heart of the St. Charles downtown area. Alibi Bar and Grill will operate within the *Drinking Places* industry, in which the average Chicago area business has a staff of 30 and monthly sales of $200,000. The Company will face competition from other restaurants in the area that also serve Food and alcohol, Alibi bar and Grill will compete with these businesses by catering to a slightly older customer base and by concentrating on creating an upscale experience.

In its strategic marketing plan, Alibi Bar and Grill will demonstrate its mission and goals, build customer loyalty, and encourage individuals to experience its restaurant. The Company will promote its restaurant via its convenient location in the heart of the downtown St. Charles area, prominent signage, a comprehensive website, social networking sites, a membership with the St. Charles Area Chamber of Commerce, a street team, a grand opening event, takeaway menus, and flyer distribution. Above all, Alibi Bar and Grill recognizes that its most powerful marketing tool will be positive word of mouth referrals from satisfied customers. Through its persistent promotional efforts, the Company intends to develop its reputation as the preferred Restaurant in the area.

Richard Simpson will own and operate the Company. With his wealth of knowledge owning and operating other business's he intends to implement those strategies into Alibi Bar and Grill into a fun, exciting and profitable business. Mr. Simpsons combined business aptitude and leadership ability will play key roles in the growth and development of the Company's name in the industry.



Objectives

The objectives for the first three years of operation include:

- Increase the number of services sold by 48% the second year
- Continue a sustainable and profitable existing business
- Achieve ~$791,000, ~$1.2 million, and ~$1.3 million in sales in Year 1, Year 2, and Year 3, respectively
- Maintain an approximate 68% gross margin throughout the first three years
- Realize ~$330,000 in net profit by the end of Year 3

Mission

The Company's mission statement is as follows:

> *"To provide a trendy, comfortable restaurant with outstanding customer service that will promote relaxation, social interaction among all patrons."*

Products and Services

Alibi Bar and Grill will be an trendy restaurant in St. Charels, Illinois. The Company will establish a chic and fresh theme, with a focus on serving excellent Food, martinis, cocktails, beer, and appetizers. It will frequently provide DJs and live bands to appeal to a variety of residents from the community and surrounding areas. Alibi Bar and Grill will provide the following products and services:

- Food
- Beverages
- Music
- Entertainment

Product and Service Description

Alibi Bar and Grill's Comfortable setting will attract a wide audience of patrons seeking a relaxing atmosphere to unwind and mingle with friends and acquaintances. There will be comfortable couches and seating, and on certain nights of the week, bands and DJs will be brought in to play live music. The Company's products and services are described in greater detail below:

Food: The Company will serve a diverse selection of American style food and appetizers, as well as more classic selections such as mozzarella sticks, dips, French fries, and Buffalo wings.

Beverages: Alibi Bar and Grill will offer a selection of on-tap beers as well as an assortment of cocktails, martini's and wines.

Strategy and Implementation Summary

Before a company can effectively market itself, it must first establish a strong brand and identity. Alibi Bar and Grill will introduce a brand that highlights its martini lounge and appetizers as well as its commitment to provide outstanding customer service. Alibi Bar and Grill will define its brand and produce its logo using staff within the Company, or will contract with a production or design house to do so.

Through awareness-building maneuvers, Alibi Bar and Grill will be able to further its brand and identity within the thriving restaurant and bar industry. Additionally, as the Company becomes aware of shifting market needs and the demands of its customer base, it will adjust its advertising methods accordingly to reach new clients.

Alibi Bar and Grill intends to achieve the following business objectives:

- Establish itself as a trusted name in the community
- Build a base of clients that is large enough to sustain business
- Generate enough revenue to expand operations
- Become the preferred restaurant in Kane County

In order to reach these operational goals, the Company will build on its strengths and advantages as outlined in the following section.

Competitive Edge

Alibi Bar and Grill will compete directly with all restaurant and bars in the area. However, most of these establishments feature a "bar" vibe with loud music blaring, rather than a comfortable and relaxing environment for patrons to unwind. Alibi Bar and Grill will capitalize on its competitors' weaknesses by building on the following strengths (also see *2.1 Product and Service Description*):

- Knowledgeable and friendly management staff
- Relaxing environment with controlled lighting
- Comfortable seating will take the edge off
- Music will not be excessively loud
- Delicious martinis and fun appetizers
- Aggressive marketing campaign
- Emphasis on total client satisfaction

Marketing Strategy

The Company will generate interest for its unique lounge and martini bar by utilizing a variety of direct and indirect advertising channels that will emphasize the Company's commitment to quality, professionalism, and caring. These marketing mediums are further described below:

- Grand opening event: The Company will host a grand opening event featuring live music, free drinks, food samples, and prize giveaways. Individuals of all kinds can sample menu items while having a fun and exciting time with their friends and loved ones.

- Chamber of Commerce: The Company will become a member of the St. Charles Area Chamber of Commerce, creating enhanced marketing throughout the immediate area. Benefits of this tactic include being listed in their monthly newsletter. This also will facilitate business through travel, as the Chamber of Commerce brings tourism and revenue to the community.

- Street team: The Company will hire a dynamic street team to market the Alibi Bar and Grill to local businesses and residences. These representatives will pass out promotional literature such as flyers, coupons, and stickers.

- Signage: Prior to its grand opening, Alibi Bar and Grill will place signs on the outside of its establishment. Its signs will be large, colorful, and eye-catching to all passersby. The Company will also consider placing signs in other areas to create brand familiarity.

- Social networking sites: The Company will create a series of non-intrusive banner ads and/or applications to attract attention from members on MySpace or Facebook.com. Additionally, the Company will consider creating user-profiles to gain further attention. Social networking sites are an effective way to benefit from word of mouth on the web, and generate interest for the Company from the general public. Advertising on social networking sites is considered one of the most lucrative ways to generate return on investment (ROI), higher even than other online advertising methods and television.[1]

- Location: Alibi Bar and Grill will capitalize from its prime location in the downtown St. Charles area.The Company's location will attract shoppers and passerby in search of a Food before or after errands.

- Word of mouth: The Company will see a steep increase in business through positive word of mouth referrals. As clients are satisfied with the level of customer service the Company provides, they will tell their friends, co-workers, and loved ones. Alibi Bar and Grill recognizes this marketing tool's effectiveness, and will capitalize on it in order to reinforce its image within the community.

- Flyers: alibi Bar and Grill will distribute flyers in the mailboxes of residents in the surrounding communities. These flyers will include the Company's location and

important contact information. Furthermore, these flyers will highlight drink specials, appetizers, martinis du jour, and other unique features. Flyers will be eye appealing to ensure that readers remember them favorably.

- Takeaway menus: The Company will create and display its complimentary takeaway menus. These menus will list its Food, appetizers, drink specials, and a complete list of its martinis and wines. Menus are often a continuous marketing tool, as they can be affixed to a consumer's refrigerator as a friendly reminder or passed among multiple potential customers.

- Website: The Company will pay close attention to the development of its website. Its navigable, up-to-date website will likely be the first point of contact for potential customers seeking new and hip restaurants in the St. Charles area. It will contain information on its restaurant, attractive photographs of its restaurant and bar, contact information, directions to its location, hours of operation, and a description of the Company and its capabilities. The Company will effectively manage the website through cost-per-click marketing. Additionally, the Company will consider coordinating marketing efforts with websites such as craigslist.org and citysearch.com.

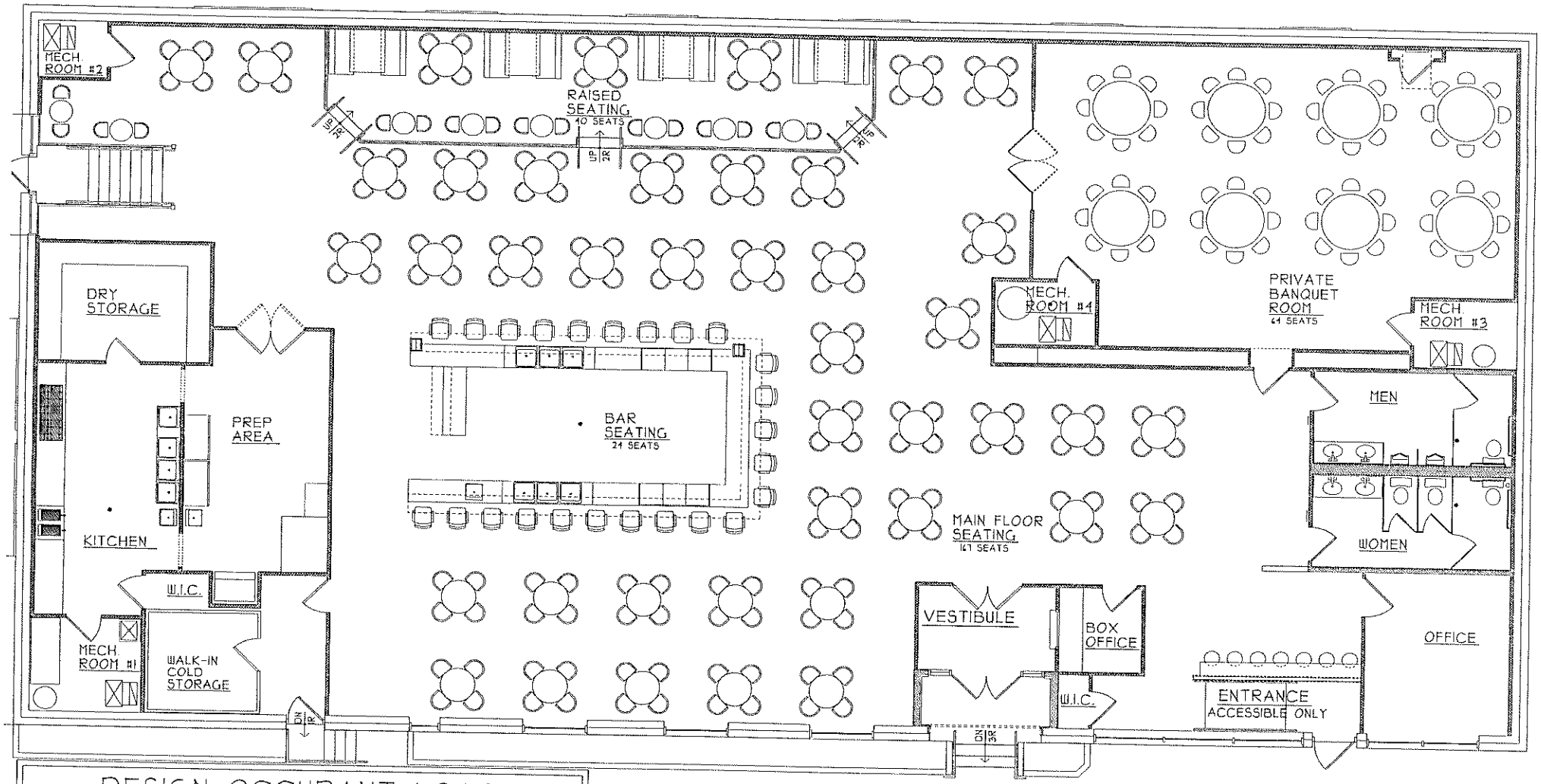
How we fit

With regards to the company's competition we feel that we can help drive business by bringing in new patrons, and helping revitalize old patron's interest through our live entertainment, music and food. Over the past few months we have personally met with the owners of Pub 222, The Beehive, Alley 64, Dawn's beach Hut, McNally's, and ZaZa'sn for inspiration and to introduce ourselves. Each Owner has been extremely helpful with sharing ideas that have worked well for them in the downtown St. Charles area. The owners seem to be excited about our contribution to the area and were welcoming and encouraging.

Hours of Operation

Alibi Bar and Grill will normally operate during typical restaurant/ bar hours.

Hours specifically listed as:
Sunday – Thursay 11am – 1am
Friday and Saturday 11am – 2am



DESIGN OCCUPANT LOAD

USE GROUP A-2: 6,133 sq. ft. @ 15 sq. ft./person = -UNCONCENTRATED TABLES AND CHAIRS (EXCLUDES OFFICES, KITCHEN, PREP AREA, BAR & MECH. ROOMS)	409 PEOPLE
USE GROUP B: 1,782 sq. ft. @ 100 sq. ft./person = (OFFICES, KITCHEN, BAR, PREP AREA & MECH. ROOMS)	18 PEOPLE
TOTAL OCCUPANT LOAD:	427 PEOPLE
PROPOSED SEATING:	295 PEOPLE

12 N. THIRD STREET - SEATING LAYOUT

SCALE: 1/8" = 1'-0"

JULY 12, 2011

Alibi

Bar & Grill

Menu

Appetizers

Alibi
Bar & Grill

Irish Nachos
Waffle cut Idaho potatoes golden fried and topped with melted cheddar and mozzarella cheeses, bacon bits, sour cream, guacamole, pico de gallo and green onions - 8.99

Skins & Bones
A terrific combo of four stuffed potato skins and 12 crisp chicken wings with sour cream and bleu cheese - 13.99

Appetizer Combo
Perfect for two or more! Battered mushrooms, zucchini, mozzarella sticks and golden-brown onion rings served with ranch dipping sauce - 10.99

Hand Battered Mushrooms
Fresh white mushrooms double dipped in a light batter and flash-fried. Served with ranch dressing - 7.99

Loaded Potato Skins
Topped with chives, bacon bits, cheddar and mozzarella. Served with sour cream
Four - 7.99 Six - 8.99 Eight - 10.99

Mozzarella Cheese Sticks
With marinara sauce for dipping
Four - 6.99 Six - 7.99 Eight - 8.99

Chicken Wings
With choice of barbecue sauce, ranch dressing or bleu cheese dressing
Six - 6.99 Twelve - 9.99
Eighteen - 14.99

Quesadilla
Grilled flour tortilla filled with melted cheese, garnished with guacamole, pico de gallo and sour cream - 7.99
With chicken - 8.99

Crazy Chicken Fingers
Moist and tender strips of breaded chicken breast, served with your choice of BBQ sauce, ranch or bleu cheese
Four - 6.99 Eight - 9.99 Twelve - 12.99

Tuscan Bruschetta
An authentic Italian treat of fresh chopped roma tomatoes, garlic, basil, extra virgin olive oil, balsamic vinegar and herbs served with toasted Tuscan bread - 7.99

Garlic Bread
Served hot & crusty - 4.99
Topped with melted mozzarella - 5.99
Side of marinara sauce upon request

Salads

Alibi
Bar & Grill

Grilled Steak & Bleu Cheese Salad
Juicy sirloin grilled to order, sliced and served over a toss of iceberg and romaine lettuce with tomatoes, mushrooms, asparagus, crispy onion straws, bleu cheese and balsamic vinaigrette - 12.99

Chopped Salad
Chopped iceberg and romaine lettuce tossed with crispy chopped chicken, tomatoes, green onions, bacon, broccoli, red onions, pasta, Parmesan and bleu cheeses. Blended with our Caesar dressing or the dressing of your choice. Small - 7.99 Entrée - 11.99

Garbage Salad
Iceberg and romaine lettuce tossed with pepperoni slices, provolone cheese, tomatoes, mushrooms, sweet peppers, green olives, red onions, cucumbers, boiled egg and choice of dressing Small - 7.99 Entrée - 11.99

Caesar Salad à la Carte
Chilled romaine lettuce tossed with grated Parmesan cheese, seasoned croutons and our Caesar dressing. Garnished with wedges of boiled egg and tomato - 6.99

Dressings
Italian Vinaigrette • Ranch • Thousand Island • Creamy Garlic • Poppyseed
Bleu Cheese • Balsamic Vinaigrette • Fat-Free Raspberry Vinaigrette
Dry Bleu Cheese - 1.00

Burgers

Alibi
Bar & Grill

Build Your Own Burger
Start with our 10-oz. thick burger served on a toasted bun - 8.99
Add choice of toppings for only 1.00 each:
Bacon • Grilled Onions • Mushrooms
BBQ Sauce • Avocado • American, Swiss, Cheddar, Provolone, Pepper Jack or Mozzarella Cheese
Have it on Garlic Bread for only 1.00 more

West Coast Burger
Our 10-oz. burger with avocado, cheese, bacon, lettuce, tomato and mayo - 9.99

BBQ Bacon Cheddar Burger
With Sweet Baby Rays BBQ Sauce - 9.99

Bleu Cheeseburger
A 10-oz. burger with bleu cheese, lettuce, tomato and crispy onion straws - 9.99

Our thick and juicy burgers are 10 ounces of hand-formed lean ground beef, broiled to order* and include lettuce, tomato and pickle.

Sandwiches

Prime Rib Sandwich
(limited amount prepared daily)
Finn McCool's favorite! Thinly sliced prime rib o' beef served on a brioche bun, au jus on the side - 10.99

Steak Sandwich
Tender sirloin steak grilled medium and served on ciabatta bread with roasted sweet peppers, tomato, provolone cheese, mayo and crispy onion straws - 10.99

Crispy Chicken Chipotle
Golden fried chicken breast, chipotle mayo, onion straws, lettuce and tomato on grilled ciabatta bread - 8.99

Chicken Plain Chicken
Carefully grilled, served on a grilled brioche bun with lettuce, tomato and mayonnaise - 8.99 Add cheese only 1.00

Turkey Club
Roast turkey, bacon, lettuce, tomato and mayo on toasted wheat bread - 8.99

Chicken Caesar Wrap
Grilled chicken wrapped with romaine lettuce, tomato, Parmesan cheese and Caesar dressing in a soft flour tortilla with a boiled egg - 7.99

Pasta

Alibi
Bar & Grill

Pasta Bowl
You be the chef! Select your favorite pasta – spaghetti, rigatoni, angel hair or multi-grain penne pasta and we'll finish it with your choice of marinara sauce or Fox's homemade meat sauce - 9.99

Baked Pasta
We top multi-grain penne pasta with our own meaty tomato sauce, Parmesan and mozzarella cheeses, then bake it en casserole to a delicious golden-brown - 10.99

Shrimp Scampi Pasta
Buttery garlic scampi sauce tossed with plump shrimp, fresh asparagus, roasted sweet peppers, tomatoes and a touch of red pepper flakes over delicate angel hair pasta - 16.99

Tuscan Chicken
Chicken breast with a sauté of roasted garlic, spinach, roasted red peppers and sundried tomatoes. Simmered in a white wine garlic cream sauce. Served over rigatoni - 14.99

Fettuccini Alfredo
Fettuccini pasta tossed with our luscious Alfredo sauce freshly made from heavy cream, garlic, butter, three different kinds of cheeses and chives - 12.99
With Chicken - 14.99 • With Shrimp - 16.99
Angel Hair

Chicken

Alibi
Bar & Grill

Chicken Lemone
Chicken breast sauteed with fresh mushrooms, capers and a picante lemon butter sauce. Offered with choice of one side - 14.99

Chicken Marsala
A rich Marsala wine sauce with mushrooms, onions and tomatoes graces this tender chicken breast. Served with choice of one side - 14.99

Chicken Parmesan
Tender boneless breast of chicken deep-fried, ladled with tomato sauce, blanketed with melted mozzarella and parmesan cheese.
Served with pasta and marinara or your choice of one side - 14.99

Steak & Chops

Filet Mignon
The most tender of all cuts, a big and beautiful filet.
We'll butterfly this massive cut for you for premium flavor and cook it to order. 10-oz. - 26.99 • 7-oz. - 21.99

Chicago Strip Steak & Rings
Neatly trimmed and prepared to order, this 14-oz. steak satisfies the hearty appetite. Served with a stack of golden onion rings - 24.99

USDA "Choice" Top Sirloin Steak
Broiled to order, this 12-oz. "steak eater's steak" is served sizzlin' hot and juicy! - 16.99

All-American Chopped Steak
A lean 12-oz. chopped sirloin steak topped with crispy onion straws and mushrooms - 12.99 Add cheese - 1.00

Grilled Pork Chops
Two 8-ounce center-cut chops marinated for tenderness and flavor and carefully grilled.
If you like, have them basted with Sweet Baby Ray's Barbecue Sauce - 15.99

Seafood

Alibi
Bar & Grill

Parmesan Crusted Tilapia*
Fresh tilapia crusted with a mix of herbs, bread crumbs and Parmesan cheese, sautéed and perfectly baked. Served with mashed potatoes and fresh asparagus over a Parmesan cream sauce - 15.99 *No additional side choice included

Grilled Salmon
In ancient Ireland, salmon was the main dish served at lavish banquets given by kings. Our fresh Atlantic salmon, lightly seasoned and perfectly grilled, makes a royal dish - 16.99

Fried Shrimp & Perch
A delightful combination of six golden fried shrimp and deep-fried lake perch. Served with lemon wedge, tartar and cocktail sauces - 16.99

Golden Fried Shrimp
A dozen large shrimp lightly breaded and deep-fried. Served with a lemon wedge and our own zesty cocktail sauce - 15.99

Broiled Orange Roughy
Flaky delicate fillet of New Zealand sole broiled in lemon butter and served with lemon wedge and homemade tartar sauce. It's an all-time favorite - 15.99

ENTRÉE SIDES

Potatoes
Waffle Cut Fries
French Fries
Mashed Potatoes

Fresh Asparagus
Fresh Broccoli
Whole Kernel Corn
Baked Beans
Coleslaw

Mushrooms
Onions
Muchrooms & Onions