



ST. CHARLES  
SINCE 1834

## AGENDA ITEM EXECUTIVE SUMMARY

Title: Reconsideration of application for Class B3 Liquor License for Alibi Bar & Grill, 12 N. 3<sup>rd</sup> Street – Tabled from 8/1/11 meeting

Presenter: Mayor DeWitte

*Please check appropriate box:*

|   |                                 |  |                     |
|---|---------------------------------|--|---------------------|
| X | Government Operations (8/15/11) |  | Government Services |
|   | Planning & Development          |  | City Council        |
|   | Public Hearing                  |  |                     |

|                 |  |           |     |  |    |  |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: |  | Budgeted: | YES |  | NO |  |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

**Executive Summary:**

On 7/18/11, the Government Operations Committee recommended denial of a request for a Class B3 liquor license for a new business, Alibi Bar & Grill, to be located at 12 N. 3<sup>rd</sup> Street. The owner requested that the committee reconsider its action. At the 8/1/11 meeting, members of the Committee expressed several concerns about the establishment. Subsequently, Mr. Simpson mentioned several things that he planned to do or would do to alleviate these concerns. Items include:

1. removing the reference to “tavern” or “bar” in the name
2. that the establishment terminate liquor service and close operations earlier than permitted by ordinance
3. that the establishment cater to a different target market than other area establishments
4. that the maximum occupancy of the establishment be limited
5. that arrangements be made for the use of parking spaces for customers or valet service.

Mr. Simpson has submitted the attached letter explaining the plans to operate the premises. It appears that of the 5 items listed, only #1 has been addressed in any meaningful way. Other items represent a step back from prior discussions or lack sufficient detail or specificity.

**Attachments: (please list)**

Letter from Mr. Rich Simpson dated 8/11/11  
Materials from 7/18/11 and 8/1/11 Government Operations Committee meetings

**Recommendation / Suggested Action (briefly explain):**

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

*For office use only:*      *Agenda Item Number: 4b*

August 11, 2011

Members of Council,

I would like to address the following conditions as such.

1. Would like to change to Alibi or Alibi Food & Spirits.
2. Would like to talk about a full B3 liquor license. I was told at the start of this I would get one. I have data by the City to show this.
3. Due to a banquet room, would like no age limit.
4. 250 plus per meeting.
5. Will do all that I can to get extra parking.

Sincerely,



Richard Simpson

June 30, 2010

**RECEIVED**  
**St. Charles, IL**

To: City of St. Charles  
Community Development Department

**JUN 30 2010**  
**CDD**  
**Planning Division**

Re: Property at 12 N. 3<sup>rd</sup> Street, St. Charles

I have applied for a building permit for improvements to the building at 12 N. 3<sup>rd</sup> Street. The property is zoned CBD-1 Central Business District and is located within the Downtown Overlay District.

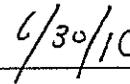
The business that I will establish at this location will be a use that is permitted in the CBD-1 Central Business District- Downtown Overlay District as listed in Table 17.14-1 of the St. Charles Zoning Ordinance.

Signed



---

Rich Simpson, Property Owner



---

Date

BUSINESS AND MIXED USE DISTRICTS

TABLE 17.14-1  
PERMITTED AND SPECIAL USES

| P=Permitted Use<br>S=Special Use<br>A=Permitted Accessory Use<br>SA=Special Use, Accessory Only | ZONING DISTRICT |    |    |       |                              |      |       | SPECIFIC USE STANDARDS |
|---|-----------------|----|----|-------|------------------------------|------|-------|------------------------|
|   | BL              | BC | BR | CBD-1 | DOWNTOWN OVERLAY FIRST FLOOR |      | CBD-2 |                        |
|   |                 |    |    |       | CBD1                         | CBD2 |       |                        |
| Home Improvement Center   |                 | P  | P  |       |                              |      |       |                        |
| Hotel/Motel   |                 | P  | P  | P     | P                            |      |       |                        |
| Kennel  |                 | S  | S  |       |                              |      |       | Section 17.20.030      |
| Medical/Dental Clinic   | P               | P  | P  | P     |                              |      | P     |                        |
| Motor Vehicle Rental  | P               | P  | P  |       |                              |      | P     |                        |
| Motor Vehicle Service and Repair, Minor   | P               | P  | P  |       |                              |      |       | Section 17.20.030      |
| Motor Vehicle Sales and Leasing   |                 | P  | P  |       |                              |      |       | Section 17.20.030      |
| Office, Business and Professional   | P               | P  | P  | P     |                              |      | P     |                        |
| Outdoor Sales, Permanent  | SA              | SA | SA | S     | S                            |      |       | Section 17.20.030      |
| Outdoor Sales, Temporary  | A               | A  | A  | A     | A                            |      | A     | Section 17.20.040, 050 |
| Pawn Shop   |                 |    | S  |       |                              |      |       |                        |
| Personal Services   | P               | P  | P  | P     | P                            | P    | P     |                        |
| Coffee or Tea Room  | A               | P  | P  | P     | P                            | A    | A     |                        |
| Restaurant  | S               | P  | P  | P     | P                            |      |       |                        |
| Retail Sales  | P               | P  | P  | P     | P                            | P    | P     |                        |
| Tattoo Parlor   |                 |    | S  |       |                              |      |       |                        |
| Tavern/Bar  | S               | P  | P  | P     | P                            |      |       |                        |
| Theater   |                 | P  | P  | P     | P                            |      |       |                        |
| Veterinary Office/Animal Hospital   |                 | P  | P  |       |                              |      |       |                        |
| INDUSTRIAL/STORAGE USES   |                 |    |    |       |                              |      |       |                        |
| Mini-Warehouse  |                 | P  | P  |       |                              |      |       |                        |
| Temporary Motor Vehicle Storage   |                 | P  | P  |       |                              |      |       | Section 17.20.030      |
| OTHER USES  |                 |    |    |       |                              |      |       |                        |
| Accessory Uses  | A               | A  | A  | A     | A                            | A    | A     | Chapter 17.20, 17.22   |
| Parking Garage/Structure  |                 |    | A  | S     | S                            | S    | SA    | Chapter 17.24          |
| Parking Lot, Private  | A               | A  | A  | A     | A                            | A    | A     | Chapter 17.24          |
| Parking Lot, Public   |                 |    |    | P     | P                            | P    | P     | Chapter 17.24          |
| Planned Unit Development  | S               | S  | S  | S     | S                            | S    | S     | Chapter 17.04          |
| Transportation Operations Facility  |                 | S  | P  | S     |                              |      |       |                        |
| Communication Tower   |                 | S  | S  |       |                              |      |       | Section 17.22.020      |
| Communication Antenna   | P               | P  | P  | P     |                              |      | P     | Section 17.22.020      |
| Utility, Community/Regional   |                 | S  | S  |       |                              |      | S     |                        |
| Utility, Local  | P               | P  | P  | P     | P                            | P    | P     |                        |

(Ord. 2008-Z-24 § 4, 5; Ord. 2008-Z-3 § 2; Ord. 2003-Z-13 § 4, 6, 7; Ord. 2001-Z-42 § 1; Ord. 2001-Z-40 § 1; Ord. 2001-Z-11 § 2, 3; Ord. 1999-Z-20 § 1; Ord. 1998-Z-19 § 1; Ord. 1996-Z-12 § 11-13; Ord. 1995-Z-5 § 1; Ord. 1993-Z-19 § 4; Ord. 1993-Z-4 § 1 (B, D); Ord. 1990-Z-7 § 1; Ord. 1989-Z-6 § 1; Ord. 1986-Z-11 § XI; Ord. 1986-Z-4; Ord. 1985-Z-2 § 1; Ord. 1984-Z-6 § 2; Ord. 1984-Z-4 § 1; Ord. 1984-Z-3 § 1; Ord. 1983-Z-9 § 1; Ord. 1982-Z-3 § 1; Ord. 1982-M-16 § 1; Ord. 1981-Z-7 § 2; Ord. 1981-Z-3 § 1; Ord. 1980-Z-13 § 1; Ord. 1980-Z-3 § 1; Ord. 1978-Z-3; Ord. 1976-Z-15 § 2; Ord. 1975-Z-8 § 1; Ord. 1973-Z-1 § 1; Ord. 1972-Z-56 § 1, 2; Ord. 1972-Z-46 (A, B, C (part)); Ord. 1968-31 (part); Ord. 1967-14 (part); Ord. 1966-33 § 1, 2; Ord. 1961-29; Ord. 1960-18 § VIII (E) (2); Ord. 1960-16 § VIII (F) (2, 3); Ord. 1960-16 § VIII (E) (3); Ord. 1960-16 § VIII (D) (2, 3); Ord. 1960-16 § VIII (C) (2, 3); Ord. 1960-16 § VIII (B) (2).)

**RECEIVED**

JUN 29 2010

Building & Code Enforcement  
St. Charles, IL

**RECEIVED**  
**St. Charles, IL**

JUN - 4 2010

**CDD**  
**Planning Division**

City of St Charles

Regards: 12 North 3<sup>rd</sup> Street

Per your request, I am submitting this memo to explain the plan for 12 North 3<sup>rd</sup> Street. The facility will be assembly use with the intent of being a sports Bar. The main use will be table tennis, pool tables and darts. Customers will be able to rent tables by the hour. There will be lessons and tournaments, and possibly a pro-shop to purchase equipment. There will also be an area for snack foods and beverages.

There will be periodic entertainment, open mic nights and other events. There will also be a banquet room for private parties.

- [HOME](#)
- [ABOUT](#)
  - [INFO](#)
  - [DUCKS](#)
- [EVENTS](#)
  - [CALENDAR](#)
  - [DIRTY DOZEN](#)
- [MEDIA](#)
  - [PRESS](#)
- [MEMBERSHIP](#)
  - [PHILOSOPHY](#)
  - [LOG IN](#)

SPiN New York | 48 East 23rd Street | New York, NY 10010 | 212.982.8802

[Terms of Service](#) | [Privacy](#)

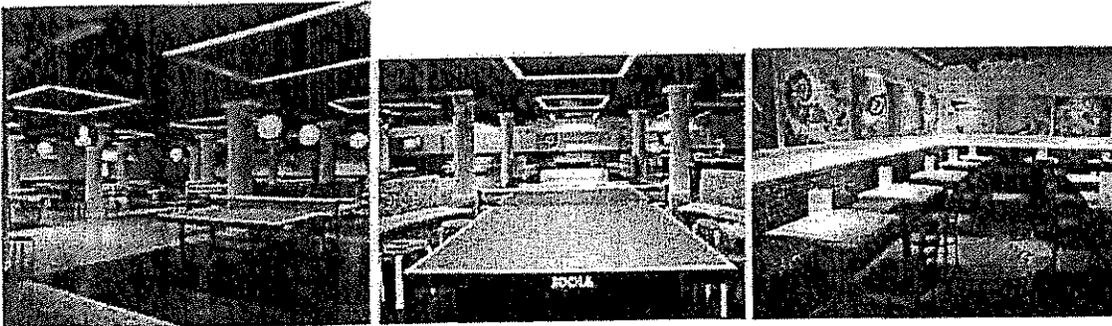
COPYRIGHT © 2010 SPiN GLOBAL MANAGEMENT.

### INFO

SPiN New York is a unique 13,000 square foot table tennis social club located on Park Avenue and 23rd Street in Manhattan's Flatiron District. The club sports up to 16 top-quality table tennis courts on cushioned Olympic-competition flooring, including a Stadium Center Court for our weekly "The Dirty Dozen" competition.

### CLUB AMENITIES

- 9,000 square foot main playing area with 15 top-of-the-line tables
  - Cushioned Olympic-caliber playing surface
  - Custom-designed lighting
- Thirty-foot-long bar pouring alcoholic and non-alcoholic beverages
  - Lunch and dinner menu served in an intimate lounge
  - Locker rooms with showers
  - Group and private instruction
- Separate private room sponsored by Fred Perry with bar, DJ booth, lounge and table tennis court
  - Pro shop
  - Robotic practice ball machines



### Hours

Open 7 days a week

Sun - Wed 11am - 2am  
Thu - Sat 11am - The Wee Hours

**Address**

48 East 23rd Street  
Between Park and Madison  
New York, New York 10010  
Telephone: 212.982.8802

\$10 per half hour for members  
\$20 per half hour for general public

**Group & Reservation Rates**

\$100 per hour for parties of 10 or more

For parties of 20 or less contact the front desk @ 212.982.8802 For parties of 20 or more contact:  
[events@spinyc.com](mailto:events@spinyc.com)

RECEIVED

JUN 29 2010

Building & Code Enforcement  
St. Charles, IL

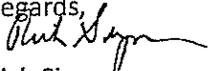
To: Tom Medernach  
Building and Code Enforcement

Re: 12 N. 3<sup>rd</sup> St. Fire Department Comments – Permit 09-10269

Tom,

As part of the permit, I will be working on the kitchen. I am currently working on the design for the kitchen and the equipment that will be installed. Consistent with your comments, I plan to install a type 1 hood and exhaust duct system. I have also been in contact with the Health Department and will be providing them a list of the equipment. As discussed in our conversation yesterday afternoon, I will be installing all plumbing and gas. Once I have more detail on the design and equipment for the kitchen, I will forward it to you for your review and approval.

Regards,



Rich Simpson



ST. CHARLES  
SINCE 1834

### AGENDA ITEM EXECUTIVE SUMMARY

Title: Reconsideration of application for Class B3 Liquor License for Alibi Bar & Grill, 12 N. 3<sup>rd</sup> Street

Presenter: Mayor DeWitte

*TABLED to 8/15/11*

*Please check appropriate box:*

|   |                                |  |                     |
|---|--------------------------------|--|---------------------|
| X | Government Operations (8/1/11) |  | Government Services |
|   | Planning & Development         |  | City Council        |
|   | Public Hearing                 |  |                     |

|                 |  |           |     |  |    |  |
|-----------------|--|-----------|-----|--|----|--|
| Estimated Cost: |  | Budgeted: | YES |  | NO |  |
|-----------------|--|-----------|-----|--|----|--|

If NO, please explain how item will be funded:

**Executive Summary:**

On 7/18/11, the Government Operations Committee recommended denial of a request for a Class B3 liquor license for a new business, Alibi Bar & Grill, to be located at 12 N. 3<sup>rd</sup> Street. The owner has requested that the committee reconsider its action.

Class B-3 licenses authorize the retail sale of alcohol for consumption on the premises of a restaurant and tavern. For B-3 licensees, a full menu shall be available at all times liquor sales are being conducted until 11 p.m. Sunday through Thursday, and 11 p.m. Friday and Saturday. After such times, in the event a full menu is not provided, a reduced menu shall be available, provided that the kitchen shall not cease operating sooner than one hour before closing.

From the discussion at the 7/18 meeting, it appears that some members desire for Alibi to operate as a restaurant. In reconsidering this application, the committee may elect to:

1. limit the operating hours (having the establishment terminate alcohol service or close earlier than permitted by ordinance)
2. require that the kitchen be open at all times that alcohol is served

**Attachments: (please list)**

Materials from 7/18/11 Government Operations Committee meeting

**Recommendation / Suggested Action (briefly explain):**

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

*For office use only:*

*Agenda Item Number: 6a*



ST. CHARLES  
SINCE 1834

### AGENDA ITEM EXECUTIVE SUMMARY

Title: Consideration of application for Class B3 Liquor License for Alibi Bar & Grill, 12 N. 3<sup>rd</sup> Street

Presenter: Mayor DeWitte

*Moved to August 1*

*Please check appropriate box:*

|                                     |                                 |                          |                     |
|-------------------------------------|---------------------------------|--------------------------|---------------------|
| <input checked="" type="checkbox"/> | Government Operations (7/18/11) | <input type="checkbox"/> | Government Services |
| <input type="checkbox"/>            | Planning & Development          | <input type="checkbox"/> | City Council        |
| <input type="checkbox"/>            | Public Hearing                  | <input type="checkbox"/> |                     |

|                 |  |           |     |                          |    |                          |
|-----------------|--|-----------|-----|--------------------------|----|--------------------------|
| Estimated Cost: |  | Budgeted: | YES | <input type="checkbox"/> | NO | <input type="checkbox"/> |
|-----------------|--|-----------|-----|--------------------------|----|--------------------------|

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. 3<sup>rd</sup> 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 3<sup>rd</sup> 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

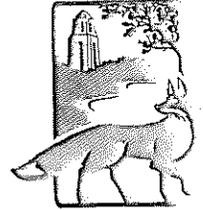
**Recommendation / Suggested Action (briefly explain):**

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. 3<sup>rd</sup> Street, St. Charles.

|                             |                               |
|-----------------------------|-------------------------------|
| <i>For office use only:</i> | <i>Agenda Item Number: 7a</i> |
|-----------------------------|-------------------------------|

# CITY OF ST. CHARLES

LIQUOR CONTROL COMMISSIONER  
TWO EAST MAIN STREET  
ST. CHARLES, ILLINOIS 60174-1984



For Office Use  
Received:  
Fee Paid: \$  
Receipt #

## City Retail Liquor Dealer License Application (rev. 6/10) Non-Refundable

Ordinance 5.08.050.A1      Application must be completed in full      Incomplete applications will be rejected

Business Type: Circle one      Individual      Partnership      Corporation      Other \_\_\_\_\_

Business Name Alibi Bar & Grill      Sales Tax # 4024-2994

Business Address 12 N 3rd ST      Business Phone # \_\_\_\_\_

Contact Person Richard Simpson      Title OWNER      Phone # \_\_\_\_\_

Bassett Certification applying      License Class: B3

If Corporation, Corporate Name Alibi Bar & Grill

Corporation Address 12 N 3rd ST ST CHARLES ILL 60174

Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name:  Yes       No  
If yes, list address of business 12 N 3rd ST

Full Name, include Middle Initial RICH Simpson Sr.      Title OWNER / PRESIDENT

Birth Date \_\_\_\_\_ Birthplace Chicago      Driver's License # \_\_\_\_\_      Home Phone # \_\_\_\_\_

Home Address \_\_\_\_\_

Full Name, include Middle Initial Rich Simpson Jr.      Title VICE PRESIDENT

Birth Date \_\_\_\_\_ Birthplace ILL.      Driver's License # \_\_\_\_\_      Home Phone # \_\_\_\_\_

Home Address \_\_\_\_\_

Full Name, include Middle Initial \_\_\_\_\_      Title \_\_\_\_\_

Birth Date \_\_\_\_\_ Birthplace \_\_\_\_\_      Driver's License # \_\_\_\_\_      Home Phone # \_\_\_\_\_

Home Address \_\_\_\_\_

Full Name, include Middle Initial \_\_\_\_\_      Title \_\_\_\_\_

Birth Date \_\_\_\_\_ Birthplace \_\_\_\_\_      Driver's License # \_\_\_\_\_      Home Phone # \_\_\_\_\_

Home Address \_\_\_\_\_

### Schedule of Annual Fees for Retail Liquor Dealer License

|   |              |   |              |
|---|--------------|---|--------------|
| <b>Class A Package Liquor Sales:</b>    |              | <b>Class C Predominately Liquor:</b>              |              |
| A-1 (Pkg. Stores Only)                  | \$1,600/year | C-1 (On Premise Sales)                            | \$1,300/year |
| A-2 (Pkg. Stores - Grocery/Drug)        | \$1,600/year | C-2 (Entertainment)                               | \$2,600/year |
| A-3 (Gourmet Beers & Wine)              | \$1,600/year | C-3 (Beer & Wine Only)                            | \$1,200/yea  |
| A-4 (Brewery & Sales)                   | \$1,600/year | <b>Class D (Site Specific &amp; Hotel/Motel):</b> |              |
| <b>Class B Predominately Food</b>       |              | D-1 (Pheasant Run)                                | \$4,000/year |
| B-1 (Small Restaurant - no holding bar) | \$1,200/year | D-2 (Hotels/Motels)                               | \$2,000/year |
| B-2 (Holding Bar[s])                    | \$1,600/year | D-3 (Banquet Halls & County Clubs)                | \$2,000/year |
| B-3 (Live Entertainment)                | \$2,600/year | D-4 (Clubs)                                       | \$1,000/year |
| B-4 (Beer & Wine Only)                  | \$1,200/year | D-5 (Arcada)                                      | \$2,000/year |
| B-5 (Counter Service Beer & Wine Only)  | \$1,200/year | D-6 (Q-Center)                                    | \$2,000/year |

# Alibi

—Bar & Grill—

City of St. Charles,

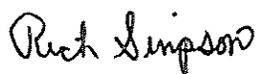
Alibi plans to be a leader in the food and service industry for the area. Enclosed you'll find a brief outline of some of Alibi's proposed ideas to help drive more business into the community.

The Restaurant will be conveniently located at, 12 North 3<sup>rd</sup> 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

A handwritten signature in black ink that reads "Rich Simpson". The signature is written in a cursive, slightly slanted style.

Rich Simpson



---

## Business Plan

Contact: Rich Simpson  
Phone: 630.205.5637  
E-mail: [rich@uslendingltd.com](mailto:rich@uslendingltd.com)

## Table of Contents

|  |  |
|--|--|
| Executive Summary.....                   |  |
| Objectives.....                          |  |
| Mission.....                             |  |
| Product and Service description.....     |  |
| Strategy and Implementation summary..... |  |
| Competitive Edge.....                    |  |
| Market Strategy.....                     |  |
| How we fit.....                          |  |
| Menu.....                                |  |

## Executive Summary

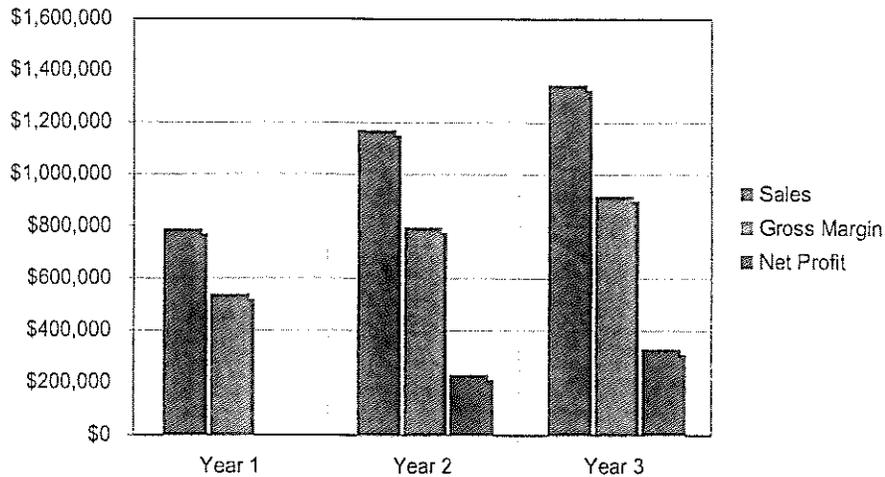
Alibi Bar and Grill, Inc. (also referred to as “the Company”) is a start-up business seeking to commence operations in September 2011. Located in St. Charles, Illinois, the Company will be a restaurant style sports bar that will serve American style food, cocktails, beer, and appetizers. It will be located 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.

## Highlights



## 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 a trendy restaurant in St. Charles, 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, martinis 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.<sup>1</sup>
  - 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.

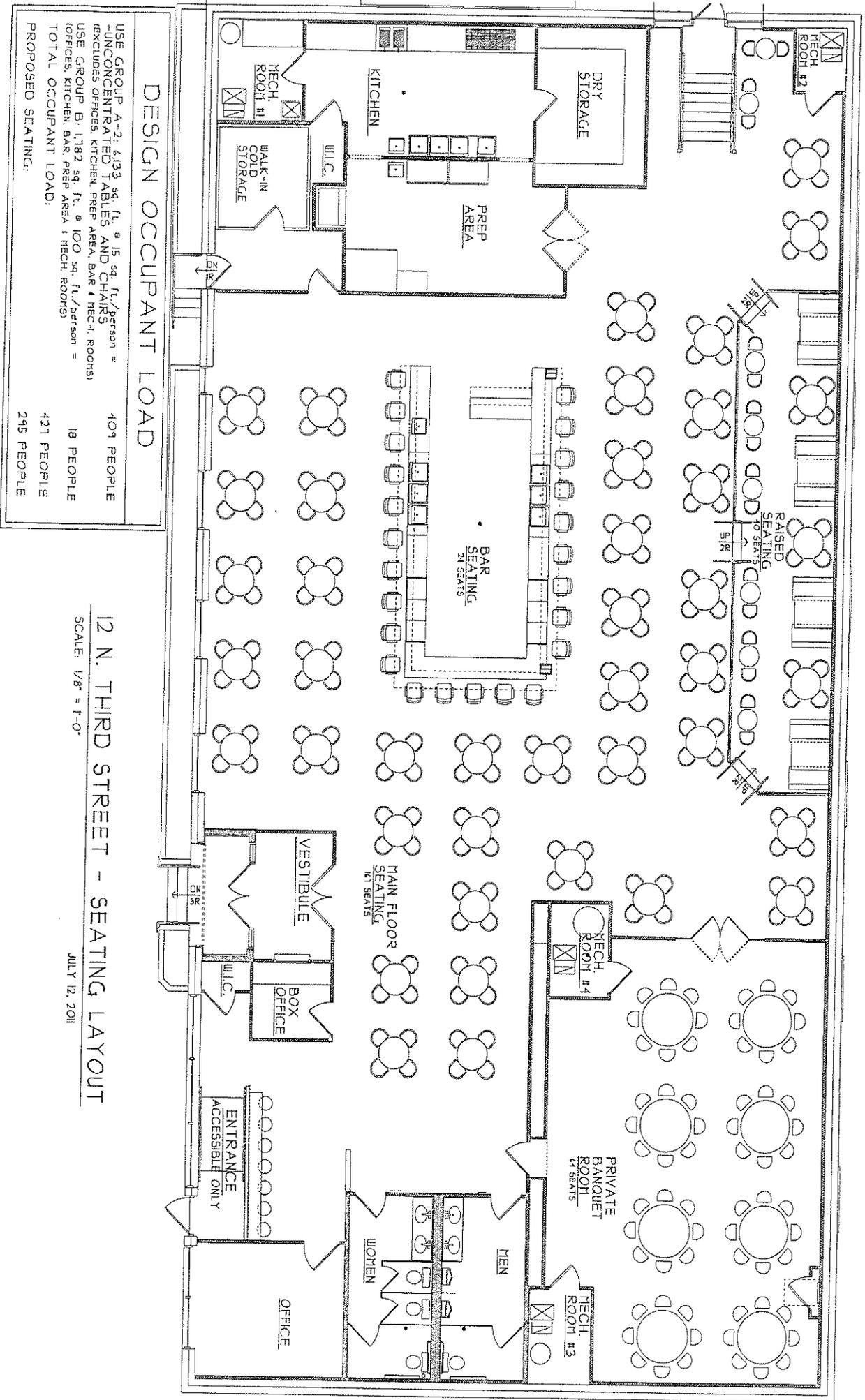
## **How we fit**

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 – Thursday 11am – 1am  
Friday and Saturday 11am – 2am



**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  
Mushrooms & Onions

---