



City of Fitchburg
 Planning/Zoning Department
 5520 Lacy Road
 Fitchburg, WI 53711
 (608-270-4200)

ARCHITECTURAL & DESIGN REVIEW APPLICATION

Applicant/Contact Person: _____

Address: _____ **Phone Number of Contact Person:** _____

City, State, Zip Code: _____ **Email of Contact Person:** _____

Project Address: _____ **Lot:** _____ **Subdivision:** _____

Project Type: _____ **Multi-Family** _____ **Commercial** _____ **Industrial** _____ **Other**
 _____ **New** _____ **Addition**

Impervious Surface Ratio (ISR): _____ (City Standard: maximum 65% ISR)

All items listed below must be included with the application to be considered complete. If an item is not included with the application, the applicant must provide in writing the basis for not including it. Building and site plans submitted to the Fitchburg Plan Commission for architectural and design review shall contain the following information:

Site Data:

- 1. Lot or property dimensions.
- 2. Orientation (to north).
- 3. Adjacent highways, roads, drive, etc.
- 4. Existing natural features (rivers, ponds, wetlands).
- 5. Existing buildings and/or improvements.
- 6. Existing and proposed site drainage.
- 7. Utility plans, including main/lateral sizes and existing fire hydrants on site or within 300 feet of the site
- 8. ISR shall be indicated on all plans.
- 9. Stormwater management plans and details, including grading plan.
- 10. Lighting plan in footcandles and light fixture cut sheets.

Building:

- 1. Building size, configuration and orientation.
- 2. Distance from lot lines.
- 3. Distance from other buildings, improvements and natural features.
- 4. Location of well, septic tank, drainfield, etc. (if applicable)
- 5. Additional proposed additions or new structures, including trash/recycling enclosure(s).
- 6. Construction type (wood frame, structural steel, etc.).
- 7. Foundation type (full basement, slab on grade, etc.).
- 8. Number of levels.
- 9. Siding/exterior covering type, color, texture, etc.
- 10. Roof type (gable, hip, shed, flat, etc.) and pitch.
- 11. Roofing material type, color, texture, etc.
- 12. Exterior door and window location, size, type, etc.
- 13. Fire protection sprinklers or fire alarm systems.

Ingress, Egress, Parking:

- 1. Location of highway and road access points.
- 2. Location, size, configuration of drivers and walks.
- 3. Number, size, location of parking spaces.
- 4. Location of handicapped parking and accessible building entrances.
- 5. Bicycle rack(s).

Landscaping:

- 1. Location, species, size of existing trees, shrubs, and plantings.
- 2. Location, species, size of proposed plantings.
- 3. Location and size of all paved, seeded/sodded and gravelled areas.
- 4. Location of all retaining walls, fences, berms and other landscape features.

***It is highly recommended that an applicant hold at least one neighborhood meeting prior to submitting an ADR application to identify any concerns or issues of surrounding residents.**

The preceding information is considered to be the minimum information for submission, and the City may require additional information for its review. Any interpretations provided by city officials as the result of submitting the attached information are based on the submitted plans, and any plan changes, may affect the interpretations.

It is the responsibility of the owner/applicant to insure compliance with all local and state requirements. The below signed applicant acknowledges the above information and hereby submits the attached information for the City's Architectural and Design Review Process.

Signed: David Heide Date: 3/22/2022
Applicant or Authorized Agent

***** Application shall be accompanied by one (1) sets of full-size plans, two (2) sets no larger than 11"x17", and one (1) pdf document of the complete submittal to planning@fitchburgwi.gov. Applications are due at least 4 weeks prior to the desired Plan Commission Meeting. The time frame assumes a complete set of plans is provided, and if it is not provided the Plan Commission date will be adjusted.**

FOR CITY USE ONLY

Date Received: 03/22/2022 Plan Commission Date: April, 19, 2022

Comments:

	P2		P4										
	P2A		P4A										
	P2B		P4B										
	P5	<p>P-TYPE NOTES:</p> <ol style="list-style-type: none"> 1. P-TYPES ARE APPLICABLE TO INTERIOR PARTITIONS ONLY. SEE WALL SECTIONS FOR EXTERIOR WALL CONDITIONS AND TYPES 2. ALL FIRE RATED PARTITIONS SHALL EXTEND TO UNDERSIDE OF STRUCTURE ASSEMBLY ABOVE, AND SEALED PER RATING REQUIREMENTS 3. ALL FIRE RATED PARTITIONS, AS DELINEATED ON THE FLOOR PLANS, SHALL BE CONSTRUCTED WITH "TYPE X" GYPSUM BOARD OVER METAL STUDS TO MEET UL REQUIREMENTS. 4. ALL CORRIDOR WALLS SHALL EXTEND TO UNDERSIDE OF STRUCTURE ASSEMBLY ABOVE AND BE SMOKE TIGHT. 5. FOR CEILING HEIGHT SEE REFLECTED CEILING PLANS. 6. TOILET ROOMS SHALL USE WATER RESISTANT GYPSUM BOARD. 7. FOR TOILET ROOM PLUMBING WET WALLS WITH CERAMIC TILE FINISH, USE CEMENTITIOUS BACKER BOARD. <p>P-TYPE LETTER DESIGNATIONS:</p> <table border="0"> <tr> <td>(NO SUFFIX)</td> <td>FULL HEIGHT, NON-INSULATED</td> </tr> <tr> <td>A</td> <td>FULL HEIGHT, INSULATED (WITH 3" SOUND ATTENUATION BLANKETS)</td> </tr> <tr> <td>B</td> <td>4" ABOVE HIGHEST ADJACENT CEILING, NON-INSULATED</td> </tr> <tr> <td>C</td> <td>4" ABOVE HIGHEST ADJACENT CEILING (WITH 3" SOUND ATTENUATION BLANKETS)</td> </tr> </table>	(NO SUFFIX)	FULL HEIGHT, NON-INSULATED	A	FULL HEIGHT, INSULATED (WITH 3" SOUND ATTENUATION BLANKETS)	B	4" ABOVE HIGHEST ADJACENT CEILING, NON-INSULATED	C	4" ABOVE HIGHEST ADJACENT CEILING (WITH 3" SOUND ATTENUATION BLANKETS)	P5A	P5B	P5C
	(NO SUFFIX)		FULL HEIGHT, NON-INSULATED										
	A		FULL HEIGHT, INSULATED (WITH 3" SOUND ATTENUATION BLANKETS)										
B	4" ABOVE HIGHEST ADJACENT CEILING, NON-INSULATED												
C	4" ABOVE HIGHEST ADJACENT CEILING (WITH 3" SOUND ATTENUATION BLANKETS)												

EXTERIOR WALL ASSEMBLY			
	EA01		EA02
	EXPOSED FASTENER		
	EA03		

LEGEND - PLAN SYMBOLS

CALLOUTS	IDENTIFICATION

HATCH SYMBOLS

ABBREVIATIONS:

ADA - AMERICAN WITH DISABILITIES ACT
AFF - ABOVE FINISHED FLOOR
AV - AUDIO VISUAL
CFCI - CONTRACTOR FURNISHED CONTRACTOR INSTALLED
CFM - CUBIC FOOT PER MINUTE
CL - CENTERLINE
CLNG - CEILING
CLR - CLEAR
DM - DIMENSION
DN - DOWN
EA - EACH
EC - ELECTRICAL CONTRACTOR
ESEW - EMERGENCY SAFETY SHOWER/ EYEWASH
ETR - EXISTING TO REMAIN
EQ - EQUAL
FD - FLOOR DRAIN
FEC - FIRE EXTINGUISHER CABINET
FRT - FIRE RESISTANT TREATED
GC - GENERAL CONTRACTOR
GWB - GYPSUM WALL BOARD
LFC - LAB FURNISHINGS CONTRACTOR
MAX - MAXIMUM
MB - MARKERBOARD
MC - MECHANICAL CONTRACTOR
MIN - MINIMUM
MISC - MISCELLANEOUS
MTD - MOUNTED
NIC - NOT IN CONTRACT
NTS - NOT TO SCALE
OFCI - OWNER FURNISHED CONTRACTOR INSTALLED
OFOW - OWNER FURNISHED OWNER INSTALLED
OPP - OPPOSITE
PC - PLUMBING CONTRACTOR
SIM - SIMILAR
SS - STAINLESS STEEL
STD - STANDARD
THK - THICK
TYP - TYPICAL
UNO - UNLESS OTHERWISE NOTED
UNO - UNLESS NOTED OTHERWISE
WI - WITH

No.	Description	Date

CHEF DAVE HEIDE

LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

NOTES, SYMBOLS, ABBREVIATIONS AND PARTITION TYPES

Project number	LIL-21-01
Date	11/05/2021

A001



116 King St, Suite 202 (608) 204-7464
Madison, WI 53703 AroEberle.com

MATERIAL FINISH SCHEDULE							
FINISH CODE	FINISH DESCRIPTION	PRODUCT DESCRIPTION					REMARKS
		MNFR.	MODEL #	STYLE	COLOR	SIZE	
AB-1	ACOUSTIC BAFFLE - TYPE 1	ARMSTRONG	--	FELTWORKS OPEN CELL RECTANGLE	--	--	ARCHITECT TO SELECT FROM MNFR. STANDARD COLORS
AB-2	ACOUSTIC BAFFLE - TYPE 2	TURF	--	BEAM - FELTLOCK	D08 BLACK PEAR	72"L, 8"H	FELT LOCK TO UNISTRUT
ACT-1	ACOUSTIC CEILING TILE- TYPE 1	ARMSTRONG	3216PB	OPTIMA HEALTH ZONE	WHITE	24x24	REGULAR 9/16 IN
CPT-1	CARPET - TYPE 1	J+J FLOORING GROUP	7069-1837	INCOGNITO	OPERATIVE	24x24	INSTALL ASHLAR
CT-1	CERAMIC TILE - TYPE 1	DALTILE	0148	COLOR WHEEL	SPA	4x4	INSTALL STRAIGHT STACK W/ GR-2 O - BANQ
CT-2	CERAMIC TILE - TYPE 2	TILEXDESIGN IMOLA	LETTIBEE1 MT	PATTERN	RED	4.7x7	INSTALL STRAIGHT STACK W/ GR-1 O - BAR
CT-3	CERAMIC TILE - TYPE 3	TILEXDESIGN IMOLA	LETTIBEE1 MT	SOLID	RED	4.7x7	INSTALL STRAIGHT STACK W/ GR-1 O - HOST
CT-4	CERAMIC TILE - TYPE 4	DALTILE	AR08	ARTICULO	WHITE	1x3	INSTALL SHEET W/ GR-3 LILIANA'S
CT-5	CERAMIC TILE - TYPE 5	IRIS CERAMICA	512009	MAY	OLIVE	4x8	INSTALL STRAIGHT STACK W/ GR-3 RR
FRP-1	FIBERGLASS REINFORCED PANEL - TYPE 1	MARLITE	P-100	STANDARD - PEBBLE	WHITE	--	UNDER BAR (INTERIOR FACE)
GR-1	GROUT COLOR - TYPE 1	BOSTIK	H152	TRUCOLOR RAPIDCURE	WHITE	--	ADD GROUT COLORANT - COLORFAST - SW COLORMATCH; ARCHITECT TO REVIEW SAMPLE PRIOR TO INSTALL
GR-2	GROUT COLOR - TYPE 2	BOSTIK	H152	TRUCOLOR RAPIDCURE	WHITE	--	ADD GROUT COLORANT - COLORFAST - SW COLORMATCH; ARCHITECT TO REVIEW SAMPLE PRIOR TO INSTALL
GR-3	GROUT COLOR - TYPE 3	BOSTIK	H168	TRUCOLOR RAPIDCURE	SILVER BULLET	--	
LVT-1	LUXURY VINYL TILE - TYPE 1	PATCRAFT	1426V-00570	CMYK	SMOKE	12X24	INSTALL ASHLAR
LVT-2	LUXURY VINYL TILE - TYPE 2	PATCRAFT	1426V-00530	CMYK	SLATE	12X24	INSTALL ASHLAR
MCT-1	METAL CEILING TILE - TYPE 1	ARMSTRONG	6136W24L48	METALWORKS MESH	CUSTOM	24x48	EXPANDED METAL - LATTICE, CASCADES OR SCALLOP. BLACK ACOUSTIC INFILL PANELS INCLUDED. PRICE ALTERNATE - STANDARD WHITE
PLAM-1	PLASTIC LAMINATE - TYPE 1	FORMICA	464-58	STANDARD - MATTE	GRAYSTONE	--	
PT-1	PAINT COLOR - TYPE 1	SHERWIN WILLIAMS	SW 7004	EGGSHELL	SNOWBOUND	--	PROJECT WHITE
PT-2	PAINT COLOR - TYPE 2	SHERWIN WILLIAMS	SW 9166	EGGSHELL	DRIFT OF MIST	--	TYPICAL WALL
PT-3	PAINT COLOR - TYPE 3	SHERWIN WILLIAMS	SW 7579	EGGSHELL	ALAEA	--	ACCENT
PT-4	PAINT COLOR - TYPE 4	SHERWIN WILLIAMS	SW 6421	EGGSHELL	CELERY	--	ACCENT
PT-5	PAINT COLOR - TYPE 5	SHERWIN WILLIAMS	SW 6699	EGGSHELL	CRISPY GOLD	--	ACCENT
PT-6	PAINT COLOR - TYPE 6	SHERWIN WILLIAMS	SW 6272	EGGSHELL	PLUM BROWN	--	ACCENT
PT-7	PAINT COLOR - TYPE 7	SHERWIN WILLIAMS	SW 7823	EGGSHELL	CASCADES	--	ACCENT
PT-8	PAINT COLOR - TYPE 8	SHERWIN WILLIAMS	SW 6215	EGGSHELL	ROCKY RIVER	--	ACCENT
PT-9	PAINT COLOR - TYPE 9	SHERWIN WILLIAMS	SW 6629	EGGSHELL	JALAPENO	--	ACCENT
PT-10	PAINT COLOR - TYPE 10	SHERWIN WILLIAMS	SW 7061	--	NIGHT OWL	--	TYPICAL FRAME COLOR
QZ-1	QUARTZ - TYPE 1	CAMBRIA	--	GLOSS	SKARA BRAE	--	LILIANA'S BAR COUNTERTOP
RB-1	RUBBER WALL BASE - TYPE 1	TARKETT	440060085	STRAIGHT	CHARCOAL	4"	
RB-2	RUBBER WALL BASE - TYPE 2	TARKETT	440048084	STRAIGHT	CHARCOAL	2.5"	
SC-1	SEALED CONCRETE - TYPE 1	L&M CHEMICALS	--	LION HARD	CLEAR FINISH - MATTE SHEEN	--	HARD STEEL TROWEL FINISH CONCRETE (3 PASS) ACI-302.1R, CLASS 5 FLOOR - FILL ALL SAW CUT CONTROL JOINTS WITH EPOXY
SS-1	SOLID SURFACE - TYPE 1	FORMICA - EVERFORM	601-S1	BLEACHED CONCRETE	--	--	HONED, 1/4" PENCIL EDGE STANDARD
SS-2	SOLID SURFACE - TYPE 2	FORMICA - EVERFORM	742-S1	BLANCO TERRAZZO	--	--	HONED, 1/4" PENCIL EDGE STANDARD
UPH-1	UPHOLSTERY - TYPE 1	CARNEGIE	6518-42	BUFF	42	54"W	OLLIE'S HIGH BANQUETTE UPHOLSTERY
UPH-2	UPHOLSTERY - TYPE 2	LULUM	4092-16	ECOTONE	TREELINE	54"W	OLLIE'S PARTY BOOTH UPHOLSTERY
UPH-3	UPHOLSTERY - TYPE 3	LULUM	4093-09	HAPTIC	SUPERBLOOM	56"W	OLLIE'S LOW BANQUETTE
UPH-4	UPHOLSTERY - TYPE 4	MAHARAM	511503-004	PROSE	JELLYFISH	72"W	OLLIE'S DRAPERY
WD-1	WOOD - TYPE 1	--	--	RECLAIMED WHITE OAK CLEAR FINISH	CLEAR FINISH	--	OLLIE'S BAR AND HOST FINAL WOOD SPECIES AND FINISH TO BE SELECTED BY OWNER
WD-2	WOOD - TYPE 2	--	--	SOLID WHITE OAK LUMBER	STAINED DARK	--	PLANTERS - OLLIE'S
WDB-1	WOOD BASE - TYPE 1	--	--	--	--	1x4	TO MATCH FLOORING
WDF-1	WOOD FLOORING - TYPE 1	--	--	--	--	--	CONTRACTOR'S CHOICE W/ OWNER AND ARCHITECT APPROVAL
WT-1	WINDOW TREATMENT - TYPE 1	LEVOLOR	--	CUSTOM SHUTTERS - 2 1/2" LOUVER	--	--	ALL PLAN WEST WINDOWS - OUTSIDE MOUNT

DOOR AND HARDWARE SCHEDULE																	
DOOR NUMBER	DOOR								FRAME				MISCELLANEOUS			REMARKS	
	LEAF SIZE				TYPE	MAT'L	GLAZING TYPE	FINISH	TYPE	DETAILS			FINISH	FIRE RATING	HDWR SET		
	QTY.	LEAF 1 WIDTH	LEAF 2 WIDTH	HEIGHT						HEAD	JAMB	OTHER					
104	(1)	3'-0"		7'-0"		STL				AL							2
105A	(1)	3'-0"		7'-0"		STL				AL							2
105B	(1)	3'-0"		7'-0"		STL				AL							2
106A	(1)	3'-0"		7'-0"	G	HM	F-T			HM							
106B	(1)	3'-0"		7'-0"	F	HM				HM							
109A	(1)	3'-0"		7'-8 1/2"	MS	AL				AL							
109B	(1)	3'-0"		7'-8 1/2"	MS	AL				AL							
109C	(1)	3'-0"		6'-9 3/8"	MS	AL	ICLR-T			AL							
110	(1)	3'-0"		7'-0"	FG	WD	F-T			HM							
113	(1)	3'-0"		7'-0"	F	HM				HM							

DOOR AND HARDWARE SCHEDULE ABBREVIATIONS	DOOR AND HARDWARE SCHEDULE GENERAL NOTES
DOOR FINISHES	1. schedule notes
ANOD ANODIZED ALUMINUM	2. 1.517SP3684; CURTRON SERVICE-PRO SERIES 20 SINGLE ALUMINUM SWINGING TRAFFIC DOOR, 18" HIGH KICKPLATE (CURT) - SAVE-T HINGE ASSEMBLY WITH HARDENED ROLLERS AND RUGGED OFFSET CAM SYSTEMS AND BOTTOM PINS
FC FLUOROPOLYMER COATING	3.
PLAM PLASTIC LAMINATE	
PT-X PAINT FINISH PER FINISH LEGEND	
WD-X WOOD VENEER PER FINISH LEGEND	
DOOR STYLES	
F = FLUSH DOOR	
FG = FULL GLASS	
FGW = FOLDING GLASS WALL	
G = HALF GLASS	
MS = MEDIUM STYLE	
DOORFRAME MATERIALS	
AL = ALUMINUM	
EX = EXISTING	
HM = HOLLOW METAL	
SS = STAINLESS STEEL	
ST = STEEL	
WD = WOOD	
GLASS TYPES	
CLR-T CLEAR TEMPERED GLASS, 1/4" THICK	
F-T FROSTED TEMPERED GLASS	
ICLR-T INSULATED CLEAR TEMPERED GLASS UNIT	

No.	Description	Date

CHEF DAVE HEIDE

LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

DOOR SCHEDULE AND MATERIAL SCHEDULE

PR	
Project number	LIL-21-01
Date	11/05/2021

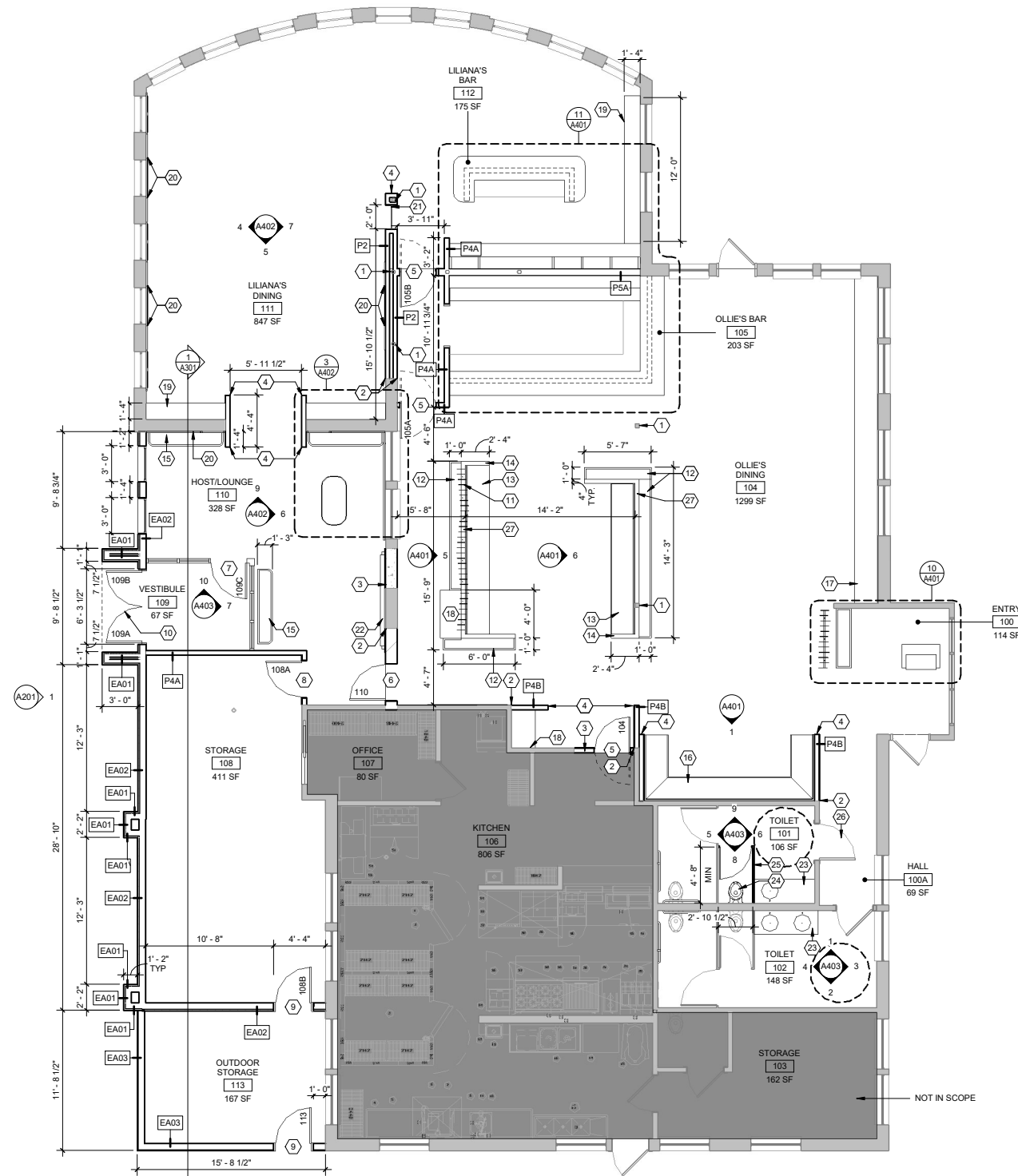
A002

FLOOR PLAN GENERAL NOTES:

- SCOPE DOCUMENTS ARE NOT ALL INCLUSIVE. DESIGN-BUILD CONTRACTOR MUST INCLUDE MECHANICAL, ELECTRICAL, PLUMBING AND FIRE PROTECTION DESIGN SERVICES IN THEIR CONTRACT.
- FIELD VERIFY ALL DIMENSIONS. BRING ANY DISCREPANCIES TO THE ATTENTION OF THE ARCHITECT / ENGINEER FOR FINAL DECISION.
- SEE SHEET A001 FOR PARTITION TYPES
- SEE SHEET A002 FOR DOOR SCHEDULE
- SEE SHEET A111 FOR REFLECTED CEILING PLAN.
- SEE SHEET A121 FOR FINISH PLAN AND SCHEDULES.
- DIMENSIONS ON FLOOR PLAN ARE BASED ON FACE OF FINISH WALL TO FINISHED WALL (NOMINAL).
- REFER TO DEMOLITION SHEETS FOR COORDINATION OF DEMOLITION SCOPE.
- CONTRACTORS ARE RESPONSIBLE FOR MAINTAINING CONTINUOUS UTILITY SERVICE TO ALL SPACES IN THE BUILDING NOT AFFECTED BY THIS WORK. ANY DISRUPTION IN SERVICE REQUIRED TO PERFORM WORK OR TO MODIFY EXISTING DUCTWORK, PIPING, CONDUIT, CIRCUITS OR ANY ASSOCIATED EQUIPMENT, MUST BE COORDINATED IN ADVANCE WITH THE OWNER/ USER
- ALL EQUIPMENT IS BY OWNER. COORDINATE FINAL SPECIFICATIONS AND LOCATIONS ON SITE WITH GENERAL MECHANICAL, ELECTRICAL, PLUMBING AND FIRE PROTECTION CONTRACTORS PRIOR TO COMMENCEMENT OF WORK.

KEYED NOTES (#)

1	EXISTING COLUMN
2	ALIGN PARTITION FLUSH WITH EXISTING FACE
3	NEW WALL INFILL
4	ALIGN PARTITION WITH OVERHEAD FACE OF DROPPED SOFFIT
5	ELIASON DOOR - ENSURE 32" CLEAR WHEN FULLY OPEN
6	HOLLOW METAL FRAME, WOOD DOOR - FULL LITE, FROSTED WITH VINYL LETTERING
7	STOREFRONT AT VESTIBULE W/ INTEGRATED FULL GLASS DOOR
8	HOLLOW METAL DOOR AND FRAME, HALF LITE, FROSTED
9	HOLLOW METAL DOOR AND FRAME
10	RE-INSTALL DOUBLE DOOR. NEW DOOR HARDWARE
11	3FORM SCREEN ELEMENT - 72"H, ANCHORED TO DECK AND PARTIAL HEIGHT WALL. PROVIDE SUPPORT AS NEEDED.
12	36" H PLANTER CLAD WITH WD-2, ZINC BIN LINER
13	BANQUETTE - UPHOLSTERED SEAT AND BACK; BAR HT.
14	42" H PARTITION, CLAD WITH TILE - SOLID SURFACE CAP
15	34" H PLANTER CLAD WITH CT-4, ZINC BIN LINER
16	BANQUETTE - UPHOLSTERED SEAT AND PANELS TO UNDERSIDE OF GWB CEILING; STANDARD HT.
17	BANQUETTE - UPHOLSTERED SEAT AND BACK; STANDARD HT.
18	SOLID SURFACE COUNTERTOP WITH PLASTIC LAMINATE BASE CABINET BELOW
19	NEW MILLWORK - BUILT-IN WINE RACK
20	CUSTOM PAINTED TRIM; SEE ELEVATIONS
21	SCREEN ELEMENT; SEE ELEVATIONS
22	PROVIDE POWER AND SUPPORT TO MOUNT EXISTING LIGHT-BOX
23	COUNTERTOP SINK, FAUCET AND MIRROR
24	NEW WALL-HUNG TOILET FIXTURE
25	NEW TOILET PARTITION AND DOOR; MATCH EXISTING
26	EXISTING DOOR WITH NEW SWING
27	PARTIAL HEIGHT WALL - 3'-6" A.F.F.



FIRST FLOOR PLAN
3/16" = 1'-0"

No.	Description	Date

CHEF DAVE HEIDE

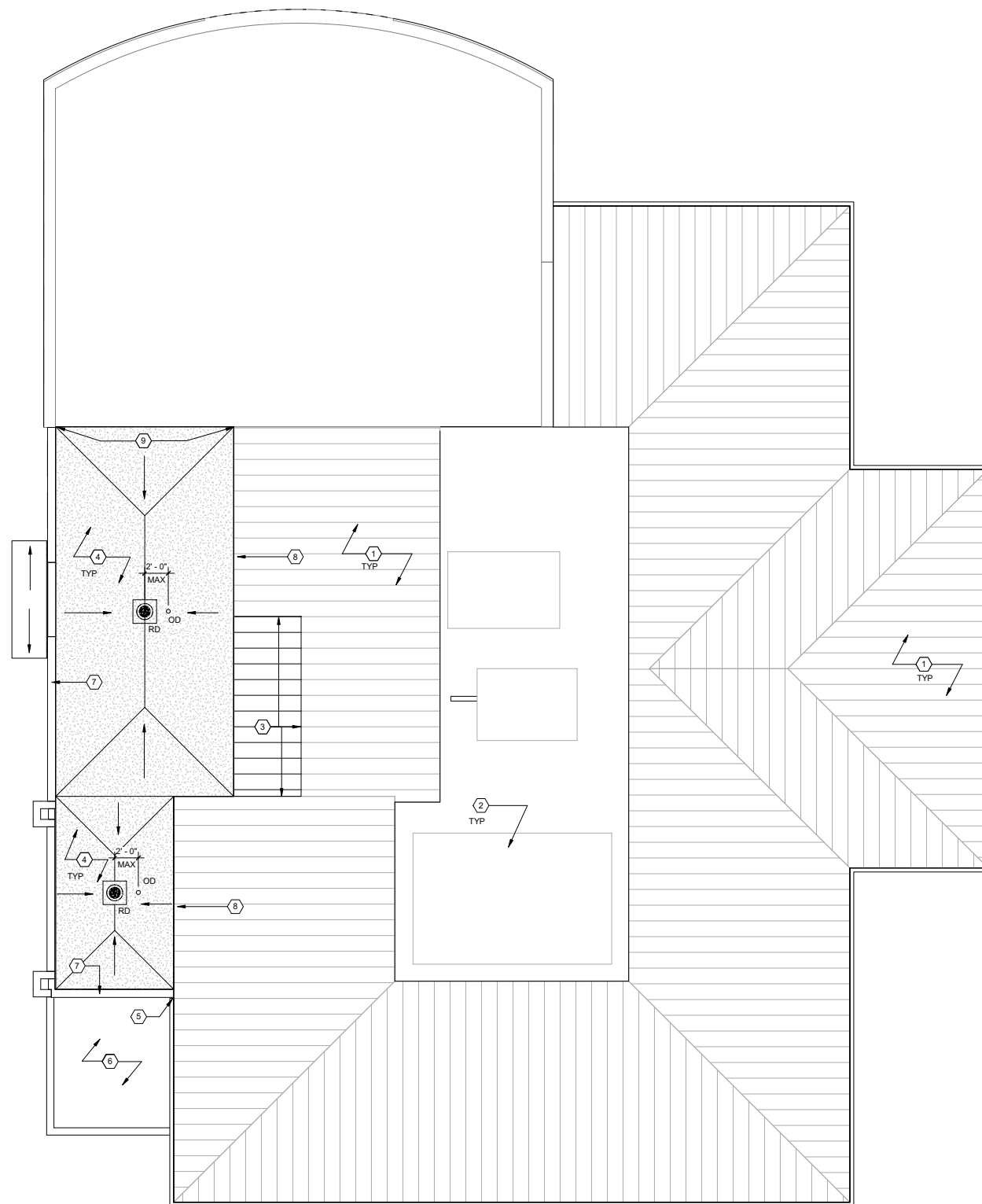
LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

FIRST FLOOR PLAN

PR	
Project number	LIL-21-01
Date	11/05/2021




A101

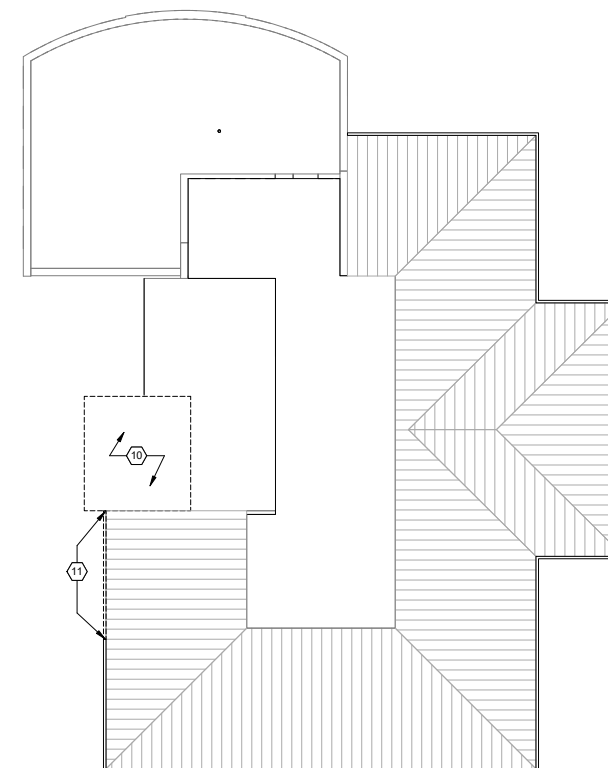


NORTH
1 ROOF
3/16" = 1'-0"

KEYED NOTES	
1	EXISTING METAL ROOF TO REMAIN
2	EXISTING MECHANICAL EQUIPMENT
3	PATCH ROOF WITH STANDING SEAM METAL ROOF TO MATCH EXISTING.
4	NEW SLOPED INSULATION, 14" PER FOOT
5	NEW DOWNSPOUT
6	OPEN STORAGE AREA
7	NEW PARAPET, SEE STRUCTURAL
8	EXISTING ROOF TO DRAIN TO NEW SLOPED ROOF
9	TIE ADDITION ROOFING TO EXISTING WALL
10	DEMO EXISTING VESTIBULE ROOF, ASSOCIATED CLEARSTORY WINDOWS AND POST, SALVAGE IRON RAILING AND HANGING LIGHT FIXTURE AND TURN OVER TO OWNER
11	DEMO PART OF EXISTING GUTTER AND REMOVE DOWNSPOUT

LEGEND:

-  60 MIL FULLY ADHERED EPDM ROOF
-  ROOF DRAIN
-  OVERFLOW DRAIN



NORTH
2 ROOF PLAN - DEMOLITION
3/32" = 1'-0"

No.	Description	Date

CHEF DAVE HEIDE

LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

ROOF PLAN

PR	
Project number	LIL-21-01
Date	11/05/2021

A103

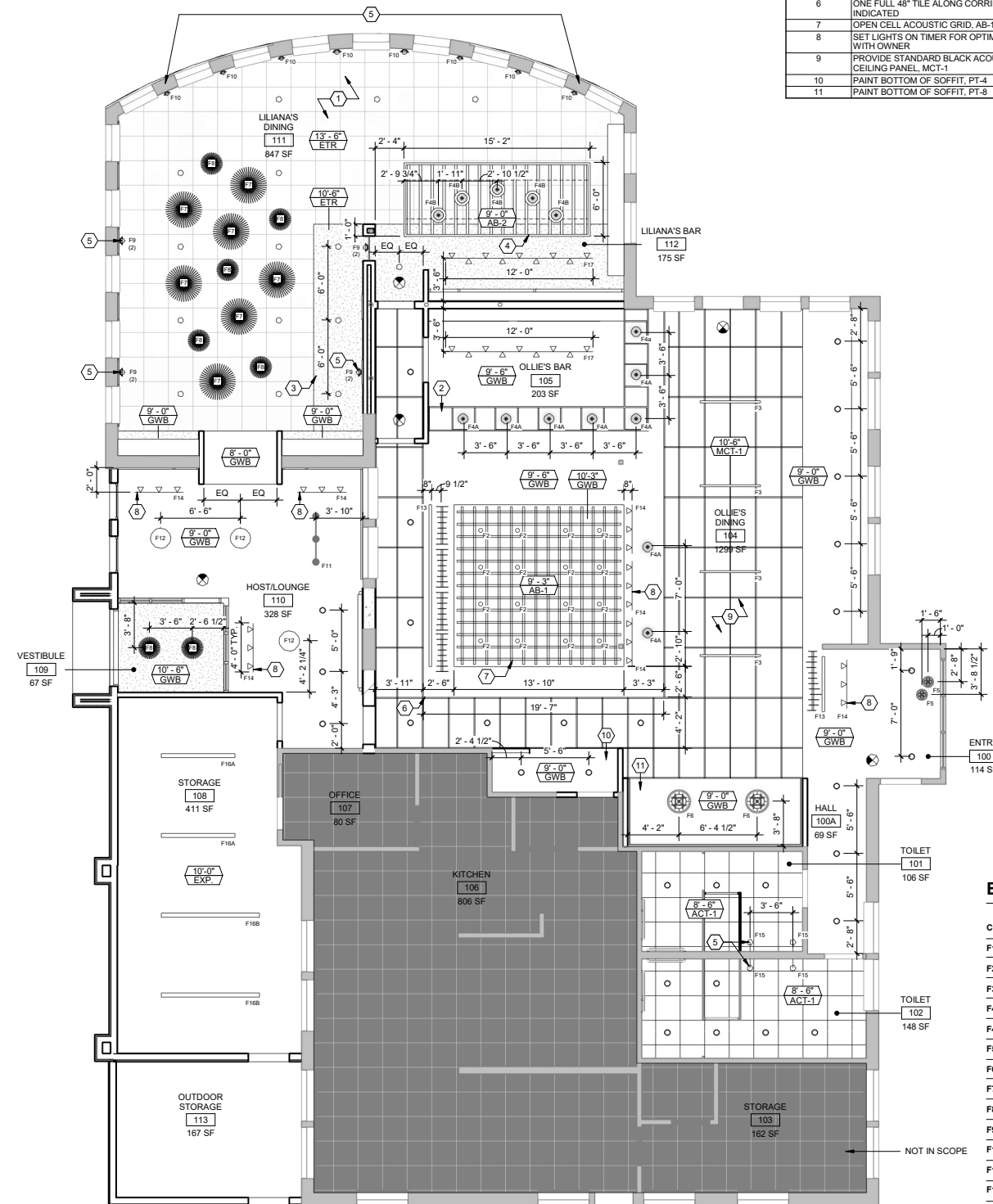
KEYED NOTES	
1	PATCH EXISTING ACT AS REQUIRED
2	CAGE ELEMENT W/ INTEGRATED SHELVES AND LIGHTING
3	PAINTE EXISTING SOFFIT, PT-2
4	CABLE HUNG, PAINTED UNISTRUT FRAME AND CROSS BRACING - ACOUSTIC BEAMS ATTACHED W/ FELT LOCK CONNECTION, AB-2
5	WALL MOUNTED LIGHT FIXTURE
6	ONE FULL 48" TILE ALONG CORRIDOR, START INSTALL IN LOCATION INDICATED
7	OPEN CELL ACOUSTIC GRID, AB-1
8	SET LIGHTS ON TIMER FOR OPTIMUM PLANT GROWTH - COORDINATE WITH OWNER
9	PROVIDE STANDARD BLACK ACOUSTIC INFILL W/ EXPANDED METAL CEILING PANEL, MCT-1
10	PAINT BOTTOM OF SOFFIT, PT-4
11	PAINT BOTTOM OF SOFFIT, PT-8

CEILING GENERAL NOTES:

- REFER TO FINISH SCHEDULE FOR KEY CODES, SELECTION AND COLOR.
- ALL CEILINGS OR SOFFITS NOTED AS GWB OR PLASTER TO BE PAINTED PT-1 U.N.O.
- RCP'S INDICATE LAYOUT ONLY. REFER TO ELECTRICAL DRAWINGS FOR SMOKE DETECTOR AND OTHER FIRE SAFETY INFORMATION NOTE SHOWN ON THIS PLAN.
- VERIFY SIZE, LOCATION, AND QUANTITY OF ACCESS PANELS WITH MECHANICAL CONTRACTOR AND ARCHITECT PRIOR TO INSTALLATION.
- ALL RECESSED LIGHTS, SPEAKERS, OCCUPANCY SENSORS, ETC. SHALL BE CENTERED IN THE TILES U.N.O.
- CENTER ALL CEILING GRIDS IN SPACE U.N.O.
- ALL METAL LINEAR DIFFUSERS AND SHOP PRIMED ACCESS PANELS SHALL BE PAINTED TO MATCH SURROUNDING WALL OR CEILING SURFACE.
- EGRESS LIGHTING TO MATCH FIXTURES SELECTED BY ARCHITECT - ELECTRICAL CONTRACTOR TO PROVIDE EGRESS LIGHTING ANALYSIS, LOCATION AND QUANTITY FOR ARCHITECT TO REVIEW.
- ALL LIGHT FIXTURES TO BE F1 U.N.O.
- CONTRACTOR TO SUBMIT PRODUCT INFORMATION FOR ALL LIGHTING TO ARCHITECT FOR APPROVAL.
- ARCHITECT TO SELECT FROM MANUFACTURER'S STANDARD RANGE OF FINISHES FOR CONTRACTOR SELECTED FIXTURES.
- LIGHT FIXTURE HEIGHTS ARE NOTED TO BOTTOM OF LIGHT FIXTURE, U.N.O.
- ALL LIGHTING TO BE FULLY DIMMABLE W/ RHEOSTAT CONTROLLER, U.N.O.
- ALL LIGHTING TO BE 3000K AND LESS THAN 60W U.N.O. IN SCHEDULE
- CONTRACTOR TO PROVIDE LAMPING WHEN NOT INCLUDED BY MANUFACTURER.

CEILING LEGEND:

- 2' x 2' SUSPENDED CEILING GRID
- GYPSUM BOARD CEILING (PAINTED)
- 6' x 48' RECESSED LIGHT FIXTURE
- RECESSED DOWN LIGHT
- SUPPLY AIR DIFFUSER
- RETURN AIR DIFFUSER / EXHAUST GRILL
- EXHAUST FAN
- SUPPLY AIR DIFFUSER - SLOT
- 1' x 4' LIGHT FIXTURE (SUSPENDED)
- SPEAKER
- WALL MOUNTED EXIT LIGHT
- CEILING MOUNTED EXIT LIGHT
- JUNCTION BOX
- SMOKE ALARM
- HEAT DETECTOR
- OCCUPANCY SENSOR
- SMOKE DETECTOR
- WIRELESS ACCESS POINT
- CEILING HEIGHT / MATERIAL



BASIS OF DESIGN FIXTURES:

CODE	FIXTURE TYPE	MNFR.	STYLE	FINISH	REMARKS
F1	4" RECESSED CAN	SEE REMARKS	SEE REMARKS	SEE REMARKS	LEVITON, GE OR ALTERNATE
F2	4" CYLINDER	LITELINE A LINE	FLX38	WHITE	SURFACE MOUNT
F3	LINEAR SUSPENDED	SEED DESIGN	MUMU - 48"	WHITE/BEECH	
F4A	GLOBE PENDANT	MUUTO	RIME - 9.8"D	WHITE	BULB NOT INCLUDED
F4B	GLOBE PENDANT	MUUTO	RIME - 14.6"D	WHITE	BULB NOT INCLUDED
F5	PENDANT	BLUDOT	PERIMETER SM	OCHRE	BULB NOT INCLUDED
F6	PENDANT	BLUDOT	PERIMETER LG	WHITE	BULB NOT INCLUDED
F7	DECORATIVE PENDANT	TECH LIGHTING	SYRMA GRANDE	BLACK	
F8	DECORATIVE PENDANT	TECH LIGHTING	SYRMA	BLACK	
F9	SCONCE	TECH LIGHTING	JONI 16"	AGED BRASS	
F10	SCONCE	TECH LIGHTING	JONI 13"	AGED BRASS	
F11	PENDANT	BLUDOT	BUB CHANDELIER	OLIVE	BULB NOT INCLUDED
F12	SURFACE MOUNT	TECH LIGHTING	KAI 15	BLACK	
F13	CHANNEL WALL WASH	PURE EDGE	CIRRUS	WHITE	GLARE SHIELD
F14	PLANT LIGHT	TBD	TBD	TBD	48" TRACK - (3) ADJ. TRACK HEADS
F15	SCONCE	CEDAR & MOSS	STANTON	SUNFLOWER	BULB NOT INCLUDED - HARDWIRE
F16A	LINEAR SUSPENDED	SEE REMARKS	72"	72"	LEVITON, GE OR ALTERNATE
F16B	LINEAR SUSPENDED	SEE REMARKS	96"	96"	LEVITON, GE OR ALTERNATE
F17	TRACK LIGHTING	SEE REMARKS	SEE REMARKS	SEE REMARKS	RE-USE EXISTING

No.	Description	Date

CHEF DAVE HEIDE

LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

FIRST FLOOR REFLECTED CEILING PLAN

PR
Project number LIL-21-01
Date 11/05/2021

A111

FIRST FLOOR REFLECTED CEILING PLAN
3/16" = 1'-0"

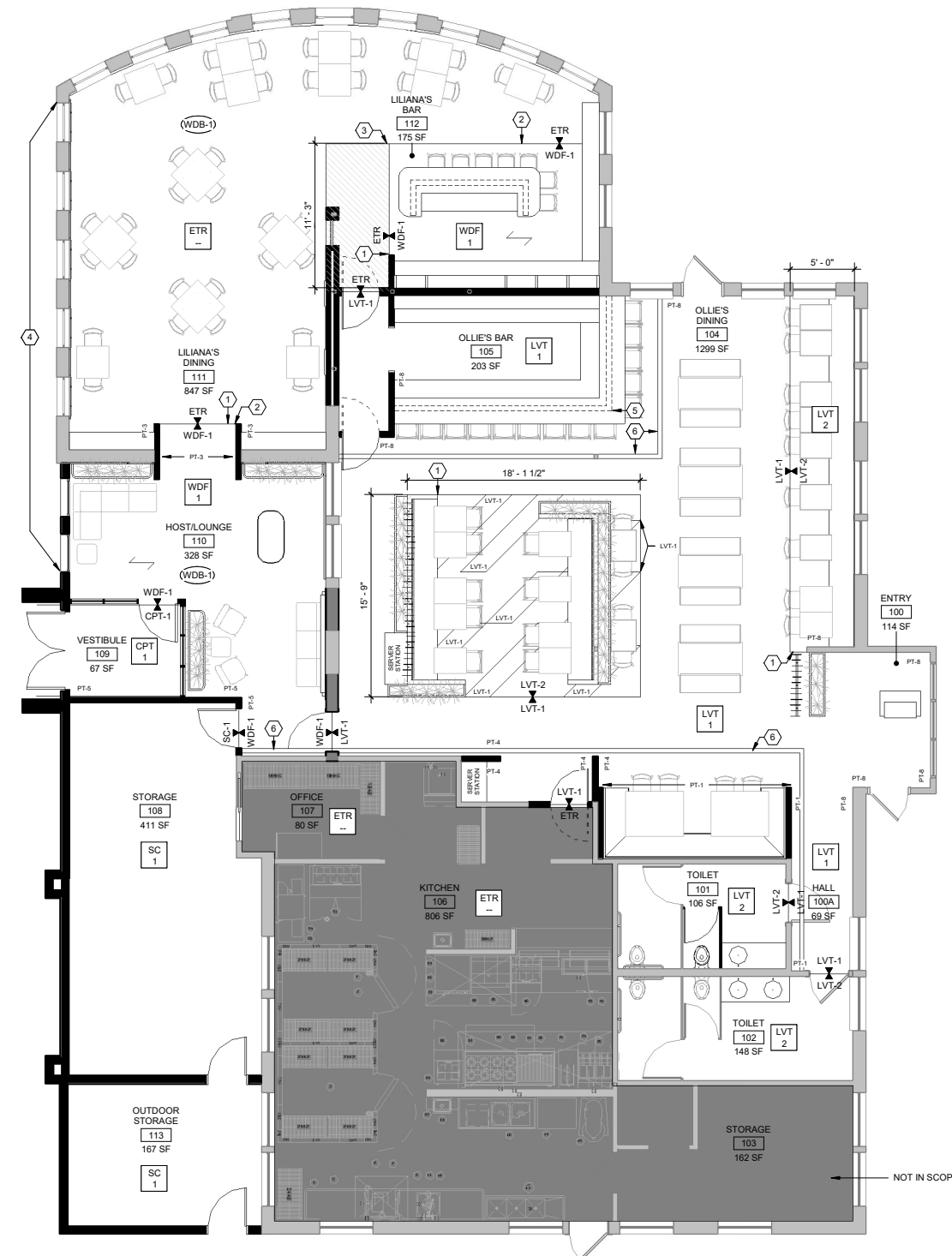
KEYED NOTES (#)	
1	ALIGN FLOOR TRANSITION WITH WALL
2	PROVIDE 1/2" CORK TRANSITION STRIP
3	PATCH EXISTING CARPET FROM ATTIC STOCK AS NEEDED - AREA SHOWN HATCHED
4	OPERABLE WOOD SHUTTERS
5	START INSTALL WITH FULL TILE ON CORNER - EACH DIRECTION
6	VINYL DECAL - COLOR ACCENT

FINISH PLAN GENERAL NOTES:

- REFER TO MATERIAL FINISH SCHEDULE ON A002 FOR KEY CODES, SELECTION AND COLOR.
- ALL FLOORING TRANSITIONS SHALL BE CENTERED UNDER DOOR IN CLOSED POSITION U.N.O. REFER TO SCHEDULE FOR TRANSITIONS.
- ALL INTERIOR HM DOOR FRAME FINISHES TO BE PAINTED PT-10, U.N.O. IN DOOR SCHEDULE.
- ALL METAL LINEAR DIFFUSERS SHALL BE PAINTED TO MATCH SURROUNDING WALL SURFACE, U.N.O.
- ALL SHOP PRIMED ACCESS PANELS SHALL BE PAINTED TO MATCH ADJACENT SURFACE.
- ALL CONCRETE FLOORS NOT TO RECEIVE ADDITIONAL FINISH SHALL BE SEALED, U.N.O.
- ALL WINDOW SILLS SHALL BE SS-1.
- ALL WALLS TO BE PAINTED PT-2, U.N.O.
- ALL FURNITURE SHOWN GRAY IN PLAN IS OWNER PROVIDED.
- ALL BASE TO BE RB-1 U.N.O.
- PAINT ALL COLUMNS PT-2 U.N.O.
- ALL EQUIPMENT IS BY OWNER. COORDINATE FINAL SPECIFICATIONS AND LOCATIONS ON SITE WITH OWNER PRIOR TO INSTALLATION.
- PROVIDE OPERABLE WOOD SHUTTERS AT ALL WINDOWS PLAN WEST: WT-1
- CONTRACTOR TO SUBMIT PRODUCT INFORMATION FOR ALL MATERIALS TO ARCHITECT FOR APPROVAL.

FINISH PLAN SYMBOLS ABBREVIATIONS

	FLOORING FINISH	AFF = ABOVE FINISHED FLOOR
	FLOORING TRANSITION	CT = CERAMIC TILE
	BASE FINISH	CTB = CERAMIC TILE BASE
		CG = CORNER GUARD
		CPT = CARPET
		GWB = GYPSUM WALL BOARD
		PLAM = PLASTIC LAMINATE
		PT = PAINT
		LVT = LUXURY VINYL TILE
		RB = RUBBER WALL BASE
		SC = SEALED CONCRETE
		WDB = WOOD BASE
		WDF = WOOD FLOORING
		WT = WINDOW TREATMENT



FIRST FLOOR PLAN
3/16" = 1'-0"

No.	Description	Date

CHEF DAVE HEIDE

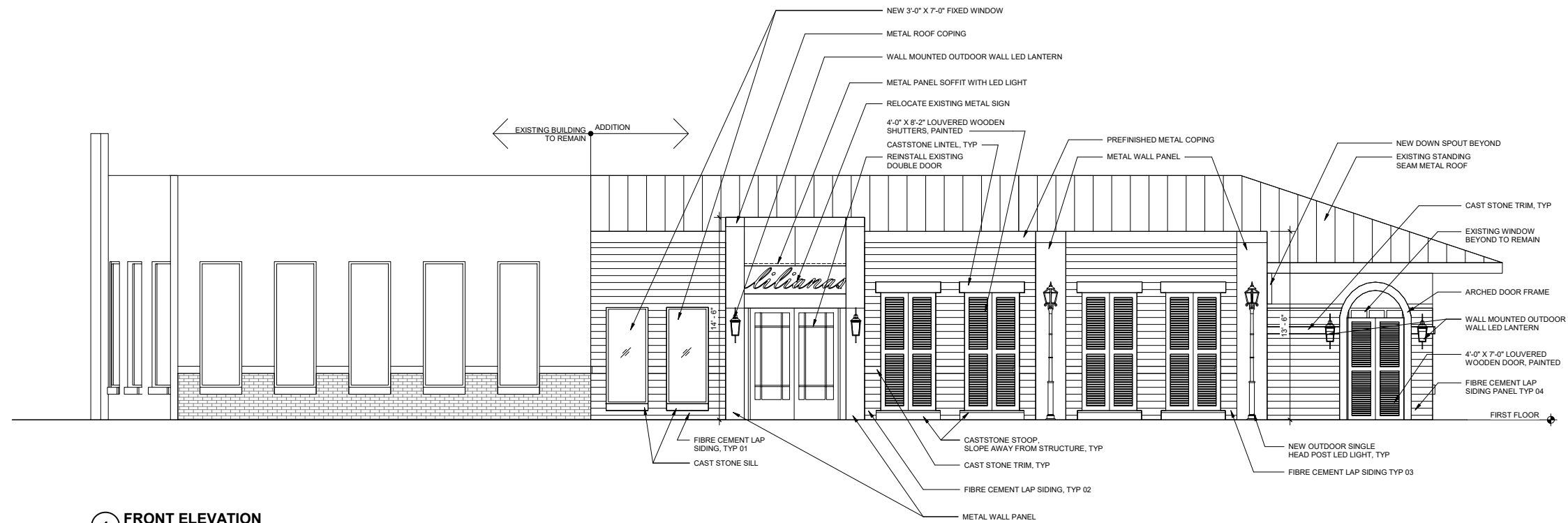
LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

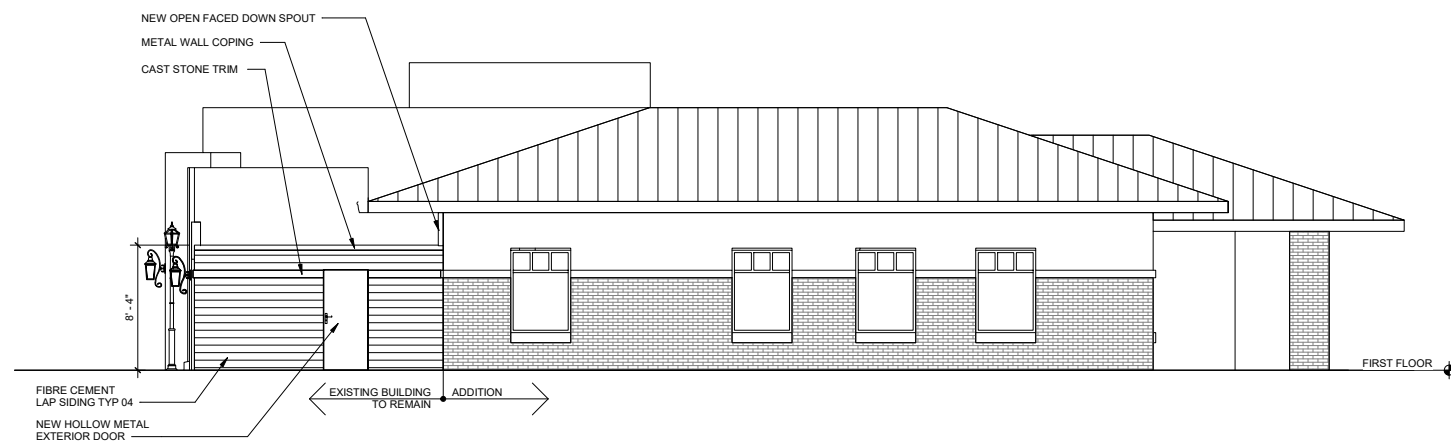
FIRST FLOOR FINISH PLAN AND ROOM FINISH SCHEDULE

PR	
Project number	LIL-21-01
Date	11/05/2021

A121



1 FRONT ELEVATION
1/4" = 1'-0"



2 ELEVATION SIDE
3/16" = 1'-0"

No.	Description	Date

CHEF DAVE HEIDE

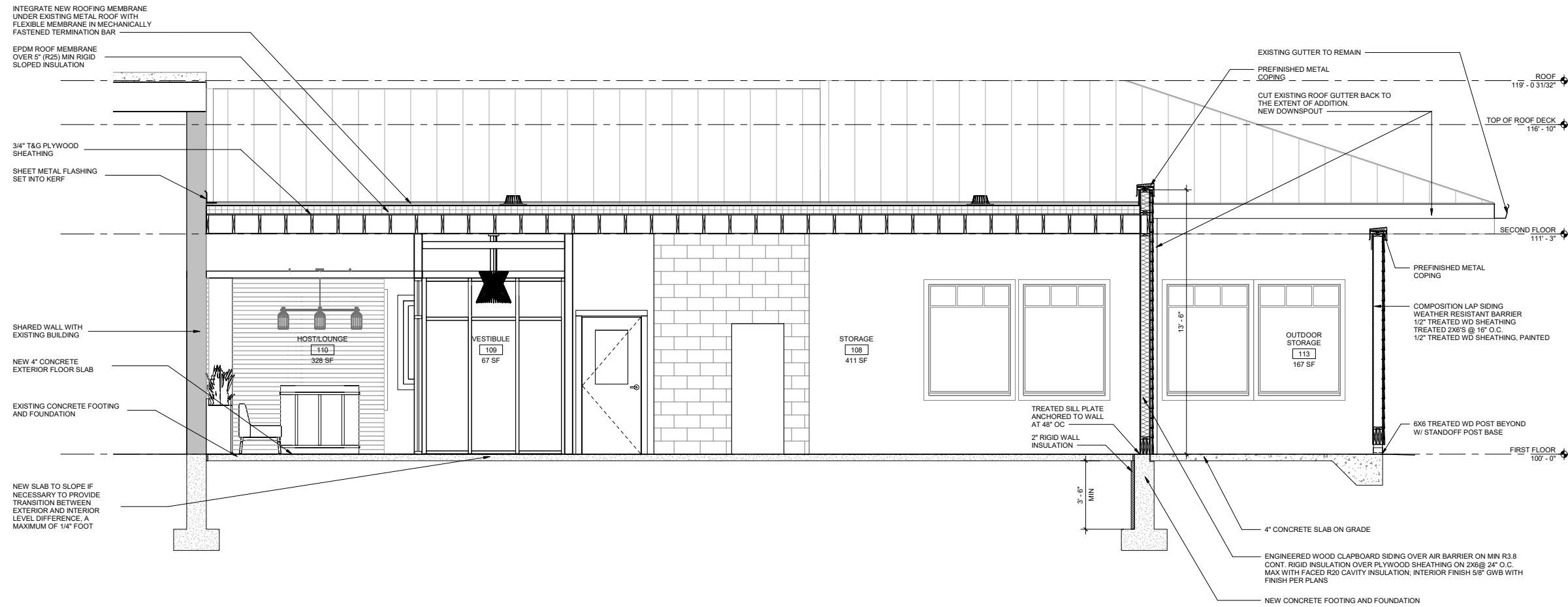
LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

**EXTERIOR
ELEVATIONS**

PR	
Project number	LIL-21-01
Date	11/05/2021

A201



1 Section 5
3/8" = 1'-0"

No.	Description	Date

CHEF DAVE HEIDE

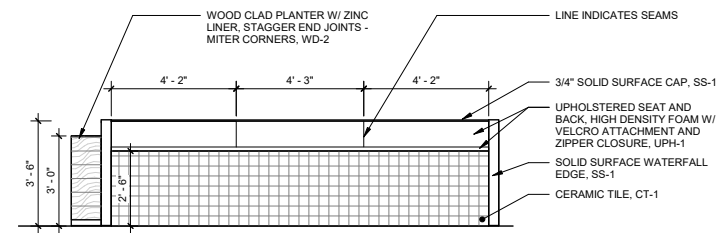
LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

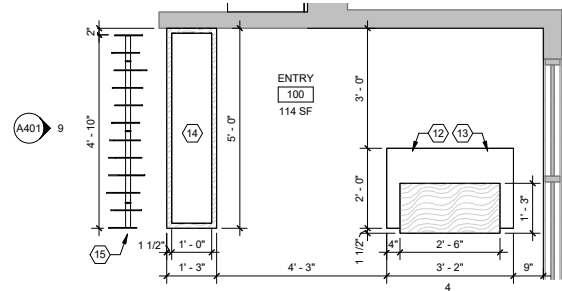
BUILDING SECTIONS

PR	
Project number	LIL-21-01
Date	11/05/2021

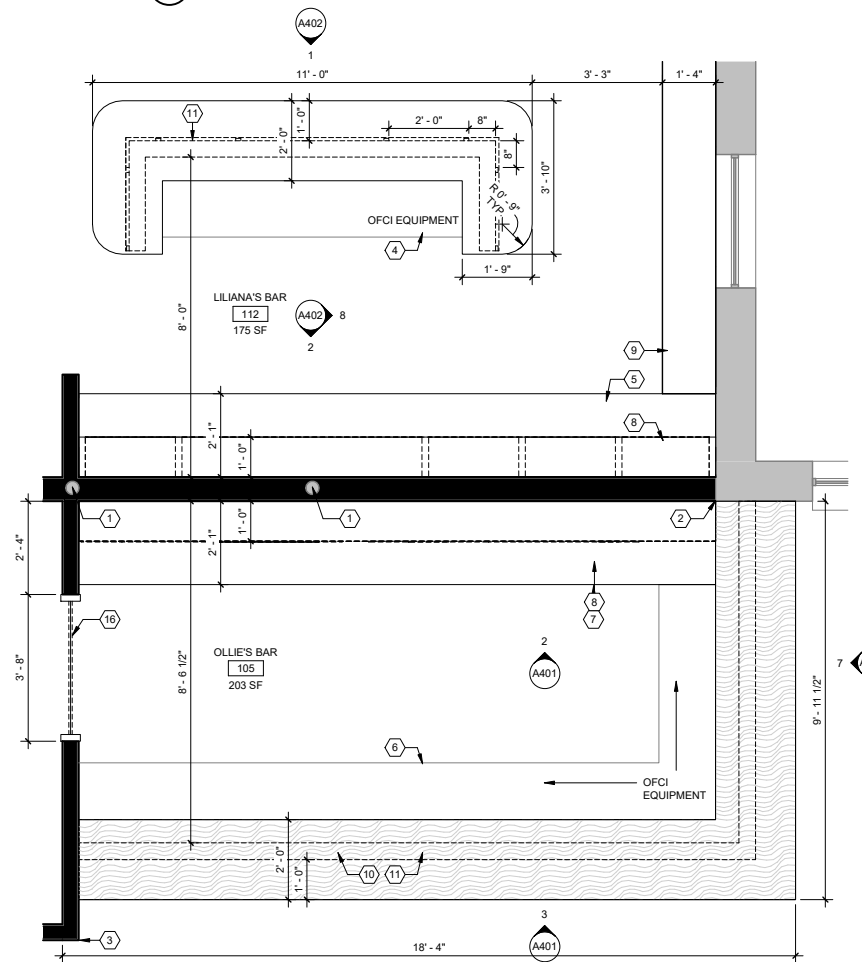
A301



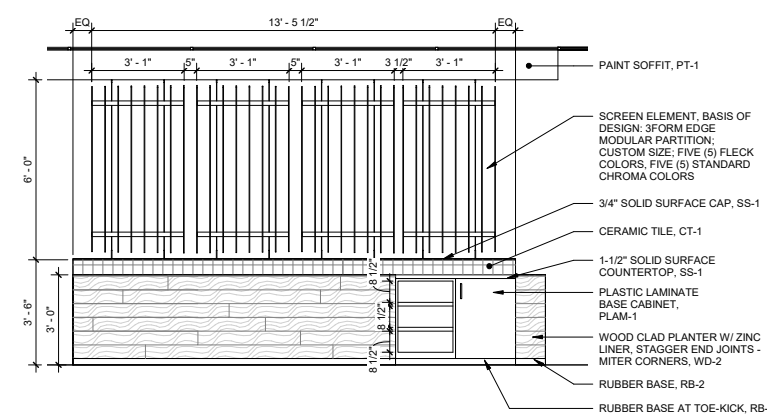
6 OLLIE'S - HIGH BANQUETTE SEATING
3/8" = 1'-0"



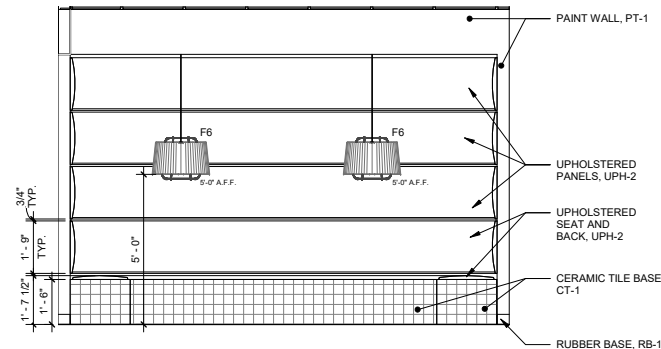
10 OLLIE'S HOST - ENLARGED PLAN
1/2" = 1'-0"



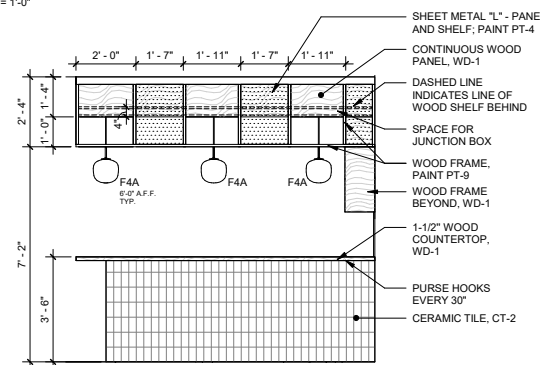
11 BAR ENLARGED PLAN
1/2" = 1'-0"



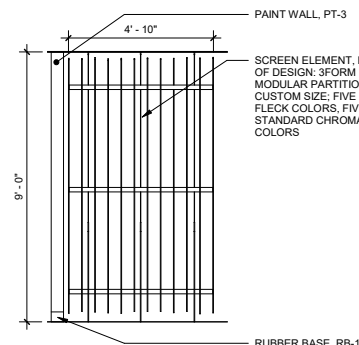
5 OLLIE'S - SERVER STATION
3/8" = 1'-0"



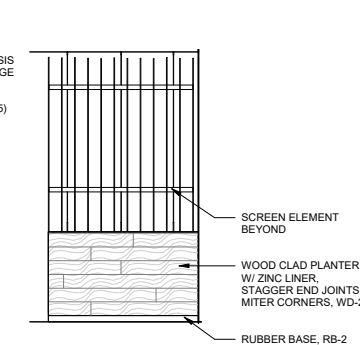
1 OLLIE'S - PARTY BOOTH
3/8" = 1'-0"



7 OLLIE'S - BAR WEST
3/8" = 1'-0"



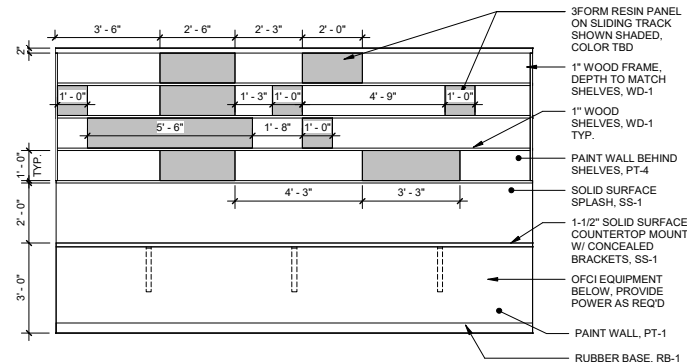
9 ENTRY 100 EAST
3/8" = 1'-0"



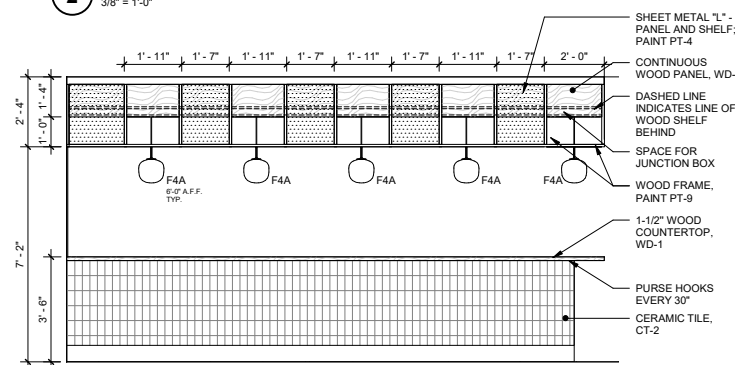
8 ENTRY 100 - WEST
3/8" = 1'-0"

KEYED NOTES

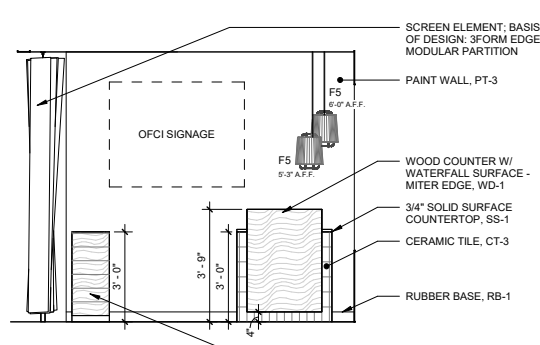
- EXISTING COLUMN
- ALIGN PARTITION FLUSH WITH EXISTING FACE
- ALIGN PARTITION WITH OVERHEAD FACE OF DROPPED SOFFIT
- BAR - KNEE WALL CONSTRUCTION WITH FRP AT INTERIOR FACE, PAINTED WOOD MOLDING AT EXTERIOR FACE - OPEN FOR OWNER PROVIDED EQUIPMENT BELOW; QUARTZ CTOP
- BACK BAR - QUARTZ CTOP AND 18" SPLASH, OPEN FOR OWNER PROVIDED EQUIPMENT BELOW; MOUNT WITH LOW PROFILE CONCEALED CTOP BRACKETS
- BAR - KNEE WALL CONSTRUCTION WITH FRP AT INTERIOR FACE, TILE AT EXTERIOR FACE - OPEN FOR OWNER PROVIDED EQUIPMENT BELOW; RECLAIMED WOOD CTOP
- BACK BAR - SOLID SURFACE CTOP AND 18" SPLASH, OPEN FOR OWNER PROVIDED EQUIPMENT BELOW; MOUNT WITH LOW PROFILE CONCEALED CTOP BRACKETS
- PROVIDE BLOCKING FOR SHELVING
- NEW MILLWORK - BUILT-IN WINE RACK
- COORDINATE POWER AT BAR FACE WITH OWNER
- PURSE HOOKS AT BAR FACE
- HOST STAND - SOLID SURFACE CTOP W/ RECLAIMED WOOD TRANSACTION TOP; OPEN SHELVING AT INTERIOR; TILE AT EXTERIOR FACES
- PROVIDE POWER TO HOST STAND
- 36" H PLANTER CLAD WITH WD-2; ZINC BIN LINER
- 3FORM SCREEN ELEMENT - 108"H, ANCHORED TO DECK AND FLOOR
- MOUNT METAL CURTAIN ROD TIGHT TO FRAMED OPENING; DRAPERY UPH-4



2 OLLIE'S - BACK BAR
3/8" = 1'-0"



3 OLLIES - BAR NORTH
3/8" = 1'-0"



4 ENTRY 100 - NORTH
3/8" = 1'-0"

No.	Description	Date

CHEF DAVE HEIDE

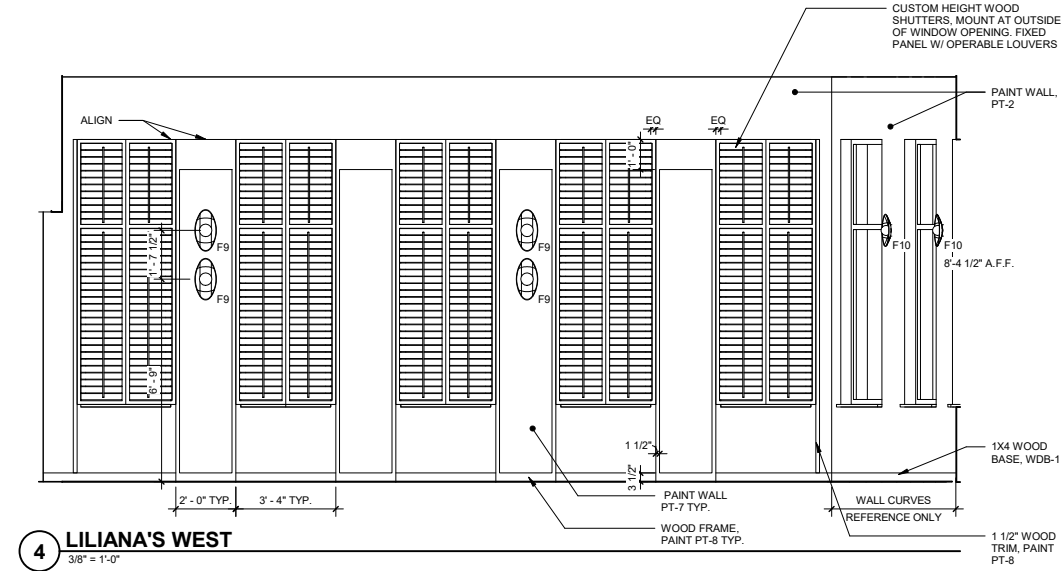
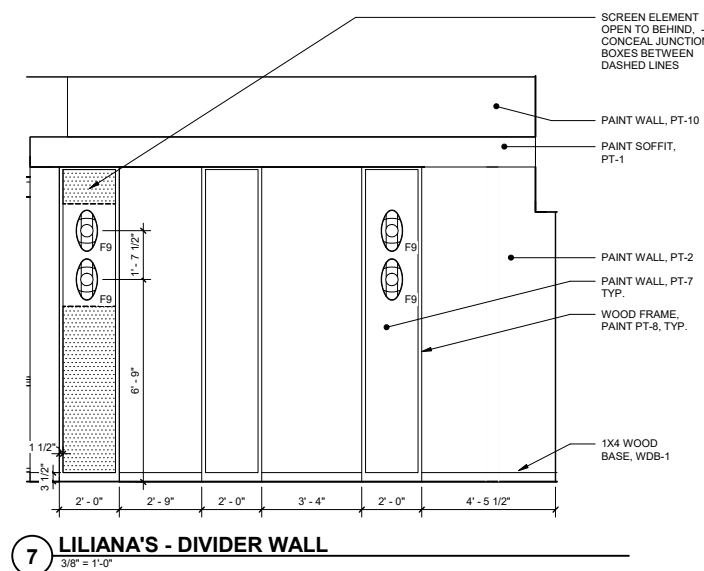
LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

ENLARGED INTERIOR PLANS AND ELEVATIONS - OLLIES

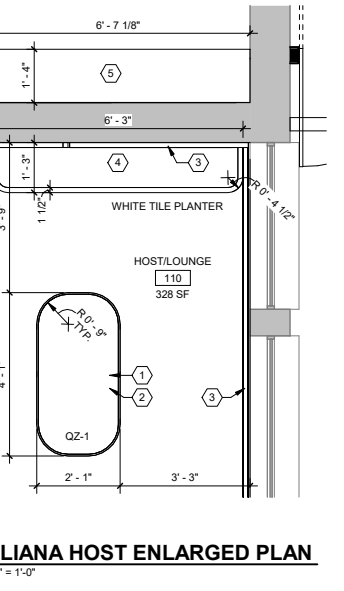
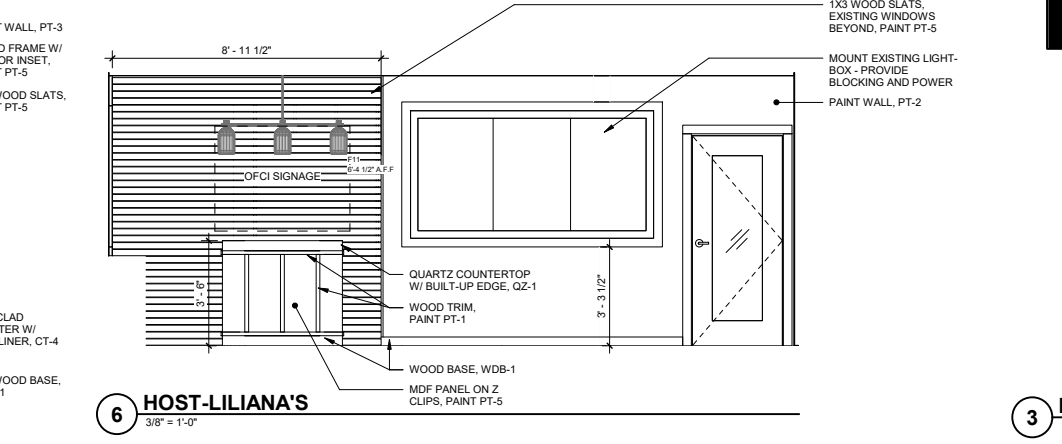
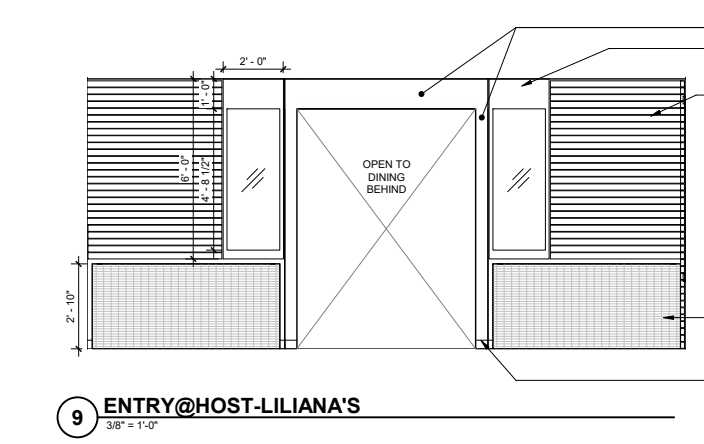
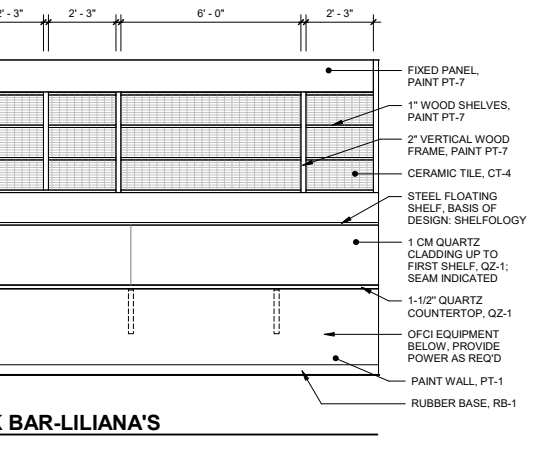
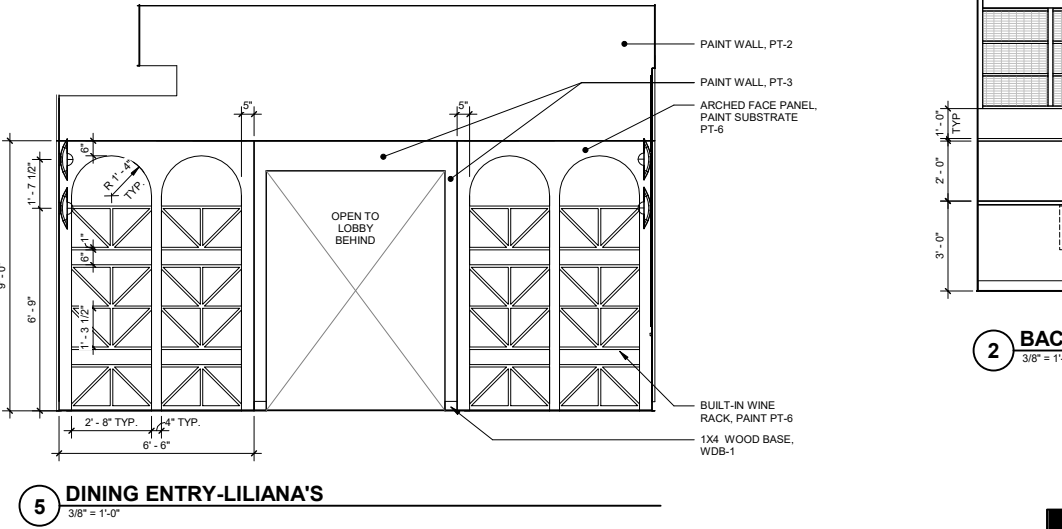
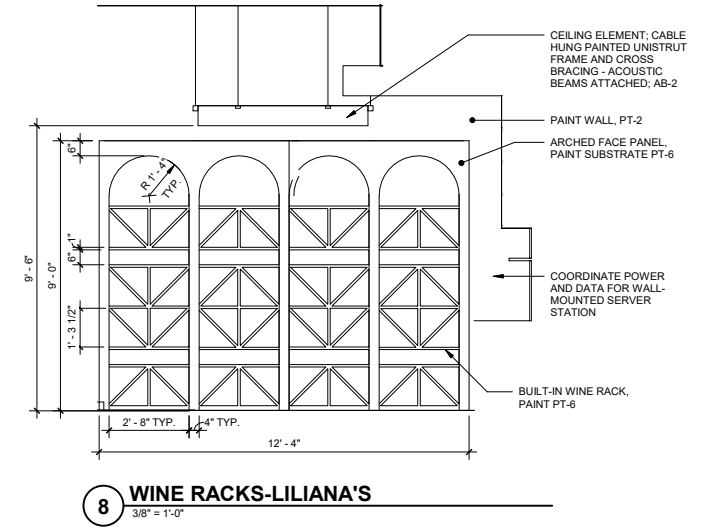
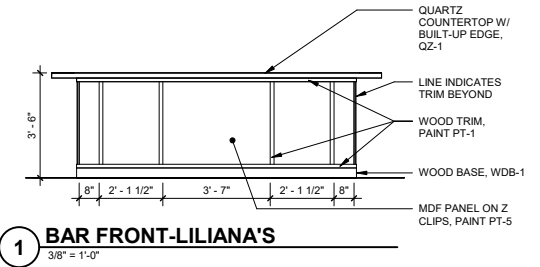
PR	
Project number	LIL-21-01
Date	11/05/2021

A401



KEYED NOTES #

- HOST STAND - QUARTZ CTOP, OPEN SHELVING AT INTERIOR, PAINTED WOOD MOLDING AT EXTERIOR FACES
- PROVIDE POWER TO HOST STAND
- CUSTOM PAINTED TRIM, SEE ELEVATIONS
- 34" H PLANTER CLAD WITH CT-4, ZINC BIN LINER
- NEW MILLWORK - BUILT-IN WINE RACK



No.	Description	Date

CHEF DAVE HEIDE

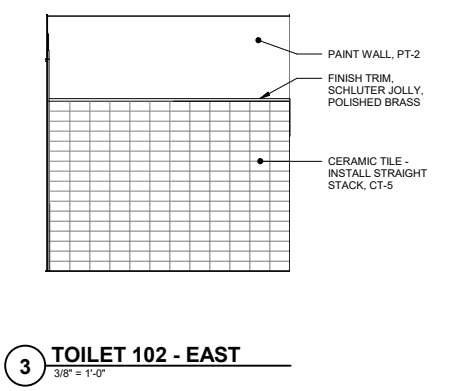
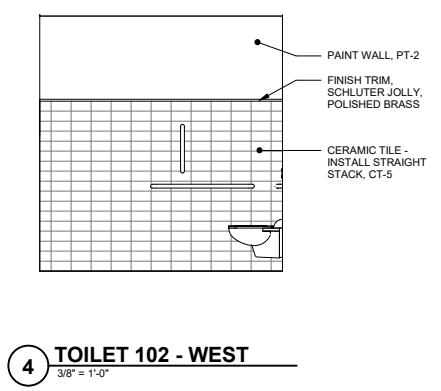
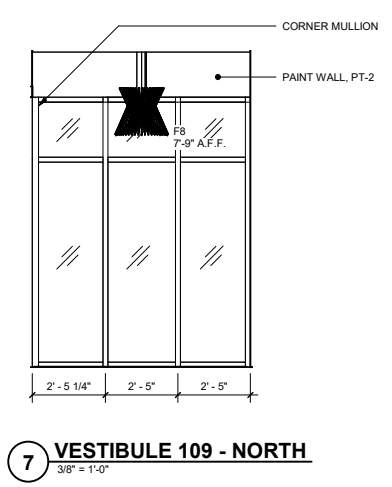
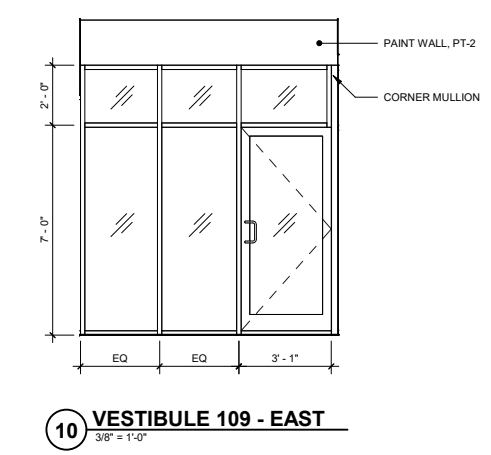
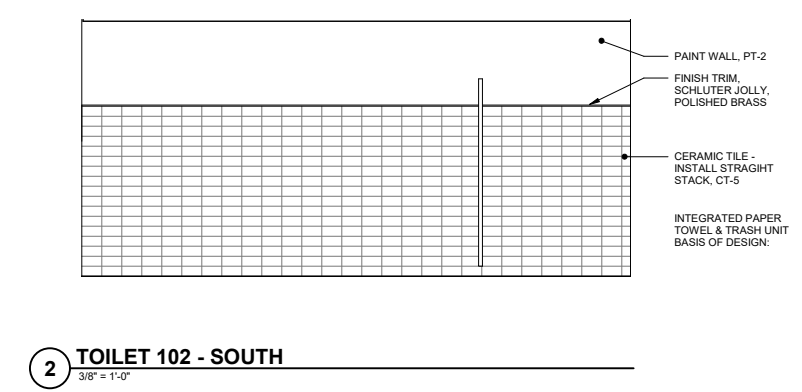
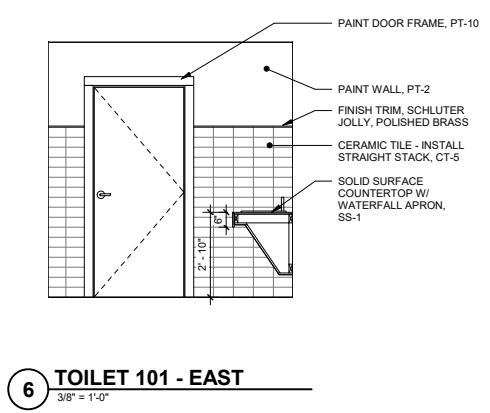
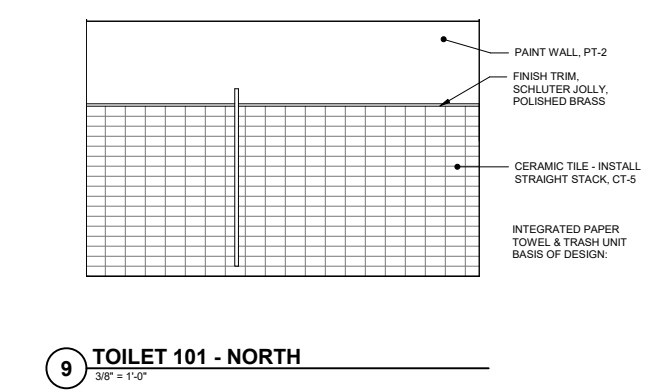
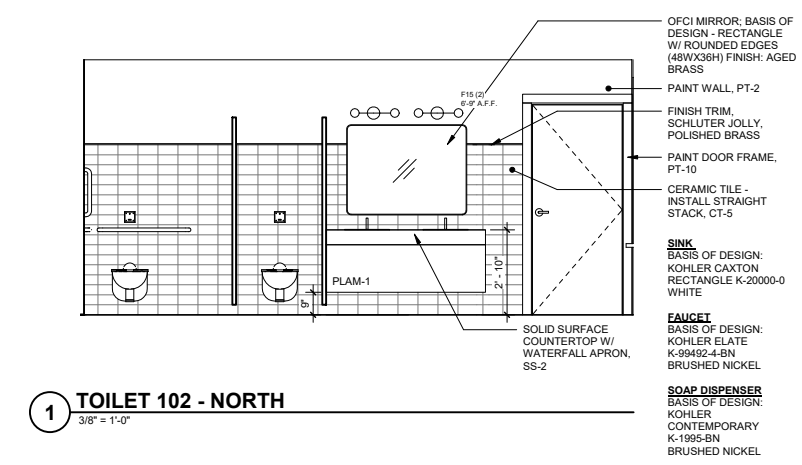
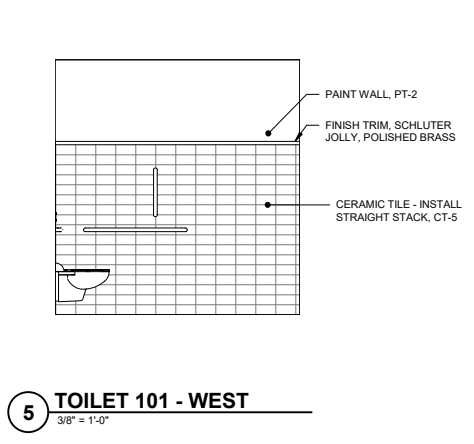
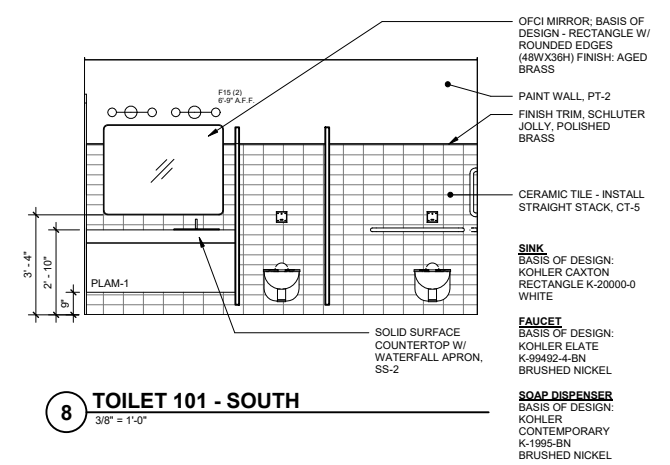
LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

ENLARGED INTERIOR PLANS AND ELEVATIONS - LILIANA'S

PR
Project number LIL-21-01
Date 11/05/2021

A402



No.	Description	Date

CHEF DAVE HEIDE

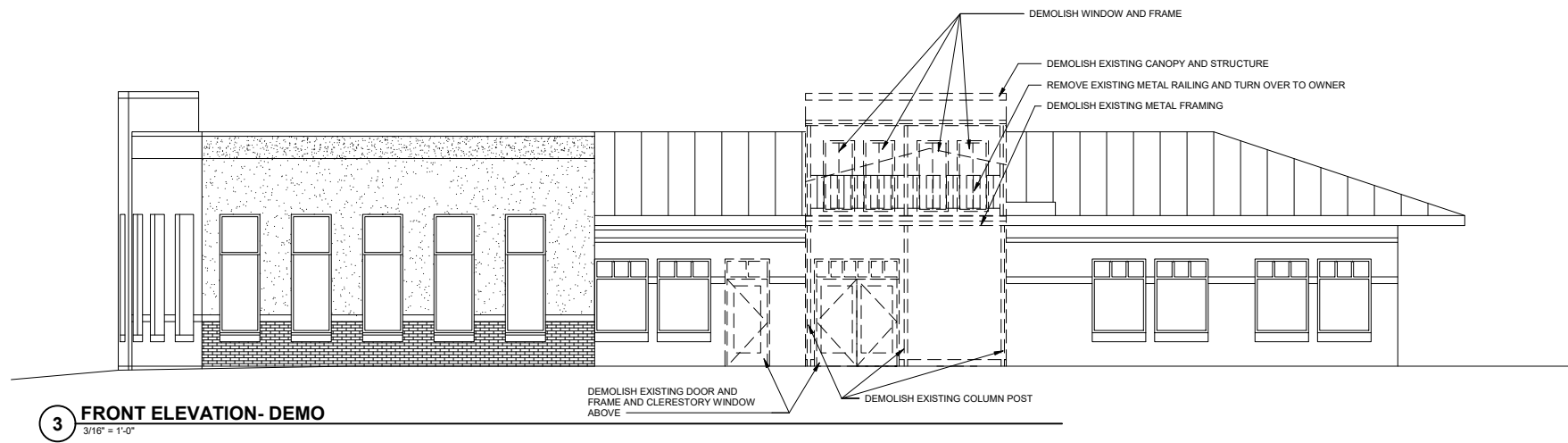
LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

ENLARGED INTERIOR PLANS AND ELEVATIONS - BATHROOMS

PR
Project number LIL-21-01
Date 11/05/2021

A403



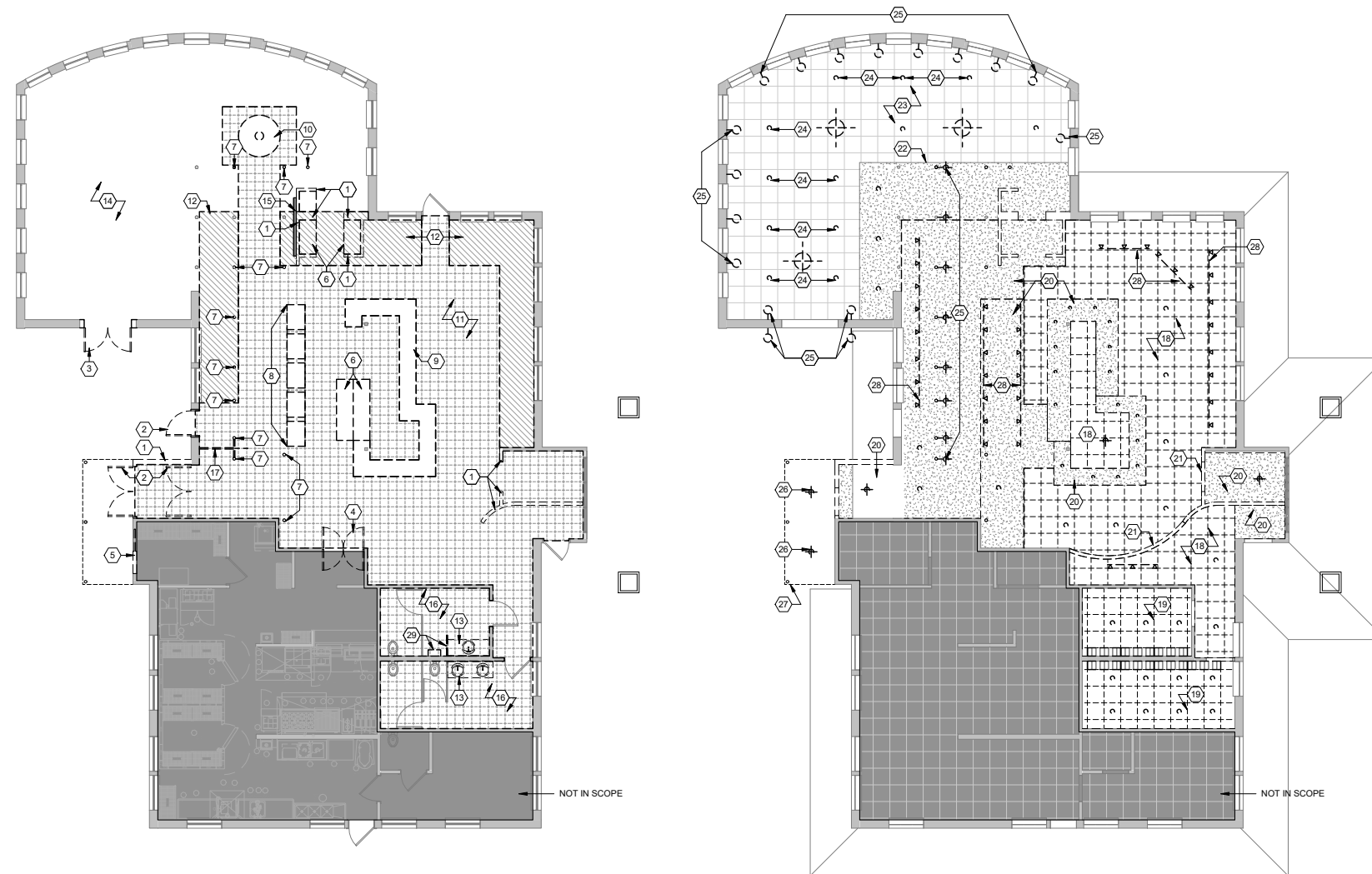
3 FRONT ELEVATION- DEMO
3/16" = 1'-0"

DEMOLITION PLAN GENERAL NOTES:

1. VERIFY ALL DIMENSIONS AND CONDITIONS AT PROJECT SITE. PORTIONS OF EXISTING CONSTRUCTION MAY HAVE BEEN REMOVED BY OWNER. BRING ANY DISCREPANCIES TO THE ATTENTION OF THE ARCHITECT/ENGINEER FOR FINAL DECISION.
2. VERIFY CONSTRUCTION OF ALL PARTITIONS AND NON-STRUCTURAL COLUMNS TO BE REMOVED.
3. PROVIDE SHORING OF EXISTING STRUCTURAL WALL AND ROOF MEMBERS PRIOR TO THE COMMENCEMENT OF ASSOCIATED DEMOLITION OPERATIONS.
4. PROVIDE SLAB CUTTING/DEMOLITION AS NEEDED TO ROUTE EXISTING PLUMBING TO NEW PLUMBING FIXTURES. PATCH CONCRETE FLOORS AFTER WORK IS COMPLETE.
5. ALL EXISTING WALLS TO REMAIN ARE SHOWN SHADED.
6. REPAIR ALL WALLS AND FINISHES DISTURBED DURING DEMOLITION THAT ARE TO REMAIN.
7. REFER TO MECHANICAL AND ELECTRICAL DRAWINGS FOR ADDITIONAL DEMOLITION ITEMS AND NOTES. COORDINATE SPECIFIC WORK WITH EACH SUB-CONTRACTOR.
8. TEMPORARY LIGHTING IS THE RESPONSIBILITY OF THE ELECTRICAL CONTRACTOR FOR THE DURATION OF THE PROJECT.
9. CONTRACTORS ARE RESPONSIBLE FOR MAINTAINING CONTINUOUS UTILITY SERVICE TO ALL SPACES IN THE BUILDING NOT AFFECTED BY THIS WORK. ANY DISRUPTION IN SERVICE REQUIRED TO PERFORM WORK OR TO MODIFY EXISTING DUCTWORK, PIPING, CONDUIT, CIRCUITS OR ANY ASSOCIATED EQUIPMENT, MUST BE COORDINATED IN ADVANCE WITH THE OWNER/USER.
10. FOR ALL BUILDING MATERIALS IN WORKING CONDITION, REMOVE AND SALVAGE MATERIAL SUCH THAT IT CAN BE DONATED BY CONTRACTOR TO LOCAL BUILDING SUPPLY DONATION CENTER OF CONTRACTOR'S CHOICE.
11. PHASING NOTE: TBD

DEMOLITION PLAN SYMBOL LEGEND

- TEMPORARY DUST PARTITION
- ===== EXISTING PARTITION TO REMAIN
- EXISTING PARTITION TO BE REMOVED
- /— EXISTING DOOR TO REMAIN
- /- EXISTING DOOR TO BE REMOVED
- EXISTING ITEM TO REMAIN
- - - EXISTING ITEM TO BE REMOVED
- (1) KEYED NOTE IDENTIFICATION



1 FIRST FLOOR DEMOLITION PLAN
1/8" = 1'-0"

2 FIRST FLOOR REFLECTED CEILING DEMOLITION PLAN
1/8" = 1'-0"

KEYED NOTES	#
DEMOLISH WALL ENTIRELY	1
REMOVE DOOR AND FRAME	2
PRESERVE DOOR AND FRAME FOR RE-INSTALLATION	3
REMOVE ELIASON DOOR AND FRAME	4
REMOVE PORTION OF WALL TO ACCOMMODATE NEW DOOR	5
DEMOLISH CASEWORK	6
DEMOLISH FAUX COLUMNS, PRESERVE WROUGHT IRON DETAIL, TURN OVER TO OWNER	7
REMOVE WINE RACKS; SALVAGE WOOD ELEMENTS AS DIRECTED BY OWNER	8
DEMOLISH BAR AND DIE WALL ENTIRELY	9
DEMOLISH FOUNTAIN AND ASSOCIATED PLUMBING	10
DEMOLISH TILE FLOORING, TILE BASE, AND ANY RESIDUAL ADHESIVE OR GROUT, LIMIT SHOWN	11
DEMOLISH CARPETING AND ANY RESIDUAL ADHESIVE, SHOWN HATCHED	12
REMOVE VANITY, SINK, FAUCET, AND MIRROR	13
PRESERVE CARPET, LIMIT SHOWN	14
PRESERVE LIGHT BOX FOR RE-INSTALLATION	15
DEMOLISH TILE AND ANY RESIDUAL ADHESIVE OR GROUT AT ALL RESTROOM WALLS	16
REMOVE CLOSET ROD	17
REMOVE CEILING TILES, GRID, LIGHTING AND GRILLES; REVIEW EXPOSED CEILING W/ OWNER AND ARCHITECT	18
REMOVE CEILING TILES, GRID, AND GRILLES; REMOVE LINEAR LIGHT FIXTURES, PRESERVE RECESSED CAN LIGHTS FOR RE-INSTALLATION	19
DEMOLISH GWB CEILING AND INTEGRATED LIGHTING	20
DEMOLISH GWB HEADER	21
PRESERVE GWB CEILING, REMOVE ALL LIGHT FIXTURES	22
PRESERVE CEILING TILES, GRID AND GRILLES, REMOVE ALL LIGHT FIXTURES	23
RETROFIT RECESSED CAN LIGHTS WITH NEW FIXTURES	24
DEMOLISH SCONCES	25
DEMOLISH EXTERIOR PENDANTS	26
REMOVE FAUX BALCONY	27
PRESERVE TRACKS AND TRACK HEADS FOR RE-USE	28
REMOVE URINAL AND TOILET PARTITION	29

No.	Description	Date

CHEF DAVE HEIDE

LILIANA'S & OLLIE'S

2951 Triverton Pike Dr, Fitchburg, WI 53711

**FIRST FLOOR
DEMOLITION PLAN
AND ELEVATION**

PR	
Project number	LIL-21-01
Date	11/05/2021

D101



COLOR

White



OLLIE'S - HOST/ENTRY



OLLIE'S - VIEW 01





OLLIE'S - VIEW 02



UPDATED SHELVES ABOVE BAR:
CONTINUOUS WOOD SHELF 12"H
INTERMITTENT "L" SHAPE MESH SHELVES 12"H
WOOD FRAME - PAINTED RED (OR A DIFFERENT COLOR)

OLLIE'S - BAR





LILIANA'S - HOST/ENTRY



LILIANA'S - VIEW 01



LILIANA'S - VIEW 02



LILIANA'S - BAR





CHEF DAVE

BUSINESS PLAN

 *Liliana's*

OLLIES

Table of contents

3	EXECUTIVE SUMMARY
4	COMPANY DESCRIPTION
5	MARKET ANALYSIS
7	PRODUCTS AND SERVICES
9	MARKETING PLAN
11	LOGISTICS AND OPERATIONS PLAN
12	FINANCIAL PLAN



Executive summary

Graduating top of his class from Le Cordon Bleu, Chef Dave Heide is a classically trained chef with over twenty years of restaurant experience. He has won multiple awards from Best Chef Madison to Best Restaurant. Throughout Madison, he is best known for his restaurant ventures: Liliana's Restaurant, Charlie's on Main, and Little John's Restaurant Inc.

Originally named after his oldest child, Liliana's has been an area staple since 2007, serving up New Orleans-style cuisine with a refined twist. Liliana's is celebrated as a premiere Madison restaurant – having won over 40 Best of Madison awards and being featured in multiple national publications.

Starting in 2015, Charlie's on Main hosted farm-to-table pub food, local beers and spirits, and a hideaway speakeasy. Due to COVID-19, Chef Dave decided to close Charlie's on Main and focus on Liliana's and Little John's.

When Liliana's opened, the United States was on the brink of the Great Recession. Following the collapse, Chef Dave adapted – modifying his menu and restaurant to be more accessible than its fine dining precursor. But now, Liliana's sits in limbo, where it's not casual enough to be an everyday restaurant and not upscale enough to warrant celebratory nights out.

To accommodate, Chef Dave desires first to elevate Liliana's brand as one of luxury and class. To accomplish this, Liliana's will undergo an exterior and interior remodel and menu transformation. Poised to compete, Liliana's will redefine Fitchburg's fine dining landscape and directly challenge existing establishments on the Isthmus.

Coinciding with Liliana's rebrand and remodel, Chef Dave proposes Ollie's. Located next door, Ollie's is a casual, farm-to-table restaurant hosting pub food and specialty cocktails – building on the success of Charlie's on Main.

As Fitchburg's population has grown and changed, Liliana's market has substantially shifted. As younger clientele and families have moved into Fitchburg, middle-aged professionals who frequent Liliana's have simultaneously matured into retirement.

Such demographic changes present an opportunity for Liliana's to expand fine dining for retirees and 'DINKs' with disposable incomes. At the same time, there are limited casual, exciting, and price-sensitive options for the younger generation and families. Ollie's relatively low price-point and take-out friendly menu invites all to enjoy!



Company description

CHEF DAVE MISSION STATEMENT

Chef Dave creates a culinary experience overflowing with local ingredients and love for those around the table – a mission truly sourced from the heart.

Liliana's

BUSINESS DESCRIPTION

Liliana's is fine dining with a New Orleans flair, focusing on local, organic ingredients while serving an extensive wine list, high end spirits, and specialty drinks.

NATURE OF BUSINESS

Liliana's serves up New Orleans-style cuisine with a refined twist.

BACKGROUND INFORMATION

Originally named after his oldest child, Liliana's cooks up a one-of-a-kind fine dining experience – offering a carefully curated wine and high-end spirits list, a delectable menu showcasing local ingredients, and an atmosphere reminiscent of Bourbon Street.

BUSINESS OBJECTIVES

As a fine dining restaurant, Liliana's caters to a higher end clientele base, focusing on wine and luxury. With only two turns a night, Liliana's will have relaxed, elegant feel. By the end of 2022, Liliana's projects to bring in nearly \$1.3 million in annual revenue.

TEAM

Liliana's has 40 active team members, including Chef Dave that account for nearly 790 work hours per week.

Ollie's

BUSINESS DESCRIPTION

Ollie's hosts farm-to-table pub food and customized cocktail offerings in an inclusive speakeasy atmosphere.

NATURE OF BUSINESS

Ollie's is a casual, farm-to-table restaurant hosting pub food and specialty cocktails

BACKGROUND INFORMATION

Chef Dave created Ollie's as a combination of the speakeasy format of Charlie's on Main with an inclusive family-friendly environment inspired by the love and admiration of his oldest.

BUSINESS OBJECTIVES

Ollie's will cater to a younger demographic and those with families. Ollie's will be a fast-paced, 'turn and burn' atmosphere, focusing on high-quality and efficient service. By the end of 2023, Ollie's aims to drive in nearly \$2 million in annual revenue.

TEAM

Since Ollie's is side-by-side with Liliana's, labor is shared. The team will include Chef Dave, existing staff and those soon-to-be-hired for approximately 120 additional work hours per week – only a 15% increase from current levels.



Market analysis

Since 2007, Fitchburg has undergone significant demographic changes. In the last ten years, the population has grown roughly 20%, nearly three times that of the national average. Accompanying this growth, the surrounding area has seen the median age increase by about three years. This shift has come primarily from the proportion of those sixty-five and older increasing roughly 5%. At the same time, the 40 and under category has grown significantly, most noticeably from an increase in families and couples with ‘dual-income, no kids,’ aptly coined DINKs.

As for competition, mid-level fine dining and family restaurants currently compete with Liliana’s. However, there are no ‘true’ fine dining establishments outside of downtown Madison. This presents an opportunity for Chef Dave to capitalize and establish Liliana’s as a first-of-its-kind dining experience in the area.

On the other hand, Ollie’s will be directly competing with more ‘accessible’ restaurants in the area. To set itself apart from competitors, Ollie’s will emphasize farm-to-table offerings, an extensive drink menu, and the experience of impromptu cocktail creation, establishing it as both trendy for younger generations and family-friendly.

Liliana’s

TARGET MARKET

Liliana’s target market is adults with ‘dual-income, no kids,’ and those nearing retirement age with disposable income.

COMPETITIVE ANALYSIS

*See Financial Plan, Subsection K.

STRENGTHS

Head chef with over 20 years experience.

Well established clientele base and local reputation.

Experienced front and back of house staff.

WEAKNESSES

Few take-out options (future options dependent upon pandemic status).

OPPORTUNITIES

First destination fine dining establishment in the area, taking advantage of a changing local market.

THREATS

Historic precedence of Madison’s downtown fine dining.

Limited adaptability in a pandemic setting.



Ollie's

TARGET MARKET

Ollie's target market is younger, more affluent adults, and families looking for a night out with children.

COMPETITIVE ANALYSIS

*See Financial Plan, Subsection K.

STRENGTHS

Head chef with over 20 years' experience, and an established clientele network.

Family-friendly dining environment

Impromptu, speakeasy-style cocktail creation, unlike any other local offering.

WEAKNESSES

Limited prior market presence.

OPPORTUNITIES

Need only 15% increase in current labor to staff the entire restaurant.

Easily converted to take-out menu.

THREATS

Entering a crowded market as Madison has third highest restaurants per capita nationally.

Restaurant popularity depends upon the success of the 'gastropub' trend.



Products and services

Liliana's

Liliana's will be a dine-in and reservation-only, upscale culinary experience. Based on the menu's character, carry-out is not viable.

Drink menu will include half a dozen signature cocktails, beer by the bottle, high-end wines, and darker spirits like whisky and rum.



ENTRÉE	Shrimp mousseline	32
	fennel · sweet potato · leek · preserved lemon	
	Sous vide short rib	46
	smoked yukon · bacon · cipollini onion · brussels	
	Salmon	29
beet · dill potato cake · chive yogurt · micro herb		
Chicken	28	
stone grits · bandaged cheddar · grilled broccoli · rocket salad		
Smoked mushrooms	26	
winter squash · purple potatoes · charred poblano · montrachet		
DESSERT	Nola trio	18
	banana's foster · pumpkin bread pudding · rum praline	
	Chocolate mousse	13
macerated berries · ginger whipped cream · basil		
Caramel crème brûlée	14	
gingersnap spoon · pecan crumble		

FIRST COURSE	Scallops	18
	heritage bacon · frisée · sherry mostarda · parsnip	
	Duck	17
	crispy polenta · cherry · brussels · pistachio	
	Endive	16
	black truffle · stilton · walnut · field greens · shallot	
	Butternut squash soup	12
	orange crema · winter spiced crouton	
	Prawns	19
	chili butter · baguette	
Sweet potato gnocchi	17	
oyster mushroom · sarvecchio · sage gremolata · crispy shallot		
Burrata ravioli	19	
smoked tomato · basil chimichurri · balsamic		
Piquillo pappardelle	22	
andouille · blackened chicken · shrimp		
CREOLE	Jambalaya	24
	tasso ham · shrimp · andouille · trinity · tomato · rice	
	Gumbo	23
	chorizo · andouille · file velouté · trinity · rice	
	Etouffee	25
shrimp · crawfish · lobster velouté · trinity · rice		
Red beans	19	
andouille · caramelized shallot · trinity · rice		

Liliana's

WEEK OF OCT 10 2022



Ollie's

Ollie's will serve customers on a walk-in or reservation basis, and establish a strong reputation for carry-out and delivery options (GrubHub, EatStreet, DoorDash, etc.).

In addition to typical cocktails, there will be featured nights Thursday through Saturday. On these days, bartenders will custom create speakeasy-style cocktails for patrons based on a suggested feeling or thought. During the creation phase, bartenders will share stories and outline the history of their chosen spirits – providing the customer with a fantastic, personalized cocktail and an even better show.

OLLIE'S

STARTERS

FOR ONE

CHEESE CURDS - 11
House battered Farmer John's cheese curds, deep fried and served with our signature buttermilk ranch

SMOKED WINGS - 12
Slow smoked and then deep fried, tossed in your choice of buffalo, Mango habanero, BBQ or thai peanut sauce and served with our signature buttermilk ranch

TOFU WINGS - 12
Smoked Tofu battered and fried, then tossed in your choice of buffalo, Mango habanero, BBQ or thai peanut sauce and served with our signature buttermilk ranch

CRISPY FRIES - 6
Battered fries, tossed in Cajun seasoning and served with our signature buttermilk ranch

TRUFFLE FRIES - 13
Battered fries tossed with white truffle oil, parmesan and herbs. Served with garlic aioli

ONION HAY - 7
Battered to order onion strips, deep fried and served with our signature buttermilk ranch

MAC+ CHEESE

Our famous mac and cheese, made with our house blend of cheeses, and sassy cow cream

CLASSIC MAC - 12
Our amazing mac and cheese, topped with more cheese and baked

CAPRESE MAC - 15
Drizzled with pesto, tomatoes, and basil, and topped with montrachet

BBQ PORK MAC - 16
Mixed with slow smoked pork, and drizzled with BBQ, and topped with gouda

BACON TRUFFLE MAC - 20
Heritage bacon, black truffle pieces, and topped with andouille crust

BUFFALO CHICKEN MAC - 15
Blackened chicken, and drizzled with buffalo sauce

SALADS

CHOP SALAD - 16
Bacon, hard boiled eggs, gorgonzola, cheddar, tomatoes, romaine and our signature buttermilk ranch dressing

APPLE SALAD - 13
Honeycrisp apples, Montrachet, dried cranberries, candied pecans, tossed with spring mix and an apricot vinaigrette

GREEK SALAD - 14
Kalamata olives, red onion, tomatoes, cucumbers, and feta with a red wine vinaigrette

FOR THE TABLE

GIANT PRETZEL - 16
Huge soft pretzel served with cheese sauce, whole grain mustard, and cranberry sauce

MEDITERRANEAN PLATTER - 17
Falafel, dolmades, hummus, cucumbers, olive tapenade, warm pita, pickled onion

SUPPER CLUB PLATTER - 18
Aged cheddar, summer sausage, deviled eggs, mixed olives, carrot and celery sticks, apples, crostini, and whole grain mustard

COZY BOWLS - 15
Fresh baked bread bowls, with your choice of filling. Eat it as a dip, or eat it as a soup.

Black bean queso
Black beans, peppers, and onions in a cheesy stew

Tomato basil bisque
Roasted tomatoes, fresh basil, pureed with coconut cream

Mulligatawny
Peppers, onions, celery and apples in a coconut curry with rice

Chili
Roasted peppers and onions with black beans simmered with poblano, ancho, and chipotle peppers, topped with cheese, sour cream, green onions, and cilantro

Broccoli cheese
Broccoli florets, cheddar, and cream

NOT A BURGER

GYRO - 15
House made lamb and beef gyro meat, tzatziki, tomatoes, onions, cucumbers, and feta

FALAFEL - 14
Hummus, falafel, red onion, cucumber, lettuce, tzatziki, tomatoes

FISH SANDWICH - 15
Fried cod, cabbage slaw, pickles, and tartar on a potato bun

DETROIT PIZZAS

All pizzas are one size, one price, deep dish and baked to order. Our cheese blend is 100% small producer Wisconsin cheese, and is made up of Hooks three year cheddar, Farmer John's provanella, Carr Valley fontina, Sartori sarvecchio, and Roth butterkase

ALL PIZZAS - 16

VEGGIE
Tomato sauce, mozzarella, red onion, tomato, black olive, mushroom, green pepper, and broccoli

DELUXE
Tomato sauce, mozzarella, pepperoni, sausage, red onion, green pepper, mushroom, black olive and tomato

THE DAD JOKE (SUPER CHEESY)
Your choice of tomato or cheese sauce, topped with double our house blend of cheese.

SMASH BURGERS

All of our burgers are made with ground beef that is sourced locally from Dreamy 280 farms, served on house made potato buns

Make any burger a Joy Burger (sub IMPOSSIBLE™ Burger). GF Bun available for \$2

Add a side of fries (3), truffle fries (5) or onion straws (3)

THE NORM - 11
Lettuce, onion, tomato, American cheese, ketchup, mustard, mayo

BRINNER - 14
Bacon, sunny side up egg, hash brown cake, American cheese, maple aioli

FORAGER - 13
Mushrooms, caramelized onions, grilled green onions, fontina cheese

POPPIN' - 13
Jalapenos, cream cheese, bacon

SURF AND TURF - 15
Scampi style shrimp, tomatoes, red onion, fontina, garlic aioli

GRILL MASTER - 16
Pulled pork, fried onions, bbq sauce, caramelized onions, gouda

DIABLO - 14
Farmer Johns Carolina reaper cheese, jalapenos, sriracha aioli, fried onions

2ABPSSLCPOOASSB - 18
That's right...2 all beef patties, special sauce, lettuce, cheese, pickles, onions, on a sesame seed bun.

GRILL OUT

BBQ sauce, pulled pork, red onions, mushrooms, and andouille topped with our house blend of cheeses and a sprinkling of gorgonzola

MAC AND CHEESE

Cheese sauce tossed with elbow noodles, and then topped with our house blend of cheese and finished with garlic herb butter

GREEK OUT

Tzatziki sauce, gyro lamb meat, tomato, red onion, and kalamata olives with our house cheese blend and feta

CAPRESE

Pesto, topped with our house cheese blend, tomatoes, and fresh mozzarella and fresh basil

CUSTOM

Choose your sauce - Tomato, olive oil, BBQ, cheese sauce, tzatziki, pesto, or ranch

Choose up to five toppings - pepperoni, Italian sausage, chicken, andouille, gyro lamb, smoked tofu, house cheese blend, blue cheese, feta, red onion, mushroom, green peppers, black olive, kalamata olive, green olive, tomatoes, broccoli





Marketing plan

OVERALL

Throughout his 20 years in the restaurant industry, Chef Dave has amassed a substantial social media following of nearly 6,000 and growing. He plans to create engaging video content for both YouTube and TikTok, showcasing signature cocktails and dishes and a behind-the-scenes look at all things Chef Dave. He will also expand his restaurant's following on Facebook and Instagram through consistent updates and targeted advertisements. He will additionally focus on expanding and sending out regular communications through his email list of nearly 10,000.

Liliana's

SEO

Liliana's marketing team will research the target demographic and ensure appropriate tags are used during SEO development.

EMAIL MARKETING

Liliana's currently has an email list of roughly 10,000 people. From past research, our customers are more apt to respond to this form of communication, so priority will be in fostering existing connections and growing new ones through engaging email campaigns.

INFLUENCER MARKETING

Chef Dave is a locally famous chef, with a large reach and distinct social media presence on Facebook and LinkedIn. He is also well connected within the regional culinary scene, providing an extended influencer network.

GOOGLE ADS

Liliana's will take out Google advertisements illustrating its unique approach to New Orleans-style fine dining.

SOCIAL MEDIA MARKETING

On Facebook, Liliana's currently has about 5,000 followers and will look to grow that number through consistent and engaging content.

VIDEO MARKETING

Through Liliana's catering presence, Chef Dave will have the opportunity to record events and share through social media, highlighting dish options and providing customers with an intimate inside-look.

REVIEW PAGES

For Facebook, Google, Yelp and Tock reviews, Liliana's will have a staff member assigned to assess and respond to all incoming reviews.



Ollie's

SEO

Ollie's marketing team will research the target demographic and ensure appropriate tags are used during SEO development.

EMAIL MARKETING

Based on Ollie's target demographic, email will be sparsely-used as compared to other media platforms (TikTok, Google, YouTube, etc.)

INFLUENCER MARKETING

Chef Dave is a locally famous chef, with a large reach and distinct social media presence on Facebook and LinkedIn. He is also well connected within the regional culinary scene, providing an extended influencer network.

GOOGLE ADS

Ollie's will take out Google advertisements illustrating its exceptional character such as family- and LGBTQ+ friendly environment, mixology, and customer experience.

SOCIAL MEDIA MARKETING

On Facebook, Ollie's team will share video content from TikTok and YouTube, and additional graphics.

On Instagram, Ollie's will heavily focus on well-lit and enticing photos, showcasing menu items and craft cocktails.

VIDEO MARKETING

On TikTok, Ollie's team will produce content capturing the experience and creation of the speakeasy-style, impromptu cocktails.

On YouTube, Ollie's team will provide a behind-the-scenes look at weekly specials and cocktail creation.

REVIEW PAGES

For Facebook, Google, Yelp and Tock reviews, Ollie's will have a dedicated staff member assigned to assess and respond to all incoming reviews.



Logistics and operations plan

Liliana's and Ollie's are working with Supreme Structures as our general contractor and Oregon Community Bank as our SBA lender.

Once funding is secured, the build out will tentatively begin in June and will take approximately a month to complete. We are waiting until warmer weather as dining can continue outside, while the inside is being renovated. This all-at-once approach saves nearly \$100,000 on construction costs and allows Liliana's to continue generating revenue.



Left—Ollie's interior
Below—Liliana's interior



Financial plan

A. PROJECTED NUMBER OF GUESTS SERVED PER HOUR FOR LILIANA'S AND OLLIE'S

LILIANA'S PROJECTED GUEST COUNT									
	MON	TUE	WED	THU	FRI	SAT	SUN		
								AVG LUNCH COVER	0
11AM	-	-	-	-	-	-	-	AVG DINNER COVER	74
12PM	-	-	-	-	-	-	-	AVG DAILY COVER	74
1PM	-	-	-	-	-	-	-	TOT. WEEKLY	370
2PM	-	-	-	-	-	-	-	% ORDERING FOOD	100%
3PM	-	-	-	-	-	-	-	% ORDERING BEV	80%
4PM	-	-	-	-	-	-	-	TOT. WEEKLY FOOD	370
5PM	0	15	20	25	30	30	0	TOT. WEEKLY BEV	296
6PM	0	15	20	30	30	30	0	AVG FOOD SPEND	\$ 47.74
7PM	0	15	20	30	30	30	0	AVG BEV SPEND	\$ 25.00
8PM	0	10	15	20	30	30	0	TOT. WEEKLY FOOD INCOME	\$ 17,664.91
9PM	0	0	0	0	10	10	0	TOT. WEEKLY BEV INCOME	\$ 7,400.00
10PM	-	-	-	-	-	-	-	TOT. WEEKLY INCOME	\$ 25,064.91
LUNCH	-	-	-	-	-	-	-	BEV SALES %	29.52%
DINNER	0	45	60	85	90	90	0	FOOD SALES %	70.48%
TOTAL	0	45	60	85	90	90	0		

OLLIE'S PROJECTED GUEST COUNT									
	MON	TUE	WED	THU	FRI	SAT	SUN		
								AVG LUNCH COVER	67
11AM	20	20	20	20	20	20	20	AVG DINNER COVER	134
12PM	20	20	20	20	20	20	20	AVG DAILY COVER	201
1PM	20	20	20	20	20	20	20	TOT. WEEKLY	1405
2PM	5	5	5	5	5	0	0	% ORDERING FOOD	90%
3PM	5	5	5	5	5	0	0	% ORDERING BEV	60%
4PM	10	10	10	10	10	10	10	TOT. WEEKLY FOOD	1265
5PM	20	25	20	25	40	40	20	TOT. WEEKLY BEV	843
6PM	30	30	30	30	40	40	30	AVG FOOD SPEND	\$ 20.79
7PM	25	25	25	25	40	40	25	AVG BEV SPEND	\$ 12.00
8PM	10	15	15	20	40	40	10	TOT. WEEKLY FOOD INCOME	\$ 26,283.01
9PM	0	0	0	10	25	25	0	TOT. WEEKLY BEV INCOME	\$ 10,116.00
10PM	0	0	0	0	15	15	0	TOT. WEEKLY INCOME	\$ 36,399.01
LUNCH	70	70	70	70	70	60	60	BEV SALES %	27.79%
DINNER	95	105	100	120	210	210	95	FOOD SALES %	72.21%
TOTAL	165	175	170	190	280	270	155		



COMBINED PROJECTED GUEST COUNT									
	MON	TUE	WED	THU	FRI	SAT	SUN		
								AVG LUNCH COVER	67
11AM	20	20	20	20	20	20	20	AVG DINNER COVER	208
12PM	20	20	20	20	20	20	20	AVG DAILY COVER	275
1PM	20	20	20	20	20	20	20	TOT. WEEKLY	1775
2PM	5	5	5	5	5	0	0		
3PM	5	5	5	5	5	0	0		
4PM	10	10	10	10	10	10	10	TOT. WEEKLY FOOD	1635
5PM	20	40	40	50	70	70	20	TOT. WEEKLY BEV	570
6PM	30	45	50	60	70	70	30	AVG FOOD SPEND	\$ 34.26
7PM	25	40	45	55	70	70	25	AVG BEV SPEND	\$ 18.50
8PM	10	25	30	40	70	70	10	TOT. WEEKLY FOOD INCOME	\$ 43,947.92
9PM	0	0	0	10	35	35	0	TOT. WEEKLY BEV INCOME	\$ 17,516.00
10PM	0	0	0	0	15	15	0	TOT. WEEKLY INCOME	\$ 61,463.92
LUNCH	70	70	70	70	70	60	60	BEV SALES %	28.5%
DINNER	95	160	175	225	340	340	95	FOOD SALES %	71.5%
TOTAL	165	230	245	295	410	400	155		



B. COMBINED REVENUE PROJECTIONS FOR LILIANA'S AND OLLIE'S

LILIANA'S PROJECTED REVENUES

	LUNCH	DINNER	TOTAL
WEEKLY FOOD INCOME	-	\$ 17,664.91	\$ 17,664.91
WEEKS PER YEAR	-	52	
TOTAL FOOD SALES	-	\$ 918,575.32	\$ 918,575.32
WEEKLY BEVERAGE INCOME	-	\$ 7,400	\$ 7,400
WEEKS PER YEAR	-	52	
TOTAL BEVERAGES SALES	-	\$ 384,800	\$ 384,800
TOTAL FOOD + BEV SALES	-	\$ 1,303,375.32	\$ 1,303,375.32

BEVERAGE SALES MIX	% SOLD	ITEM REVENUE	POUR COST %	POUR COSTS
COCKTAILS	35%	\$ 134,680.00	15%	\$ 20,202.00
BEER	10%	\$ 38,480.00	30%	\$ 11,544.00
WINE	50%	\$ 192,400.00	20%	\$ 38,480.00
N/A	5%	\$ 19,240.00	10%	\$ 1,924.00

TOTAL ANNUAL SALES	\$ 1,303,375.32
TOTAL ANNUAL COVERS	19240
AVG GUEST CHECK	\$ 67.74
TOTAL FOOD SALES	\$ 918,575.32
FOOD COST %	32%
TOTAL FOOD COST	\$ 293,944.10
TOTAL BEVERAGE SALES	\$ 384,800
BEVERAGE COST %	19%
TOTAL BEVERAGE COST	\$ 72,150
TOTAL COST OF GOODS	\$ 366,094.10



OLLIE'S PROJECTED REVENUES

	LUNCH	DINNER	TOTAL
WEEKLY FOOD INCOME	\$ 8,792.18	\$ 17,490.83	\$ 26,283.01
WEEKS PER YEAR	52	52	
TOTAL FOOD SALES	\$ 457,193.46	\$ 909,523.16	\$ 1,366,716.62
WEEKLY BEVERAGE INCOME	\$ 3,384.00	\$ 6,732.00	\$ 10,116.00
WEEKS PER YEAR	52	52	
TOTAL BEVERAGES SALES	\$ 175,968.00	\$ 350,064.00	\$ 526,032.00
TOTAL FOOD + BEV SALES	\$ 633,161.46	\$ 1,259,587.16	\$ 1,892,748.62

BEVERAGE SALES MIX	% SOLD	ITEM REVENUE	POUR COST %	POUR COSTS
COCKTAILS	55%	\$ 289,317.60	15%	\$ 43,397.64
BEER	25%	\$ 131,508.00	30%	\$ 39,452.40
WINE	15%	\$ 78,904.80	20%	\$ 15,780.96
N/A	5%	\$ 26,301.60	10%	\$ 2,630.16

TOTAL ANNUAL SALES	\$ 1,892,748.62
TOTAL ANNUAL COVERS	73060
AVG GUEST CHECK	\$ 25.91
TOTAL FOOD SALES	\$ 1,366,716.62
FOOD COST %	22%
TOTAL FOOD COST	\$ 306,575.66
TOTAL BEVERAGE SALES	\$ 526,032.00
BEVERAGE COST %	19%
TOTAL BEVERAGE COST	\$ 101,261.16
TOTAL COST OF GOODS	\$ 407,836.82



COMBINED PROJECTED REVENUES

	LUNCH	DINNER	TOTAL
WEEKLY FOOD INCOME	\$ 8,792.18	\$ 35,155.74	\$ 43,947.92
WEEKS PER YEAR	52	52	
TOTAL FOOD SALES	\$ 457,193.46	\$ 1,828,098.48	\$ 2,285,291.94
WEEKLY BEVERAGE INCOME	\$ 3,384.00	\$ 14,132.00	\$ 17,516.00
WEEKS PER YEAR	52	52	
TOTAL BEVERAGES SALES	\$ 175,968.00	\$ 734,864.00	\$ 910,832.00
TOTAL FOOD + BEV SALES	\$ 633,161.46	\$ 2,562,962.48	\$ 3,196,123.94

TOTAL ANNUAL SALES	\$ 3,196,123.94
TOTAL ANNUAL COVERS	92300
AVG GUEST CHECK	\$ 34.63
TOTAL FOOD SALES	\$ 2,285,291.94
FOOD COST %	19%
TOTAL FOOD COST	\$ 600,519.76
TOTAL BEVERAGE SALES	\$ 910,832.00
BEVERAGE COST %	19%
TOTAL BEVERAGE COST	\$ 173,411.16
TOTAL COST OF GOODS	\$ 773,930.92



C. ESTIMATED PROFITS AND LOSSES FOR LILIANA'S AND OLLIE'S

LILIANA'S AND OLLIE'S PROFIT AND LOSS

SALES	PROJECTED	%
FOOD	\$ 2,285,291.94	71.5%
BEVERAGES	\$ 910,832.00	28.5%
TOTAL SALES	\$ 3,196,123.94	100%

COST OF SALES

FOOD	\$ 600,519.76	26.68%
BEVERAGES	\$ 173,411.16	19.04%
TOTAL COST OF SALES	\$ 773,930.92	24.21%

PAYROLL

RAW HOURLY WAGES	\$ 669,988.80	26.68%
SALARIED	\$ 173,411.16	5.63%
TAXES & BENEFITS	\$ 169,977.76	20.00%
TOTAL PAYROLL	\$ 1,019,986.56	31.91%

PRIME COSTS	\$ 1,793,917.48	56%
GROSS PROFIT	\$ 1,402,206.46	44%

DIRECT EXPENSES

ADVERTISING	\$ 31,961.24	1.00%
PROMOTION	\$ 6,392.25	0.20%
CLEANING SUPPLIES	\$ 3,196.12	0.10%
DISPOSABLES	\$ 95,883.72	3.00%
PRINTING	\$ 3,196.12	0.10%
UNIFORMS	\$ 3,196.12	0.10%
OFFICE SUPPLIES	\$ 1,598.06	0.05%
MAINTENANCE	\$ 15,980.62	0.50%
GARBAGE	\$ 3,515.74	0.11%
WATER	\$ 3,835.35	0.12%
ELECTRICITY	\$ 28,765.12	0.90%
GAS	\$ 12,784.50	0.40%
PHONE	\$ 1,917.67	0.06%
CLEANING SERVICE	\$ 63,922.48	2.00%
CREDIT CARD EXPENSES	\$ 60,726.35	1.90%
TOTAL DIRECT EXPENSES	\$ 336,871.46	10.54%
INCOME BEFORE INDIRECT EXPENSES	\$ 1,065,334.99	33%



D. COMBINED INDIRECT EXPENSES FOR LILIANA'S AND OLLIE'S**LILIANA'S AND OLLIE'S INDIRECT EXPENSES**

	PROJECTED	%	NOTE
TOTAL SALES	\$ 3,196,123.94		See profit and loss sheet (C)
INCOME BEFORE INDIRECT EXPENSES	\$ 1,065,334.99	33.33%	See profit and loss sheet (C)
TAXES AND LICENSES	\$ 24,950.00	0.78%	See Taxes/License/Insurance Sheet (I)
INSURANCE	\$ 10,368.00	0.32%	See Taxes/License/Insurance Sheet (I)
SECURITY	\$ 1,200.00	0.04%	
LOANS / MORTGAGE	\$ 90,000.00	2.82%	
SUBSCRIPTIONS / MEMBERSHIPS	\$ 3,000.00		
ADMINISTRATION	\$ 70,000.00		
LEASE IMPROVEMENT	\$ 15,000.00	0.47%	
PROFESSIONAL SERVICES	\$ 12,000.00	0.38%	
EDUCATION	\$ 3,000.00	0.09%	
MISC.	\$ 3,500.00	0.11%	
TOTAL EXPENSES	\$ 233,018.00	7.29%	
NET PROFIT/LOSS	\$ 832,316.99	26.04%	



E. COMBINED QUARTERLY OPERATING BUDGET (FOOD, BEVERAGE, INDIRECT COSTS)

COMBINED OPERATING BUDGET					
	PROJECTED	QTR 1	QTR 2	QTR 3	QTR 4
FOOD SALES	\$ 2,285,291.94	\$ 502,764.23	\$ 617,028.82	\$ 571,322.98	\$ 594,175.90
BEVERAGE SALES	\$ 910,832.00	\$ 200,383.04	\$ 245,924.64	\$ 227,708.00	\$ 236,816.32
TOTAL	\$ 3,196,123.94	\$ 703,147.27	\$ 862,953.46	\$ 799,030.98	\$ 830,992.22
FOOD COST	\$ 600,519.76	\$ 132,114.35	\$ 162,140.34	\$ 150,129.94	\$ 156,135.14
BEVERAGE COST	\$ 173,411.16	\$ 38,150.46	\$ 46,821.01	\$ 43,352.79	\$ 45,086.90
HOURLY WAGES	\$ 849,988.80	\$ 186,997.54	\$ 229,496.98	\$ 212,497.20	\$ 220,997.09
SALARIES	\$ 180,000.00	\$ 39,600.00	\$ 48,600.00	\$ 45,000.00	\$ 46,800.00
TAXES & BENEFITS	\$ 154,498.32	\$ 33,989.63	\$ 41,714.55	\$ 38,624.58	\$ 40,169.56
PRIME COSTS	\$ 1,793,917.48	\$ 394,661.85	\$ 484,357.72	\$ 448,479.37	\$ 466,418.54
GROSS PROFIT	\$ 1,402,206.46	\$ 308,485.42	\$ 378,595.74	\$ 350,551.61	\$ 364,573.68
ADVERTISING	\$ 31,961.24	\$ 7,031.47	\$ 8,629.53	\$ 7,990.31	\$ 8,309.92
PROMOTION	\$ 6,392.25	\$ 1,406.29	\$ 1,725.91	\$ 1,598.06	\$ 1,661.98
UNIFORMS	\$ 3,196.12	\$ 703.15	\$ 862.95	\$ 799.03	\$ 830.99
CLEANING SUPPLIES	\$ 3,196.12	\$ 703.15	\$ 862.95	\$ 799.03	\$ 830.99
DISPOSABLES	\$ 95,883.72	\$ 21,094.42	\$ 25,888.60	\$ 23,970.93	\$ 24,929.77
PRINTING	\$ 3,196.12	\$ 703.15	\$ 862.95	\$ 799.03	\$ 830.99
MAINTENANCE	\$ 15,980.62	\$ 3,515.74	\$ 4,314.77	\$ 3,995.15	\$ 4,154.96
GARBAGE	\$ 3,515.74	\$ 773.46	\$ 949.25	\$ 878.93	\$ 914.09
WATER	\$ 3,835.35	\$ 843.78	\$ 1,035.54	\$ 958.84	\$ 997.19
ELECTRICITY	\$ 28,765.12	\$ 6,328.33	\$ 7,766.58	\$ 7,191.28	\$ 7,478.93
GAS	\$ 12,784.50	\$ 2,812.59	\$ 3,451.81	\$ 3,196.12	\$ 3,323.97
PHONE	\$ 1,917.67	\$ 421.89	\$ 517.77	\$ 479.42	\$ 498.60
CLEANING SERVICE	\$ 63,922.48	\$ 14,062.95	\$ 17,259.07	\$ 15,980.62	\$ 16,619.84
CREDIT CARD EXPENSES	\$ 60,726.35	\$ 13,359.80	\$ 16,396.12	\$ 15,181.59	\$ 15,788.85
TOTAL DIRECT EXPENSES	\$ 336,871.46	\$ 74,111.72	\$ 90,955.29	\$ 84,217.87	\$ 87,586.58

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COMBINED OPERATING BUDGET					
	PROJECTED	QTR 1	QTR 2	QTR 3	QTR 4
TAXES AND LICENSES	\$ 24,950.00	\$ 6,237.50	\$ 6,237.50	\$ 6,237.50	\$ 6,237.50
LEASE IMPROVEMENT	\$ 15,000.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00
INSURANCE	\$ 10,368.00	\$ 2,592.00	\$ 2,592.00	\$ 2,592.00	\$ 2,592.00
SECURITY SERVICES	\$ 1,200.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00
MORTGAGE	\$ 90,000.00	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00	\$ 22,500.00
PROFESSIONAL SERVICES	\$ 12,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
SUBSCRIPTIONS	\$ 3,000.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00
EDUCATION	\$ 3,000.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00
ADMINISTRATION	\$ 70,000.00	\$ 17,500.00	\$ 17,500.00	\$ 17,500.00	\$ 17,500.00
MISC.	\$ 3,500.00	\$ 875.00	\$ 875.00	\$ 875.00	\$ 875.00
TOT. INDIRECT EXPENSES	\$ 233,018.00	\$ 58,254.50	\$ 58,254.50	\$ 58,254.50	\$ 58,254.50
TOTAL EXPENSES	\$ 569,889.46	\$ 132,366.22	\$ 149,209.79	\$ 142,472.37	\$ 145,841.08
PROFIT / LOSS	\$ 832,316.99	\$ 176,119.20	\$ 229,385.95	\$ 208,079.25	\$ 218,732.60
	LESS	\$ 208,079.25	\$ 208,079.25	\$ 208,079.25	\$ 208,079.25
AMOUNT TO ADJUST EXPENSES BY	\$ -31,960.05	\$ 21,306.70	\$ 21,306.70	\$ 0.00	\$ 10,653.35
TOTAL EXPENSES	\$ 132,366.22	\$ 149,209.79	\$ 149,209.79	\$ 142,472.37	\$ 145,841.08
ADJUSTMENTS FROM ABOVE	\$ -31,960.05	\$ 21,306.70	\$ 21,306.70	\$ 0.00	\$ 10,653.35
ADJUSTED EXPENSES	\$ 100,406.17	\$ 170,516.49	\$ 170,516.49	\$ 142,472.37	\$ 156,494.43



F. COMBINED LABOR NEED AND COST FOR LILIANA'S AND OLLIE'S, ESTIMATED HOURLY

COMBINED LABOR, LILIANA'S AND OLLIE'S

SALARY	
GENERAL MANAGER	\$ 50,000
BAR MANAGER	\$ 40,000
KITCHEN MANAGER	\$ 50,000
SOUS CHEF	\$ 40,000
TOTAL SALARIED	\$ 180,000

LABOR	AVG RATE	8A	9	10	11	12P	1	2	3	4	5	6	7	8	9	10	11	12A	TOT.	COST
PREP COOK	\$ 16.00	2	2	2	2	2	2	2											14	\$ 224.00
COOK	\$ 17.00			2	2	2	2	2	4	4	4	4	4	4	4	4			42	\$ 714.00
DISH	\$ 15.00									1	1	1	1	1	1	1	1	1	9	\$ 135.00
SERVER	\$ 15.00			1	2	2	2	2	1	1	4	5	5	5	5	5	3	2	45	\$ 675.00
BARTENDER	\$ 16.00			1	1	1	1	2	2	2	2	2	2	2	2	1	1	1	23	\$ 368.00
HOST	\$ 15.00				1	1	1	1	1	2	2	2	2	2	2	1			18	\$ 270.00
																			151	\$ 2,147.40

	DAILY	WEEKLY	ANNUALLY
TOTAL FOH COST	\$ 1,313.00	\$ 7,878.00	\$ 409,656.00
TOTAL BOH COST	\$ 1,073.00	\$ 6,438.00	\$ 334,776.00
TOTAL HRS WORKED	151	906	47112
TOTAL HOURLY WAGE COST	\$ 2,147.40	\$ 12,884.40	\$ 669,988.80

ANNUAL LABOR COST	\$ 849,988.80
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ESTIMATE OF COST TO SALES ANALYSIS, LILIANA'S

	% ORDERED	TOTAL	TOT. GROSS	TOT. REVENUE	TOTAL COST	AVG FOOD COST %		
WEEKLY COVERS		370	\$ 17,664.91	\$ 13,687.66	\$ 3,977.25	23%		
IST COURSE	55%	204	\$ 3,471.71	\$ 2,785.49	\$ 686.22	20%		
CREOLE	40%	148	\$ 3,467.64	\$ 2,964.37	\$ 503.27	15%		
ENTREE	80%	296	\$ 9,312.16	\$ 6,782.37	\$ 2,529.79	27%		
DESSERT	25%	93	\$ 1,413.40	\$ 1,155.44	\$ 257.96	18%		
TOTAL		740					AVG FOOD SPEND	\$ 47.74

MENU ITEM	PRODUCT COST	SALES PRICE	FOOD COST %	GROSS PROFIT	# SOLD	% CAT.	TOTAL GROSS	REV. / ITEM	% TOT. REV.	FOOD COST
SCALLOPS	\$ 3.96	\$ 18.00	22%	\$ 14.04	24	12%	\$ 439.56	\$ 342.86	3%	\$ 96.70
DUCK	\$ 4.08	\$ 17.00	24%	\$ 12.92	18	9%	\$ 311.36	\$ 236.63	2%	\$ 74.73
ENDIVE	\$ 3.20	\$ 16.00	20%	\$ 12.80	26	13%	\$ 423.28	\$ 338.62	2%	\$ 84.66
BUTTERNUT SQ.	\$ 0.60	\$ 12.00	5%	\$ 11.40	41	20%	\$ 488.40	\$ 463.98	3%	\$ 24.42
PRAWNS	\$ 5.70	\$ 19.00	30%	\$ 13.30	12	6%	\$ 231.99	\$ 162.39	1%	\$ 69.60
GNOCCHI	\$ 3.06	\$ 17.00	18%	\$ 13.94	24	12%	\$ 415.14	\$ 340.41	2%	\$ 74.73
RAVIOLO	\$ 4.75	\$ 19.00	25%	\$ 14.25	31	15%	\$ 579.98	\$ 434.98	3%	\$ 144.99
PAPARDELLE	\$ 4.40	\$ 22.00	20%	\$ 17.60	26	13%	\$ 582.01	\$ 465.61	3%	\$ 116.40
JAMBALAYA	\$ 3.60	\$ 24.00	15%	\$ 20.40	67	45%	\$ 1,598.40	\$ 1,358.54	10%	\$ 239.76
GUMBO	\$ 3.45	\$ 23.00	15%	\$ 19.55	30	20%	\$ 680.80	\$ 578.68	4%	\$ 102.12
ETOUFEE	\$ 3.75	\$ 25.00	15%	\$ 21.25	34	23%	\$ 851.00	\$ 723.35	5%	\$ 127.65
RED BEANS	\$ 1.90	\$ 19.00	10%	\$ 17.10	18	12%	\$ 337.44	\$ 303.70	5%	\$ 33.74
SHRIMP MOUSSE	\$ 8.00	\$ 32.00	25%	\$ 24.00	44	15%	\$ 1,420.80	\$ 1,065.60	8%	\$ 355.20
SHORT RIB	\$ 16.10	\$ 46.00	35%	\$ 29.90	50	17%	\$ 2,314.72	\$ 1,504.57	11%	\$ 810.15
SALMON	\$ 8.70	\$ 29.00	30%	\$ 20.30	59	20%	\$ 1,716.80	\$ 1,201.76	9%	\$ 515.04
CHICKEN	\$ 6.72	\$ 28.00	24%	\$ 21.28	83	28%	\$ 2,320.64	\$ 1,763.69	13%	\$ 556.95
MUSHROOM	\$ 4.94	\$ 26.00	19%	\$ 21.06	59	20%	\$ 1,539.20	\$ 1,246.75	9%	\$ 292.45

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ESTIMATE OF COST TO SALES ANALYSIS, LILIANA'S CONTINUED

MENU ITEM	PRODUCT COST	SALES PRICE	FOOD COST %	GROSS PROFIT	# SOLD	% CAT.	TOTAL GROSS	REV. / ITEM	% TOT. REV.	FOOD COST
NOLA TRIO	\$ 3.60	\$ 18.00	20%	\$ 14.40	37	40%	\$ 666.00	\$ 532.80	4%	\$ 133.20
MOUSSE	\$ 2.99	\$ 13.00	23%	\$ 10.01	30	32%	\$ 384.80	\$ 296.30	2%	\$ 88.50
BRULEE	\$ 1.40	\$ 14.00	10%	\$ 12.60	26	28%	\$ 362.60	\$ 326.34	2%	\$ 36.26



H. OLLIE'S MENU COST AND PROJECTED REVENUE BY ITEM TYPE

ESTIMATE OF COST TO SALES ANALYSIS, OLLIE'S

	% ORDERED	TOTAL	TOT. GROSS	TOT. REVENUE	TOTAL COST	AVG FOOD COST %		
WEEKLY COVERS		1406	\$ 28,203.36	\$ 22,862.68	\$ 8,660.78	22%		
SNACKS	45%	632	\$ 6,101.21	\$ 4,971.70	\$ 1,129.51	19%		
SHARE SNACKS	10%	141	\$ 2,270.48	\$ 1,596.77	\$ 673.71	30%		
SALADS	15%	211	\$ 3,087.49	\$ 2,142.06	\$ 945.42	31%		
PIZZA	27%	379	\$ 6,069.60	\$ 5,131.24	\$ 938.36	15%		
BURGER	18%	253	\$ 3,479.90	\$ 2,427.87	\$ 1,052.04	30%		
NOT-A-BURGER	15%	211	\$ 3,129.64	\$ 2,454.71	\$ 674.93	22%		
MAC N CHEESE	25%	351	\$ 5,065.03	\$ 3,928.24	\$ 1,136.79	22%		
TOTAL		1363					AVG FOOD SPEND	\$ 20.79

MENU ITEM	PRODUCT COST	SALES PRICE	FOOD COST %	GROSS PROFIT	# SOLD	% CAT.	TOTAL GROSS	REV. / ITEM	% TOT. REV.	FOOD COST
CHEESE CURDS	\$ 1.65	\$ 11.00	15%	\$ 9.35	158	25%	\$ 1,738.69	\$ 1,477.88	7%	\$ 260.80
WINGS	\$ 3.60	\$ 12.00	30%	\$ 8.40	133	21%	\$ 1,593.27	\$ 1,115.29	5%	\$ 477.98
TOFU WINGS	\$ 1.80	\$ 12.00	15%	\$ 10.20	32	5%	\$ 379.35	\$ 322.45	1%	\$ 56.90
FRIES	\$ 0.42	\$ 6.00	7%	\$ 5.58	158	25%	\$ 948.38	\$ 881.99	4%	\$ 66.39
TRUFFLE FRIES	\$ 3.25	\$ 13.00	25%	\$ 9.75	63	10%	\$ 821.93	\$ 616.44	3%	\$ 205.48
ONION HAY	\$ 0.70	\$ 7.00	10%	\$ 6.30	89	14%	\$ 619.61	\$ 557.64	2%	\$ 61.96
PRETZEL	\$ 6.40	\$ 16.00	40%	\$ 9.60	45	32%	\$ 719.36	\$ 431.62	2%	\$ 287.74
MED PLATTER	\$ 5.44	\$ 17.00	32%	\$ 11.56	25	18%	\$ 429.93	\$ 292.35	1%	\$ 137.58
SUPPER CLUB	\$ 5.94	\$ 18.00	33%	\$ 12.06	22	16%	\$ 404.64	\$ 271.11	1%	\$ 133.53
COZY BEAN	\$ 2.70	\$ 15.00	18%	\$ 12.30	10	7%	\$ 147.53	\$ 120.97	1%	\$ 26.55
COZY TOMATO	\$ 1.50	\$ 15.00	10%	\$ 13.50	11	8%	\$ 168.60	\$ 151.74	1%	\$ 16.86
COZY MULLIGAT...	\$ 2.25	\$ 15.00	15%	\$ 12.75	4	3%	\$ 63.23	\$ 53.74	0%	\$ 9.48
COZY CHILI	\$ 2.85	\$ 15.00	19%	\$ 12.15	8	6%	\$ 126.45	\$ 102.42	0%	\$ 24.03
COZY BROCCOLI	\$ 2.70	\$ 15.00	18%	\$ 12.30	14	10%	\$ 210.75	\$ 172.82	1%	\$ 37.94

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ESTIMATE OF COST TO SALES ANALYSIS, OLLIE'S CONTINUED

MENU ITEM	PRODUCT COST	SALES PRICE	FOOD COST %	GROSS PROFIT	# SOLD	% CAT.	TOTAL GROSS	REV. / ITEM	% TOT. REV.	FOOD COST
CHOP SALAD	\$ 4.96	\$ 16.00	31%	\$ 11.04	95	45%	\$ 1,517.40	\$ 1,047.01	5%	\$ 470.39
APPLE SALAD	\$ 3.64	\$ 13.00	28%	\$ 9.36	53	25%	\$ 684.94	\$ 493.16	2%	\$ 191.78
GREEK SALAD	\$ 4.48	\$ 14.00	32%	\$ 9.52	63	30%	\$ 885.15	\$ 601.90	3%	\$ 283.25
VEGGIE	\$ 1.92	\$ 16.00	12%	\$ 14.08	46	12%	\$ 728.35	\$ 640.95	3%	\$ 87.40
DELUXE	\$ 2.88	\$ 16.00	18%	\$ 13.12	49	13%	\$ 789.05	\$ 647.02	3%	\$ 142.03
DAD	\$ 2.08	\$ 16.00	13%	\$ 13.92	68	18%	\$ 1,092.53	\$ 950.50	4%	\$ 142.03
GRILL OUT	\$ 3.20	\$ 16.00	20%	\$ 12.80	38	10%	\$ 606.96	\$ 485.57	2%	\$ 121.39
MAC & CHEESE	\$ 1.60	\$ 16.00	10%	\$ 14.40	61	16%	\$ 971.14	\$ 874.02	4%	\$ 97.11
GREEK OUT	\$ 3.20	\$ 16.00	20%	\$ 12.80	30	8%	\$ 458.57	\$ 388.45	2%	\$ 97.11
CAPRESE	\$ 2.88	\$ 16.00	18%	\$ 13.12	19	5%	\$ 303.48	\$ 248.85	1%	\$ 54.63
CUSTOM	\$ 2.88	\$ 16.00	18%	\$ 13.12	68	18%	\$ 1,092.53	\$ 895.87	4%	\$ 196.66
THE NORM	\$ 3.63	\$ 11.00	33%	\$ 7.37	63	25%	\$ 695.48	\$ 465.97	2%	\$ 229.51
BRINNER	\$ 3.92	\$ 14.00	28%	\$ 10.08	35	14%	\$ 495.68	\$ 356.89	2%	\$ 138.79
FORAGER	\$ 3.77	\$ 13.00	29%	\$ 9.23	30	12%	\$ 394.52	\$ 280.11	1%	\$ 114.41
POPPIN'	\$ 4.16	\$ 13.00	32%	\$ 8.84	23	9%	\$ 295.89	\$ 201.21	1%	\$ 94.69
SURF AND TURF	\$ 4.50	\$ 15.00	30%	\$ 10.50	25	10%	\$ 379.35	\$ 265.55	1%	\$ 113.81
GRILL MASTER	\$ 5.28	\$ 16.00	33%	\$ 10.72	28	11%	\$ 445.10	\$ 298.22	1%	\$ 146.88
DIABLO	\$ 4.20	\$ 14.00	30%	\$ 9.80	23	9%	\$ 318.65	\$ 223.06	1%	\$ 95.60
2ABPSSLCP00ASSB	\$ 4.68	\$ 18.00	26%	\$ 13.32	25	10%	\$ 455.22	\$ 336.86	1%	\$ 118.36
GYRO	\$ 3.00	\$ 15.00	20%	\$ 12.00	126	60%	\$ 1,896.75	\$ 1,517.40	7%	\$ 379.35
FALAFEL	\$ 2.10	\$ 14.00	15%	\$ 11.90	32	15%	\$ 442.58	\$ 376.19	2%	\$ 66.39
FISH SANDWICH	\$ 4.35	\$ 15.00	29%	\$ 10.65	53	25%	\$ 790.31	\$ 561.12	2%	\$ 229.19
CLASSIC MAC	\$ 2.16	\$ 12.00	18%	\$ 9.84	141	40%	\$ 1,686.00	\$ 1,382.52	6%	\$ 303.48
CAPRESE MAC	\$ 3.30	\$ 15.00	22%	\$ 11.70	53	15%	\$ 790.31	\$ 616.44	3%	\$ 173.87
BBQ MAC	\$ 4.32	\$ 16.00	27%	\$ 11.68	42	12%	\$ 674.40	\$ 492.31	2%	\$ 182.09
TRUFFLE MAC	\$ 6.00	\$ 20.00	30%	\$ 14.00	35	10%	\$ 702.50	\$ 491.75	2%	\$ 210.75
BUFFALO MAC	\$ 3.30	\$ 15.00	22%	\$ 11.70	81	23%	\$ 1,211.81	\$ 945.21	4%	\$ 266.60



I. ANNUAL AND MONTHLY COSTS FOR TAXES, LICENSES, AND INSURANCE

COMBINED TAXES, LICENSES, AND INSURANCE

LICENSES

OPERATOR LICENSE	\$ 225.00
FOOD HANDLER LIC.	\$ 725.00
TOTAL LICENSE	\$ 950.00

INSURANCE

MONTHLY COST	\$ 864.00
ANNUAL COST	\$ 10,368.00

TAXES/LOANS

PROPERTY TAXES	\$ 24,000.00
LOANS	\$ -
ANNUAL TAXES	\$ 24,000.00

TOTAL	\$ 35,318.00
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J. FORECAST OF ESTIMATED NUMBER OF DAYS TO BREAK EVEN**COMBINED BREAK EVEN SHEET**

DAILY COVERS	201
DAYS OPEN	7
WEEKS OPEN	50
TOTAL COVERS	70250
TOTAL REVENUES	\$ 3,196,123.94
AVG GUEST CHECK	\$ 45.50
AVG FOOD COST	\$ 600,519.76
AVG BEV COST	\$ 173,411.16
HOURLY COST	\$ 669,988.80
AVG VARIABLE COST	\$ 20.55
CONTRIBUTION MARGIN	\$ 24.94
SALARIES	\$ 180,000.00
DIRECT EXPENSES	\$ 336,871.46
INDIRECT EXPENSES	\$ 233,018.00
COVERS TO BREAK EVEN	30065
DOLLARS TO BREAK EVEN	\$ 1,367,842.65
DAYS NEEDED TO BREAK EVEN	156



K. ANALYSIS AND RANKING OF LILIANA'S AND OLLIE'S DIRECT AND INDIRECT COMPETITION

COMPETITIVE ANALYSIS

CUSTOMER SEEKS	LILIANA'S	OLLIE'S	ME & JULIO'S	THIRSTY GOAT	TAPATIO'S	MOD PIZZA	FUNK'S	FLYING HOUND	GREAT DANE	PANERA	BENVENUTOS	NOODLES & CO.	SOHO	ATOMIC KOI	GRAZE	L'ETOILE
QUALITY OF FOOD	5	5	2	3	5	4	3	3	4	4	2	3	4	1	4	5
QUALITY OF SERVICE	5	5	3	2	3	2	4	4	3	3	3	3	3	4	4	5
SPEED OF SERVICE	2	4	4	3	3	5	4	3	4	5	4	5	3	5	4	2
ATMOSPHERE	5	5	3	3	3	3	3	4	4	3	4	3	3	4	5	5
LOWER PRICES	1	4	4	4	5	5	4	3	4	5	3	5	4	4	3	1
NAME RECOGNITION	5	1	2	3	2	4	3	3	5	5	5	5	2	2	5	5
BEV. SELECTIONS	4	5	4	4	3	1	5	5	5	1	3	1	1	5	5	5
CHILDREN FRIENDLY	1	4	3	2	3	5	3	3	4	4	4	5	4	0	3	0
PARKING EASE	5	5	5	4	4	4	5	4	3	4	5	3	4	5	1	1
DIFFERENTIATED MENU	5	3	5	3	4	5	4	3	5	4	3	5	2	1	5	5
TAKE OUT SERVICE	2	4	3	3	4	5	2	3	2	5	3	5	4	1	3	1
TABLE SERVICE	5	5	4	4	4	2	4	4	5	2	4	2	2	2	5	5
NEAR SOCIAL CENTER	2	2	2	2	3	2	3	2	3	3	2	2	2	2	5	5
COUNTER/BAR SEAT	3	4	5	5	1	1	5	4	5	1	3	1	1	5	4	1
DRESS CODE	4	2	1	1	1	1	1	1	1	1	1	1	1	1	2	5
PATIO SEATING	1	5	5	4	1	2	3	2	3	1	3	2	1	3	4	1
HANDICAP ACCESS.	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
HOURS OF OPER.	3	5	5	4	3	5	4	1	5	5	5	5	3	2	5	3
PORTION SIZES	3	5	5	5	4	4	4	1	5	4	5	4	3	1	4	2
VALUE OF MENU ITEMS	3	5	4	4	5	5	4	3	4	4	4	5	4	1	4	3
DESTINATION RESTAURANT	5	3	3	3	5	3	3	3	3	1	1	1	4	4	5	5
CAPACITY	3	3	5	5	2	3	5	4	5	4	5	3	2	2	4	5
TOTAL RANKING	77	89	82	76	73	76	81	74	87	74	77	74	62	60	89	75

