

Form
AB-200

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	TAN-2435A
License Period	-06/30/2025

License(s) Requested: (up to two boxes may be checked)

- Class "A" Beer \$ _____ Class "B" Beer \$ 100
 "Class A" Liquor \$ _____ "Class B" Liquor \$ 500
 "Class A" Liquor (cider only) \$ _____ Reserve "Class B" Liquor \$ _____
 "Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$ _____
Background Check Fee	\$ _____
Publication Fee	\$ <u>25.00</u> pd^y
Total Fees	\$ _____

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) Kc's Culinary Camper LLC			
2. Business Trade Name or DBA Kc's Kitchen & Cocktails			
3. FEIN 990816963		4. Wisconsin Seller's Permit Number 456-1031820660-04 ✓	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization			
6. State of Organization WI		7. Date of Organization 11/20/2023	8. Wisconsin DFI Registration Number K063207 ✓
9. Premises Address 1202 S 10th St			
10. City Manitowoc		11. State WI	12. Zip Code 54220
13. County Manitowoc		14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: <u>Manitowoc</u>	15. Aldermanic District 1
16. Premises Phone (920) 645-9375		17. Premises Email kc268228@gmail.com	18. Website n/a
19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. Well established neighborhood bar with a charming outside patio, perfect for socializing under the stars, outside entertainment, or whatever your dreams imagine for an outside space! The inviting atmosphere extends to a cozy 3-bedroom apartment upstairs, offering a unique live-work opportunity in the heart of the community. Will attach layout.			
20. Mailing Address (if different from premises address)			
21. City Manitowoc		22. State WI	23. Zip Code 54220

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. Yes No

If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	

SUPPLEMENT TO LICENSING APPLICATION

- 1. Do you understand that a license may not be issued to any applicant with indebtedness for fermented malt beverages or intoxicating liquor pursuant to the timelines in Wisconsin law? Yes No

- 2. Do you understand that State Statutes do not provide for refunds of unused license fees? Yes No

- 3. "Class B" only: Were you open for the minimum number of days throughout the licensing year? Yes No

Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of his/her knowledge.

KL'S Culinary Camper LLC
Print Name of Corporation/Partnership/Individual

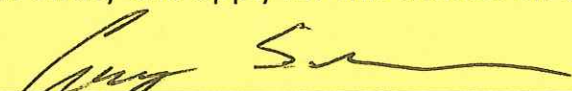
1202 S 10th St Manitowoc, WI
Address of Licensed Premises


Signature of Corporate Agent, Partner or Individual

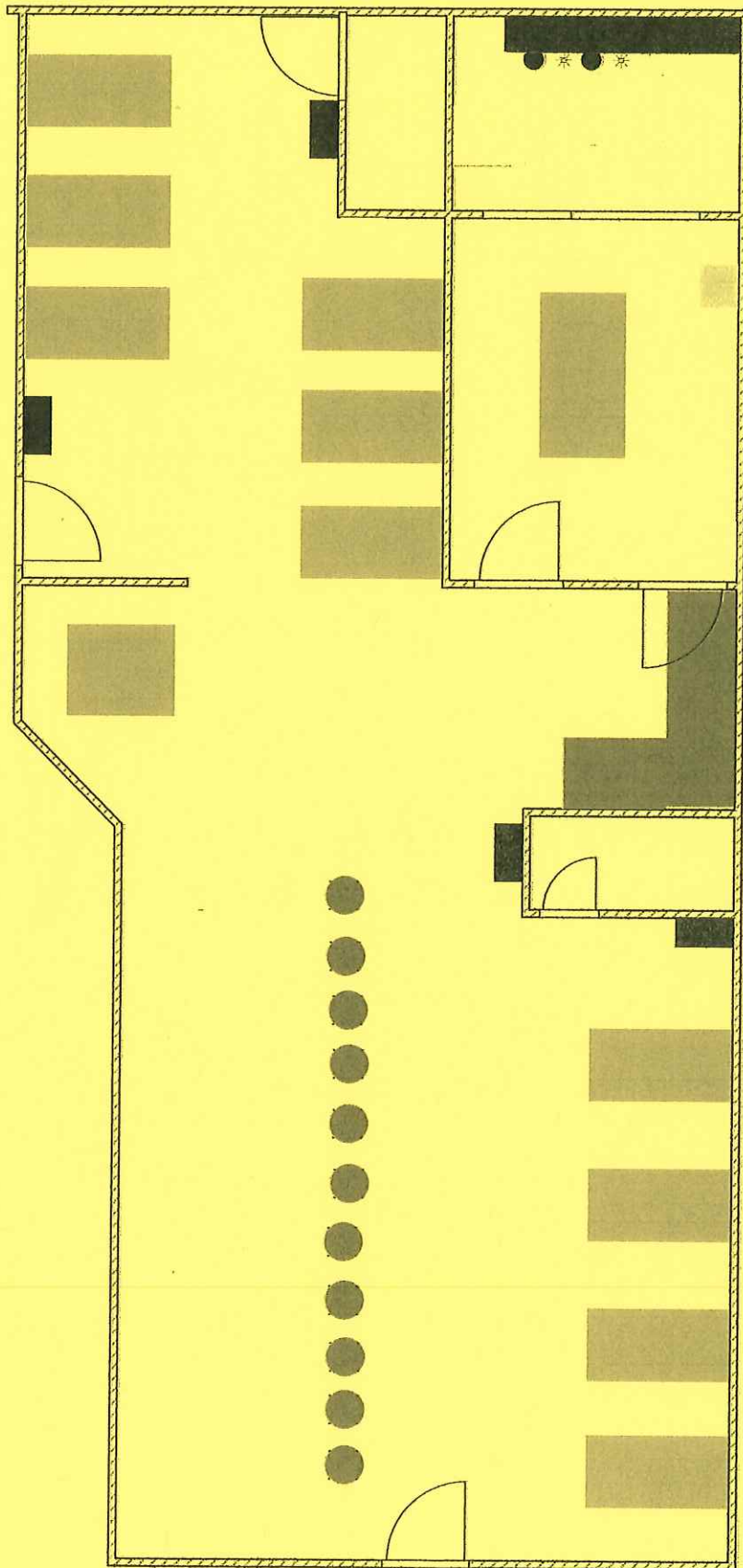
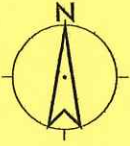
* Reference Manitowoc Municipal Code section 11.010(12) for additional information

SIGNATURE AUTHORITY (required)

The undersigned hereby represents and warrants that it has the authority to apply for this license. If the party applying for this license is not an individual, the person(s) signing on behalf of the entity represents and warrants that they have been duly authorized to bind the entity and apply for this license on the entity's behalf.


Signature

9/3/24
Date



Alcohol Beverage Appointment of Agent

Date
9/4/24

Agent Type (check one)

- Original (no fee) Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Kc's Culinary Camper LLC

2. Business Trade Name or DBA

Kc's Kitchen & Cocktails

3. Entity Type (check one)

- Limited Liability Company Corporation Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

- Municipal Retail License State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

456-1031820660-04

6. Describe the reason for appointing a successor agent, if successor is checked above.

I am buying the business.

Part B: Agent Information

1. Last Name

Scherer

2. First Name

Casey

3. M.I.

M

4. Email

kc268228@gmail.com

5. Phone

(920) 645-9375

6. Home Address

1018A S 24th St.

7. City

Manitowoc

8. State

WI

9. Zip Code

54220

10. Age

35

11. Drivers License/State ID Number

s6601138840207

12. Drivers License/State ID State of Issuance

WI

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? Yes No
Submit proof of completion.

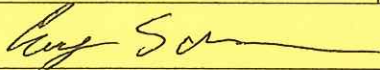
2. Have you completed Form AB-100, *Alcohol Beverage Individual Questionnaire*? Yes No
Submit a completed Form AB-100 with this form.

3. Have you been a Wisconsin resident for at least 90 continuous days? Yes No
See instructions for exceptions.

Continued →

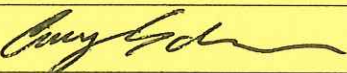
Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Scherer	First Name Casey	M.I. M
Title Owner	Email kc268228@gmail.com	Phone (920) 645-9375
Signature 	Date 09/03/2024	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Scherer	First Name Casey	M.I. M
Signature 	Date 09/02/2024	



Certificate Of Completion

Responsible Vendor Training Program

This certificate represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(5), and 134.66(2m), Wis.

Name : Casey Scherer


Steven A. Dean, CEO
www.sellerserverclasses.com

This online responsible alcohol vendor training & assessment program is provided by Seller Server Classes.

Having successfully completed the program, the student will be provided with this course completion certificate for their own records.

Name : Casey Scherer
Course Name : Seller Server Course
Date Completed : 8/31/2024
Expiration Date : 8/31/2026
Certificate Number : 163945
Provider : EduClasses.org



Alcohol Beverage Individual Questionnaire

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information				
1. Legal Business Name (individual name if sole proprietor) Kc's Culinary Camper LLC				
2. Business Trade Name or DBA Kc's Kitchen & Cocktails				
3. Entity Type (check one)				
<input type="checkbox"/> Sole Proprietor	<input type="checkbox"/> Partnership	<input checked="" type="checkbox"/> Limited Liability Company	<input type="checkbox"/> Corporation	<input type="checkbox"/> Nonprofit Organization

Part B: Individual Information				
1. Last Name Scherer		2. First Name Casey		3. M.I. M
4. Relationship to Business (Title) Owner		5. Email kc268228@gmail.com		6. Phone (920) 645-9375
7. Home Address 1018A S 24th St				
8. City Manitowoc		9. State WI	10. Zip Code 54220	11. Date of Birth 11/02/1988
12. Drivers License/State ID Number s6601138840207			13. Drivers License/State ID State of Issuance WI	

Part C: Address History					
1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?				Years 11	Months 3
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1 423 n 8th St		City Manitowoc	State WI	Zip Code 54220	
Previous Address 2 1017 s 11th St		City Manitowoc	State WI	Zip Code 54220	
Previous Address 3		City	State WI	Zip Code	
Previous Address 4		City	State	Zip Code	
Previous Address 5		City	State	Zip Code	
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State WI	County Manitowoc	State MN	County Hennepin	State MN	County Dakota
State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?..... Yes No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated Traffic - DWI	Location Dakota County	Conviction Date 05/04/2009
Penalty Imposed 15 days in jail	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated Traffic - Underage drinking and dri	Location Dakota County	Conviction Date 12/01/2008
Penalty Imposed fine and probation	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated Traffic - Underage drinking and dri	Location Dakota County	Conviction Date 03/21/2008
Penalty Imposed fine and community service	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?..... Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

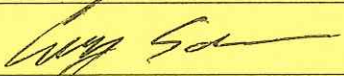
I appreciate the opportunity to provide a brief overview of my criminal history as part of my application for a liquor license. I want to emphasize that my record has remained clean for nearly a decade, a reflection of my commitment to positive change after overcoming my struggles with substance use.

None of the offenses on my record were violent, and the only incidents related to alcohol were for underage drinking and driving. It's important to note that my DWI was associated with a controlled substance, not alcohol. Additionally, I have been drug free nearly 10 years and alcohol-free for over three years.

I sincerely hope you will consider my progress and dedication to leading a responsible life. I am

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature 	Date 09/02/2024
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Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?..... Yes No
 If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated PTC Theft-Movable Property	Location Manitowoc	Conviction Date 10/10/2008
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Penalty Imposed fine and community service	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Law/Ordinance Violated Possess Drug Paraphernalia	Location Shawano	Conviction Date 04/03/2008
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Penalty Imposed fine	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Law/Ordinance Violated Obstruct Officer	Location Manitowoc	Conviction Date 08/13/2007
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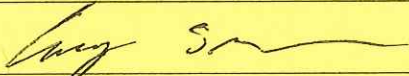
Penalty Imposed fine and community service	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?..... Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

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Signature 

Date 9/2/2011

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?..... Yes No
 If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

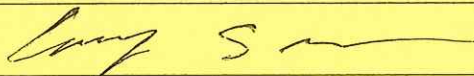
Law/Ordinance Violated Credit Card-Theft by Acquisition	Location Manitowoc	Conviction Date 02/15/2016
Penalty Imposed 9 months in jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated Criminal Trespass to Dwelling	Location Manitowoc	Conviction Date 02/15/2016
Penalty Imposed 9 months jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated Operating While Revoked	Location Manitowoc	Conviction Date 02/02/2015
Penalty Imposed 9 months jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?..... Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

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Signature  Date 9/8/24

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?..... Yes No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

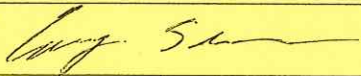
Law/Ordinance Violated Operating While Revoked	Location Manitowoc	Conviction Date 10/26/2016
Penalty Imposed 9 months in jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated Criminal Damage to Property	Location Manitowoc	Conviction Date 02/15/2016
Penalty Imposed 9 months jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated Criminal Trespass to Dwelling	Location Manitowoc	Conviction Date 02/15/2016
Penalty Imposed 9 months jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?..... Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

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Signature 	Date 9/2/24
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Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?..... Yes No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated Misappropriate ID Info	Location Manitowoc	Conviction Date 06/14/2016
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Penalty Imposed 9 months in jail, 3 years probation	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Law/Ordinance Violated Theft-Movable Property	Location Manitowoc	Conviction Date 06/14/2016
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Penalty Imposed 9 months jail, 3 years probation	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Law/Ordinance Violated Bail Jumping	Location Manitowoc	Conviction Date 06/14/2016
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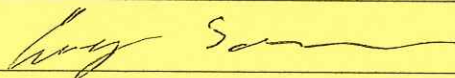
Penalty Imposed 9 months jail, 3 years probation	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?..... Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

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Signature 

Date 9/2/24

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?..... Yes No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

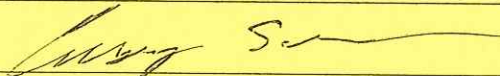
Law/Ordinance Violated Misappropriate ID Info	Location Manitowoc	Conviction Date 06/14/2016
Penalty Imposed 9 months in jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated Theft-Movable Property	Location Manitowoc	Conviction Date 06/14/2016
Penalty Imposed 9 months jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated Bail Jumping	Location Manitowoc	Conviction Date 06/14/2016
Penalty Imposed 9 months jail, 3 years probation		Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?..... Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

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Signature 	Date 7/27/24
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Alcohol Beverage Individual Questionnaire

Date
9/4/24

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) Kc's Culinary Camper LLC	
2. Business Trade Name or DBA Kc's Kitchen & Cocktails	
3. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information				
1. Last Name Cordova		2. First Name Kendra		3. M.I. L
4. Relationship to Business (Title) Owner		5. Email klincordova@outlook.com		6. Phone (920) 901-8177
7. Home Address 607 State St				
8. City Manitowoc		9. State WI	10. Zip Code 54220	11. Date of Birth 01/25/1988
12. Drivers License/State ID Number c6315128852506			13. Drivers License/State ID State of Issuance WI	

Part C: Address History					
1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?			Years 15	Months	
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1 607 State St		City Manitowoc	State WI	Zip Code 54220	
Previous Address 2		City	State	Zip Code	
Previous Address 3		City	State	Zip Code	
Previous Address 4		City	State	Zip Code	
Previous Address 5		City	State	Zip Code	
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State NC	County Onslow	State	County	State	County
State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances?..... Yes No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated Possession of THC	Location Manitowoc	Conviction Date 07/10/2024
Penalty Imposed fine	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated Possess Open Intoxicants in MV-Drive	Location Manitowoc	Conviction Date 11/26/2019
Penalty Imposed fine	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated Possession of Drug Paraphernalia	Location Manitowoc	Conviction Date 11/26/2019
Penalty Imposed fine	Was sentence completed?..... <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

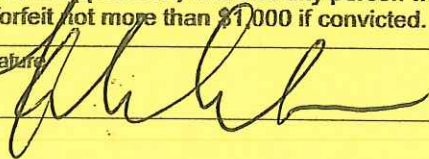
2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances?..... Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature



Date

9/3/24



License Number: TAV-24351A

"CLASS B" INTOXICATING LIQUOR LICENSE BUSINESS PLAN

- Business Plan must be submitted to the Clerk's Office with any Original Application
- The Finance Committee will review the application and make a recommendation
- Council will act on the application

APPLICANT INFORMATION

Applicant (Name of Corporation, LLC, Partnership, etc.): Kc's Culinary Camper LLC

Trade Name: Kc's Kitchen & Cocktails Phone Number: 920-645-9375

Address of Establishment: 1202 S 10th St.

Agent or Owner of Establishment: Cathy Scherer & Kendra Cordova

BUSINESS DESCRIPTION

Predicted Open Date: 9/16/24

Predicted Date the Business will be ready for Inspection: 9/16/24

Brief Description of the Business: reopen kitchen serve good food fast.
Plan to also ad food truck come next
summer.

****Attach an additional sheet or use the back of this form if more space is needed****

Any additional information you wish to include: I'm going to attach
my entire business plan.

SIGNATURE OF AGENT OR REPRESENTATIVE

Cathy Scherer
Signature of Agent or Owner of Establishment

9/13/24
Date

Office Use Only

Date Received by Clerk's Office: 9-4-2024

Common Council Date: 10/21/2024

- Approved
- Denied

Kc's Culinary Camper LLC

Business Plan

Casey Scherer

1018A S 24th St.

920-645-9375

Kc268228@gmail.com

Kendra Cordova

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klincordova@outlook.com

Executive Summary

Kc's Kitchen & Cocktails and Kc's Culinary Camper are the beginning of a culinary empire. Which includes a bar and restaurant as well as a food truck. The bar will feature classic Wisconsin favorites while the food truck will offer more unique and creative culinary offerings.

Initially, the focus will be on revamping the bar and adding a diner-esque menu to deliver high-quality, classic diner fare. The bar's kitchen will serve as the shared production and preparation area for both the diner menu and the food truck offerings. This partnership between the established bar and the food truck concept provides a solid operational foundation, allowing the venture to leverage the existing kitchen facilities, and customer base.

The mission of Kc's is to provide customers with delicious, high-quality food and unique dining experiences. With a focus on culinary excellence and customer satisfaction, the venture aims to meet the growing demand for both classic diner fare and innovative street food options in the local market.

Company Overview

Our Mission

To provide the community with an alternative to overly processed and fast food by making fresh high-quality food convenient and fast.

Our Vision

To build a culinary empire that is sustainable for the environment and offers a better alternative to overly processed and fast food for the health of our community.

Key Features and Value Propositions:

Classic Culinary Delights: Our dive bar diner menu will feature many classic Wisconsin dishes.

Unique Culinary Creations: Our food truck will serve a wide selection of gourmet dishes created with innovative flavors, catering to a diverse range of preferences and dietary needs.

Fresh and Local Ingredients: We prioritize using fresh, locally sourced ingredients to ensure the highest quality and to support local farmers and producers.

Engaging Customer Experience: We are committed to providing excellent customer service, creating an enjoyable, friendly, and memorable experience at every touchpoint.

Self-Service Order Kiosks: By introducing user-friendly order kiosks, customers can quickly and accurately place their orders, eliminating the need to wait in long lines or rely on a person to take their order. This brings efficiency, reduces human error, and expedites the process.

Online Ordering: Customers can conveniently place their orders in advance through our user-friendly online platform. This allows them to skip the line entirely and pick up their food at their chosen time, further optimizing their experience.

Speed-Focused Menu: Our menu is thoughtfully designed to prioritize speed without compromising on taste or quality. By leveraging the expertise gained from working in fast-food and quick-service restaurants, we have curated a selection of quick and delicious dishes that can be prepared efficiently without compromising on flavor.

Our Food

Kc's Dive Bar

At Kc's Dive Bar, we're serving up classic Wisconsin favorites in a casual, laid-back atmosphere. Our small but mighty menu features all the tavern staples you know and love - juicy burgers, crispy cheese curds, delectable fish fries, and zesty tacos. These are the hearty, comforting dishes that have defined Badger State cuisine for generations.

Prepared quickly and executed with precision, our dive bar fare is the perfect complement to an ice-cold beer or cocktail. We take pride in using high-quality ingredients and time-honored recipes to deliver an authentic taste of Wisconsin in every bite. From the first sip to the last crumb, we strive to provide our customers with a satisfying and wholly satisfying dining experience.

Kc's Culinary Camper

With our mobile food truck, we serve up a mouthwatering selection of on-the-go options made with real ingredients and cooked to perfection. We specialize in creating unique twists on classic street food, using the freshest and locally sourced ingredients. Our menu includes healthier options and vegetarian dishes, ensuring there is something for everyone.

We constantly adapt our offerings based on market trends and valuable customer feedback, prioritizing speed and customer satisfaction. Our goal is to elevate the classic food truck experience, delivering craveable, chef-driven cuisine that keeps our customers coming back for more.

Sourcing

At Kc's Culinary Camper, we are dedicated to sourcing the highest quality ingredients for our culinary creations. We prioritize supporting small businesses and local farms in the area, ensuring that our ingredients are fresh and sustainably produced. By fostering strong partnerships with local vendors, we establish positive working relationships that help us meet our inventory needs in a cost-efficient manner.

Leveraging our past experience and market research, we can accurately project the required quantity of ingredients on a week-to-week basis. This allows us to minimize waste and maintain optimal inventory levels.

Business Structure

Kc's Culinary Camper is a limited liability corporation organized and owned by Casey Scherer and Kendra Cordova.

Our History

Kc's Dive Bar and Culinary Camper is the realization of a lifelong dream for Casey and Kendra, the driving forces behind our venture. Together, they took a significant step forward when we acquired a used food trailer through Facebook Marketplace.

With a combined experience of nearly four decades in the restaurant industry, Casey and Kendra have honed their skills in some of the finest establishments in Manitowoc County. Casey, in particular, brings more than 20 years of expertise to the table, complemented by an associate degree in culinary arts. Notably, Casey holds a valid license as a certified food safety manager from The National Registry of Food Safety Professionals and is also a State of Wisconsin Certified Wild Mushroom identifier, courtesy of The Wisconsin Mycological Society. Demonstrating an ongoing commitment to personal and professional growth, Casey is currently enrolled in undergraduate studies in Business Administration at UW-GB.

Kendra, with nearly two decades of experience in the restaurant industry, has excelled in management roles. In addition to her impressive culinary skills, she is a professional photographer who pursued her studies at UW-GB. Kendra's multifaceted expertise allows her to bring a unique creative perspective to our culinary offerings.

The journey of Kc's Dive Bar and Culinary Camper is deeply rooted in our shared passion for food, extensive industry knowledge, and a commitment to excellence. As partners, we are excited to embark on this new chapter and bring our culinary vision to life, offering our community a unique dining experience.

Our Goals

The bar and food truck serve as the launching pads for our culinary venture. Laying the foundation for our future success. With a focus on growing our customer base, we have set our sights on diversifying our services through catering and food delivery.

Market Analysis

Target Market

Kc's Dive Bar and Food Truck will employ a dual approach to capture the attention of both the local Manitowoc community and visiting tourists.

The closure of a long-standing bar and restaurant in the neighborhood several years ago has left a noticeable gap in the local dining scene. This presents a prime opportunity for Kc's Dive Bar to step in and fill that void by offering a lively bar atmosphere complemented by high-quality, classic diner fare.

Moreover, the broader Manitowoc community has demonstrated a significant and growing appetite for food truck cuisine. Major events like "Fourth on the Shore" and the "Balloon Glow" routinely see attendees lining up for over an hour to access the mobile culinary offerings. This underscores the unmet demand for specialty and convenience-oriented food options in the area.

With the dive bar's established customer base and the food truck's ability to reach new audiences, Kc's is poised to capture a diverse range of patrons. From the neighborhood regulars craving a nostalgic burger and beer to the festival-goers and tourists in search of innovative, on-the-go eats, Kc's will cater to the evolving preferences of the Manitowoc community.

By strategically positioning the dive bar's classic comfort foods alongside the food truck's creative, trend-forward menu, Kc's will appeal to a wide demographic. This multifaceted approach will allow the venture to attract loyal local customers while also tapping into tourist's demand for unique, high-quality dining experiences in the region.

Target Market for Kc's Dive Bar

The primary target market for Kc's Dive Bar will be the local residents of Manitowoc, Wisconsin and the surrounding neighborhoods. As a community-focused establishment, Kc's aims to serve as a gathering spot for locals looking to enjoy classic Wisconsin fare in a casual, laid-back atmosphere.

According to data from the U.S. Census Bureau, the city of Manitowoc has a population of approximately 32,000 residents as of 2022 (U.S. Census Bureau, 2022). This established local customer base provides a solid foundation for Kc's Dive Bar to build upon.

Furthermore, a report by the Manitowoc County Economic Development Corporation highlights the area's strong sense of community pride and local loyalty, with many residents preferring to support homegrown businesses (Manitowoc County Economic Development Corporation, 2021). This cultural dynamic aligns well with Kc's dive bar concept and its focus on delivering an authentic, Wisconsin-inspired experience.

By positioning itself as a welcoming, neighborhood-centric establishment serving up classic comfort foods and drinks, Kc's Dive Bar can tap into the tight-knit nature of the Manitowoc community. This localized approach will allow the business to cultivate a loyal customer base of regular patrons who appreciate the dive bar's commitment to preserving the area's culinary traditions.

While tourists and visitors to Manitowoc will certainly be welcome at Kc's Dive Bar, the primary focus will be on catering to the needs and preferences of the local resident population through a menu, atmosphere, and overall experience that resonates with the community.

Target Market for Kc's Culinary Camper

While the dive bar will cater primarily to the local Manitowoc community, the accompanying food truck will target a broader audience, with a particular focus on middle-class millennials. According to a report by IBISWorld Inc., 43% of food truck spending each month can be attributed to individuals aged 25 to 44, with an additional 20% coming from the under twenty-five age group (IBISWorld Inc., 2022).

This younger, adventurous demographic is drawn to food trucks for their convenience, unique menus, support for local businesses, and the overall social experience. By incorporating these key elements into the food truck's

brand story and offerings, Kc's can create a compelling narrative that resonates with this target audience.

Furthermore, Manitowoc's status as a popular tourist destination, with over 1 million visitors annually, presents an opportunity for the food truck to capture the attention of a broader range of customers (Manitowoc Area Visitor & Convention Bureau, 2021). The food truck's ability to reach new audiences at events, festivals, and other high-traffic locations will allow Kc's to tap into the diverse culinary preferences of both locals and visitors alike.

By strategically positioning Kc's Dive Bar as a community hub for Manitowoc residents and the food truck as a draw for younger, adventure-seeking diners and tourists, the overall venture will be poised to thrive in the local market.

Location Analysis

Manitowoc County, WI is a promising location for our dive bar and food truck operation. As of 2021, the county had a population of 81,100 people, with a median age of 44.8 and a median household income of \$61,454 (Data USA, 2021). The population of Manitowoc County experienced a growth of 2.69% between 2020 and 2021, while the median household income saw a 5.11% increase during the same period, indicating a healthy and growing economic environment (Data USA, 2021).

The bar and restaurant industry in Manitowoc County has shown promising growth in recent years. According to the Wisconsin Restaurant Association, there were 144 eating and drinking establishments in Manitowoc County as of 2022, employing over 1,800 people (Wisconsin Restaurant Association, 2023). These establishments generated an estimated \$98.7 million in sales in 2022, a 12.5% increase from the previous year (Wisconsin Restaurant Association, 2023). This indicates a strong demand for dining and drinking options in the local market.

In addition to the local customer base, tourism in Manitowoc County presents a significant opportunity for generating income. In 2021, travelers to Manitowoc County spent \$112.2 million, marking a substantial growth of over 29.8% compared to 2020 (Herald Times Reporter, 2022). According to the Wisconsin Department of Tourism, Manitowoc County Tourism generated \$216 million in total economic impact in 2022, with visitor expenditures exceeding \$100 million (Wisconsin Department of Tourism, 2023). This indicates a thriving tourism industry in the area, which can contribute to the success of our food truck business.

Manitowoc also hosts numerous citywide events throughout the summer, attracting both locals and tourists. These events provide excellent opportunities for our food truck to capitalize on increased foot traffic and customer demand. Some notable summer events in Manitowoc include the SS Badger Shoreline Cruise, Manitowoc Garden Fair, Free Fishing Weekend, Carp Fest, Metro Music Jam, Cool City Classic Car Show, July 4th Celebrations, Riverfest, Czech Fest/Kolache Fest, Butterfly Garden Festival, Manitowoc County Fair, Lakeshore Knights Car Show, Moose fest, Kites Over Lake Michigan, Fall Harvest Fest, Lobsterfest, Sputnikfest, Wet Whistle Wine Fest, Ethnic Fest, Oktoberfest, and Parade of Homes (Manitowoc Visitor Center, 2023).

Furthermore, Manitowoc introduced a weekly food truck rally on most Tuesdays during the summer, along with a weekly farmer's market and Night Market. These recurring events provide a consistent platform for our food truck to engage with customers and establish a presence in the community (Manitowoc Area Visitor & Convention Bureau, 2023).

For all the reasons above, Manitowoc County is a promising location for our food truck and dive bar business. By strategically aligning our operations with local events and catering to both residents and tourists, we can position ourselves for long-term success in this dynamic market.

Competitive Analysis

Dive Bar Diner

The bar and restaurant industry in Manitowoc County is relatively competitive, with a variety of dining and drinking establishments catering to the local community and tourists. According to the Wisconsin Restaurant Association, there were 144 eating and drinking establishments in Manitowoc County as of 2022 (Wisconsin Restaurant Association, 2023). This includes a mix of locally-owned restaurants, national chains, and specialty eateries.

Some of the key competitors in the Manitowoc bar and restaurant market include: The Courthouse Pub, Bricks, The Wharf, The Fat Seagull and Ryan's on York.

Some key strengths of these competitors include their established brand recognition, diverse menu offerings, and ability to draw both local and tourist traffic. Many of the local restaurants also have a strong focus on incorporating local ingredients and providing a unique dining experience.

However, one of the common pains for customers is the long wait times, particularly during peak hours and popular events. This presents an opportunity for our dive bar to differentiate itself by emphasizing speed, efficiency, and a high quality menu.

Food Truck

The Manitowoc food truck scene is just as competitive, with many local food trucks offering a wide variety of delicious options to the community. Our analysis has found both challenges and opportunities that will guide how we make our food truck stand out and capture a good share of this growing market.

One big challenge is the long wait times that customers often face at many of the food trucks. It's common for people to have to wait over an hour to get their food, which can really ruin the experience. This gives us a chance to get an advantage by focusing on being fast and efficient with our service.

Our main competitors in the Manitowoc food truck scene include places like Holla, Harvest Street, Jamaica Mi Krazy, Brian's Smokehouse, and several others. These trucks all have their own unique menus and strengths. But we believe there is still plenty of room for us to grab a significant portion of this market.

We have also been studying our competitors - their strengths, weaknesses, and what their customers like. This will help us fine-tune our offerings and strategies to stay ahead of the competition and become a leading food truck in Manitowoc.

Through our focus on culinary excellence, operational efficiency, and providing an exceptional customer experience, we're confident we can capture a substantial share of the local food truck market.

Marketing Plan

Kc's Dive Bar and Culinary Camper is dedicated to implementing a comprehensive marketing plan that targets the broad consumer market in Manitowoc. With the understanding that everyone needs to eat, our diverse menu aims to cater to a wide range of tastes and preferences. By utilizing high-quality local ingredients and expert cooking techniques, we will position ourselves as a price differentiator, offering a slightly higher price point for our Culinary Camper menu items and a slightly lower price point for our Dive

Bar diner food compared to most food trucks and local restaurants in the area.

Based on the demographics of Manitowoc, our typical customers will be white individuals aged 20-50, equally male and female, residing in Manitowoc. For the food truck we will specifically target adventurous foodies who enjoy trying new and unique culinary experiences. For the dive bar we will target locals looking for a casual, affordable dining option. Our customers will also value supporting local businesses over fast food chains.

The marketing mix for Kc's Dive Bar and Culinary Camper will encompass product, promotion, distribution, and price strategies.

Product Strategy: Kc's Dive Bar and Culinary Camper will offer an eclectic and diverse menu consisting of delicious, freshly prepared food made with high-quality local ingredients. The menu will be designed for fast service and easy on-the-go consumption, catering to the fast-paced lifestyle of our customers. We will continuously adapt our menu based on sales data and customer feedback, allowing us to test new items frequently. Additionally, the food truck's retro camper design painted in orange, white, and silver will provide a unique and nostalgic dining experience. The Dive Bar diner will also feature a comfy, relaxed setting to create a welcoming atmosphere for customers.

Promotion Strategy: Our promotion strategy will focus on advertising and sales promotions. The food truck itself will serve as a major advertising tool, with its eye-catching retro camper design and prominently displayed "Kc's Culinary Camper" branding. Social media platforms like Facebook and Instagram will be utilized to share stunning pictures of our food, engage with customers, and generate buzz. A grand opening event with discounted prices will be held to attract a large customer base. Special menus tailored to unique events, such as American-themed food for the 4th of July, will also be developed.

Distribution Strategy: As a bar and food truck, our distribution strategy involves direct delivery to the end-user. The mobility of our food truck allows us to reach customers in various locations, which will be communicated through social media and our website.

Price Strategy: Kc's Dive Bar and Culinary Camper will adopt a cost-based pricing strategy, setting prices based on ingredient costs and overhead expenses. By using a simple pricing formula of multiplying ingredient costs by three for the Culinary Camper menu and the Dive Bar diner food, we will

offer customers the best value while ensuring profitability for the business. This approach provides predictable margins to cover costs effectively.

Through our unique offerings, strategic promotional efforts, and accessible pricing, Kc's Dive Bar and Culinary Camper aims to become a premier culinary destination in Manitowoc. By continuously adapting our strategies based on customer feedback, we are confident in our ability to deliver a memorable dining experience that caters to the diverse preferences of the local community.

Operations Plan

Menu Development: Create a menu that showcases a variety of delicious and easily portable food options. Ensure that the menu incorporates locally sourced ingredients and offers options for different dietary preferences.

Food Preparation and Cooking: Casey and Kendra are both skilled chefs who can efficiently prepare and cook the food, maintaining high-quality standards. Implement proper food safety and hygiene protocols to ensure the health and safety of both customers and staff. We also have very good connections and ties to the local restaurant scene and would be able to bring on more experienced workers if needed.

Ordering System: Utilize Toast as the POS system to seamlessly integrate online ordering and payment processing. This will allow customers to easily place their orders from their phones or through self-service kiosks.

Accounting Integration: Integrate QuickBooks with Toast to streamline the accounting process. This will enable automated tracking of sales, expenses, and inventory, making financial management more efficient.

Staff Training: Provide comprehensive training to the staff on the proper usage of the POS system, including order processing, payment handling, and inventory management. Additionally, offer training on customer service skills and food handling practices.

Vendor Management: Continue already established partnerships with local farmers and suppliers to ensure a consistent supply of high-quality ingredients. Build strong relationships with these vendors to secure favorable pricing and reliable deliveries.

Mobile Operations: Identify popular locations and events where the food truck can operate to maximize visibility and foot traffic. Utilize social media

to communicate the location and schedule of the food truck to potential customers.

Customer Service: Prioritize excellent customer service by training staff to be friendly, knowledgeable, and efficient. Implement systems for handling customer feedback and resolving any issues or complaints promptly.

Continuous Improvement: Regularly evaluate customer feedback, sales data, and operational metrics to identify areas for improvement. Continuously innovate the menu, streamline processes, and seek ways to increase efficiency and customer satisfaction.

Financing and Loans

To finance the launch and operations of Kc's Culinary Camper, we will be seeking a loan through a local bank. The loan will provide the necessary capital to cover startup costs, equipment purchases, and working capital needs. We have carefully prepared a comprehensive financial plan to demonstrate the business's potential profitability and sustainability.

Loan Proposal:

We are seeking a loan of \$260,000 to further finance the launch and initial operations of Kc's Dive bar Diner and Culinary Camper. This loan amount will cover the following expenses:

Commercial Real Estate 1202 S. 10th St. Manitowoc, WI : \$220,000

Face-lift of property: \$10,000

Kitchen equipment and supplies: \$10,000

Inventory and initial food supplies: \$5,000

Permits and licenses: \$5,000

Working Capital: \$10,000

Loan Repayment Plan:

To finance the launch and operations of Kc's Dive Bar and Culinary Camper, we are seeking a \$260,000 loan with a 20-year repayment period and a 10% fixed interest rate.

We propose a repayment plan over a 20-year period to ensure manageable monthly payments. With the estimated fixed interest rate of 10%, the monthly payment is projected to be approximately \$2,283. The 20-year repayment period allows for lower monthly payments, providing us with greater flexibility for managing cash flow while ensuring steady repayment of the loan.

We are committed to working closely with the bank to structure the loan terms in a way that best suits the needs of our business. Our financial projections demonstrate the viability of the business and our ability to make the scheduled loan payments. We are flexible and open to discussing any adjustments to the repayment plan that may be necessary to secure the financing and launch Kc's Dive Bar and Culinary Camper successfully

Capital and Collateral Breakdown:

To launch Kc's Dive Bar and Culinary Camper, we have already invested a significant amount of our own resources. We have put \$10,000 towards the acquisition of the food truck, and an additional \$5,000 is currently being held in our business account, totaling \$15,000 in upfront capital.

In order to secure the necessary financing, Kendra has pledged her personal residence as collateral. By leveraging her home equity, we are demonstrating our strong commitment to the success of this venture. This collateral, combined with the \$15,000 in existing funds, showcases our financial standing and our willingness to invest in the future of Kc's Dive Bar and Culinary Camper.

Balanced Financial Projections:

Our financial projections for Kc's Dive Bar and Culinary Camper have been carefully developed based on in-depth market research, industry benchmarks, and realistic assumptions. We have projected a steady increase in sales and customer demand.

Specifically, our projections indicate that in the first year of operations, we anticipate generating \$750,000 in revenue. We have taken a balanced approach to these projections, ensuring that our financial plan is both ambitious and achievable.

With this solid financial foundation, we are confident in our ability to service the proposed loan and maintain the long-term viability of Kc's Dive Bar and Culinary Camper. Our team's expertise, combined with the comprehensive financial strategy, positions us for success in establishing Kc's Dive Bar and Culinary Camper as a thriving and profitable business within the community.

Sales Forecasts and Operating Expenses

Sales Forecast:

After conducting thorough market research and financial modeling, we have developed a sales forecast for Kc's Dive Bar & Culinary Camper. We project the business will generate a total of \$750,000 in revenue during the first year of operations, with \$350,000 coming from the bar and \$400,000 from the food service.

Bar Revenue Forecast:

For the bar operations, we anticipate serving approximately 35,000 customers with an average ticket of \$10 per customer. This equates to \$350,000 in projected bar revenue. Our analysis of the local market, demographics, and industry benchmarks supports this estimate, which accounts for the growing demand for craft cocktails, beer, and other beverages in the area.

Food Revenue Forecast:

The food service operations, including the food truck and in-house dining, are expected to generate \$400,000 in revenue. We project serving 40,000 customers with an average ticket of \$10 per customer.

Operation Expense

Based on our comprehensive financial analysis and industry benchmarking, we have developed a detailed estimate of the operating expenses for Kc's Dive Bar & Culinary Camper. These expenses have been carefully considered to ensure the long-term financial viability and sustainability of the business.

Cost of Goods Sold:

Given the nature of our operations, which include both a bar and a culinary offering, we have projected a COGS of approximately 40% of total revenue. This percentage accounts for the cost of food, beverages, and related supplies necessary to deliver our products to customers.

Labor Expenses:

To staff the bar, kitchen, and front-of-house operations, we have budgeted for 5 full-time equivalent employees in addition to the two owners who will work there full time. This includes bartenders, cooks, servers, and other support staff. The total labor cost is estimated at 25% of total revenue.

Occupancy Costs:

The loan repayment, utilities, insurance and other occupancy-related expenses for the bar and kitchen facilities are projected to be 10% of total revenue. This figure is based on our research of comparable commercial properties in the area.

Marketing and Advertising:

To effectively promote Kc's Dive Bar & Culinary Camper and attract a consistent customer base, we have allocated 5% of total revenue for marketing and advertising initiatives, such as social media campaigns, local events, and targeted promotions.

Other Operating Expenses:

The remaining 10% of total revenue has been set aside for other operating expenses, including insurance, licenses, maintenance, and administrative costs.

Total Operating Expenses:

By adding up the projected COGS, labor, occupancy, marketing, and other operating expenses, the total estimated operating expenses for Kc's Dive Bar & Culinary Camper is 90% of total revenue, or \$675,000.

This comprehensive operating expense estimate, combined with the robust sales forecast, provides a solid foundation for the financial sustainability and growth of Kc's Dive Bar & Culinary Camper.

Projected Profit and Loss Statement for the Year Ending 2024:

Revenue

Food and Beverage Sales \$750,000

Cost of Goods Sold

Food and Beverage Costs \$300,000
Gross Profit \$450,000
Operating Expenses
Labor Costs \$187,500
Loan and Occupancy \$75,000
Marketing and Advertising \$37,500
Other Operating Expenses \$75,000
Total Operating Expenses \$375,000

Net Operating Income \$75,000
Net Income \$75,000

The Profit and Loss Statement for Kc's Dive Bar & Culinary Camper for the year ending 2024 projects a total revenue of \$750,000. With a cost of goods sold of 40% of revenue, the gross profit is \$450,000.

The operating expenses, which include labor costs, loan repayment, occupancy, marketing, advertising, and other operating expenses, total \$375,000. This results in a net operating income of \$75,000.

Projected Profit and Loss Statement for the Year Ending 2025

Revenue
Food and Beverage Sales \$800,000
Cost of Goods Sold
Food and Beverage Costs \$320,000
Gross Profit \$480,000
Operating Expenses
Labor Costs \$200,000
Loan and Occupancy \$80,000

Marketing and Advertising \$40,000
Other Operating Expenses \$80,000
Total Operating Expenses \$400,000
Net Operating Income \$80,000
Net Income \$80,000

The Profit and Loss Statement for Kc's Dive Bar & Culinary Camper for the year ending 2025 projects a total revenue of \$800,000. With a cost of goods sold of 40% of revenue, the gross profit is \$480,000.

The operating expenses, which include labor costs, loan repayment, occupancy, marketing and advertising, and other operating expenses, total \$400,000. This results in a net operating income of \$80,000.

Projected Profit and Loss Statement for the Year Ending 2026

Revenue
Food and Beverage Sales \$850,000
Cost of Goods Sold
Food and Beverage Costs \$340,000
Gross Profit \$510,000
Operating Expenses
Labor Costs \$212,500
Loan and Occupancy \$85,000
Marketing and Advertising \$42,500
Other Operating Expenses \$85,000
Total Operating Expenses \$425,000
Net Operating Income \$85,000
Net Income \$85,000

The Profit and Loss Statement for Kc's Dive Bar & Culinary Camper for the year ending 2026 projects a total revenue of \$850,000. With a cost of goods sold of 40% of revenue, the gross profit is \$510,000.

The operating expenses, which include labor costs, loan repayment, occupancy, marketing and advertising, and other operating expenses, total \$425,000. This results in a net operating income of \$85,000.