



BUSINESS PLAN

R/C Automotive LLC DBA Garage Dance Studio

Owner: Cory Carrigan

Location: 7419 W Bradley Rd, Milwaukee, WI

Business Type: Limited-Service Bar & Dance Studio

1. Executive Summary

R/C Automotive LLC, operating as **Garage Dance Studio**, is a community-focused entertainment venue located at **7419 W Bradley Rd** in Milwaukee.

The business provides:

- Limited-service food offerings
- Beverage service (including alcohol, pending approval)
- Dance activities including Chicago-style stepping, line dancing, and open dance

Garage Dance Studio is designed to operate as a **structured, supervised, and professionally managed environment** that supports safe social interaction and local economic activity.

2. Business Concept & Model

Garage Dance Studio is a **multi-use venue** that combines food service, beverage service, and dance-based entertainment within a single controlled environment.

Core Offerings:

Food Service (Limited Menu)

- Burgers
- Fish

- Wings
- Fries
- Pizza
- Snack items

The menu is intentionally limited to ensure:

- Fast service
 - Operational efficiency
 - Consistent quality
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Beverage Service

- Non-alcoholic beverages
 - Alcoholic beverages (subject to licensing approval)
 - Responsible service with strict ID verification
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Dance Activities

- Chicago-style stepping
- Line dancing
- Open dance sessions

Activities are available throughout operating hours and are **monitored and managed by staff**.

3. Mission Statement

To provide a **safe, structured, and engaging environment** where adults can enjoy food, music, and social dance in a professionally managed setting.

4. Market Analysis

Target Market

- Adults (21+)
 - Local residents in the surrounding district
 - Individuals seeking structured social and recreational activities
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Market Need

The surrounding area benefits from:

- Safe and supervised social venues
 - Organized recreational activities
 - Local job opportunities
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Competitive Advantage

- Unique combination of food, beverage, and dance
 - Focus on culturally relevant dance styles
 - Strong emphasis on supervision and operational control
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5. Operations Plan

Hours of Operation

Sunday – Saturday: 5:00 PM – 12:00 AM

Operational Structure

Garage Dance Studio operates as a **flexible, multi-use venue**:

- Food and beverage service available throughout operating hours
 - Dance activities offered continuously
 - Staff actively manage customer flow, safety, and environment
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Customer Flow Management

- Controlled entry during peak hours
 - Staff oversight throughout the facility
 - Monitored capacity to ensure safety
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6. Security Plan

A comprehensive security strategy will be implemented:

- Interior and exterior surveillance cameras
 - Security personnel during evening hours
 - ID verification for all alcohol purchases
 - Controlled entry during high-traffic periods
 - No loitering policy outside the premises
 - Staff trained in conflict de-escalation
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7. Licensing & Compliance

The business will obtain all required approvals, including:

- Food establishment license
- Class B liquor license (if applicable)
- Public entertainment license
- Occupancy permit
- Seller's permit

All operations will comply with **City of Milwaukee regulations**.

8. Organization & Staffing

Owner/Operator

Cory Carrigan

Staffing Plan

Estimated 6–12 employees:

- Food service staff
 - Bartenders
 - Dance instructors
 - Security personnel
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Training

All staff will receive training in:

- Customer service
 - Safety procedures
 - Responsible alcohol service
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9. Revenue Streams

- Food sales
 - Beverage/alcohol sales
 - Dance participation
 - Event bookings
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10. Community Impact

Garage Dance Studio will:

- Create local employment opportunities
 - Provide a safe, supervised social environment
 - Support positive community engagement
 - Contribute to local economic development
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11. Financial Overview

Startup Costs Include:

- Equipment and setup
- Licensing and permits
- Initial inventory

Funding

Self-funded

Goal

Achieve operational stability within the first year

12. Risk Management

Key Risks

- Noise concerns
 - Alcohol-related incidents
 - Crowd management
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Mitigation Strategies

- Strong security presence
 - Active staff supervision
 - Controlled operations and policies
 - Managed hours of operation
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13. Timeline

- Licensing approvals: In progress
 - Build-out: 6–8 weeks
 - Opening: Within 60 days of approval
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14. Conclusion

Garage Dance Studio is designed to operate as a **safe, structured, and professionally managed business** that provides both economic and social value to the community.

The business prioritizes:

- Safety
- Operational control
- Community contribution

and is positioned to become a **positive and sustainable addition** to the Granville-Havenwoods district.