

CCID 1606

TYPE OF LICENSE: CLASS "T" LIQUOR LICENSE

NAME & ADDRESS: JOHNSON, TYLER J.

DBA "SIDE DOOR LOUNGE OMAHA"

3530 LEAVENWORTH STREET

RECEIVED: NOVMEBER 19, 2013

45TH DAY: FRIDAY, JANUARY 3, 2014

HEARING DATE: DECEMBER 10, 2013 - 21<sup>ST</sup> DAY

AND/OR PERSONS CONTACTED: TYLER JOHNSON

4712-574-2922

POSTED: N/A

NOTIFIED: N/A

NEW APPLICATION, OLD LOCATION. PRESENT LICENSEE IS FMJ CORP., DBA  
"SIDEDOOR LOUNGE", 3530 LEAVENWORTH STREET, WHO HAS A CLASS "T"  
LIQUOR LICENSE

# LIQUOR LICENSED ESTABLISHMENT HISTORY

## LICENSE #I 88359

FMJ CORP 3530 LEAVENWORTH STREET 68105 714-4817  
DBA SIDEDOOR LOUNGE MAIL: 1130 TURNER BLVD ATTN: KATHLEEN JAMROZY 68105

## NLCC ORDERS

02-28-11 -ADD APPROVED \*

## OTHER ACTIVITIES

06-08-10 -RES #667 -APP READ -AMENDMENT (TO AMEND TO A CLASS "I") - GRANT AS AMENDED \* 12-14-10 -REQ ADD OF BASEMENT AREA APPROX . 20' X 70' FOR STORAGE CCID #1461 APPROVED \* 12-10-13 - TRANSFER TO JOHNSON, TYLER J \*

## LICENSED PREMISES

1 STY BLDG APPROX 72' X 23' INCLUDING BASEMENT AND SIDEWALK CAFÉ APPROX 11' X 60' \*\*\*\*\* (2011-OLD-SINGLE STY BLDG APPROX 72' X 23' W/ SIDEWALK CAFÉ APPROX 11' X 60' NOT INCLUDING BASEMENT )

## OFFICERS:

**VP/SECR/MGR** -STEVEN JAMROZY \* **PRES** -KATHLEEN JAMROZY, 3524 LEAVENWORTH 68105 (H) 342-2352 \* CORP ADDRESS & PHONE #, 1722 ST MARY'S AVE, 68102 #344-3040

RECEIVED

13 NOV 19 PM 3:45

CITY CLERK  
#MAHA, NEBRASKA

# RECEIPT

**From:** NLCC Randy.Seybert@nebraska.gov  
**Phone:** 402/471-4885  
**Fax:** 402/471-2814

**To:** CLERK-OF OMAHA

**Subject:** JOHNSON, TYLER J. dba SIDE DOOR LOUNGE, C-105938  
NEW APPLICATION

**PLEASE COMPLETE THE BOTTOM SECTION IMMEDIATELY UPON RECEIPT OF THIS APPLICATION AND FAX OR EMAIL THIS FORM BACK ACKNOWLEDGING THE RECEIPT OF THIS APPLICATION. PLEASE DATE STAMP IF THAT OPTION IS AVAILABLE. THANK YOU.**

November 19, 2013

**DATE OF RECEIPT**

Canaan Johnson

**SIGNATURE**

Urgent     For Review     Please Comment     Please Reply     Please Recycle

# STATE OF NEBRASKA

RECEIVED

Dave Heineman  
Governor

## NEBRASKA LIQUOR CONTROL COMMISSION

Hobert B. Rupe Executive Director  
301 Centennial Mall South, 5<sup>th</sup> Floor  
P.O. Box 95046  
Lincoln, Nebraska 68509-5046  
Phone (402) 471-2571  
Fax (402) 471-2814  
TRS USER 800 833-7252 (TTY)

13 NOV 19 PM 3:47

CITY CLERK  
OMAHA, NEBRASKA

November 19, 2013

OMAHA CITY CLERK  
1819 FARNAM STREET  
OMAHA NE 68183

RE: **JOHNSON, TYLER J. dba SIDE DOOR LOUNGE, C-105938**

Dear Local Governing Body:

Attached is the form to be used on all retail liquor license applications. Local clerks must collect proper license fees and occupation tax per ordinance, if any, before delivering the license at time of issuance.

TWO KEY TIME FRAMES TO KEEP IN MIND ARE:

- 1) Publicize one time not less than 7 days, not more than 14 days prior to date of hearing.
- 2) You have 45 days to conduct a hearing after the date of receipt of the notice from this Commission (§53-134). You may choose **NOT** to make a recommendation of approval or denial to our Commission.

PER §53-133, THE LIQUOR CONTROL COMMISSION SHALL SET FOR HEARING ANY APPLICATION WHEREIN:

- 1) There is a recommendation of denial from the local governing body.
- 2) A citizens protest; or
- 3) Statutory problems that the Commission discovers.

PLEASE NOTE...A LICENSEE MUST BE PROPERLY LICENSED IN ORDER TO PURCHASE FROM WHOLESALERS; AND, A LICENSE IS EFFECTIVE:

- 1) Upon payment of the license fees;
- 2) Physical possession of the license;
- 3) Effective date on the license.

Sincerely,

NEBRASKA LIQUOR CONTROL COMMISSION

  
Randy Seybert  
Licensing Division

Enclosures

Janice Wiebusch  
Commissioner

Bob Batt  
Chairman  
*An Equal Opportunity/Affirmative Action Employer*

William F. Austin  
Commissioner

Nebraska Liquor Control Commission  
301 Centennial Mall South  
P.O. Box 95046  
Lincoln, NE 68509-5046

11.20.13

Tyler J. Johnson  
2922 Farnam Street, Apartment C  
Omaha, NE 68131

To Whom It May Concern:

I have been working with Carmen Johnson and Randy Seybert and it was determined in conversation with Ms. Johnson that I would rather be working from a "Class I" license instead of the "Class C" as what was originally selected on my original application.

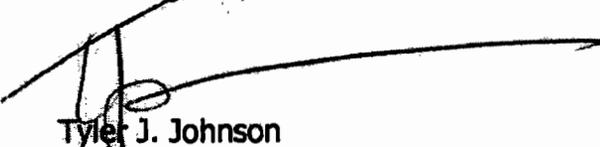
I am writing in request to change the application from a "Class C" to a "Class I". Please advise as to any other documents, etc. that may need to be in place to allow for this change in application set-up and processing.

The current licensee has a Class "I" Liquor License and I want to keep the type of license that is currently there On Premises sales only.

I have been informed that a hearing is scheduled on December 10<sup>th</sup> at 2pm CST at the City Council's office in Omaha, NE. I am very much looking forward to meeting your organizations representative(s) at the hearing and the civic leaders of Omaha.

Thank you for your time and consideration as we continue the application process together.

Kind Regards,



Tyler J. Johnson  
[tjohnson@obicreative.com](mailto:tjohnson@obicreative.com)  
712.574.2922 (cell)

**APPLICATION FOR LIQUOR LICENSE  
RETAIL**

NEBRASKA LIQUOR CONTROL COMMISSION  
301 CENTENNIAL MALL SOUTH  
PO BOX 95046  
LINCOLN, NE 68509-5046  
PHONE: (402) 471-2571  
FAX: (402) 471-2814  
Website: www.lcc.ne.gov/



**CLASS OF LICENSE FOR WHICH APPLICATION IS MADE AND FEES  
CHECK DESIRED CLASS**

- RETAIL LICENSE(S)** Application Fee \$400 (non refundable)
- A BEER, ON SALE ONLY
  - B BEER, OFF SALE ONLY
  - C BEER, WINE, DISTILLED SPIRITS, ON AND OFF SALE
  - D BEER, WINE, DISTILLED SPIRITS, OFF SALE ONLY
  - I BEER, WINE, DISTILLED SPIRITS, ON SALE ONLY
  - AB BEER, ON AND OFF SALE
  - AD BEER ON SALE ONLY, BEER, WINE, DISTILLED SPIRITS OFF SALE
  - IB BEER, WINE, DISTILLED SPIRITS ON SALE, BEER OFF SALE ONLY
  - ID BEER, WINE, DISTILLED SPIRITS ON AND OFF SALE

Class K Catering license (requires catering application form 106) \$100.00

Additional fees will be assessed at city/village or county level when license is issued

Class C license term runs from November 1 – October 31  
All other licenses run from May 1 – April 30  
Catering license (K) expires same as underlying retail license

**CHECK TYPE OF LICENSE FOR WHICH YOU ARE APPLYING**

- Individual License (requires insert form 1)
- Partnership License (requires insert form 2)
- Corporate License (requires insert form 3a & 3c)
- Limited Liability Company (LLC) (requires form 3b & 3c)

**NAME OF ATTORNEY OR FIRM ASSISTING WITH APPLICATION (if applicable)  
Commission will call this person with any questions we may have on the application**

Name \_\_\_\_\_ Phone number: \_\_\_\_\_  
Firm Name \_\_\_\_\_

**PREMISE INFORMATION**

Trade Name (doing business as) Side Door Lounge Omaha

Street Address #1 3530 Leavenworth Avenue Street (c)

Street Address #2 \_\_\_\_\_

City Omaha County Douglas Zip Code 68105

Premise Telephone number 402-504-3444 E-mail tjohnson@ohiocreative.com

Is this location inside the city/village corporate limits:  YES  NO

Mailing address (where you want to receive mail from the Commission)

Name Tyler J. Johnson

Street Address #1 2922 Farnam Street Apt. C

Street Address #2 \_\_\_\_\_

City Omaha State Nebraska Zip Code 68131

**DESCRIPTION AND DIAGRAM OF THE STRUCTURE TO BE LICENSED  
READ CAREFULLY**

In the space provided or on an attachment draw the area to be licensed. This should include storage areas, basement, outdoor area, sales areas and areas where consumption or sales of alcohol will take place. If only a portion of the building is to be covered by the license, you must still include dimensions (length x width) of the licensed area as well as the dimensions of the entire building. No blue prints please. Be sure to indicate the direction north and **number of floors** of the building.

\*\*For on-premise consumption liquor licenses minimum standards must be met by providing at least two restrooms

Length 11 1/2 feet

Width 22 feet

Is there a basement? Yes  No

PROVIDE DIAGRAM OF AREA TO BE LICENSED BELOW OR ATTACH SEPARATE SHEET

*See attached lease agreement for Surveyors Certificate & drawing.*

ALLEY

35TH AVENUE

GREENSPACE

GREENSPACE

SIDEWALK

60'-0"

PATIO

DECORATIVE FENCE

FIRE EXIT 'GATE'

10'-6"

LEAVENWORTH STREET



1000010375

**SIDE DOOR LOUNGE**  
3530 LEAVENWORTH STREET  
Omaha, Nebraska 68105  
05.10.2010

0 4 8 16 24 32



PARC 1971 0004 14

FB 16 STATUS 2 CLASS C

ADDITIONAL ADDR EXEMPT 0	EXEMPT TYPE	TAX DISTRICT 0100	SID	F-
PROP HOUSE HALF DIR	-----STREET NAME-----	TYPE SUFFIX APT	AREA	ZIP CODE
ADDRESS 03524	LEAVENWORTH	ST	OMA	68105

-----OWNER OR TAXPAYER INFORMATION-----

NAME STEVEN J*JAMROZY ETAL	DATE OF LAST CHANGE	03-14-2011
+ 1130 TURNER BLVD	BK/PG OR DOC#	2005 57138
ADDR	HOMESTEAD DELETE	
CITY OMAHA	ST NE ZIP 68105	NON NUMERIC ZIP CODE

-----CURRENT VALUE-----HOMESTEAD-----

YEAR ---DATE---	---LAND---	---IMPR---	---TOTAL---	PAR RSN	NUMBER	TY CD	PCT	VALUE
2013 03-09-2013	15700	140800	156500	BP	999999			

ADDITION NO. 18500	LOT 6	HALF	BLOCK 14	HALF
ISAACS & SELDENS ADD	SECT	TOWN	RANGE	PLAT 0208
-----LEGAL DESCRIPTION-----	-----LEGAL DESCRIPTION-----			

1 LOT 5 & W 1/2 LOT 6	2 99 X 124
3	4
5	6
7	8

PF1-ADFB

PF5-PNFB

PF6-PAFB

PADL 1971 0004 14

REAL PROPERTY INQUIRY -- LIST ADDITIONAL ADDRESS

PARCEL: 1971 0004 14

11/20/2013

PROPERTY ADDRESS

HOUSE	HALF	DIR	-----STREET NAME-----	TYPE	SUFFIX	APT	AREA
3524			LEAVENWORTH	ST			OMA

PAGE: 1

ADDITIONAL ADDRESSES

\* END OF LIST \*

HOUSE	HALF	DIR	-----STREET NAME-----	TYPE	SUFFIX	APT	AREA
3530			LEAVENWORTH	ST			OMA

PF7 TO PAGE BACKWARD

PF8 TO PAGE FORWARD

**APPLICANT INFORMATION**

**1. READ CAREFULLY. ANSWER COMPLETELY AND ACCURATELY.**

Has anyone who is a party to this application, or their spouse, EVER been convicted of or plead guilty to any charge. Charge means any charge alleging a felony, misdemeanor, violation of a federal or state law; a violation of a local law, ordinance or resolution. List the nature of the charge, where the charge occurred and the year and month of the conviction or plea. Also list any charges pending at the time of this application. If more than one party, please list charges by each individual's name.

YES  NO

If yes, please explain below or attach a separate page.

Name of Applicant	Date of Conviction (mm/yyyy)	Where Convicted (city & state)	Description of Charge	Disposition

**2. Are you buying the business of a current retail liquor license?**

YES  NO

If yes, give name of business and liquor license number \_\_\_\_\_

- a) Submit a copy of the sales agreement
- b) Include a list of alcohol being purchased, list the name brand, container size and how many
- c) Submit a list of the furniture, fixtures and equipment

**3. Was this premise licensed as liquor licensed business within the last two (2) years?**

YES  NO

If yes, give name and license number FMS Corp DBA Side door Lounge

**4. Are you filing a temporary operating permit to operate during the application process?**

YES  NO

If yes:

- a) Attach temporary operating permit (T.O.P.) (form 125)
- b) T.O.P. will only be accepted at a location that currently holds a valid liquor license.

#088359  
Class F

**5. Are you borrowing any money from any source, include family or friends, to establish and/or operate the business?**

YES  NO

If yes, list the lender(s) Mary Ann O'Brien, Aunt

6. Will any person or entity, other than applicant, be entitled to a share of the profits of this business?

YES  NO

If yes, explain. (All involved persons must be disclosed on application)

**No silent partners**

7. Will any of the furniture, fixtures and equipment to be used in this business be owned by others?

YES  NO

If yes, list such item(s) and the owner.

*Bar equipment, refrigerating glassware, sound city lights  
as a part of monthly lease*

8. Is premise to be licensed within 150 feet of a church, school, hospital, home for the aged or indigent persons or for veterans, their wives, and children, or within 300 feet of a college or university campus?

YES  NO

If yes, provide name and address of such institution and where it is located in relation to the premises (Neb. Rev. Stat. 53-177)(1)

9. Is anyone listed on this application a law enforcement officer?

YES  NO

If yes, list the person, the law enforcement agency involved and the person's exact duties

10. List the primary bank and/or financial institution (branch if applicable) to be utilized by the business

a) List the individual(s) who will be authorized to write checks and/or withdrawals on accounts at this institution.

*Wells Fargo Bank, Authorized: Tyler J. Johnson*

11. List all past and present liquor licenses held in Nebraska or any other state by any person named in this application. Include license holder name, location of license and license number. Also list reason for termination of any license(s) previously held.

*N/A*

12. List the alcohol related training and/or experience (when and where) of the person(s) making application. Those persons required are listed as followed:

- a) Individual, applicant only (no spouse)
- b) Partnership, all partners (no spouses)
- c) Corporation, manager only (no spouse) as listed on form 3c
- d) Limited Liability Company, manager only (no spouse) as listed on form 3c

Applicant Name	Date Trained (mm/yyyy)	Name of program where trained (name, city)
Needs Training		Please provide training details

13. If the property for which this license is sought is owned, submit a copy of the deed, or proof of ownership. If leased, submit a copy of the lease covering the entire license year. Documents must show title or lease held in name of applicant as owner or lessee in the individual(s) or corporate name for which the application is being filed.

- Lease: expiration date October November 30, 2016  
 Deed  
 Purchase Agreement

14. When do you intend to open for business? December 1st 2013  
 15. What will be the main nature of business? Craft Cocktails, Beer, wine, Bar Bistros  
 16. What are the anticipated hours of operation? Tuesday - Sunday from 5pm - 2am  
Saturday & Sunday 2pm - 2am

17. List the principal residence(s) for the past 10 years for all persons required to sign, including spouses.

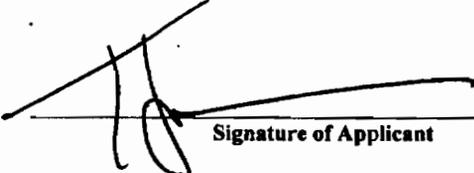
RESIDENCES FOR THE PAST 10 YEARS, APPLICANT AND SPOUSE MUST COMPLETE					
APPLICANT: CITY & STATE	YEAR		SPOUSE: CITY & STATE	YEAR	
	FROM	TO		FROM	TO
Omaha, Nebraska	2006	Present			
San Diego, California	2003	2006			
Jawa City, Iowa	2002	2003			
Minneapolis, Minnesota	2001	2002			
Spencer, Iowa	1982	2001			

If necessary attach a separate sheet.

The undersigned applicant(s) hereby consent(s) to an investigation of his/her background and release present and future records of every kind and description including police records, tax records (State and Federal), and bank or lending institution records, and said applicant(s) and spouse(s) waive(s) any right or causes of action that said applicant(s) or spouse(s) may have against the Nebraska Liquor Control Commission, the Nebraska State Patrol, and any other individual disclosing or releasing said information. Any documents or records for the proposed business or for any partner or stockholder that are needed in furtherance of the application investigation of any other investigation shall be supplied immediately upon demand to the Nebraska Liquor Control Commission or the Nebraska State Patrol. The undersigned understand and acknowledge that any license issued, based on the information submitted in this application, is subject to cancellation if the information contained herein is incomplete, inaccurate or fraudulent.

Individual applicants agree to supervise in person the management and operation of the business and that they will operate the business authorized by the license for themselves and not as an agent for any other person or entity. Corporate applicants agree the approved manager will superintend in person the management and operation of the business. Partnership applicants agree one partner shall superintend the management and operation of the business. All applicants agree to operate the licensed business within all applicable laws, rules, regulations, and ordinances and to cooperate fully with any authorized agent of the Nebraska Liquor Control Commission.

Must be signed in the presence of a notary public by applicant(s) and spouse(s). See guideline for required signatures.  
<http://www.lcc.ne.gov/pdfs/New%20Application%20Guideline.pdf>

  
\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Signature of Spouse

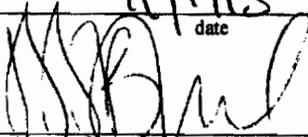
ACKNOWLEDGEMENT

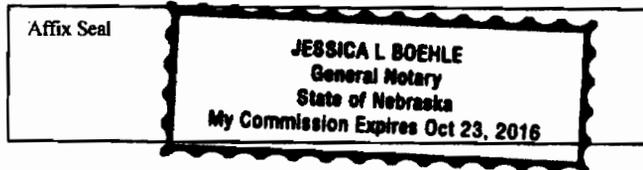
State of Nebraska  
County of Douglas

The foregoing instrument was acknowledged before me this

11/11/13  
date

by Nick Johnson  
name of person acknowledged

  
\_\_\_\_\_  
Notary Public signature



In compliance with the ADA, this application is available in other formats for persons with disabilities.  
A ten day advance period is required in writing to produce the alternate format.

**APPLICATION FOR LIQUOR LICENSE  
INDIVIDUAL  
INSERT - FORM 1**

NEBRASKA LIQUOR CONTROL COMMISSION  
301 CENTENNIAL MALL SOUTH  
PO BOX 95046  
LINCOLN, NE 68509-5046  
PHONE: (402) 471-2571  
FAX: (402) 471-2814  
Website: [www.lcc.ne.gov](http://www.lcc.ne.gov)

Office Use

**Individual applicants, including spouse, are required to adhere to the following requirements**

- 1) **Must be a citizen of the United States**
- 2) **Must be a Nebraska resident (Chapter 2 - 006)**
- 3) **Must provide a copy of their certified birth certificate or INS papers**
- 4) **Must submit their fingerprints (2 cards per person)**
- 5) **Must sign the signature page of the Application for License form**
- 6) **Applicant may be required to take a training course**

Name of individual applicant who will hold license

Last Name: Johnson  
First Name: Tyler MI: J  
Home Address: 2922 Farnam St. Apt C City: Omaha Zip Code: 68131  
Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Home Telephone Number: 712-574-2922 cell/home  
Drivers License Number: \_\_\_\_\_ State: Nebraska

Are you married? (Please note if the above listed individual is separated, etc. spouse's information is still required to be listed below)

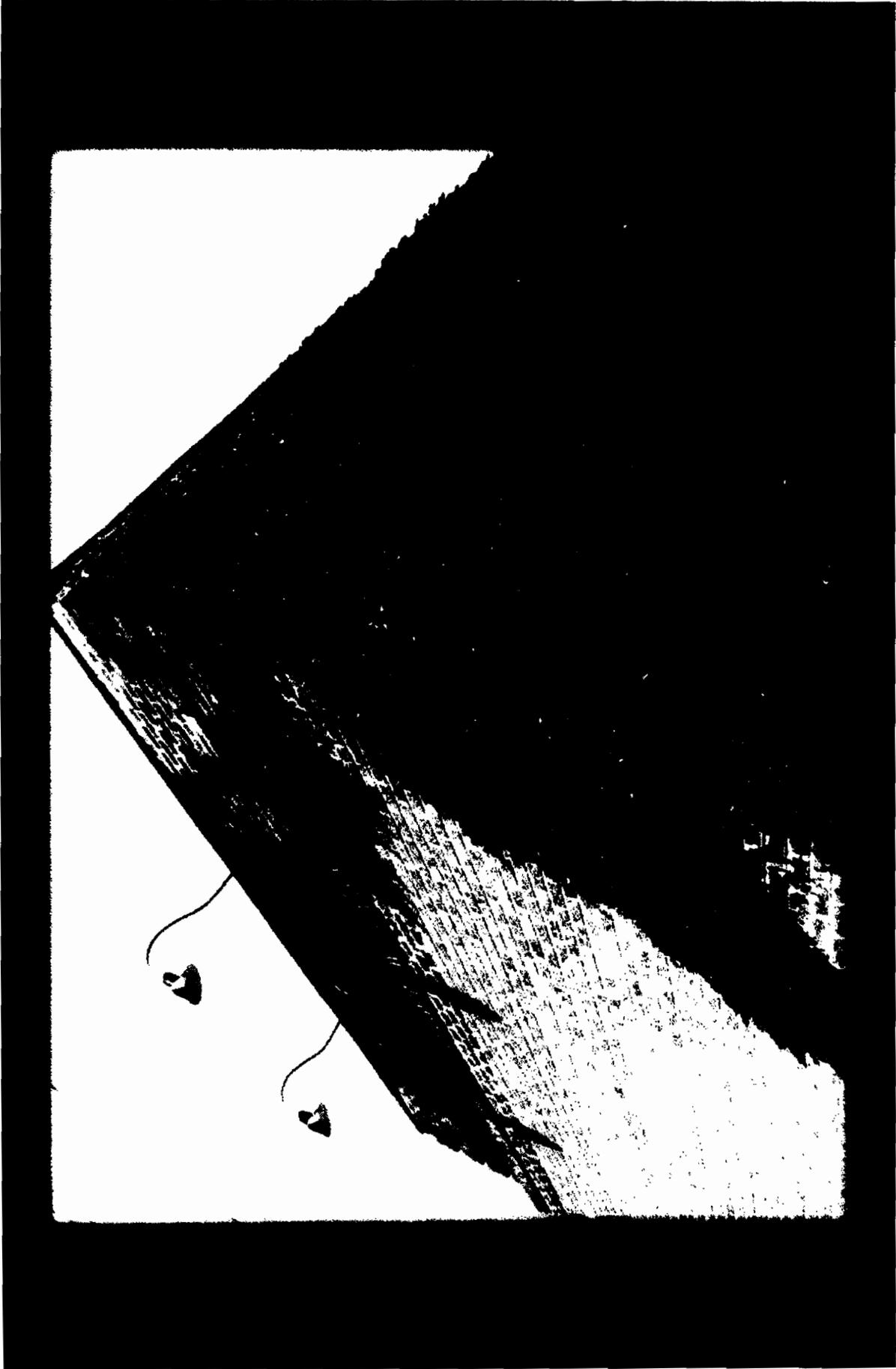
YES

NO

If yes, provide your spouse's information below

Spouses Last Name: \_\_\_\_\_  
Spouses First Name: \_\_\_\_\_ MI: \_\_\_\_\_  
Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Drivers License Number: \_\_\_\_\_ State: \_\_\_\_\_

In compliance with the ADA, this individual insert form 1 is available in other formats for person with disabilities. A ten day advance period is required in writing to produce the alternate format.



SIDE DOOR LOUNGE – omaha

# OPPORTUNITY RATIONALE

---

Steve Jamrozy, an Omaha entrepreneur/artist, has recently been provided an opportunity to work with a new venture in Austin, Texas.

Steve owns the building and the home next to the Side Door Lounge and has offered a lease opportunity to take over the bar business that he had developed and has continued to build at the Side Door Lounge.

The lease agreement is currently set for December 1<sup>st</sup>, contingent upon obtaining a proper liquor license and passing inspection.

This is a unique opportunity with an established customer base and community awareness/involvement. The Side Door Lounge, under our vision, will be a great mix of craft cocktails, live music, art and community conversations.

# SPIRITED HISTORY

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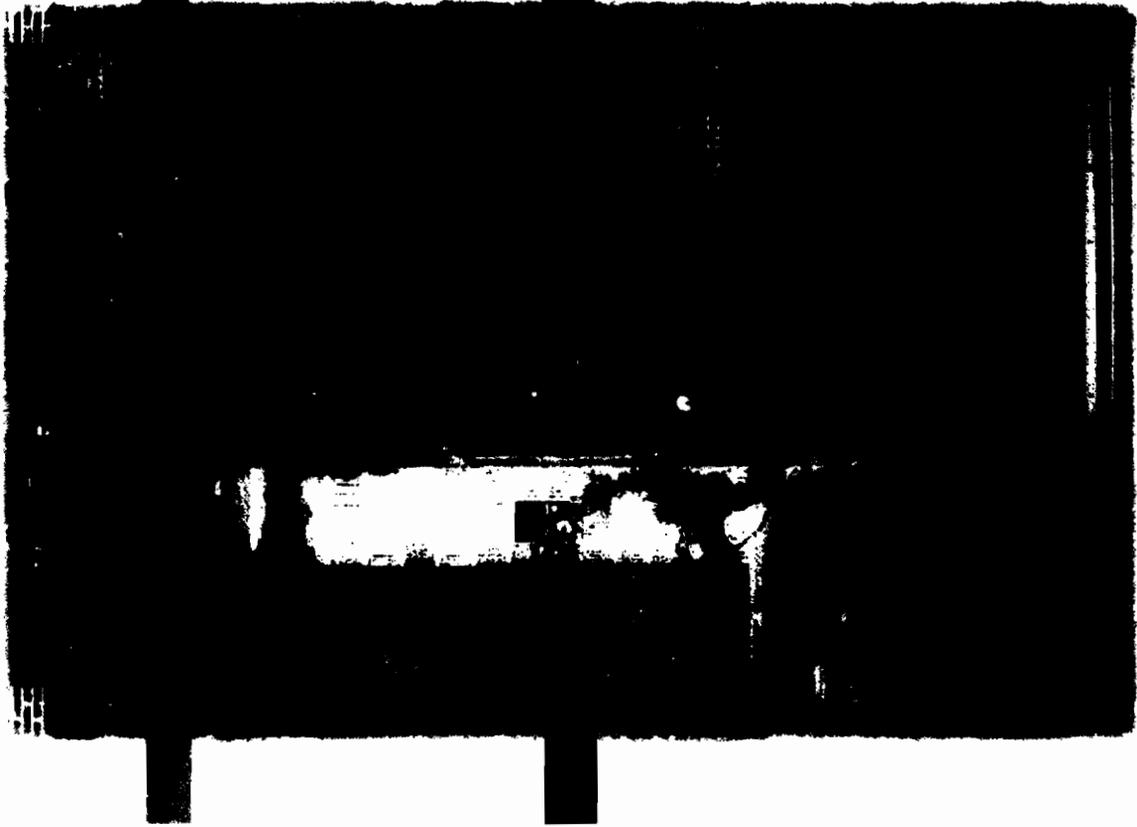
Alcohol has long been regarded as a social leveler, and the act of communal drinking as a means of communication between those of different ranks and status in society.

The central role of an alcoholic drink exchange and reciprocal giving in the establishment and reaffirmation of social bonds has long been recognized by anthropologists, sociologists and even zoologists, so fundamental is this practice to the survival of any social species.

The combination of these factors, the special alchemy of design, ritual and alcohol that characterizes the drinking-place and sets it apart from other public institutions and social environments, ensures that, in many cultures, the drinking-place is at the center of community life.

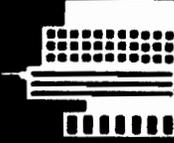
For example, without the creation of beer religion, art, math, science, farming, and medicine were all inspired from the creation of beer and the quest to make it better and more assessable for the masses.

The following pages are intended to outline the potential opportunity and vision strategy to enhance the operations of the Side Door Lounge and better position it's relationship within the Omaha community, resulting in consistent growth in attendance ultimately increasing sales.



# SUPPORTIVE RESEARCH

DEMOGRAPHICS

		
2012 Population: 1,203,452	Average Household Income: \$68,840	Ranked #4 America's Happiest City in 2011
Daytime Population: (Dodge Street Corridor) 260,961	2011 median household income in Omaha MSA was 10% higher than the national average	Ranked #5 Best Cities for Business by Market Watch
	Ranked #1 Lowest Unemployment Rate by Business Journals	
	Ranked #1 Most Affordable State by Forbes	
	<b>#1</b>	

# QUICK FACTS

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- Developed from the minds behind Omaha's Flatiron Café, the Side Door Lounge is a trendy acoustically designed nightclub steps away from the Midtown Crossing development near Omaha's Old Market District.
- 1,400 sq. feet main floor
  - 2 bathroom's each with 1 toilet and 1 sink
  - Finished basement with:
    - Office
    - Bathroom
    - Liquor storage and cooler
- Existing Social Media Network
  - Most Popular with 25 – 34 year olds
  - 2562 current friends/"likes" on Facebook
  - Twitter Account [active followers TBD]
- Maximum capacity 65

# SWOT ANALYSIS

## STRENGTHS

- Close to Midtown & Downtown
- Turn Key Start-up
  - Facilities, vendors, equipment
  - Established clientele
  - Established Facebook & Twitter
- Acoustically Designed Space

## WEAKNESS

- Parking
- Capacity (max 65 people)
- Transitioning Neighborhood

## OPPORTUNITIES

- Streaming Video / Pod Casts
- Art Showings
- Private Events
- Bottle Service at Events
- Live Entertainment
- Neighborhood Events
- Chamber of Commerce Mixers

## THREATS

- Capacity
- First Time Operator/Owner of Bar Business
- Prohibition

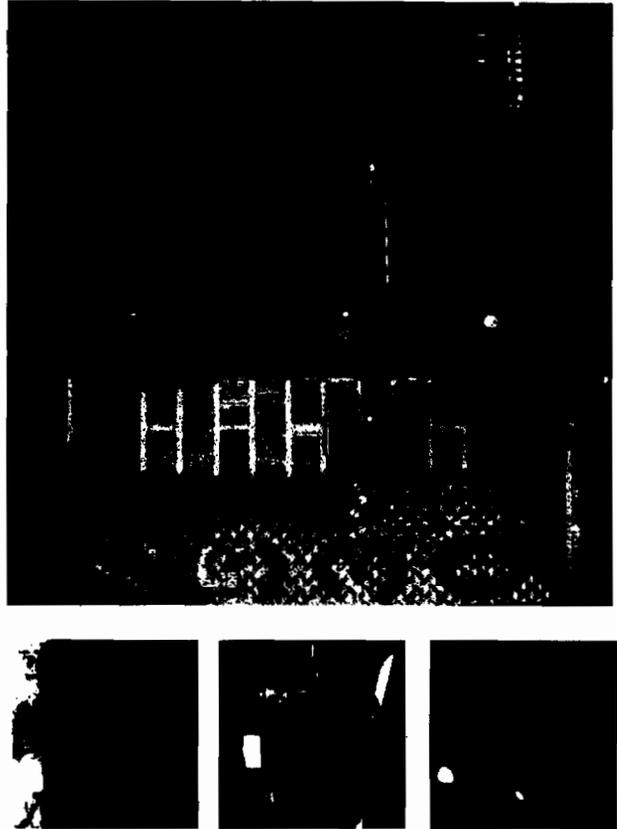
# OPERATIONS BUDGET

Start-Up	
Good Faith Deposit	\$1,000.00
Deposit	\$5,000.00
Liquor License	\$700.00
Start-up Liquor	\$6,000.00
<b>TOTAL</b>	<b>\$12,700.00</b>

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Monthly Expenses	
Lease	\$2,000.00
Utilities	\$500.00
Internet/Phone	\$100.00
Insurance	\$110.00
Taxes	\$150.00
Wages	\$5,000.00
Artist/Entertainers	\$1,000.00
Family Loan	\$325.00
Rainy Day	\$500.00
<b>TOTAL</b>	<b>\$9,685.00</b>

Hours: Tuesday - Friday | 5PM to 2AM  
 Saturday & Sunday | 2PM to 2AM  
 CLOSED on Monday's



# P&L PROJECTIONS

## Break Even Projections

Monthly Traffic 388  
Average Order \$25.00

Estimated Monthly Sales \$9,700.00

Estimated Annual Sales \$116,400.00  
P&L \$180.00

## Suggested Projections

Monthly Traffic 400  
Average Order \$25.00

Estimated Monthly Sales \$10,000.00

Estimated Annual Sales \$120,000.00  
P&L \$3,780.00

## Growth Projections

Monthly Traffic 1755  
Average Order \$25.00

Estimated Monthly Sales \$43,875.00

Estimated Annual Sales \$526,500.00  
P&L \$410,280.00

## GOALS – year 1:

- Daily minimum of \$360 in sales
- Maintain capacity at each event
- Increase FB "Likes" to 15,000
- OWH | Reader | Omaha Magazine Article
- Article in a national publication
- Launch website & new brand identity

# OPPORTUNITIES & EVENTS

---

- Tuesday Night
  - Pub Quiz Game Night
  - Local Musician
- Wednesday Night
  - Open Mic Night
- Thursday Night
  - Spoken Word
  - Cabaret
- Friday Night
  - Jazz Group – Early
  - Local Musician
  - DJ – Late Night
- Saturday Night
  - Improv Comedy / Comedian
  - Local Musician
  - Live Band [regional / national]
  - DJ – Late Night
- Sunday Night
  - Jazz Group
  - Local Musician or DJ
- Other Opportunities
  - Recording Space
  - Private Events
  - Branded Merchandise

# LEADERSHIP



TJ Johnson brings a unique ability to quickly understand a greater vision and identify the tactics to make it a reality. With 12 years of experiential expertise, TJ has been instrumental in developing a series of successful technology convergence sales pilots with a client list that includes: Intel, Gateway, Sony, Microsoft and HP. He also brings extensive knowledge of the O'Brien Voice of the Customer™ as he was a part of OBI Creative at its inception and was instrumental in the development of the o.VoC™ methodology.

From April of 2010 to March of 2012, TJ took a hiatus from OBI to focus on his love of music; collaborating with area artists, his band "Broken Truth" and children's music project "Betwixt". TJ is a graduate of Brown College (Mendota Heights, MN) with a degree in Television Production. Currently, TJ is an account manager and o.VoC™ analyst at OBI Creative – a marketing and strategy agency in Midtown Omaha.

TJ is currently working on a solo album set to release in 2014, and in his spare time, he enjoys cooking, concerts, theatre, quality time with his family, friends and dogs, as well as periodic weekend naps.

# TERMS & NEXT STEPS

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## Terms:

- ❑ 3 year lease with 2 options to renew
  - \$2000 (years 1 – 3)
  - \$2200 (years 4 – 6)
  - \$2500 (years 7 – 9)
- ❑ All equipment and fixtures stay – except for Steve’s personal art work

## Next Steps:

- ❑ Retain Insurance
- ❑ Apply for liquor license
- ❑ Execute lease
- ❑ Order product
- ❑ Grand Re-Opening

THANK YOU!

712.574.2922 | tjohnson82@gmail.com

**APPLICATION FOR TEMPORARY OPERATING PERMIT (TOP)**

Office Use

NEBRASKA LIQUOR CONTROL COMMISSION  
301 CENTENNIAL MALL SOUTH  
PO BOX 95046  
LINCOLN, NE 68509-5046  
PHONE: (402) 471-2571  
FAX: (402) 471-2814  
Website: [www.lcc.ne.gov](http://www.lcc.ne.gov)

- Enclose completed application for liquor license from purchasers
- Enclose document showing sale of business; document may be in the form of purchase agreement/contract, management agreement or promissory note. Must include purchase date or closing date within 2-3 weeks of requesting TOP. Must show name of business being sold. Must be signed by seller.

**NAME OF EXISTING BUSINESS (SELLER) AND LICENSE**

# FMY DBA SIDE DOOR Lounge 088359

On (date) Oct. 25, 2013 seller and buyer entered into a contract for sale of the business known as SIDE DOOR Lounge

Buyer seeks to obtain a Temporary Operating Permit (TOP) to allow them to operate the business under the same terms and conditions of premise licensee; subject to approval by the Nebraska Liquor Control Commission (NLCC) for a period not to exceed 90 days.

Seller hereby declares that they are current on all accounts with all Nebraska licensed wholesaler under section §53-123.02. A seller who provides false information regarding such accounts is guilty of a Class IV misdemeanor for each offense.

[Signature]  
Signature of Seller

[Signature]  
Signature of Buyer

State of Nebraska  
County of Douglas

State of Nebraska  
County of Douglas

The forgoing instrument was acknowledged before me this 10/25/13

The forgoing instrument was acknowledged before me this 10/25/13

[Signature]  
Date  
Notary Public Signature

[Signature]  
Date  
Notary Public Signature

Affix Seal Here  
**JESSICA L BOEHLE**  
General Notary  
State of Nebraska  
My Commission Expires Oct 23, 2016

Affix Seal Here  
**JESSICA L BOEHLE**  
General Notary  
State of Nebraska  
My Commission Expires Oct 23, 2016

# Temporary Operating Permit

Nebraska Liquor Control Commission

**13 – 938**

**Class I**

**Issued: 12/01/2013 – Expires: 03/03/2014**

**JOHNSON, TYLER J..**

**DBA: SIDE DOOR LOUNGE OMAHA, 3530 LEAVENWORTH ST., OMAHA**

**Description: ONE STORY BLDG APPROX 72'X 23' INCLUDING BASEMENT AND  
SIDEWALK CAFE APPROX 11'X 60'**

**Hobert B Rupe - Executive Director**  
**Nebraska Liquor Control Commission**  
**301 Centennial Mall South, 5<sup>th</sup> Floor**  
**Lincoln, NE 68509**  
**(402) 471 – 2571**



**\* NO EXTENSIONS OF THIS PERMIT WILL BE ALLOWED\***

# TOP REVIEW SHEET

November <sup>12</sup> 7, 2013  
JM-C - #105938

Applicant: Tyler J Johnson dba Side Door Lounge Omaha  
3530 Leavenworth Ave, Omaha / Douglas County 68105

Document: No purchase agreement

No pending citations on replacement license

TOP OK to Issue \_\_\_\_\_

TOP Denied mm

Reason denied:

No purchase agreement

11/12/13 purchase agreement received showing sell  
of business

TOP-OK- mm



1300024263

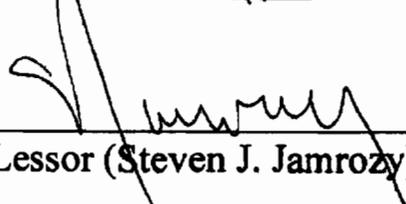
## PURCHASE AGREEMENT

This purchase agreement, is made and executed in Omaha, Douglas County, Nebraska by and between Steven J. Jamrozy ("Lessor"), whose address is 3524 Leavenworth Street, Omaha, Nebraska 68105, and Tyler J. Johnson, an individual ("Lessee"), whose address is 2922 Farnam Street Apartment C, Omaha, Nebraska, 68131.

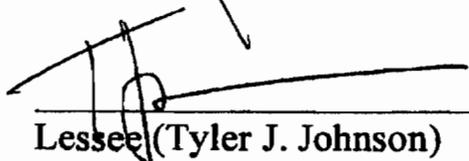
Lessor have entered into a purchase agreement of the Side Door Lounge and will be selling the Side Door Lounge name, brand identity, online social media web presence and will be leasing the building per the lease agreement made between Lessee and Lessor.

This is a purchase agreement of the Side Door Lounge Brand, as outlined above, and has been agreed to per the lease terms on October 25, 2013 between Lessor and Lessee.

IN WITNESS WHEREOF, the parties have executed this purchase agreement this 11 day of November, 2013.

  
\_\_\_\_\_  
Lessor (Steven J. Jamrozy)

11.11.13  
Date

  
\_\_\_\_\_  
Lessee (Tyler J. Johnson)

11.11.13  
Date