

The City of Wis. Dells Public Works office has received an application for a Conditional Use Permit and Site Plan permit from Chula Vista Golf Resort Inc. to construct a garage/storage building. The plan is to add a 60ft x 80ft building to store golf carts with an additional 30ft x 30ft area for cold storage of other items. The building will be located on Adams County, City of Wisconsin Dells Tax Parcels 390 and 400-10. This property is zoned PDD-1 (Planned Development District), which is specific for the Chula Vista development. However, any land uses that are not specifically identified in the Development Agreement are evaluated use the C-4 Zoning Large Scale commercial district standards, which requires a CUP for a Garage, non-residential.

As a cold storage building for the Golf course resort that dominates this area, this building does not raise any concerns. There are no parking requirements for non-residential garages. There is no storm water requirement for small projects, and there is no reasonable concerns of storm water effects.

As this area is already significantly developed this building does not significantly impact the natural environment; however it is a new building on currently vacant land.

As all of the surrounding properties are already developed, this garage would not seem to impact the development of the surrounding property.

The effects of this project on surrounding properties would not seem significant due to the pre-existing existence of extensive commercial uses.

This project should not affect the City's financial ability to provide public services.

However, this building appears to fall directly on an old quarter section line, which is by default a property tax parcel line. Currently, Chula Vista Golf Resort Inc. owns both parcels. This tax parcel line is not intended to be a property ownership line, but exists as a remnant of the Public Land Survey System (PLSS) creation of towns, sections, and quarter sections many years ago.

However, the possibility still remains that one of the tax parcels could be sold and ownership of the building could be dissected. This would not be acceptable, and the parcel line would have to be moved prior to the sale. At this time, this seems unlikely. In addition, given the common use of the golf course surrounding this property, it seems unlikely that the tax parcels would be sold separately, or owned by different entities.

As such I believe the City can approve the Site plan as is. However, if there ever were a sale in the future, the parcel boundaries will have to be revised so the building sits on one parcel. Therefore, not addressed now, this could become an issue in the future.

Recommendations:

Approve CUP for non-residential garage with no conditions

Approve Site plan for garage with the condition that parcel line be addressed by April 1, 2016.

Chris Tollaksen
City of Wis. Dells

CONDITIONAL USE APPLICATION

Wisconsin Dells, Wisconsin

Version: May 21, 2007

General instructions. Complete this application as it applies to your project and submit one copy to the zoning administrator along with the required application fee. Before you formally submit your application and fee, you may submit one copy to the zoning administrator who will ensure it is complete. If you have any questions, don't hesitate to contact the zoning administrator at 608-253-2542. You may obtain a digital copy of this file from the zoning administrator.

- Office Use Only -

Initial application fee	\$525.00
Receipt number	53411
Application number	

1. Applicant information

Applicant name Chula Vista Golf Resort Inc.
 Street address 1000 Chula Vista Parkway
 City Wis Dells
 State and zip code Wis 53965
 Daytime telephone number 608 235 2333
 Fax number, if any _____
 E-mail, if any mikek@chulavistaresort.com

2. Subject property information

Street address	<u>1000 Chula Vista Parkway</u>
Parcel number	<small>Note: the parcel number can be found on the tax bill for the property or may be obtained from the City.</small>
Current zoning classification(s)	<u>Commercial</u>
Describe the current use	<u>NON Residential Garage</u>

3. Proposed use. Describe the proposed use.

Cart storage - Golf Carts.

4. Operating conditions. For non-residential uses, describe anticipated operating conditions (hours of operation, conditions that may affect surrounding properties, etc.)

Daily storage of Golf Carts

SITE PLAN APPLICATION

Wisconsin Dells, Wisconsin

Version: May 21, 2007

General instructions. Complete this application as it applies to your project and submit one copy to the zoning administrator along with the required application fee. Before you formally submit your application and fee, you may submit one copy to the zoning administrator who will ensure it is complete. If you have any questions, don't hesitate to contact the zoning administrator at 608-253-2542. You may obtain a digital copy of this form from the zoning administrator.

- Office Use Only -

Initial application fee	
Receipt number	
Application number	

1. Applicant information

Applicant name	Chula Vista Golf Resort Inc
Street address	1000 Chula Vista Parkway
City	Wisconsin Dells
State and zip code	WI 53965
Daytime telephone number	608-253-2333
Fax number, if any	
E-mail, if any	

2. Subject property information

Street address	1000 Chula Vista Parkway	
Parcel number	390 & 400-10	Note: the parcel number can be found on the tax bill for the property or may be obtained from the City.
Current zoning classification(s)	PDD-1	
Describe the current use	Golf course and club house	

3. Proposed use. Describe the proposed use.

Non-residential Garage. Cold storage for golf carts

4. Operating conditions. For non-residential uses, describe anticipated operating conditions (hours of operation, conditions that may affect surrounding properties, etc.)

Daily Storage of Golf Carts

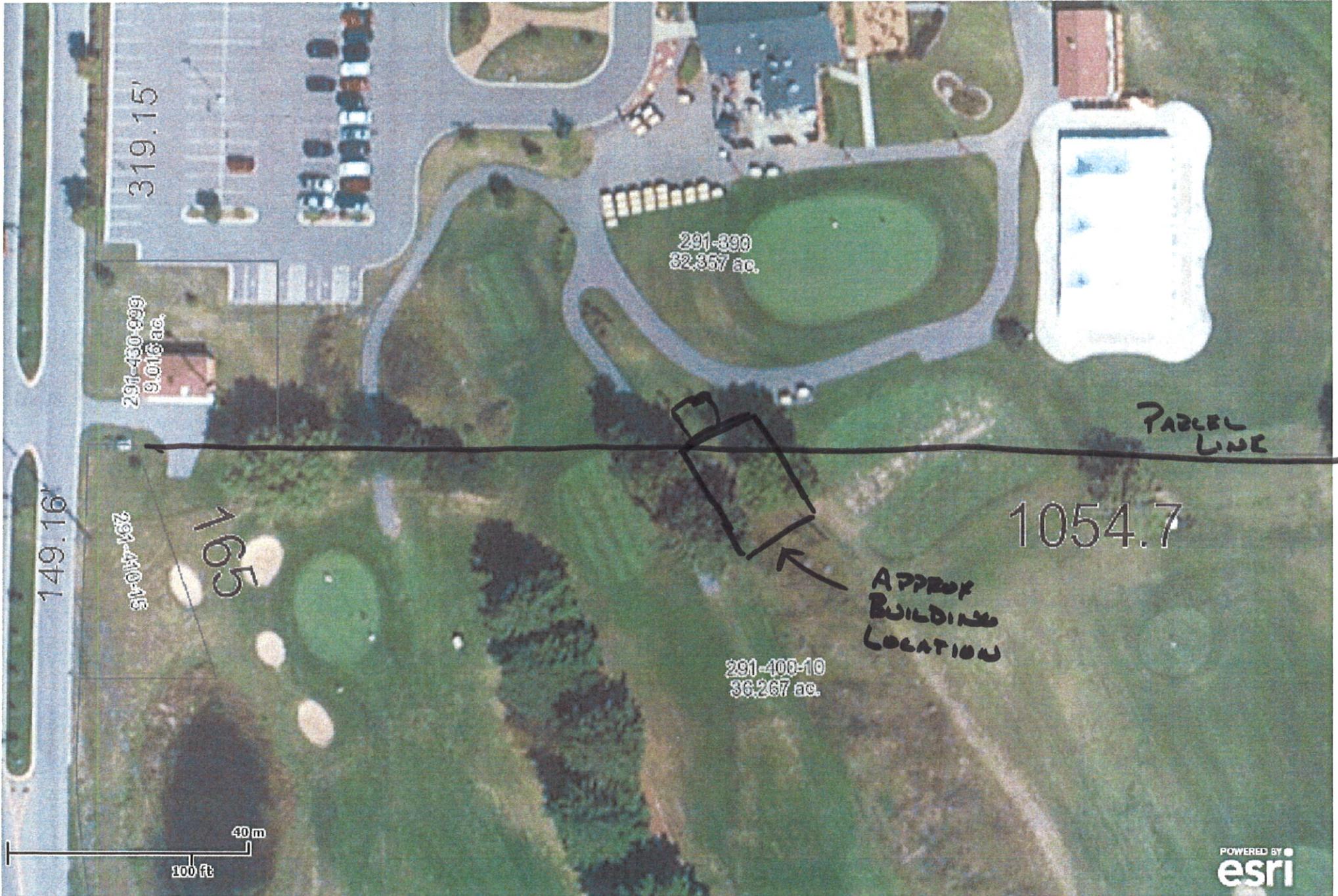
5. Potential nuisances. Describe any potential nuisances relating to street access, traffic visibility, parking, loading, exterior storage, exterior lighting, vibration, noise, air pollution, odor, electromagnetic radiation, glare and heat, fire and explosion, toxic or noxious materials, waste materials, drainage, and hazardous materials.



C1.0 Proposed Site Plan
Chula Vista Golf Resort - Golf Cart Storage Garage



My Map



Port Huron Brewing Company, LLC, 805 Business Park Rd., Wisconsin Dells, WI, does hereby request the following amendment to our Conditional Use Permit:

Amend the closing time restriction from 9 PM to 12 Midnight

Remove the restriction permitting the business' days of operation from Wednesday through Saturday and allow business to be open any day of the week.

Tanner Brethorst, Manager

RESOLUTION NO. 3718

BE IT HEREBY RESOLVED by the City of Wisconsin Dells, Columbia, Sauk, Adams and Juneau Counties, Wisconsin, that based upon the recommendation of the CITY PLAN COMMISSION from their November 10, 2010 meeting;

TO APPROVE a Conditional Use Permit, per Municipal Code sec. 19.371(8), to Bruce McPhee/Port Huron Brewing Co. in order to allow Industrial, Heavy Use (brewery) and accessory use Industrial District Retail (tasting room) at 805 Business Park Road in the Industrial Park with the following conditions:

1. Applicant purchases the property.
2. Approved adoption of "Industrial District Retail" in the zoning code.
- 3. Retail sales occur only on Wednesdays through Saturdays ending at 9:00PM.
4. The applicant should direct delivery drivers to use Business Park Road to access the premises.
5. Adequate parking be provided for the "Tap Room"



Eric C. Helland, Mayor



Dale D. Darling, Clerk/Treasurer

Vote: 6 ayes; 0 nays
Date Introduced: November 15, 2010
Date Passed: 11-15-10
Date Published: 11-20-10

Conditional Use Permit

Principal Use: Industrial-heavy (brewery)

Accessory Use: Industrial District Retail (tasting room)

5 Business Park Rd

staff Report for Plan Commission, 11/10/10

The City of Wis. Dells has received a Conditional Use Permit application from Bruce McPhee/Port Huron Brewing Co. for an "Industrial-heavy" principal use and an "Industrial District Retail" accessory use at 805 Business Park Rd. (Blue Hills Litho building), which is in the I-1, Industrial zoning district. The applicant is proposing operating a small scale brewery with a tasting room at this location.

The applicant had appeared before the commission last month; however at that time the City of Wisconsin Dells Zoning code did not have a provision for the "Industrial District Retail" accessory use. Therefore, the retail sale of beer from this location could only be defined as a "Micro-brewery" land use, and such a use is not permitted in the I-1 zoning district. The applicant has stated that their intended use of the property is primarily industrial in the actual production of the beer, with only a limited retail sale of the beer on-site. The "Micro-brewery" land use is defined as primarily a retail sale of beer, liquor and food use. The Plan Commission gave direction for a provision to be made in the zoning code to address situation such as this, where the primary use is the production of a product and the retail sales are secondary and occur in a limited capacity. Concurrent with this application, the Plan Commission is considering an update to the zoning code to add "Industrial District Retail" as a conditionally permitted accessory use. This allows the Plan Commission to consider limited retail sales from a production facility and impose any conditions on such use as the commission deems prudent.

The current application requests a permit for the production brewery as well as a "Tap Room" in which beer will be sold by the glass or in to-go containers known as "growlers". Merchandise for the brewery, such as T-shirts, hats, and glasses with the brewery logo, would also be sold from the on-site "Tap Room". The "Tap Room" will take up approximately 25% of the floor area of the building, will only sell beer that is brewed on the premises, and will have limited operating hours. The proposed "Tap Room" in the application will consist of a bar top and tables and chairs with seating for approximately 40 people. The applicant is proposing the "Tap Room" be open until 9PM Wednesday through Saturday. The normal parking standard of 1 stall per 3 seats, plus employees, would require 14 spaces for customers. The applicant has stated that there would only be 3 or 4 employees at most, requiring 18 parking spaces. 1 handicap stall would be required. The parking area on the preliminary site plan should easily handle 18 stalls. In addition, there is a significant amount of space to the north-west of the building that could be use for parking, even if there are future additions to the building.

The "Industrial, heavy" use would probably be a solid utility customer. A concern with a brewery would be the smell that is generated from the brewing process. While this smell is usually not a particularly offensive smell, it is distinctive and can be noticeable from quite a distance. The applicant has stated that the size of this operation would be such that not a great number of jobs would be created. That also means that traffic, in the form of raw material delivery in and product shipment out, would be relatively limited. The applicant has indicated that supplies would be delivered approximately every 2 weeks and distributors would only be taking shipment out once or twice a week.

When the brewery was proposed last month, the Plan Commission seemed receptive, but did not take action. Rather, the commission requested the zoning code be updated to address the retail sales in the industrial district and the entire operation be considered as one package.

There are no new buildings being built as part of this initial request, so a site plan will not be required. However, the application indicates future buildings may be built, and these will require site-plan approval.

It should be made clear to the applicant that this permit is issued specifically to them. Should they decide to sell the business, the prospective buyers would have to obtain a CUP for the brewery and the retail use. If the applicant expands the operation, an assessment would be done by this office to determine if this expansion would alter the findings of this review. If the expansion is deemed to be a significant change to the issues considered at this time, an additional CUP will

be required for the expansion. To clarify, the construction of an additional storage area may not significantly change the issues considered at this time, and would therefore not require an additional CUP. However, an addition that doubles the manufacturing capacity of the site may significantly increase the traffic and smell at the site, this would require an additional CUP. Any addition to the size or capacity of the "Tap Room" and/or the retail sales of beer at the site would require a CUP. The City zoning code states that the construction of real taxable property as part of a CUP causes the CUP to run with the property and be binding to future owners.

At this time, the applicant does not own the property.

The manufacturing part of this project is consistent with the industrial planning for this area. Business Park Rd was constructed as the primary access to businesses in this area and should be utilized by the brewery.

The retail sales represent a departure for the Industrial nature of this district. However, limited retail sales from any manufacturing process may be important to the viability of the manufacturing business and is therefore consistent with promoting diverse economic development within the City.

The stated size of this project does not appear to create a traffic hazard.

As an existing facility in the industrial district, the property is well suited for the manufacturing use and will have no significant impact on the natural environment.

The stated use should have little effect on the surrounding properties, except for the smell that would be produced during the brewing process.

An approval should carry at least the following conditions:

1. The applicant purchases the property.
2. The creation of the "Industrial District Retail" becomes effective.
3. Retail sales occur only on Wednesday through Saturday and end at 9PM (or any other day or time restrictions the commission deem prudent).

The applicant should direct delivery drivers to use Business Park Rd to access the premises.

4. Adequate parking be provided for the "Tap Room".
5. Any other conditions the Plan Commission feels necessary.

Chris Tollaksen - Wis. Dells Public Works

11/10/2010

Conditional Use Application

Wisconsin Dells, Wisconsin

1. Applicant Information:

Applicant Name: Bruce McPhee / Port Huron Brewing Co.

Street Address: 32 Fuller Ct.

City: Madison

State and Zip Code: WI 53704

Daytime Telephone Number: 608-244-6067

E-Mail: bim828@sbcglobal.net

-Office Use Only-

Initial Application Fee \$525.00

Receipt Number _____

Application Number _____

2. Subject Property Information

Street Address: 805 Business Park Rd., Wisconsin Dells, WI

Current Zoning Classifications: I-1

Describe the current use: Building is vacant at present.

3. Proposed Use. Describe the proposed use.

The proposed business will be a Production Brewery. Operations will include the Brewing, Packaging, Storage, Shipment, and Retailing (limited serving) of Beer that is brewed on-site, as well as Retail Sales of promotional items/gifts related to the promotion of the Brewery. **See Appendix for detailed description of proposed use. (Item 2)**

4. Operating Conditions. For non-residential uses, describe anticipated operating conditions (hours of operation, conditions that may affect surrounding properties, etc.)

The Brewery is expected to operate 5-6 days per week producing beer. Daily operation would amount to 8-10 hours. In addition, a proposed Sampling / Hospitality Room ("Tap Room") would be open to the public until 9 PM Wednesday through Saturday.

5. **Off-Site Effects.** Describe any potential nuisances and mitigating circumstances relating to street access, traffic visibility, parking, loading, exterior storage, exterior lighting, vibration, noise, air pollution, odor, electromagnetic radiation, glare and heat, fire and explosion, toxic or other noxious materials, waste materials, drainage, and hazardous materials.
- **Parking on site:** Little to No overflow to street expected
 - **Noise:** Very Limited noise; Outside noise limited to delivery trucks, grain auger (10 min/day max., and refrigeration unit to be located behind building.
 - **Exhaust:** Minimal exhaust from brew kettle stack.
 - **Odor:** Little/no odor from brewing exhaust. Little/no odor from removal of grain.
 - **Waste Materials:** All waste will be removed via dumpster or grain truck.
6. **Review Criteria.** The Plan Commission in making its recommendation to the common council in making its decision must consider the factors listed below. Provide a response to each. (See Section 19.373 of the Municipal Code.)

a) **Consistency of the proposed use with the City's Comprehensive Plan and Neighborhood Plan of other subarea plan, if any.**

The Business should be considered consistent with the City's Comprehensive Plan. This Brewery and its Tasting/Sampling Room ("Tap Room") will promote the City of Wisconsin Dells through many channels. The Brewery's presence through advertising and packaging will connect Wisconsin Dells to the Port Huron Brewing Co. Our reputation as a very high quality beer will promote a sense of pride in those who are residents of the community. The Brewery and "Tap Room" will also promote a stronger connection to the Wisconsin Dells through the experience enjoyed by those enjoy our products and those who visit the brewery.

Consistency with the City's Comprehensive Plan may be found in the Appendix. See **Item 1 in the Appendix.**

b) **Effects of the proposed use on traffic safety and efficiency and pedestrian circulation, both on-site and off-site.**

Limited traffic issues are anticipated due to delivery and product pick-up. Parking for the Tasting/Sampling Room ("Tap Room") will be adequate as required by Zoning Regulations. Little / no overflow is expected. Traffic efficiency is not expected to be affected, nor is pedestrian circulation. As requested at a prior zoning hearing, traffic exiting the parking area at the brewery will be directed toward Hwy. 23 as to minimize any deterioration of side streets.

c) **The Suitability of the subject property for the proposed use.**

The proposed brewery is considered to be well suited to the community and more specifically, to the subject location in the Business Park. The lot at 805 Business Park Rd. has ample room for expansion, should the company require more room in the future.

The existing building has high ceilings, which are a pre-requisite for the equipment that will be installed. The building in question has ample turn-around/back-up space for the semi trucks that will be delivering raw materials as well as receiving packaged beer. The lot/building also has adequate space for the creation of a parking lot. This parking lot will be used by employees and visitors to the "Tap Room". The amount of parking space available is more than ample as required by law, so as to not overflow to the city streets and cause any traffic issues.

d) Effects of the proposed use on the natural environment.

Other than VERY MINIMAL odor associated with the boiling process and with spent grain removal, no effects are anticipated.

e) Effects of the proposed use on surrounding properties, including operational considerations relating to hours of operation and creation of potential nuisances.

Very little impact on the surrounding properties is anticipated. The Brewery proper will operate during normal business hours. The Sampling/Tasting Room ("Tap Room") will NOT operate past 9:00 PM on any day. Little/no noise is expected from either of these operations, and nuisances are not expected.

*Detailed information regarding the operation of the "Tap Room" can be found in the Appendix. See Item 2 in the Appendix.

f) Effects of the proposed use on the normal and orderly development and improvement of the surrounding property for uses permitted in the district.

It is conceivable that the creation of a brewery in the Wisconsin Dells Business Park could draw other businesses to the business park, provided they fit Zoning Regulations. No adverse affects are anticipated for the Industrial District.

g) Effects of the proposed use on the city's ability to provide public services.

None anticipated.

7. Project Map

2 Maps of this project (site map and building floor plan) were submitted to the Zoning & Planning Commission for its meeting on October 13, 2010.

8. Applicant Certification

- I certify that the application is true as of the date it was submitted to the City for review.
- I understand that I may be charged additional fees (above and beyond the initial application fee) consistent with the agreement below

Bruce J. McPhee

10/21/2010

Applicant Signature

Date

Governing Regulations The procedures and standards governing this application process are found in Chapter 19, Article 4, Division 6 of the City's Municipal Code.

Reimbursement Agreement for Application Review Costs

A. Payment for Eligible Costs.

By submitting this application for review, the applicant agrees to pay all administrative costs incurred by the City in the processing, study, and review of the application including costs for planning, legal, engineering, and related services, referred to herein as eligible costs.

B. Guarantee of Payment.

To guarantee reimbursement, the applicant shall submit one of the following along with this application:

1. An irrevocable letter of credit in the name of the City in an amount as set by the zoning administrator; or
2. A cash deposit in an amount as set by the zoning administrator

If a cash deposit is used to guarantee reimbursement, the City will periodically deduct from the cash account such amounts necessary to pay for eligible costs and submit a written statement to the applicant. If a letter of credit is used, the applicant agrees to pay such amounts as invoiced within 7 days of the invoice date. AN interest rate of 1 ½ percent shall be charged on invoices not paid within 30 days of the invoice date. The City shall access the letter of credit to pay for overdue invoices, including late penalty charges, and submit a written notice to the applicant.

If remaining monies in the cash account are insufficient to pay for current and reasonably anticipated eligible costs, the applicant agrees to deposit additional monies into the cash account in an amount as set by the zoning administrator. If the principal amount of the irrevocable letter of credit is insufficient to pay for current and reasonably anticipated eligible costs, the applicant agrees to submit a second letter of credit in an amount as set by the zoning administrator. The applicant may withdraw this application prior to final action by the City Council by submitting a written letter to the City. Upon such notice, the City will cease all work related to the review of the application. However, the withdrawal of this application does not terminate this reimbursement agreement.

If the applicant does not pay for eligible costs, the City Clerk/Treasurer shall add the outstanding balance to the tax roll as a special assessment against the subject property. In addition, the City may pursue other legal means to obtain the outstanding balance as allowed by law.

C. Termination of Guarantee

If a cash deposit is used to guarantee reimbursement, the City agrees to reimburse the applicant any unused monies in the cash account, including earned interest, within 60 days of the date when the City Council takes final action on the application. If a letter of credit is used, the City shall send a written letter to the applicant releasing the applicant from the letter of credit when all outstanding invoices have been paid.

Bruce J. McPhee

10/21/2010

Applicant Signature

Date

Project Map Checklist:

Project Name, Applicant Name, and Preparation Date are included.

Appendix

Port Huron Brewing Co. Conditional Use Application

Item 1: Consistency with the City's Comprehensive Plan.

- **City of Wisconsin Dells – Economic Development Element – 2003 . (from City of Wisconsin Dells website)**
 - Economic Development Element – Ch. 4
 - Economic Goals & Objectives – (Pgs. 29-36)
 - Goal: Set goals for city revenue and how to achieve them through business development. (pg. 29) See objectives.
 - Goal: Capitalize on the cultural and natural resource base in and around the City to capture a larger share of the regional tourism market. (pg. 34) See Objectives.
 - **A Brewery & adjoining “Tap Room” fall within many of the objectives laid out in the Economic Goals including good use of the industrial park, additional revenue from tourist dollars, and new businesses coming into the City.**
 - Land Use Element – Ch. 7- Industrial – (pg. 20)
 - **The Port Huron Brewing Co.’s approval for Brewery & “Tap Room” would fill a vacant building in the City’s Business Park.**
 - **Classified by City Zoning as “Industrial Heavy”, Port Huron Brewing Co. would be a large purchaser of Utilities necessary for the production of Beer.**
 - **The City would also benefit from additional taxes provided by an occupied business in the Business Park**

Item 2: Description of Business Operations.

- **Brewery**
 - Production of fermented malt beverages (beer) and gourmet sodas. Activities will include:
 - Brewing of wort. (potential beer)
 - Fermentation of wort. (turns into beer)
 - Filtration of Beer.
 - Brewing of Soda pop.
 - Bottling and Kegging of Beer.
 - Warehousing and Shipping of packaged product. (bottles & kegs sent to Beer Distributors)
 - Percentage of existing building to be allocated to the production/storage of beer and soda pop:
76%

- **Office and Public Restrooms**
 - Accounts for 13% of existing building area.
- **“Tap Room”**

Tap Rooms are frequently utilized by “Micro-Breweries” or “Craft-Breweries” (breweries that produce less than 15,000 Barrels of beer per year). Tap Rooms allow customers to enjoy a one-of-a-kind experience in which they may sample a brewery’s beer right at the brewery. A Tap Room is an extension of the brewery in which customers can have an enjoyable, informational, and unique experience not duplicated anywhere else.

The Tap Room at the Port Huron Brewing Co. will be focused on building loyalty to the company by allowing patrons to sample their favorite Port Huron beer or soda, or try a style of beer or soda they haven’t had before. They will also be able to purchase samples of Port Huron beer in various sizes, as well as take home a “growler” of Port Huron beer and t-shirts, hats, or pint glasses if they wish. Customers will have a chance to talk with the Brewmaster, if available, and enjoy a sampler flight or pint of Port Huron beer while relaxing in the enjoyable ambiance of the Port Huron Tap Room. Windows in the Tap Room will allow customers to view the activity (if any) and equipment used to brew their sample of Port Huron Beer. Customers will also be able to take a tour of the Port Huron Brewing Co. on Saturdays. Make no mistake – the Port Huron Tap Room is not intended to be a “wild and crazy beer bar”. It is not the image that the company would like to project, and it is not the type of business we intend it to be. A Relaxed, enjoyable, one-of-a-kind experience is what we are aiming for.

- **Port Huron “Tap Room”**
 - Accounts for 11% of the existing building’s area.
 - Serving “Sampler” flights of all styles of beer/soda on tap.
 - Allows customers to taste small samples of all Port Huron beer and soda styles on tap before buying a full pint.
 - Serving customers pints of Port Huron Beer.
 - Customer experiences beer at the height of freshness – fresh beer that was brewed 20 feet away.
 - Customer gets to purchase beer of a certain style to drink before purchasing a 6-pack at a retailer, or ordering a pint at another establishment without prior knowledge of the product.
 - Customers “bond” with the beer; an experience of enjoying a great beer in the building where it was produced provides an experience which results in customer loyalty and repeat business away from the tap room.

- In addition to soda produced on-site, we would like to offer cans of soda and bottled water to customers. This is especially important for those visiting the brewery as a “Designated Driver”.
- Filling “Growlers” (half-gallon jugs) for take-home sampling.
 - Customers can buy or bring back their growlers to be filled with Port Huron beer.
 - Jug is filled with beer, capped, and sealed with a shrink-wrap neck band making it a legally transportable (sealed) container.
- Giving tours to the public.
 - Tours of the Brewery would start from the Tap Room.
 - Tours of the Brewery would be given on Saturdays. We plan on giving at least one tour on Saturdays, possibly two if the interest is there.
 - Starting at 1 and/or 3 PM
 - Tour of the Brewery Production Floor, associated kettles, tanks, bottling line, etc.
 - Brewing Process explained. Questions answered.
 - 1-3 Small samples (2 oz. or less) of beer given during tour.
 - Many times civic groups schedule the use of a tap room for a business meeting and tour.
- Brewery Merchandise Sales
 - Items adorned with the Port Huron Brewing Co. logo would be sold in the Tap Room.
 - T-Shirts
 - Possibly sweatshirts at some point
 - Hats
 - Glassware (pint glasses)
 - Customers can display their brewery experience with pride.
 - Great source of free advertising.
- Hours of Operation:
 - Port Huron Tap Room plans to stop service at or before 9:00 PM every night of operation.
 - Currently, our plan is to open the tap room for tasting and tours approximately 20 hours per week. These open hours will occur over the course of 3-4 days per week. Wednesday through Saturday for a 4 day/week schedule. Thursday through Saturday for a 3 day/week schedule.

- Tap Room Sales Volume:
 - At present, the sales volume of the Tap Room is not projected to exceed 10% of Total Production Volume in the first year.
 - In subsequent years, the Tap Room share of Total Sales Volume will decrease constantly due to more sales through beer distribution.
 - It is important, however, to focus on the inherent value that the Tap Room provides for Brewery publicity. It is an essential tool providing excellent public relations and goodwill for the brewery.

Port Huron Brewing Company, LLC

Craft Beers of Remarkable Quality

Our family has owned a Port Huron 65 Horsepower Steam Tractor for 57 years. We participate annually in the Badger Steam and Gas Engine Club Show in Baraboo. Based on this association, we felt that Port Huron was an excellent name for our Brewery.

We plan on offering four year-round styles of beer and five seasonals available in both kegs and bottles. We also would like to offer one or two styles of Gourmet Sodas.

Initially, the brewery will be staffed by the Brewmaster and part-time help as required. Attached is a sketch of the proposed brewery floor plan. We plan on making improvements to the building to support our brewing operation.

The management of Port Huron Brewing Co. will include:

- Bruce McPhee – Chairman of the Board
- Tanner Brethorst – President and Brewmaster
- David Brethorst – Secretary

Mr. McPhee spent 28 years in Banking in Illinois and 14 years with an Illinois home builder. He has a broad general financial and business background. Mr. McPhee has a BA from Drake University and an MBA from Loyola University.

Tanner Brethorst is a graduate of the University of Wisconsin-Madison, and the Siebel Institute of Technology in Chicago, IL. For the last six and a half years, he has been working in the craft-brewing industry with three excellent companies: Tyrana Brewing Co., Lake Louie Brewing, and Capital Brewery Co.

David Brethorst is a graduate of the University of Wisconsin-Stout. A life-long resident of Lodi, WI, Mr. Brethorst devoted an entire career to Engineering at Alkar in Lodi. His experience and attention to detail will be extremely valuable to our company.

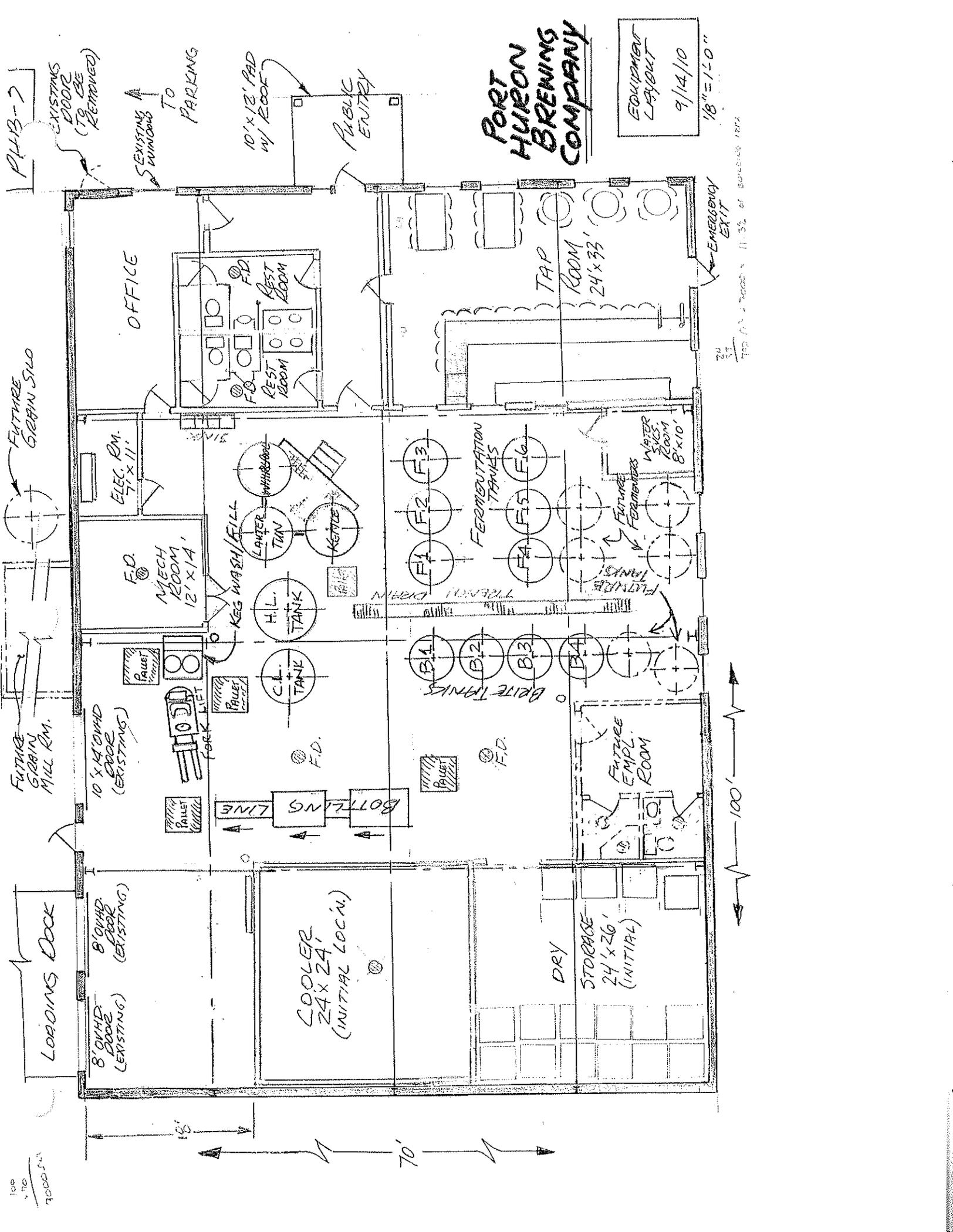
Mr. McPhee would like to purchase the property at 805 Business Park Rd. The building will be leased to Port Huron Brewing Co. on a long term basis with the option to purchase. Port Huron Brewing Co., LLC has capital commitments that we believe are more than sufficient to operate a new brewery in a difficult business environment.

Port Huron Brewing Co. will market its product through Distributors, supplemented by our own efforts. Our Business Plan includes tours of the Brewery, including a sampler that will be served in our Tap Room. In the last 10 years, tasting rooms have become a mainstay of craft-breweries providing an excellent marketing tool. Tap Rooms at craft-breweries sell t-shirts, glasses, hats, and take-home beer. Many have limited hours closing by 9 PM.

We feel we have all of the ingredients necessary to be successful. We look forward to being a positive member of the Wisconsin Dells Business Community. We thank the members of the Planning Commission for their consideration.

PORT HURON BREWING COMPANY

EQUIPMENT LAYOUT
9/14/10
1/8" = 1'-0"



100
x 70
7000 sq ft

TOP OF 10' HEADS 11.5% OF SURFACE AREA