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RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA RECOMMENDING TO THE NEBRASKA LIQUOR CONTROL COMMISSION, APPROVAL OF THE CLASS I LIQUOR LICENSE APPLICATION FOR HARWOOD PIZZA LA VISTA DBA MAMA'S PIZZA LA VISTA IN LA VISTA, NEBRASKA.

WHEREAS, Harwood Pizza La Vista dba Mama's Pizza La Vista, 8146 South 96<sup>th</sup> Street, La Vista, Sarpy County, Nebraska, has applied to the Nebraska Liquor Control Commission for a Class I Liquor License, and

WHEREAS, the Nebraska Liquor Control Commission has notified the City of said application, and

WHEREAS, the City has adopted local licensing standards to be considered in making recommendations to the Nebraska Liquor Control Commission, and

WHEREAS, said licensing standards have been considered by the City Council in making its decision.

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, hereby recommend to the Nebraska Liquor Control Commission approval of the Class I Liquor License application submitted by Harwood Pizza La Vista dba Mama's Pizza La Vista, 8146 South 96<sup>th</sup> Street, La Vista, Sarpy County, Nebraska.

PASSED AND APPROVED THIS 15TH DAY OF OCTOBER, 2013.

CITY OF LA VISTA

\_\_\_\_\_  
Douglas Kindig, Mayor

ATTEST:

\_\_\_\_\_  
Pamela A. Buethe, CMC  
City Clerk



**LA VISTA POLICE DEPARTMENT  
INTER-DEPARTMENT MEMO**

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**TO:** Pam Buethe, City Clerk

**FROM:** Chief Robert S. Lausten

**DATE:** September 30, 2013

**RE:** LOCAL BACKGROUND- CORPORATE LIQUOR LICENSE-  
CORPORATE MANAGER-MAMA'S PIZZA 8146 SOUTH 96 STREET

**CC:**

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The police department conducted a check of computerized records on the Corporate Liquor License and Manager applicant, Jeff Harwood, regarding the Liquor License application for Mama's Pizza. There is no local history.

# ► RECEIPT

9/25/2013

**From:** Michelle Porter - MICHELLE.PORTER@NEBRASKA.GOV  
**Phone:** 402/471-2821  
**Fax:** 402/471-2814  
**Company Name:** Nebraska Liquor Control Commission

**To:** La Vista City Clerk  
**Subject:** Mama's Pizza La Vista - #105538  
Liquor License 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.

9.30.13

DATE OF RECEIPT

Mandy Bamod Deputy City Clerk - La Vista

SIGNATURE

☐ Urgent ☒ For Review ☒ Please Comment ☒ Please Reply ☐ Please Recycle



**Dave Heineman**  
Governor

## STATE OF NEBRASKA

### NEBRASKA LIQUOR CONTROL COMMISSION

**Robert B. Rupe**

Executive Director

301 Centennial Mall South, 5th Floor

P.O. Box 95046

Lincoln, Nebraska 68509-5046

Phone (402) 471-2571

Fax (402) 471-2814 or (402) 471-2374

TRS USER 800 833-3352 (TTY)

web address: <http://www.lcc.ne.gov/>

September 25, 2013

La Vista City Clerk  
8116 Park View Blvd  
La Vista NE 68128-2198

RE: Mama's Pizza La Vista

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

Michelle Porter

Licensing Division

Enclosures **Janice M. Wiebusch**  
Commissioner

**Robert Batt**  
Chairman

**William F. Austin**  
Commissioner

## RECOMMENDATION OF THE NEBRASKA LIQUOR CONTROL COMMISSION

October 25, 2013 MP

Date Mailed from Commission Office: September 25, 2013

I, \_\_\_\_\_ Clerk of \_\_\_\_\_  
(City, Village or County)

Nebraska, hereby report to the Nebraska Liquor Control Commission in accordance with Revised Statutes of Nebraska, Chapter 53, Section 134 (7) the recommendation of said city, village or county, as the case may be relative to the application for a license under the provisions of the Nebraska Liquor Control Act as applied for by:

**Harwood Pizza La Vista Inc by Mama's Pizza La Vista**

**8146 S 96<sup>th</sup> Street, La Vista NE 68128 (Sarpy County)**

**NEW APPLICATION for Class I 105076**

**45 days November 12, 2013**

1. Notice of local hearing was published in a legal newspaper in or of general circulation in city, village or county, one time not less than 7 nor more than 14 days before time of hearing.

**Check one:** Yes \_\_\_\_\_ No \_\_\_\_\_

The Statutes require that such hearing shall be held not more than 45 days after the date of receipt of this notice from the Commission.

2. Local hearing was held not more than 45 days after receipt of notice from the Nebraska Liquor Control Commission.

**Check one:** Yes \_\_\_\_\_ No \_\_\_\_\_

3. Date of hearing of Governing Body: \_\_\_\_\_

4. Type or write the Motion as voted upon by the Governing Body. If additional Motions are made by the Governing Body, then use an additional page and follow same format.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Motion was made by: \_\_\_\_\_ Seconded by: \_\_\_\_\_

6. Roll Call Vote: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

7. **Check one:** The motion passed: \_\_\_\_\_ The motion failed: \_\_\_\_\_

8. If the motion is for recommendation of denial of the applicant, then list the reasons of the governing body upon which the motion was made.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Attached additional page(s) if necessary)

**SIGN HERE** \_\_\_\_\_ **DATE** \_\_\_\_\_  
(Clerks Signature)

**APPLICATION FOR LIQUOR LICENSE  
CHECKLIST - 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

DA  
New

Applicant Name Harwood Pizza La Vista Inc

Trade Name Mamas Pizza La Vista Previous Trade Name MP

E-Mail Address: mamaslaust@yahoo.com

I 105538

Provide all the items requested. Failure to provide any item will cause this application to be returned or placed on hold. All documents must be legible. Any false statement or omission may result in the denial, suspension, cancellation or revocation of your license. If your operation depends on receiving a liquor license, the Nebraska Liquor Control Commission cautions you that if you purchase, remodel, start construction, spend or commit money that you do so at your own risk. Prior to submitting your application review the application carefully to ensure that all sections are complete, and that any omissions or errors have not been made. You may want to check with the city/village or county clerk, where you are making application, to see if any additional requirements must be met before submitting application to the state.

**REQUIRED ATTACHMENTS**

Each item must be checked and included with application or marked N/A (not applicable)

✓ Jeff Harwood  
✓ Paula Harwood

OK 1. Fingerprint cards for each person (two cards per person) must be enclosed with a check payable to the Nebraska State Patrol for processing in the amount of \$38.00 per person. All areas must be completed on cards as per brochure. To prevent the delay in issuing your license, we strongly suggest you go to any Nebraska State Patrol office. See fingerprint brochure <http://www.lcc.ne.gov/brochures/fingerprint.pdf>.

OK 2. Enclose application fee of \$400, check made payable to the Nebraska Liquor Control Commission.

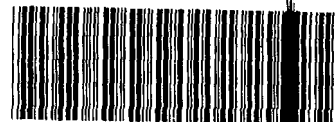
OK 3. Enclose the appropriate application forms;  
Individual License (requires insert form 1)  
Partnership License (requires insert form 2)  
Corporate License (requires insert form 3a & 3c)  
Limited Liability Company (LLC) (requires form 3b & 3c)

B/C for Jeff  
Paula

OK 4. If building is being leased send a copy of signed lease. Be sure the lease reads in the name of the individual(s), corporation or Limited Liability Company making application. Lease term must run through the license year being applied for.

5. If building is owned or being purchased send a copy of the deed or purchase agreement in the name of the applicant.

6. If buying the business of a current liquor license holder:  
a) Provide a copy of the purchase agreement from the seller (



1300022157

00  
13  
31

Rec # 167741

\$400.00

MP  
OK # 01583

- b) Provide a copy of alcohol inventory being purchased (must include brand names and container size)
- c) Enclose a list of the assets being purchased (furniture, fixtures and equipment)

       7. If planning to operate on current liquor license; enclose Temporary Operating Permit (T.O.P.)(form 125).

       8. Enclose a list of any inventory or property owned by other parties that are on the premise.

OK 9. For citizenship, residency and voter registration requirements see enclosed brochure.

OK 10. Corporation or Limited Liability Company must enclose a copy of articles of incorporation; as filed with the Secretary of State's Office. This document must show barcode.

OK 11. Submit a copy of your business plan.

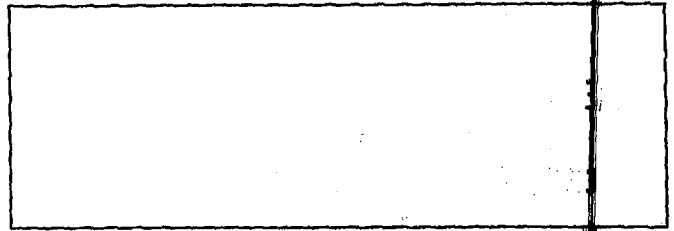
**I acknowledge that this application is not a guarantee that a liquor license will be issued to me, and that the average processing period is 60 days. Furthermore, I understand that all the information is truthful and I accept all responsibility for any false documents.**

  
\_\_\_\_\_  
Signature

9/23/13  
Date

**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 this application

Name

*[Signature]*

Phone number:

*402 435 5690*

Firm Name



**PREMISE INFORMATION**

Trade Name (doing business as) Mamas Pizza La Vista  
Street Address #1 8146 S 96th St.  
Street Address #2 \_\_\_\_\_  
City La Vista County Sanj Zip Code 68128  
Premise Telephone number 402 6395366 E-mail mamaswest@yahoo.com  
Is this location inside the city/village corporate limits: ☒ YES ☐ NO  
Mailing address (where you want to receive mail from the Commission)  
Name Jeff Harwood  
Street Address #1 7801 S 93rd St  
Street Address #2 \_\_\_\_\_  
City La Vista, NE State NE Zip Code 68128

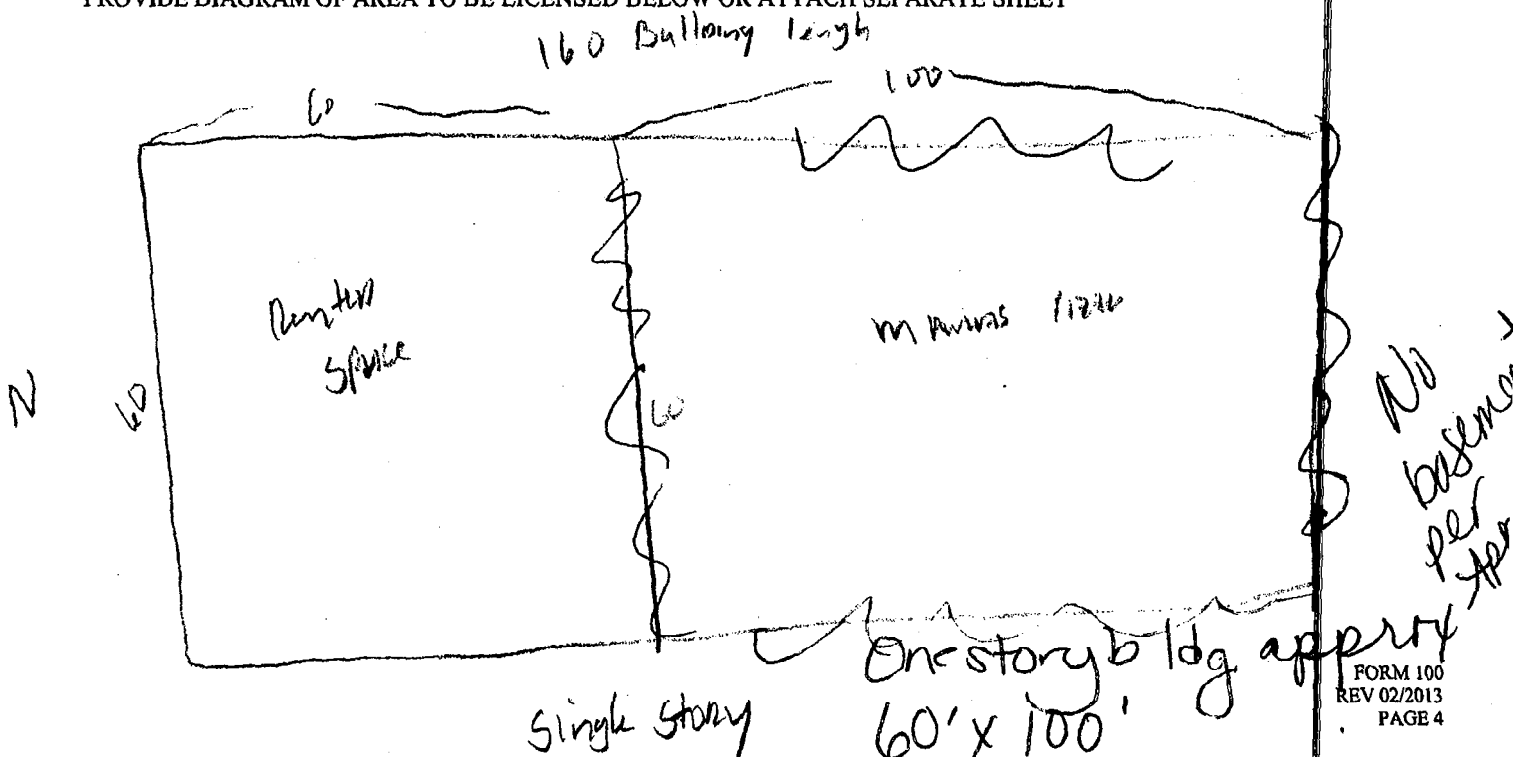
**DESCRIPTION AND DIAGRAM OF THE STRUCTURE TO BE LICENSED**  
**READ CAREFULLY**

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 100 feet  
Width 60 feet  
Is there a basement? Yes ☐ No ☒

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



# **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
Jeff Harwood	06/1985	Cooke Lake, Iowa	Public Intox	probation
Jeff Harwood	12/1988	Omaha, NE	DUI	probation

## 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 \_\_\_\_\_

## 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.

## 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) Security National Bank

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)

licensing fee to  
use the name  
Mamas Pizzeria

Mamas Pizzeria Inc. 715 N. Swede Creek Rd 68132

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.

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.

Security National Bank - Jeff Harwood

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.

Harwood Pizzeria Inc 15615 Pacific St Omaha, NE 68148 072866

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

*Will take Training*

Applicant Name	Date Trained (mm/yyyy)	Name of program where trained (name, city)
Jeff Harrison	9/2007	

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 \_\_\_\_\_
- ☒ Deed
- ☐ Purchase Agreement

14. When do you intend to open for business? late October Early November 2013
15. What will be the main nature of business? Pizza Restaurant
16. What are the anticipated hours of operation? 11-11

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

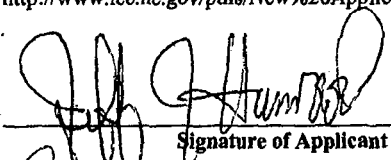
RESIDENCES FOR THE PAST 10 YEARS, APPLICANT AND SPOUSE MUST COMPLETE					
APPLICANT: CITY & STATE		YEAR FROM TO		SPOUSE: CITY & STATE	
Jeff Harrison La Vista, NE		2008	2013		
Jeff Harrison Omaha, NE		2007	2008	Same	


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 Applicant

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

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

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

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

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

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

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

#### ACKNOWLEDGEMENT

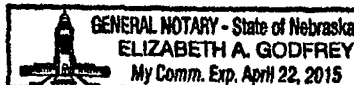
State of Nebraska  
County of Douglas

September 24, 2013  
date

✓ The foregoing instrument was acknowledged before me this  
by Jeff & Paula Harwood  
name of person acknowledged

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

Affix Seal



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.

**MANAGER APPLICATION  
INSERT - FORM 3c**

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

**MUST BE:**

- ✓ **Citizen of the United States. Include copy of US birth certificate, naturalization paper or current US passport**
- ✓ **Nebraska resident. Include copy of voter registration in the State of Nebraska**
- ✓ **Fingerprinted. Two cards per person, fees of \$38 per person, made payable to Nebraska State Patrol. If printed at NSP mail check only.**
- ✓ **21 years of age or older**

**Corporation/LLC information**

Name of Corporation/LLC: HAWAIIAN PIZZA LA VISTA

**Premise information**

Liquor License Number: \_\_\_\_\_ Class Type I  
(if new application leave blank)

Premise Trade Name/DBA: MAMMA'S PIZZA LA VISTA

Premise Street Address: 8146 S 96th ST

City: LA VISTA County: SANBURY Zip Code: 68128

Premise Phone Number: 402 637 5366

Email address: Mamaswest@yahoo.com

The individual whose name is listed as a corporate officer or managing member as reported on insert form 3a or 3b or listed with the Commission. Click on this link to see authorized individuals.  
[http://www.lcc.ne.gov/license\\_search/licsearch.cgi](http://www.lcc.ne.gov/license_search/licsearch.cgi)



**SIGNATURE REQUIRED BY CORPORATE OFFICER / MANAGING MEMBER**

(Faxed signatures are acceptable)

~~CA~~ Voters

Manager's information must be completed below PLEASE PRINT CLEARLY

Last Name: Harwood First Name: Jeff MI: J  
 Home Address (include PO Box if applicable): 7801 S 93<sup>rd</sup> St  
 City: La Vista County: Sarpy Zip Code: 68128  
 Home Phone Number: 402 639 5366 Business Phone Number: 402 933 5090  
 Social Security Number: \_\_\_\_\_ Drivers License Number & State: \_\_\_\_\_  
 Date Of Birth: 6/8/62 Place Of Birth: Omaha, NE  
 Email address: mmmswest@yahoo.com

Are you married? If yes, complete spouse's information (Even if a spousal affidavit has been submitted)

☒ YES ☐ NO

Spouse's information

Spouses Last Name: Harwood First Name: Paula MI: J  
 Social Security Number: \_\_\_\_\_ Drivers License Number & State: NE G012 19 40  
 Date Of Birth: \_\_\_\_\_ Place Of Birth: Omaha, NE

APPLICANT & SPOUSE MUST LIST RESIDENCE(S) FOR THE PAST TEN (10) YEARS  
 APPLICANT SPOUSE

CITY & STATE	YEAR FROM	YEAR TO	CITY & STATE	YEAR FROM	YEAR TO
La Vista, NE	2009	2013	Same	2007	2013
Omaha, NE	2000	2007		2000	2007

**MANAGER'S LAST TWO EMPLOYERS**

YEAR FROM	TO	NAME OF EMPLOYER	NAME OF SUPERVISOR	TELEPHONE NUMBER
2007	2013	Harwood Pizza Inc	Brian Van Ogel	402- <del>880</del> 758-9166
2000	2007	Mamas Pizza Inc	Brian Van Ogel	402-758-9166

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

Must be completed by both applicant and spouse, unless spouse has filed an affidavit of non-participation.

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
Jeff Harwood	06/1985	Cracker Lake Inn	Public Intox	probation
Jeff Harwood	12/1988	Omaha	DUI	probation

**2. Have you or your spouse ever been approved or made application for a liquor license in Nebraska or any other state?**

☒ YES ☐ NO

IF YES, list the name of the premise(s):

Harwood Pizza Inc

**3. Do you, as a manager, qualify under Nebraska Liquor Control Act (§53-131.01) and do you intend to supervise, in person, the management of the business?**

☒ YES ☐ NO



4. List the <sup>training</sup> training and/or experience (when and where) of the person making application.

\*NLCC Training Certificate Issued: \_\_\_\_\_ Name on Certificate: \_\_\_\_\_

Applicant Name	Date (mm/yyyy)	Name of program (attach copy of course completion certificate)
Jeff		

\*For list of NLCC Certified Training Programs see [www.lcc.ne.gov/traininginfo.html](http://www.lcc.ne.gov/traininginfo.html)

Experience:

Applicant Name / Job Title	Date of Employment:	Name & Location of Business:
Jeff Harwood / G.M.	9/1/07 - current	Mamas Pizza West 15615 Pacific St. Omaha NE 68118
Jeff Harwood / G.M.	11/1/00 - 8/1/07	Mamas Pizza 715 W Saddle Creek Rd Omaha NE 68132

5. Have you enclosed the required fingerprint cards and **PROPER FEES** with this application?  
(Check or money order made payable to the Nebraska State Patrol for \$38.00 per person)

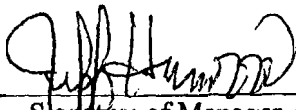
☒ YES ☐ NO

PERSONAL OATH AND CONSENT OF INVESTIGATION

The above individual(s), being first duly sworn upon oath, deposes and states that the undersigned is the applicant and/or spouse of applicant who makes the above and foregoing application that said application has been read and that the contents thereof and all statements contained therein are true. If any false statement is made in any part of this application, the applicant(s) shall be deemed guilty of perjury and subject to penalties provided by law. (Sec §53-131.01) Nebraska Liquor Control Act.

The undersigned applicant hereby consents to an investigation of his/her background including all records of every kind and description including police records, tax records (State and Federal), and bank or lending institution records, and said applicant and spouse waive any rights or causes of action that said applicant or spouse may have against the Nebraska Liquor Control Commission and any other individual disclosing or releasing said information to the Nebraska Liquor Control Commission. If spouse has NO interest directly or indirectly, a spousal affidavit of non participation may be attached.

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.



Signature of Manager Applicant



Signature of Spouse

ACKNOWLEDGEMENT

State of Nebraska

County of Douglas

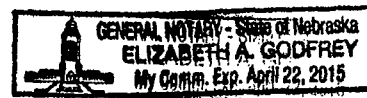
The foregoing instrument was acknowledged before me this

September 24, 2013  
date

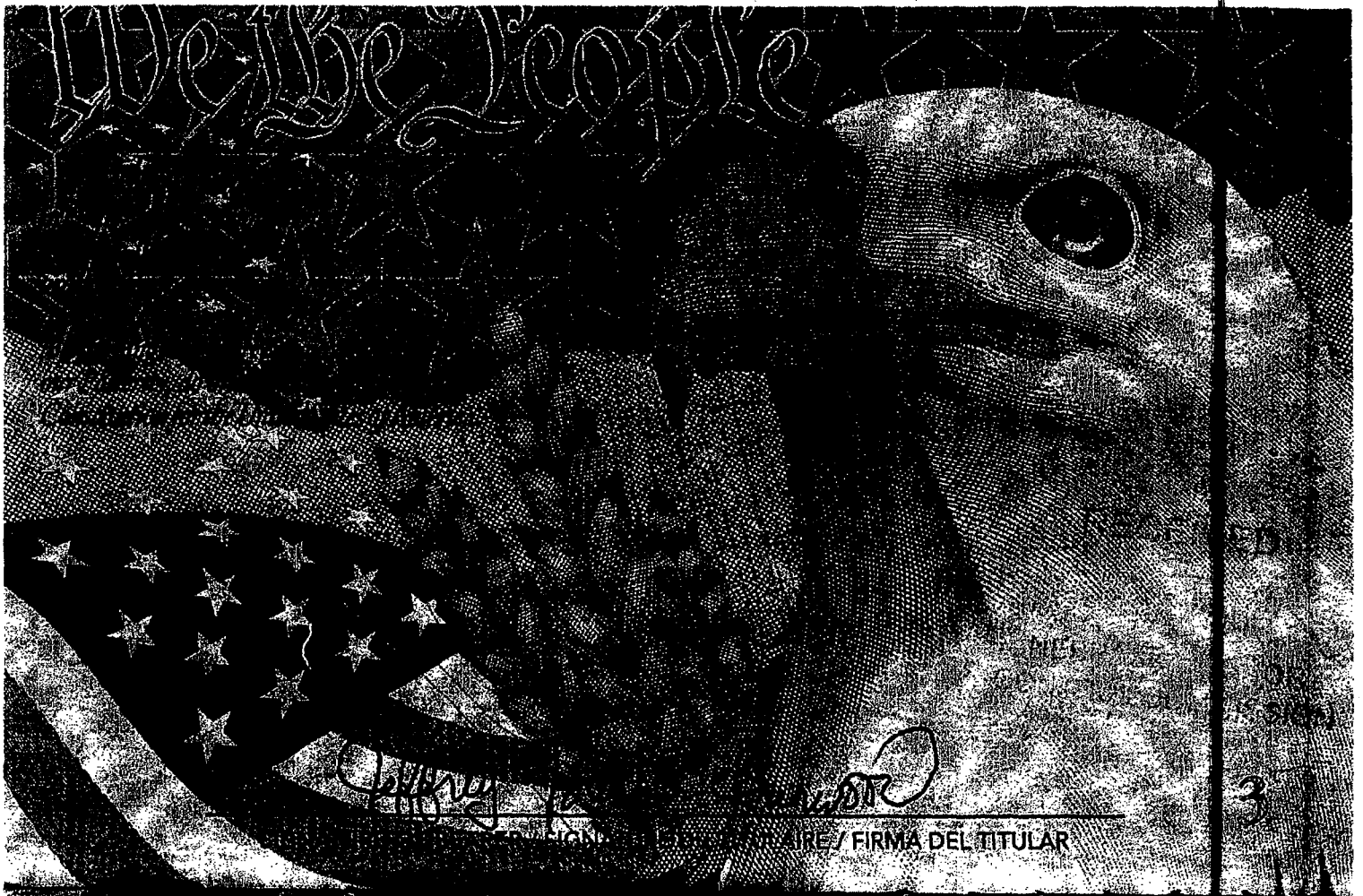
by Elizabeth A. Godfrey  
name of person acknowledged  
Jeff & Paula Harwood

Elizabeth A. Godfrey  
Notary Public signature

Affix Seal



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.



Select Language

## Registrant Search Information

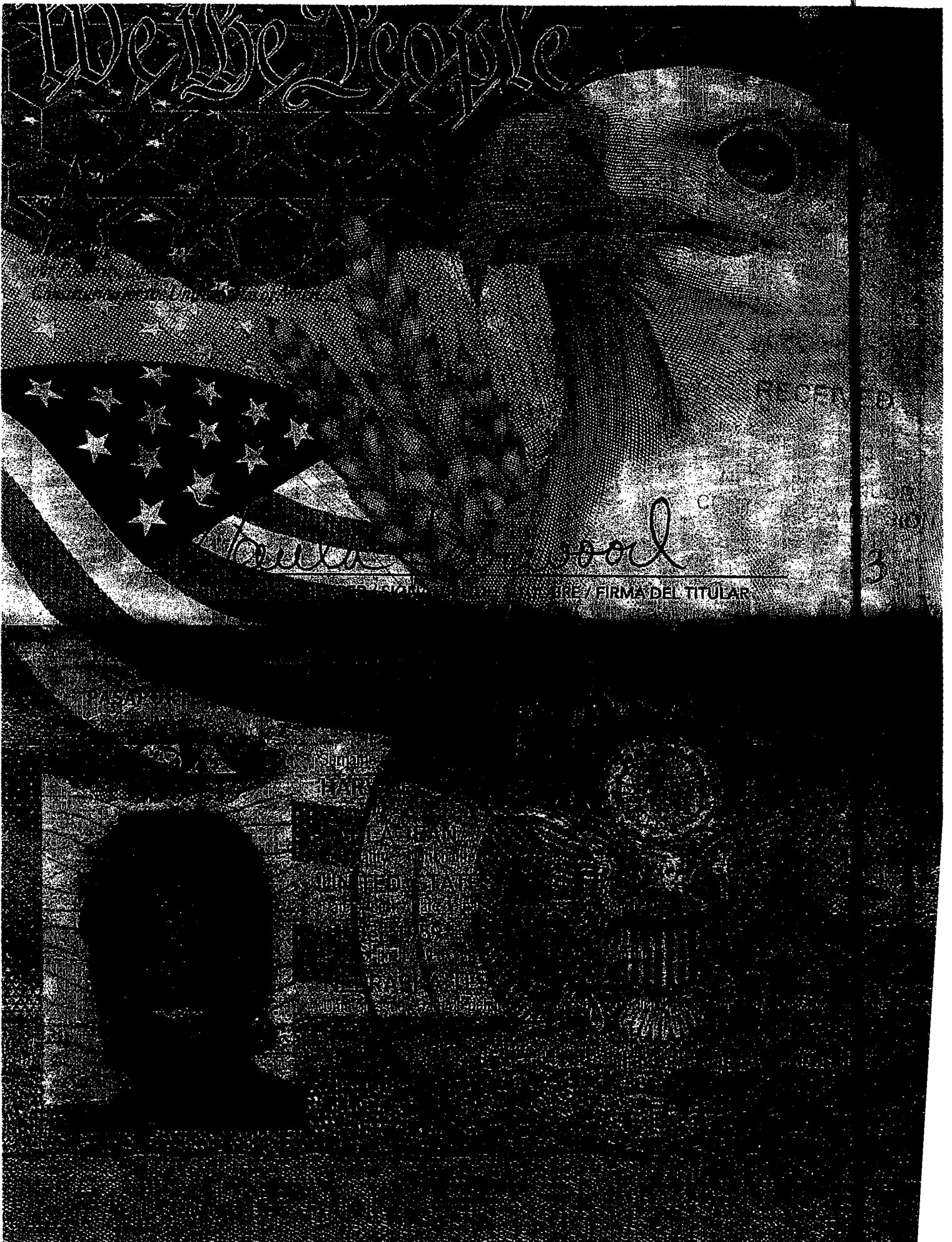
### Registrant Detail

<b>Name</b>	Jeff Harwood
<b>Party</b>	Democrat
<b>Polling Place</b>	Metropolitan Community College Sarpy Center 33 9110 Giles Rd. La Vista, NE 68128

### Districts

DISTRICT NAME	DISTRICT TYPE
Papillion-La Vista Public Schs	School District
Metro Com College Dist 5	Community College District
U.S. Congressional District 2	U.S. Congressional District
Appeals Court Judge Dist 4	Judge of Appeals Court Dist.
County Judge Dist 2	Judge of County Court Dist.
District Judge, Dist 2	Judge of District Court Dist.
Juv Crt Judge, Sarpy Co.	Judge of Juvenile Court
Supreme Court Judge Dist 4	Judge of Supreme Court Dist.
Legislative District 14	Legislative District
Papio NRD SubD 8	Natural Resources District
Omaha PPD SubD Suburban	Public Power District
PSC District 3	Public Service Comm District
Board of Regents District 2	Board of Regents
ESU 3 District 4	ESU District
La Vista City Council Ward 4	City Council (Ward)
County Commissioner District 2	County Board (Commiss./Superv)
Mayor of La Vista	Mayor
Metropolitan Utilities District	Utilities District
State Board of Education Dist2	State Board of Education
Learning Community 1 - Dist 6	Learning Community Coordinating Council

[Registration Information](#) [Polling Place](#) [Provisional Ballot](#) [Absentee Ballot](#)© Copyright 2013 Election Systems and Software. All rights reserved.  
VoterView 2.4.1021.1



[Select Language](#)

## Registrant Search Information

### Registrant Detail

Name	Paula Harwood
Party	Democrat
Polling Place	Metropolitan Community College Sarpy Center 33 9110 Giles Rd. La Vista, NE 68128

### Districts

DISTRICT NAME	DISTRICT TYPE
Papillion-La Vista Public Schs	School District
Metro Com College Dist 5	Community College District
U.S. Congressional District 2	U.S. Congressional District
Appeals Court Judge Dist 4	Judge of Appeals Court Dist.
County Judge Dist 2	Judge of County Court Dist.
District Judge, Dist 2	Judge of District Court Dist.
Juv Crt Judge, Sarpy Co.	Judge of Juvenile Court
Supreme Court Judge Dist 4	Judge of Supreme Court Dist.
Legislative District 14	Legislative District
Papio NRD SubD 8	Natural Resources District
Omaha PPD SubD Suburban	Public Power District
PSC District 3	Public Service Comm District
Board of Regents District 2	Board of Regents
ESU 3 District 4	ESU District
La Vista City Council Ward 4	City Council (Ward)
County Commissioner District 2	County Board (Commiss./Superv)
Mayor of La Vista	Mayor
Metropolitan Utilities Distric	Utilities District
State Board of Education Dist2	State Board of Education
Learning Community 1 - Dist 6	Learning Community Coordinating Council

[Registration Information](#) [Polling Place](#) [Provisional Ballot](#) [Absentee Ballot](#)

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VoterView 2.4.1021.1

**APPLICATION FOR LIQUOR LICENSE  
CORPORATION  
INSERT - FORM 3a**

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

Officers, directors and stockholders holding over 25% shares of stock, including spouses, are required to adhere to the following requirements:

- 1) All officers, directors and stockholders must be listed
- 2) President/CEO and stockholders holding over 25% and their spouse(s) (if applicable) must submit fingerprints (2 cards per person)
- 3) Officers, directors and stockholders holding over 25 % shares of stock and their spouse (if applicable) must sign the signature page of the Application for License form 100 (even if a spousal affidavit has been submitted)

Attach copy of Articles of Incorporation (Articles must show barcode receipt by Secretary of States Office)

Name of Registered Agent: Dennis Guerin

Name of Corporation that will hold license as listed on the Articles

Hanwood Plaza La Vista Inc # 10162388

Corporation Address: 9341 Davenport St.

City: La Vista Omaha State: NE Zip Code: 68114

Corporation Phone Number: 402 Fax Number

Total Number of Corporation Shares Issued: 1000

Name and notarized signature of President/CEO (Information of president must be listed on following page)

Last Name: Hanwood First Name: Jeff MI: J

Home Address: 7801 S 93<sup>rd</sup> St City: La Vista

State: NE Zip Code: 68128 Home Phone Number: 402 639 5366

[Signature]  
Signature of President/CEO

**ACKNOWLEDGEMENT**

State of Nebraska  
County of Douglas

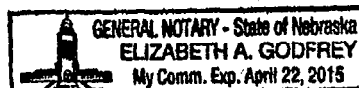
September 24, 2013  
Date

The foregoing instrument was acknowledged before me this

by Jeff Hanwood  
Name of person acknowledge

Elizabeth A. Godfrey

Affix Seal



List names of all officers, directors and stockholders including spouses (even if a spousal affidavit has been submitted)

Last Name: Harwood First Name: Jeff MI: 5 Prints  
Social Security Number: 507 92 4138 Date of Birth: 6/8/62  
Title: president Number of Shares 500  
Spouse Full Name (indicate N/A if single): Paula J Harwood Prints  
Spouse Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Last Name: Harwood First Name: Paula MI: 5  
Social Security Number: \_\_\_\_\_ Date of Birth: 12/21/57  
Title: Vice president Number of Shares 500  
Spouse Full Name (indicate N/A if single): Jeff Harwood  
Spouse Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_  
Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Title: \_\_\_\_\_ Number of Shares \_\_\_\_\_  
Spouse Full Name (indicate N/A if single): \_\_\_\_\_  
Spouse Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_  
Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
Title: \_\_\_\_\_ Number of Shares \_\_\_\_\_  
Spouse Full Name (indicate N/A if single): \_\_\_\_\_  
Spouse Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_



List names of all officers, directors and stockholders including spouses (Even if a spousal affidavit has been submitted)

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_

Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Title: \_\_\_\_\_ Number of Shares \_\_\_\_\_

Spouse Full Name (indicate N/A if single): \_\_\_\_\_

Spouse Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_

Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Title: \_\_\_\_\_ Number of Shares \_\_\_\_\_

Spouse Full Name (indicate N/A if single): \_\_\_\_\_

Spouse Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_

Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Title: \_\_\_\_\_ Number of Shares \_\_\_\_\_

Spouse Full Name (indicate N/A if single): \_\_\_\_\_

Spouse Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_

Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Title: \_\_\_\_\_ Number of Shares \_\_\_\_\_

Spouse Full Name (indicate N/A if single): \_\_\_\_\_

Spouse Social Security Number: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Is the applying corporation controlled by another corporation/company?

☐ YES

☒ NO

If yes, provide the following:

- 1) Name of corporation \_\_\_\_\_
- 2) Supply an organizational chart of the controlling corporation named above
- 3) Controlling corporation **MUST** be registered with the Nebraska Secretary of State, copy of articles must be submitted with application §53-126

Indicate the Corporation's tax year with the IRS (Example January through December)

Starting Date: January Ending Date: December

Is this a Non-Profit Corporation?

☐ YES

☒ NO

If yes, provide the Federal ID # \_\_\_\_\_

In compliance with the ADA, this corporation insert form 3a is available in other formats for persons with disabilities.  
A ten day advance period is requested in writing to produce the alternate format.

# Nebraska Secretary of State

- John A. Gale

## Business Services

Home » Corporation and Business Entity Searches

Tue Sep 24 16:13:25 2013

For Letters of Good Standing (\$6.50), Certificates of Good Standing (\$10.00), and/or images (\$0.45 per page) of documents filed with the Secretary of State please click the corresponding service below:

 Back to Search Results

### Pay Services:

Online Images of Filed Documents | Good Standing Documents

Entity Name

HARWOOD PIZZA LA VISTA INC.

SOS Account Number

10162388

Principal Office Address

No address on-file

Registered Agent and Office Address

DENNIS GUINN  
9341 DAVENPORT STREET  
OMAHA, NE 68114

Nature of Business

Not Available

Entity Type

Domestic Corp  
Qualifying State: NE

Date Filed

May 24 2012

Account Status

Active

### Pay Services:

Click on the pay service items you wish to view. Your Nebraska Online account will be charged the indicated amount for each item you view.

### - Images of Filed Documents

If an item is a link, the document may be retrieved online, otherwise you must contact the Secretary of State's office to obtain a copy of the document.

Code	Trans	Date	Price
AP	Articles Perpetual	May 24 2012	\$1.35 = 3 page(s) @ \$0.45 per page
PP	Proof of Publication	Aug 10 2012	\$0.45 = 1 page(s) @ \$0.45 per page

### - Letter of Good Standing

I require a Letter of Good Standing for this Corporation. - This is an online/electronic Letter of Good Standing which is immediately available for viewing or printing and will be charged to your Nebraska.gov account.

\$6.50

NE Sec of State John A. Gale - Corp. Aff.  
1001145323  
HARWOOD PIZZA LA VISTA INC.  
Filed: 05/24/2012 11:14 AM  
Page 3

**ARTICLES OF INCORPORATION**  
**OF**  
**HARWOOD PIZZA LA VISTA INC.**

I, the undersigned natural person of the age of twenty-one years or more, acting as incorporator of a corporation under the Nebraska Business Corporation Act, adopt the following Articles of Incorporation for such corporation:

**ARTICLE I**  
**NAME**

The name of the corporation is Harwood Pizza La Vista Inc.

**ARTICLE II**  
**DURATION**

The period of the corporation's duration is perpetual.

**ARTICLE III**  
**PURPOSES**

- (a) The transaction of any and all lawful business for which corporations may be incorporated under the Nebraska Business Corporation Act; and
- (b) To do everything necessary, proper, advisable and convenient for the accomplishment of the purposes hereinabove set forth, and to do all other things incidental thereto or connected therewith which are not forbidden by the laws of the State of Nebraska or by these Articles of Incorporation.

**ARTICLE IV**  
**POWERS**

The corporation shall have and exercise all powers and rights conferred upon corporations by the Nebraska Business Corporation Act and any enlargement of such powers conferred by subsequent legislative acts; and, in addition thereto, the corporation shall have and exercise all powers and rights, not otherwise denied corporations by the laws of the State

of Nebraska, as are necessary, suitable, proper, convenient or expedient to the attainment of the purposes set forth in ARTICLE III above.

**ARTICLE V**  
**AUTHORIZED SHARES**

The aggregate number of shares which the corporation shall have the authority to issue is 10,000 shares of common stock and the par value of each of said shares shall be \$1.00.

No holder of any capital stock of this corporation of any class or series now or hereafter authorized shall, as such holder, have any preemptive or other right to purchase or subscribe for any shares of the capital stock of any class or series which this corporation may issue or sell.

**ARTICLE VI**  
**INITIAL REGISTERED OFFICE AND**  
**INITIAL REGISTERED AGENT**

The street address of the initial registered office of the corporation is: 9341 Davenport Street, Omaha, NE 68114. The name of the registered agent at such address is: Dennis Guinn.

**ARTICLE VII**  
**NAME AND ADDRESS OF INCORPORATOR**

The name and address of the incorporator is: Thomas E. Whitmore, 7602 Pacific Street, Suite 200, Omaha, Nebraska 68114.

DATED: May 10, 2012



Thomas E. Whitmore  
Sole Incorporator

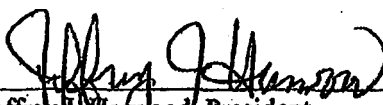
**CONSENT TO USE NAME**

HARWOOD PIZZA, INC., a Nebraska corporation, hereby consents to the organization of a Nebraska corporation by the name of Harwood Pizza La Vista Inc. and Harwood Pizza Building, LLC.

DATED and signed this 17 day of May, 2012.

HARWOOD PIZZA INC.

By:

  
Jeffrey U. Harwood, President

## AFFIDAVIT OF PUBLICATION

STATE OF NEBRASKA }

} SS.

County of Sarpy }

Being duly sworn, upon oath, Shon Barenklau deposes and says that he is the Publisher or Kirk Hoffman deposes and says that he is the Business Manager of the Bellevue Leader, Papillion Times, Gretna Breeze and Springfield Monitor, legal newspapers of general circulation in Sarpy County, Nebraska, and published therein; that said newspaper has been established for more than one year last past; that it has a bona-fide paid subscription list of more than three hundred; that to this personal knowledge, the advertisement, a copy of which is hereto attached, was printed in the said newspaper once each week, the first insertion having been on:

Wednesday, July 25, 2012

Papillion Times

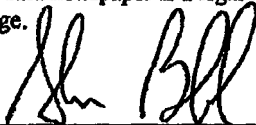
Thereafter, Wednesday, August 1, 2012

Papillion Times

Thereafter, Wednesday, August 8, 2012

Papillion Times

And that said newspaper is a legal newspaper under the statutes of the State of Nebraska. The above facts are within my personal knowledge.



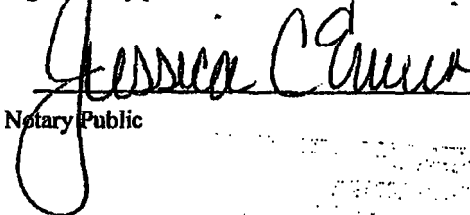
Shon Barenklau  
Publisher

OR

Kirk Hoffman  
Business Manager

To /s/ Date 08-07-2012

Signed in my presence and sworn to before me:



Notary Public

WHITMORE LAW OFFICE LLC  
7602 Pacific Street, Suite 200  
Omaha, Nebraska 68114

### NOTICE OF INCORPORATION

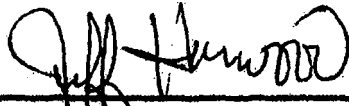
Harwood Pizza La Vista Inc., whose registered agent is Dennis Guinn and registered office is 8341 Qayenport Street, Omaha, NE 68114, was formed on May 24, 2012 to engage in any lawful business. The corporation has authorized 10,000 shares of capital stock.

Thomas E. Whitmore, Incorporator  
1540800: 7/25, 8/1, 8/8

Printer's Fee \$ 18.04  
Customer Number: 170702  
Order Number: 0001540800

9/24/13

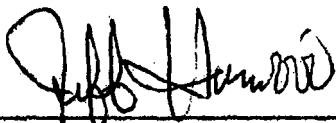
EFFECTIVE 10/01/13, THE UNDERSIGNED BUSINESS (HARWOOD PIZZA BUILDING, LLC) WILL LEASE 6000 SQ FEET OF RETAIL SPACE, LOCATED AT 8146 S 96<sup>TH</sup> ST., LA VISTA, NE TO HARWOOD PIZZA LA VISTA LLC FOR THE FLAT RATE OF \$5000 PER MONTH. THIS AGREEMENT IS EFFECTIVE FOR 5 YEARS AND EXPIRES ON 9/30/18. AT THAT TIME, ANOTHER 5 YEAR LEASE WILL GO INTO EFFECT IF BOTH PARTIES AGREE TO THE SAME TERMS.



9/24/13

---

JEFF HARWOOD PRESIDENT HARWOOD PIZZA BUILDING INC



9/24/13

---

JEFF HARWOOD PRESIDENT HARWOOD PIZZA LA VISTA INC



COUNTER LM  
VERIFY LM  
FEES \$ 6.00  
CHG SFILE  
SUBMITTED NEBRASKA TITLE COMPANY - O

NEBRASKA DOCUMENTARY  
STAMP TAX  
Aug 07, 2012  
\$1660.50 By LM

FILED SARPY CO. NE.  
INSTRUMENT NUMBER  
**2012-23489**

2012 Aug 07 11:48:44 AM

*Sheryl J. Douding*  
REGISTER OF DEEDS

After recording, return to:  
Nebraska Title Company  
14680 W. Dodge Road, Suite 1  
Omaha NE 68154

### TRUSTEE'S DEED

**ROBERT M. GONDERINGER**, Successor Trustee of the RKS Family Trust pursuant the Amended and Restated RKS Family Trust Agreement (Irrevocable) dated June 30, 2006 ("Grantor"), for valuable consideration, hereby grants and conveys to **HARWOOD PIZZA BUILDING, LLC**, a Nebraska limited liability company, ("Grantee"), that real estate (as defined in Nebraska Revised Statutes Section 76-201) located in Sarpy County, Nebraska, legally described as Lot 8A, Mayfair 2<sup>nd</sup> Addition Replat Two together with Lot 7B, Mayfair 2<sup>nd</sup> Addition Replat One, all in Sarpy County, Nebraska (the "Property").

Grantor covenants with Grantee as follows:

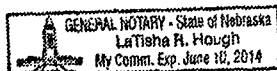
1. Grantor is lawfully seized of the Property;
2. Other than as reflected in the survey of Thompson, Dreessen & Dorner, Inc. dated May 31, 2012 and easements, reservations, licenses (including but not limited to that certain License Agreement dated August 6, 2012 executed by Grantor, as licensor, in favor of Thomas E. Lewis and Tonya D. Lewis, as licensees), restrictions and covenants of record, the Property is free from encumbrances;
3. Grantor has legal power and lawful authority to convey the Property; and
4. Grantor warrants and will defend title to the Property against any acts of the Grantor.

Executed this 6<sup>th</sup> day of August, 2012.

*Robert M. Gonderinger*  
Robert M. Gonderinger, Successor Trustee of the  
Amended and Restated RKS Family Trust  
(Irrevocable) dated June 30, 2006

STATE OF NEBRASKA     )  
  ) ss.  
COUNTY OF DOUGLAS    )

The foregoing instrument was acknowledged before me this 6<sup>th</sup> day of August, 2012, by Robert M. Gonderinger, Successor Trustee of the Amended and Restated RKS Family Trust Agreement (Irrevocable) dated June 30, 2006.



00485030.DXC

*[Signature]*  
Notary Public

# **MAMA'S PIZZA LA VISTA BUSINESS PLAN**

## **I. EXECUTIVE SUMMARY**

Mama's Pizza La Vista, (hereinafter "Business") is intended to be formed as a Nebraska Restaurant located at 8146 S 96th St, La Vista, Nebraska 68128, poised for rapid growth in the food industry. The Business seeks funding to take advantage of a window of opportunity for introducing a new Pizza product, which has the potential to dominate the market.

**Business Description.** The Business is to be organized as a Restaurant formed and authorized under the laws of the state of Nebraska, and will be led by Jeff Harwood, who will serve as the Business' owner.

This will be Jeff Harwoods 3rd Mama's Pizza that he will run. He spent 6 years as general manager at the original Mama's Pizza on Saddle Creek and 7 years running the 2nd location at 156th and Pacific St..

**New Product.** The Business has developed a Pizza product which has the following specifications:

We offer homemade pizza, and other homestyle meals in a family friendly sports themed environment.

The Business has a window of opportunity to introduce its products and gain a significant piece of the market share.

**Funding Request.** The total funding request is for a 2.3 million. loan for a 10 years period. The funding proceeds will be used as follows:

**\$25,000.00 for Marketing**

This amount is earmarked for effectively marketing the products as described below in the Marketing Summary section of the Business Plan.

**\$70,000.00 for Staffing**

This portion of funding is intended for hiring employees to produce the products and assist marketing and sales efforts.

**\$1.7 million for land and building**

The Business is looking for long-term debt funding. Financial projections forecast a break-even point in less than 5 years after product introduction. Conservative estimates show at least a 10% return on the investment by the end of the financing period.

## **II. BUSINESS SUMMARY**

The business is a start-up business, providing clients with Pizza. We offer homemade pizza, and other homestyle meals in a family friendly sports themed environment.

**Industry Overview.** The food industry in the United States currently generates \$32,000,000,000.00 in annual sales. Annual revenue for the regional market where the business is located is estimated at \$25,000,000.00.

**Seasonal Factors.** The Business would only be influenced by the seasonal factors that affect our customers. Since the demand for our services crosses many different businesses and industries, seasonal fluctuations are expected to be limited to the typical down turn in the dull period months are not affected by the annual holiday schedules.

**Position in the Industry.** The new Mama's is located in a newly developed area where demographics are very strong. There are many young families. That is the primary demographic. The area is undergoing a new development phase. There is a Wal Mart Neighborhood Market going in across the street. Also, a high end day care that will attract 200 kids is right behind us.

**Legal Issues.** The promoters have secured the required patents and trademarks for the products and processes of the business in accordance with the statutory requirements.

**Location.** Mama's Pizza will need to pay back 18,000 per month on its loan to Security National Bank. Utilities run about \$3500 per month. Currently Mama's Pizza in West Omaha pays about \$9,000 in rent and \$3500 in utilities. With a net profit of about \$25,000 per month. We should be able to handle the extra \$9,000 per month payment. Additionally, we will be renting 3 bays that we own on the North end of the building that will generate about \$6K per month.

### **III. MARKETING SUMMARY**

**Target Markets.** The main target markets for the business include:

- Schools
- Churches
- Youth Sports teams
- Families
- Sports fans

It is estimated that there are 35,000 potential customers within the Business defined trading area that are estimated to spend \$13,000,000.00. To seek the most profitable market segments in the target markets overall, the Business will focus on the following areas within the target market:

- We start with building a strong relationships with area schools. We offer evening where we give back portions of the profits directly to the schools. We want to have strong

relationships with Papillion La Vista High School. St Columbakille, and Portal Elementary. Also, we will reach out to the area churches. St Columbakill is one of the 3 largest parishes in the metro area. Beautiful SAavior is the largest Lutheran church in the metro. We will reach out to families, by sponsoring youth sports. Also, we attract many sports fans as we will invest \$40, 000 on high Def big screen Television with all major sporting events offered.

**Competition.** Customer choice of services in this industry is based on Our homemade dough is where it starts. It is fresh and never frozen. We make it daily. Then our homemade ground beef sets us apart. We cook it daily and we are very generous on our portions. The cheese we use comes from a small family farm in Wisconsin. It is a unique mozzarella cheese that no one else in Omaha is using. The sauce is a unique blend of tomatoes and spices and is very popular in the Chicago area. Our baking system is very consistent, so our customers get the same product every time. Competition for home made pizza in the Papillion/Lavista area is very sparse. There is a Caseys pizza across the street. They are a low dollar pizza outfit that focuses on "low end, not fresh pizza. There is a Dominos Pizza to the South. We believe they also are more concerned with selling low end pizzas that do not focus on high quality. there is a Valentinos 2 miles to the west, but they d not have a dining room. A Pizza Ranch is going in about 2.5 miles to the east and South. They are a buffet style. Our customers prefer the freshness of our pizza. Finally, 3 miles to the West is a Pizza West. We do not believe they have the reputation and tradition of Mama's Pizza.

**Services.** The Business intends to provide exceptional, personalized service, which will be the crucial factor in building and protecting the Business's brand within the community. The Business intends to handle customer concerns and issues with a customer oriented focus with the intent of providing timely resolution and preventing the loss of customers.

#### **IV. STRATEGY AND IMPLEMENTATION SUMMARY**

**Company Goals and Objectives.** The goal for Mama's Pizza La Vista is to pay for the land and building within a 10 year time frame. We would like to maintain about 7-10% growth per year. Our goal is to hit 1.6 million in revenue our first year. We do not have any immediate plans for new locations as all of our energy will be in starting Mama's La Vista while continuing to grow our other 2 locations.

The Business plans the following tactics as part of sales promotion:

- Develop a list of businesses in the neighborhood and send brochures by direct mail to the list.
- Advertising through press releases to industry publications and local newspapers.
- Internet marketing
- Posting signage and flyers about the new business on bulletin boards in stores and public places.

In addition, the Business will also engage in the following marketing campaigns:

- We will supply our pizzas to local businesses to get them to try our product.
- We will market to the younger generation by using Social Media (facebook, twitter, etc)
- We will buy advertising from local high school sports teams
- We will place ads in local church bulletins.

#### **V. FINANCIAL PLAN**

The Funding Request in this Business Plan outline the major start-up costs associated with this business. Other costs include repair and maintenance, sales and production expenses. Regular monthly expenses are estimated at \$120,000.00 for paying the employee salaries and other regular business expenses. The Business is expected to generate \$150,000.00 in the first year and gross profit is expected to be \$30,000.00.