

ALL APPLICANTS MUST COMPLETE QUESTIONS 1- 3

1. BUILDING OWNERSHIP: W.S. 12-4-103(a)(iii)

Does the Applicant own or lease the licensed building?

- (a) The Applicant **OWNS** the licensed building. *(if Granted)* YES (own)
- (b) The Applicant **LEASES** the licensed building. YES (lease)

If the building is leased, please submit a copy of the lease and indicate:

(i) Lease term expiration date; located on page _____ paragraph _____.

Note: The lease term **MUST** continue at least through the term of the liquor license or permit

(ii) **Sales** provision for alcoholic or malt beverages: located, on page _____ paragraph _____.

Note: The lease **MUST** contain a provision for **SALE OF ALCOHOLIC or MALT BEVERAGES.**

2. LIQUOR BUSINESS CONTROL: W.S. 12-4-601(b)

(a) To operate the liquor business, has the business or license/permit been assigned, leased, transferred or contracted with any other person (entity) to operate and assert total or partial control of the license or permit or the licensed building? YES NO

(b) If the answer was **YES** to 2(a) above, explain fully and submit any documents in connection there within.

3. INTEREST IN LICENSE OR PERMIT: W.S. 12-5-401, 12-5-402, 12-5-403 -

Does any alcohol manufacturer, brewer, rectifier, wholesaler, or through a subsidiary affiliate, officer, director or member of any such firm:

- (a) Hold any interest in the license/permit applied for? YES NO
- (b) Furnish by way of loan or any other money or financial assistance for purposes hereof in the business? YES NO
- (c) Furnish, give, rent or loan any equipment, fixtures, interior decorations or signs other than standard brewery or manufacturer's signs? YES NO
- (d) If the answer was **YES** to any of the above, explain fully and submit any documents in connection there within.

4. RETAIL LIQUOR LICENSE-COUNTY LOCATIONS ONLY: W.S. 12-4-201(f)(ii)

Is the licensed building within five (5) miles of an incorporated town or city? YES NO

5. RETAIL LIQUOR LICENSE-COMMERCIAL SERVICE AIRPORTS ONLY: W.S. 12-4-201(m)

- (a) Will food and beverage services be contracted or subcontracted? YES NO
- 1. If **YES**, is a copy of the food and beverage contract or lease attached? YES NO

6. BAR AND GRILL LICENSE OR RESTAURANT LIQUOR LICENSE ONLY: 12-4-413(a) / W.S. 12-4-407(a)

Is a copy of the valid food service permit or the approved permit application attached? YES NO

7. RESORT LIQUOR LICENSE: W.S. 12-4-401 through W.S. 12-4-403(b)

Does the resort complex:

- (a) Have an actual valuation of at least one million dollars, or have committed or expended at least one million dollars (\$1,000,000.00) on the complex, excluding the value of the land? W.S. 12-4-401(b)(i) YES NO
- (b) Include a restaurant and a convention facility; a convention facility that will seat at least one hundred (100) persons? W.S. 12-4-401(b)(ii) YES NO
- (c) Include motel, hotel or privately owned condominium, town house or home accommodations approved for short term occupancy with at least one hundred (100) sleeping rooms? W.S. 12-4-401(b)(iii) YES NO
- (d) If no on question (c), have a ski resort facility open to the general public in which has been committed or expended not less than 10 million dollars (\$10,000,000.00)? W.S. 12-4-401(b)(iv) YES NO
- (e) Will food and beverage services be contracted or subcontracted? W.S. 12-4-403(b) YES NO
- 1. If **YES** to (e), is a copy of the food and beverage contract or lease attached? YES NO

8. MICROBREWERY PERMIT ONLY: WHOLESALE DISTRIBUTION: W.S. 12-2-201(a)

(a) Will the microbrewery self-distribute its products or distribute through a licensed wholesaler? YES NO

If **YES**, a wholesale malt beverage license from the Liquor Division will be required.

9. LIMITED RETAIL (CLUB) LIQUOR LICENSE:

FRATERNAL CLUBS W.S. 12-1-101(a)(iii)(B)

- (a) Has the fraternal organization been actively operating in at least thirty-six (36) states?
(b) Has the fraternal organization been actively in existence for at least twenty (20) years?

10. LIMITED RETAIL (CLUB) LIQUOR LICENSE:

VETERANS CLUBS W.S. 12-1-101(a)(iii)(A):

- (a) Does the Veteran's organization hold a charter by the Congress of the United States?
(b) Is the membership of the Veteran's organization comprised only of Veterans and its duly organized auxiliary?

11. LIMITED RETAIL (CLUB) LIQUOR LICENSE:

GOLF CLUBS W.S. 12-1-101(a)(iii)(D) / W.S. 12-4-301(e):

- (a) Does the golf club have more than fifty (50) bona fide members?
(b) Does the Applicant, maintain, or operate a bona fide golf course together with a clubhouse?
(c) Is the Applicant a Political Subdivision of the state that owns, maintains, or operates this golf course?
1. Will food and beverage services be contracted or subcontracted?
2. If YES, is a copy of the food and beverage contract or lease attached?

12. LIMITED RETAIL (CLUB) LIQUOR LICENSE:

SOCIAL CLUBS W.S. 12-1-101(a)(iii)(E) / W.S. 12-4-301(b):

- (a) Does the club have more than one hundred (100) bona fide members who are residents of the county in which the club is located?
(b) Is the club incorporated and operating solely as a nonprofit organization under the laws of this state?
(c) Is the club qualified as a tax-exempt organization under the Internal Revenue Service?
(d) Has the club been in continuous operation for a period of not less than one (1) year?
(e) Has the club received twenty-five dollars (\$25.00) from each bona fide member as recorded by the secretary of the club and are club members at the time of this application in good standing by having paid at least one (1) full year in dues?
(f) Does the club hold quarterly meetings and have an actively engaged membership carrying out the objectives of the club?
(g) Is a true copy of the club bylaws attached to this application?
(h) Has at least fifty one percent (51%) of the membership signed a petition indicating a desire to secure a Limited Retail Liquor License? (Petition(s) Attached)

13. Applicant is Filing As Individual, Partnership, Political Subdivision, Organization or Other: W.S. 12-4-102(a)(ii) & (iii)

Each individual, partner or officer (as applicable) must complete all of the information below. (If more information is required, list on a separate piece of paper and attach to this application.)

Table with 7 columns: True and Correct Name, Date of Birth, Residence Address No. & Street City, State & Zip, Residence Phone Number, Have you been a DOMICILED resident for at least 1 year and not claimed residence in any other state in the last year?, Have you been convicted within the previous 10 years of: a Felony Violation Relating to Alcoholic Liquor or Malt Beverages?, any Violation Relating to Alcoholic Liquor or Malt Beverages?.

14. Applicant is Filing As a Corporation, Limited Company, Limited Liability Company, Limited Liability Partnership or Limited Partnership: W.S. 12-4-102(a)(iv) & (v)

Each stockholder holding, either jointly or severally, ten percent (10%) or more of the outstanding and issued capital stock or ownership of the corporation, limited liability company, limited liability partnership, or limited partnership.

Each Officer, Director or LLC member must complete all of the information below.
(If more information is required, list on a separate piece of paper and attach to this application)

True and Correct Name	Date of Birth	Residence Address No. & Street City, State & Zip <i>DO NOT LIST PO BOXES</i>	Residence Phone Number	No. of Years in Corp or LLC	% of Corporate Stock or Ownership Held	Have you been convicted within the previous 10 years of:	
						a Felony Violation Relating to Alcoholic Liquor or Malt Beverages?	any Violation Relating to Alcoholic Liquor or Malt Beverages?
Bruce Winton	09/23/1997	712 Harrison Douglas WY.	307-359-0662	0	53%	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
Ronnie J. Gonzales	01/19/81	1540 madow LN. Douglas WY	307-277-3062	0	47%	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
						YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
						YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
						YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>

REQUIRED ATTACHMENTS:

- A statement indicating the financial condition and financial stability of the Applicant. W.S. 12-4-102(a)(vi).
- If transferring a license or permit to another Applicant, attach a form of assignment from the current licensee to the new Applicant authorizing the transfer. W.S. 12-4-601(b).
- A copy of any lease agreements. W.S. 12-4-103(a)(iii)
- Bar & Grill and Restaurant liquor license Applicants: attach a copy of the current Food Service Permit or the approved permit application for the Applicant and for the licensed building location. 12-4-413(a) / W.S. 12-4-407(a)
- If food and beverage services will be contracted or subcontracted attach a copy of the contract or lease agreement W.S. 12-4-201(m) / W.S. 12-4-301(e) / W.S. 12-4-403(b)
- If filing for a Golf Club or Social Club liquor license attach a copy of the club's bylaws W.S. 12-4-301(c)

OATH OR VERIFICATION

Requires signatures by **ALL** Individuals, **ALL** Partners, **ONE (1)** LLC Member, or **TWO (2)** Corporate Officers or Directors except that if all the stock of the corporation is owned by **ONE (1)** individual then that individual may sign and verify the application upon his oath, or **TWO (2)** Club Officers. W.S. 12-4-102(b)

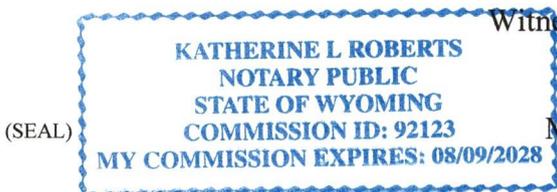
Under penalty of perjury, and the possible revocation or cancellation of the license, I swear the above stated facts, are true and accurate.

STATE OF WYOMING)

COUNTY OF Converse) SS.

Signed and sworn to before me on this 12th day of APRIL, 2024 that the facts alleged in the foregoing instrument are true by the following:

- | | | | |
|----|-----------------------------------|--|-----------------------|
| 1) | <u>[Signature]</u>
(Signature) | <u>Bruce Winton</u>
(Printed Name) | <u>owner</u>
Title |
| 2) | <u>[Signature]</u>
(Signature) | <u>Ronald Gonzales</u>
(Printed Name) | <u>owner</u>
Title |
| 3) | _____
(Signature) | _____
(Printed Name) | _____
Title |
| 4) | _____
(Signature) | _____
(Printed Name) | _____
Title |
| 5) | _____
(Signature) | _____
(Printed Name) | _____
Title |



Witness my hand and official seal:

[Signature]
Signature of Notary Public

My commission expires: 8-9-28

Hello,

My name is Bruce Winton and on behalf of Ronnie Gonzales and myself we are producing this letter for some insight, intentions, goals and plans that relate to the liquor license we are applying for. We will be purchasing the White Wolf Saloon, in direct correlation to the approval or acceptance of the liquor license we have applied for. Upon approval (if granted) we would re décor the exterior of the saloon to provide a cleaner, more eye catching, welcoming vision not only for our saloon but also for the community, adding to the beauty of the downtown area. We have created a business plan, acquired accounting services, legal representation and last but not least, financial options for immediate purchase and action for this wonderful community business. Also, we plan to create an outside area for weather permitting activities and space to socialize peacefully as well. We would like to provide a welcoming social and memory making experience to all legal adults seeking great beverage, fun event and entertainment opportunities. We are both Douglas Wyoming locals, and have dreamed of giving back to the community that has always provided such a welcoming, supportive and loving town to grow up in and continuing the legacy of doing our part to keep this town amazing on so many levels and worth remembering to all those who live here and pass through. We plan on always working closely and directly with the city and community to provide any services we can to accommodate yearly upcoming events and activities to create magical township experiences to all those involved. We understand that adding new attraction to the town (especially in the downtown area) are essential to the towns growth, revenue, and locals overall day to day experience. We would love to be part of this growth and benefit to the city and continue the history of being the towns oldest bar with all its historical landmarks and accompanying historical feats. We hope the committee feels as we do in allowing us to do the best we can in giving back to them and all that are proud to call Douglas Wyoming our home. Thank you all for your time and consideration in not only this application, but also for the possibility of future adventures, endeavors, and the opportunity to expand this amazing town and to provide services to its amazing people.

April 12, 2024

To Whom It May Concern:

Ronnie Gonzales and Bruce Winton of Douglas, Wyoming have put together an extensive business plan and proposal to purchase The White Wolf Saloon in Douglas, Wyoming. We have applied for a retail liquor license as well as retained legal counsel from Hardee Law Office as well as accounting and financial guidance from H&R Block. The White Wolf Saloon and Kota, LLC shall be formed as a partnership under Wyoming State laws and headed by Ronnie Gonzales and Bruce Winton.

Our business mission is to provide a great social gathering environment for one of the county's oldest and most historic establishments. We are very driven and professional individuals that aim to purchase the historic saloon and plan to revive it with a healthy business environment for the Jackalope City's nightlife scene downtown.

The White Wolf Saloon will have strategic marketing plans set in place to ensure a profitable business that will be entertaining and exciting and will add to the existing fabric of downtown Douglas, Wyoming.

We have included an executive summary, business proposal, and marketing strategies, as well as promotional materials to show that we take this endeavor very seriously.

If everything goes according to plan and we are awarded a commercial liquor license, we aim to open our turnkey establishment between the months of May and June 2024.

Respectfully submitted,

Ronnie Gonzales

Bruce Winton

White Wolf Saloon BUSINESS PLAN

Prepared by:

Bruce Winton , Ronnie Gonzales

318 E Center St
Douglas, Wyoming 82633
3073580540
Brucewinton@gmail.com

Gonzohopper@gmail.com

I. EXECUTIVE SUMMARY

White Wolf Saloon (referred to from hereon in as the "Company") is intended to be established as a Partnership at 318 E Center St, Douglas, Wyoming 82633 with the expectation of rapid expansion in the bar/ saloon industry. The Company solicits financial backing in order to be able to introduce its new product (described below).

Business Description

The Company shall be formed as Partnership under Wyoming state laws and headed by Bruce Winton , Ronnie Gonzales .

Some assisting qualifications and experience would include 2 associates degrees, and recipient of professional bar owners certificate, upstanding citizen of the state of wyoming and converse county

Business Mission

To provide and maintain a great social place and memory creator for all of those who enter.

Product

The Company's primary product will be Liquor : Liquor, wine, beer, events and entertainment

Funding Request

The Company requests a total loan of \$329,500.00 over the course of 4 yrs, to be used for the following purposes:

Purchase buisness including all land, permits, licenses, building, LLC and all finished equipment and interior stock and a small financial emergency buffer amount to cover start up and emergency repairs if needed.

<u>Purpose</u>	<u>Loan Amount</u>
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Long-term debt payment is a key feature of the Company's financial plan. We expect to break even within a 3 -4 yrs time period following the introduction of our product. Financial predictions suggest a minimum 8%% return on investment by the conclusion of the financing period.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the bar/ saloon industry presently makes 150,000 minimum dollars in sales.

Current trends include providing games nights, open mics, entertainment experiences , specials and discount hours modern and desired beverages etc.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Evolving entertainment, exciting weekly events and or games, modern payment methods, current stock of desired beverages, welcoming environment.

Business Goals and Objectives

Short Term:

Create a great buisness, provide pay off in 3-4 yrs, build community relations in all positive ways.

Long Term:

Provide a buisness that provides the town and community with beauty and opportunity for amazing experiences, life lasting memories, jobs, and the ability to grown with its people.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Legal adults, socially active people, fun seekers, etc.

The estimated number of potential clients within the Company's geographic scope is 5,000.00.

Promotional Strategy

The Company will promote sales using the following methods:

Marketing plans are to include, internet, social media, word of mouth and community event specials for all attending.

SWOT Analysis

Strengths

Continuing history of being the towns oldest bar, unique decore and one of a kind experience, competitive pricing, evolved entertainment and payment options (previously cash only) current and growing beverage choices.

Weaknesses

Small food options.

Opportunities

Exterior remodel including outdoor patio, color scheme and decore to promote beauty and professionalism.

Threats

Troubled economy

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

12-Month Profit and Loss Projection

Monthly expense for salaries and overhead (projected):	\$5,400.00
Revenue and sales for first year of business (projected):	\$144,000.00
Gross profit for first year of business (projected):	\$79,200.00

Fwd: Letter C&D

From: Ronnie Gonzales ronnie@bisonpumpandsupply.com

To: Ronnie Gonzales ronnie@bisonpumpandsupply.com

Date: Sun, Mar 31, 2024, 10:49 AM

I Carl Strode and my wife Diane are the owners of The White Wolf Saloon. We purchased the saloon in June 2008. Renovations and improvements started right away. August 2008 was our grand opening during State Fair. Renovations continued throughout the years adding to the historic feel of the oldest saloon in town. Theodore Pringle built our saloon in 1887. He also built the College Inn Bar in 1906.

Our doors were closed in August 2022 due to health issues. We would love nothing more than to pass the bar off to a few Douglas Wyoming locals and very aggressive business minded individuals to help the bar survive and continue to serve several of our former customers and community friends.

We believe that it is time to turn the keys over to Douglas residents Ronnie Gonzales and Bruce Winton.

Ronnie and Bruce plan on keeping the integrity of the historic building and adding their new ideas. We believe that they will be an asset to downtown Douglas and we are looking forward to the transition.

We aim to sign over everything with the agreement to buy the White Wolf Saloon.

This includes:

The Building and Spaces connected to The area of land with the bar included.

This is the structure of the building and the lot connected. All permits connected to the saloon as well as the business will be included. All codes connected to the business and LLC will be. Included as well.

Kota LLC will also be added to the agreement.

This is Absolutely EVERYTHING connected to the Whitewolf Saloon and Kota LLC.

All of the above is to be signed over to Bruce and Ronnie as they are the ones that we want to buy the building and all of the assets. They are our #1 choice and only people we see fit at the moment to buy and restore the environment for the local downtown community.

The community of Douglas and the White Wolf Saloon as well as the downtown area of our favorite Jackalope city will be thrilled to welcome the new owners and excited to see what this new business can do for our little town. This bar has a heart and soul and we have no doubts that Ronnie/Bruce can keep the lights on with a respectful and profitable business going forward. The white wolf saloon can absolutely live to see another day.

Sincerely, Carl & Diane Strode



Ronnie Gonzales

Outside Sales/Service

 BISON PUMP AND SUPPLY

(C) 307.277.3062

Douglas Wy, 82633



From: Ronnie Gonzales ronnie@bisonpumpandsupply.com

Date: Sun, Mar 31, 2024, 11:18 AM

From: Ronnie Gonzales ronnie@bisonpumpandsupply.com

To: Ronnie Gonzales ronnie@bisonpumpandsupply.com

Date: Sun, Mar 31, 2024, 11:19 AM

Ronnie Gonzales

Outside Sales/Service

 BISON PUMP AND SUPPLY

(C) 307.277.3062

Douglas Wy, 82633



3 Emails

