

You can open your own bar if all the paper work is done



So you want to get into the food business. You thought you'd buy a plot of ground and build your own restaurant, maybe sell some beer.

Like many passing fantasies, ownership of a bar or restaurant is far from easy.

Setting up your own business, whether it is a fast food franchise or bar, not only requires your own commitment, but approval of the city building inspector, fire marshal, health officials, and of course the buying public.

If you want to build from scratch, first you must apply to the City Planning Office to make sure the land is zoned for business.

If it is correctly zoned, you present your building plans to the Health Department and registered sanitarians will check them. Building plans are checked for proper lighting, and ventilation.

But, are there toilets? Screens on the windows? How will the garbage be disposed? If the plans are approved a building permit is given and construction can begin.

However, "not every Tom, Dick and Harry can get into the food business," according to Orville DeFrain, state supervisor of the food section and chief of environmental health.

When you are ready to open, you must apply to the health department for an operator's permit. That means another inspection.

Owning and operating a business is "awful hard work," DeFrain said, and "complicated as the devil."

A license costs \$50 for the first year, he said, and \$35 every year thereafter.

Each eating establishment is inspected at least three times a year, to make sure all standards are met. If they aren't, you run the risk of losing your license and being closed down.

You say you were thinking of getting into the spirit of things by selling a little liquor and beer? There are a few additional procedures to follow. For one thing, you'll need a liquor license.

Your first step might be to read city liquor ordinances, to make sure you don't lose your license before you get it. Chapter 6.08, entitled Alcoholic Liquors, explains and defines everything about the sale of liquor in Lincoln, including who you can sell to, when, where, and how much you can sell. There are more than 11 pages of reading, single spaced.

If you survive the reading and still want to open your own bar, make an application to the State Liquor Control Commission in triplicate.

There is a 45-day waiting period while the local clerk advertises and holds a public hearing to see if there are any objections for granting you a license. The city council sends its recommendation to the commission and while all this is taking place, the commission investigates your background and the site.

There is no state limit to the number of licenses granted, but Georgia Kuebler, administrative assistant to the liquor commission, said there usually are local limits. Even though the commission is not bound by them, "it usually abides by them," she said.

Each applicant must post \$100 to cover hearing and publicity costs. The balance is returned. There also is a \$2 registration fee plus a fee for each type of license applied for, whether it is beer only, liquor by the drink or a package liquor license (just to name a few).

These fees are paid at the local level and go into the school fund. Beer license fees are scaled to the town population. For instance, a town with less than 500 people would have a \$10 license fee for an on sale liquor license.

In addition to the license fee, owners pay an annual occupation tax which goes into the city's general fund. This can be as much as twice the license fee.

The easy way to do it is to find someone willing to sell their business. That way you just transfer the license and avoid a lot of hassle. You also avoid building costs.

That's how Gerald Sasek, owner of the Five O'Clock Lounge at 121 N. 14th St., got into business.

Sasek said he paid \$40,000 for the bar in November 1975 and had \$5,000 working capital. He spend about \$1,000 a month on beer alone, and about \$500 on liquor and supplies. Fortunately food and liquor can be bought on consignment and you have 30 days to pay for it. Not so with beer. That required cash on the spot. Sasek said he grossed about \$60,000 in 1976.

"I haven't lost any, and I haven't made a whole lot." Owning a bar "has a lot of potential," he explained. The value of the business "pretty much stays the same, if it doesn't go up. You can't lost any money, just fail to make any."

Joyce Durand, co-owner of the Side Track at 700 P, formerly Russian Inn, said setting up a bar takes a "considerable amount of money," and "it's a lot of hard work." But, she added, "It's a lot of fun if you like people."

Durand declined to say how much the place cost. She and Pat Glenn bought the building, business and equipment. They plan to remodel the restaurant's lounge as soon as they complete legal requirements.

Durand estimated it will take at least two months before they can open because of the needed liquor license approval, remodeling and inspections.

"Everyday we're closed down it's money we're not making," she said. "We want to open just as soon as possible."



Photo by Mark Billingsly

Georgia Kuebler administrative assistant to the liquor commission.

Hamburger U's tuition could cost you your buns



If you've had your fill of "two all-beef patties, special sauce, lettuce, cheese, pickles, onions, on a sesame seed bun," but the possibility of 30 billion-plus sales mixes well with your economic chemistry—Hamburger U. is beckoning you to get your piece of the bun.

Hamburger University, in this case anyway, is not snide slang for a tread-mill college education—it exists. Not only does it exist, but it's mandatory for the up and coming Ronald McDonalds of America.

Hamburger U. is located in Elk Grove Village, a suburb of Chicago. Once you've made your career decision, you may begin.

To apply for Hamburger U., call the corporate office in Chicago and set up an interview with Licensing Manager Doug Moreland.

The qualifications aren't too steep. Corporate Communications manager Doug Timberlake said they select people with stamina, and those "who really want to get into the business."

You also must be interested in your community and be able to get along with people. In other words, you will not only own a restaurant but you must be "Mr. McDonald in the community," he said.

Mr. McDonald also needs \$85,000-100,000 in cash before he will be accepted.

If you pass the interview and have the money, your name is placed on a list. It sometimes takes three to six months before a site is available. You can either start from scratch and build your own McDonald's or take over another license.

First there is the license fee of \$10,000, plus an additional \$15,000 security deposit required against the lease. Then there is the \$2,500 site development fee for selection and analysis of a building location, \$4,000 cash downpayment for lighting, signs and work, \$20,000 for food service equipment, \$4,000 for seating and decor, and \$30,000-\$45,000 for miscellaneous expenses, such as construction extras, landscaping and training of employees.

These are just down payments. The total estimated cost is \$180,000-225,000.

Lighting and signs usually cost about \$18,000, food service equipment, \$80,000 and seating and decor, \$20,000.

At least it costs nothing to apply.

Besides shelling out money, you will need to put in hours at Hamburger U going through basic and advanced operations courses. The first lasts five days, the second is 10 days to two weeks. Your building is going up as you hit the books.

Feeling secure with your new education and knowing everything there is to know about McDonald's, you can start putting your education to good use.

McDonald's requires all owners to work 400 hours in a McDonald's Restaurant, so he or she knows every corner of the store from check stand to fry pan.

As you slave away over a hot griddle learning, and wondering philosophically "did Ronald McDonald start this way?" you can dream about the time your store will be finished and you can head it all.

End of dream.

Because of the large number of applicants, McDonald's is no longer accepting applications, at least not until the end of 1979. That's how long it will take to get through those names already on the list.

LICENSEE OF **McDonald's** SPEEDEE SERVICE SYSTEM

HAMBURGERS

OVER 23 BILLION SOLD

BURGER KING