

Outlaw Oyster is a seafood concept, I attached our menu to this application as well. Our hours of operation would be 11am - 12am 7 days a week. Currently we plan to operate at less than that to start but hoping to add hours as we figure out demand. We have added 7 positions for this concept, with an additional 10-30 hours from our current staff depending on volume. If we expand the hours to 7 days a week we will need to add another 4 positions at a minimum. The goal of the pop up is to test the market to eventually turn things into a full fledged concept, but this ensures us that we can do what we set out to do.

To us, we view this as a marketing opportunity to be able to offer another product, akin to a ghost kitchen, offering catering services, creating a speakeasy, or a seasonal menu. We are operating as a restaurant as the space was set out for. We are just adding some seating over into the room that did not have any seating in to maximize potential for this pop up. We project that this will add an additional \$468,000 in taxable revenue if we only operate at the limited starting hours. There is not a concept like this in Milwaukee done this way, and it will be a huge asset for the area, adding to the great city of Wauwatosa.

We love what we have been able to do as Crafty Cow, and hope solidifies us as a great community partner, and that we continue to work towards expanding jobs and opportunity here in Wauwatosa.