

**Appendix 3**  
**Metro Taproom**  
**Pro Forma P&L**

		2016		2017		2018		2019
Income								
Taproom Sales	\$	423,000	\$	444,150	\$	466,358	\$	489,675
Merch sales	\$	6,000	\$	6,300	\$	6,615	\$	6,946
Sublease for coffee/food	\$	12,000	\$	12,000	\$	12,000	\$	12,000
Total Taproom Sales	\$	441,000	\$	462,450	\$	484,973	\$	508,621
Cost of Goods Sold Taproom	\$	105,750	\$	111,038	\$	116,589	\$	122,419
COGS Merch	\$	3,000	\$	3,150	\$	3,308	\$	3,473
Merchant Account Fees	\$	4,759	\$	4,997	\$	5,247	\$	5,509
Total Cost of Goods Sold	\$	113,509	\$	119,184	\$	125,143	\$	131,401
Gross Profit	\$	327,491	\$	343,266	\$	359,829	\$	377,221
Expenses								
Advertising and Promotion	\$	12,000	\$	12,600	\$	13,230	\$	13,892
Business Licenses and Permits	\$	2,000	\$	2,000	\$	2,000	\$	2,000
Computer and Internet Expenses	\$	2,400	\$	2,640	\$	2,904	\$	3,194
Insurance	\$	3,600	\$	3,960	\$	4,356	\$	4,792
Janitorial Expense	\$	5,400	\$	5,670	\$	5,954	\$	6,251
Office Supplies	\$	1,200	\$	1,200	\$	1,200	\$	1,200
health	\$	3,000	\$	3,300	\$	3,630	\$	3,993
Simple IRA Match	\$	1,080	\$	1,188	\$	1,307	\$	1,437
Taxes	\$	6,000	\$	5,280	\$	5,808	\$	6,389
Wages	\$	60,000	\$	66,000	\$	72,600	\$	79,860
Repairs and Maintenance	\$	3,600	\$	3,780	\$	3,969	\$	4,167
Rent	\$	60,000	\$	60,000	\$	60,000	\$	60,000
Sales Tax	\$	26,460	\$	27,747	\$	29,098	\$	30,517
Taproom Expense	\$	2,400	\$	2,520	\$	2,646	\$	2,778
Beer Dinners/Catering								
Live Music	\$	12,000	\$	12,000	\$	12,000	\$	12,000
Taproom Decor	\$	1,200	\$	1,260	\$	1,323	\$	1,389
Taproom Food & Beverage	\$	3,600	\$	3,780	\$	3,969	\$	4,167
Security	\$	900	\$	900	\$	900	\$	900
Utilities	\$	4,800	\$	5,040	\$	5,292	\$	5,557
Telephone	\$	1,200	\$	1,260	\$	1,323	\$	1,389
Transportation Expense	\$	6,000	\$	6,300	\$	6,615	\$	6,946
Total Expenses	\$	218,840	\$	228,425	\$	240,124	\$	252,819
Net Operating Income	\$	108,651	\$	114,841	\$	119,705	\$	124,401