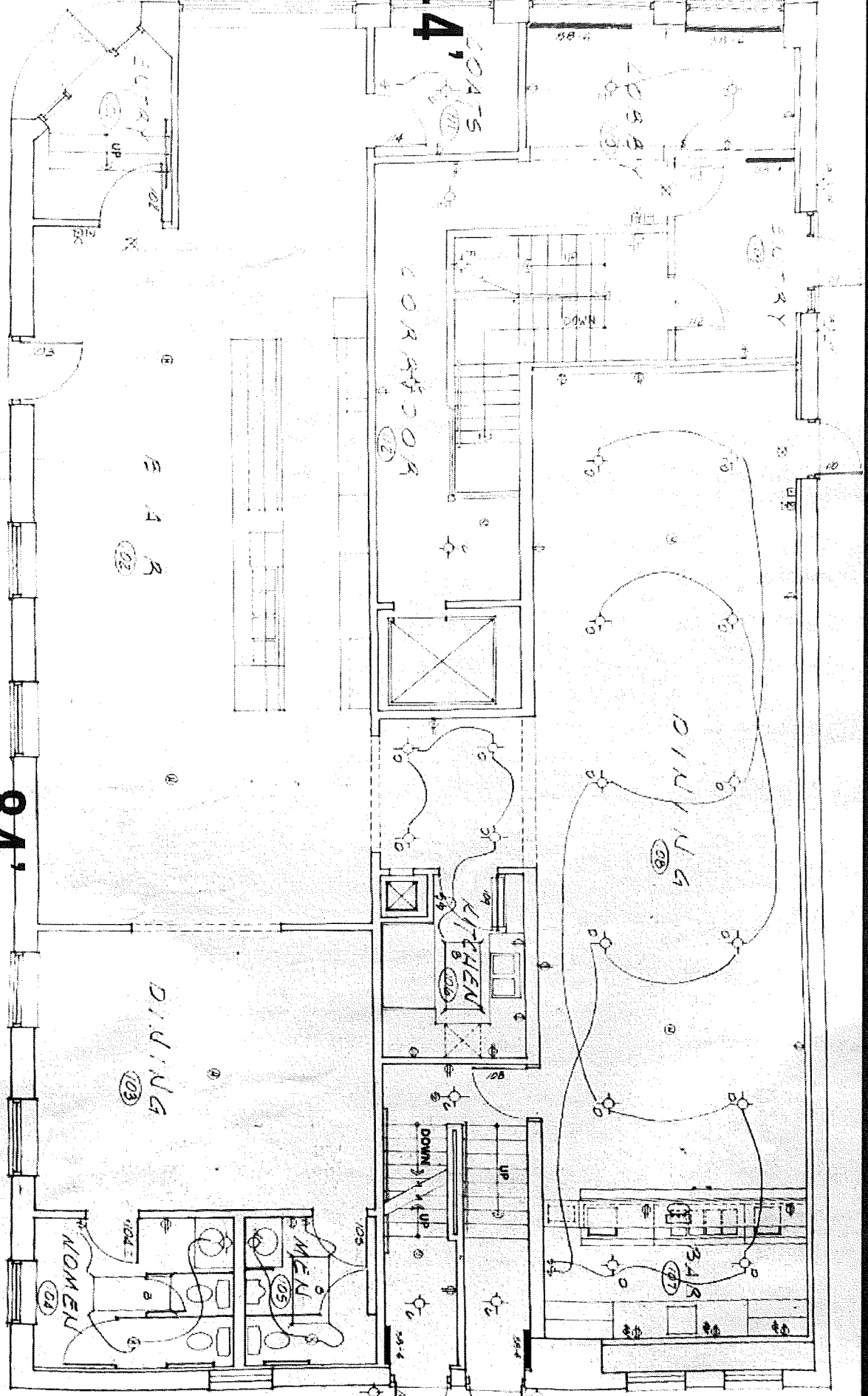


EXECUTIVE SUMMARY

The Cardinal Hotel (now the Cardinal Apartments), nestled in the First Settlement neighborhood of Madison, WI, was established in 1908. In the first floor tavern, once utilized by the Cardinal Hotel, Ricardo Gonzalez opened the Cardinal Bar & Cafe: one of the first gay bars and discotheques in Madison. Since its conception in 1974, the Cardinal Bar ran successfully with regular patrons, jazz, and other themed nights. In 2017, the Cardinal was purchased and a LGBTQ+ space and Madison institution was lost.

As the city of Madison finds itself in the wake of the COVID pandemic, we have lost many adored local spots for food, entertainment and libations. Re-opening the Cardinal Bar & Café is the first step in rebuilding the small business community and the nightlife of downtown Madison. Using our skills as current business owners and previous staff and patrons of the original Cardinal, we intend to create the next iteration. This will include a refinished bar, new stage, craft cocktails, live music, and an environment where all walks of life are welcome. These repairs and updates will require funding as well as a small cushion for any unseen repairs, updates, and for the bar to operate normally during its initial months. We have no doubt that reopening the Cardinal Bar will be successful. The location is in the footpath of young professionals and career politicians alike, in an area where newly constructed high rises add increased potential for patrons.

84



44

Beer

Cans / Bottles:

PBR Tall Boy Cans

Miller Light

Bud Light

Taps:

Spotted Cow

Modelo

Wisconsin Amber (Capitol Brewery)

IPA

IPA

Nitro

Guinness

Pilsner

Seltzers

White Claw

High Noon

Liquor

Whiskey:

Jameson

Tullamore Dew

Jack Daniels

Jim Beam

Sagmore Spirit

Bullet Rye/Bourbon

Woodford Reserve

Basil Hayden

Southern Comfort

Vodka:

Stolichnaya + flavors

Grey Goose

Svedka

Titos

Smirnoff + flavors

Tequila:

Jose Cuervo
Milagro
Patron
Casamigos
Hornitos
Don Julio

Rum:

Bacardi
Capitan Morgan
Plantation
Pompero Anniversario
Flor de Cana
Mount Gay
Don Q
Goslings
Appleton Estate
Pisco
(Old Sugar Distillery/Yahara Bay Distillery options?)

Scotch:

Dewars
Lagavulin
Glenfiddich
Glenmorangie
Johnny Walker
Balvenie
Laphroaig
Macallan
Yamazaki

Mixers

OJ
Lemonade
Pineapple
Bitters
Vermouth
Red Bull
Ginger Beer
Lemon Juice

Lime Juice
Typical Soda Gun
Tonic
Selzer
Coke/Diet Coke
Sprite/Diet Sprite

Cordials
Campari
Fireball
Screwball
Grand Marnier
Aperol
Drambuie
St. Germain
Blackberry Brandy
Ginger Brandy
Schnapps
Rumpleminz
Jagermeister
Goldschlager
Chambord
Chartreuse
Baileys
Rumchata
Cointreau
Curacao
Fernet Branca
Frangelico
Kahlua
Midori
Sambuca

Wine:

As recommended by distributor