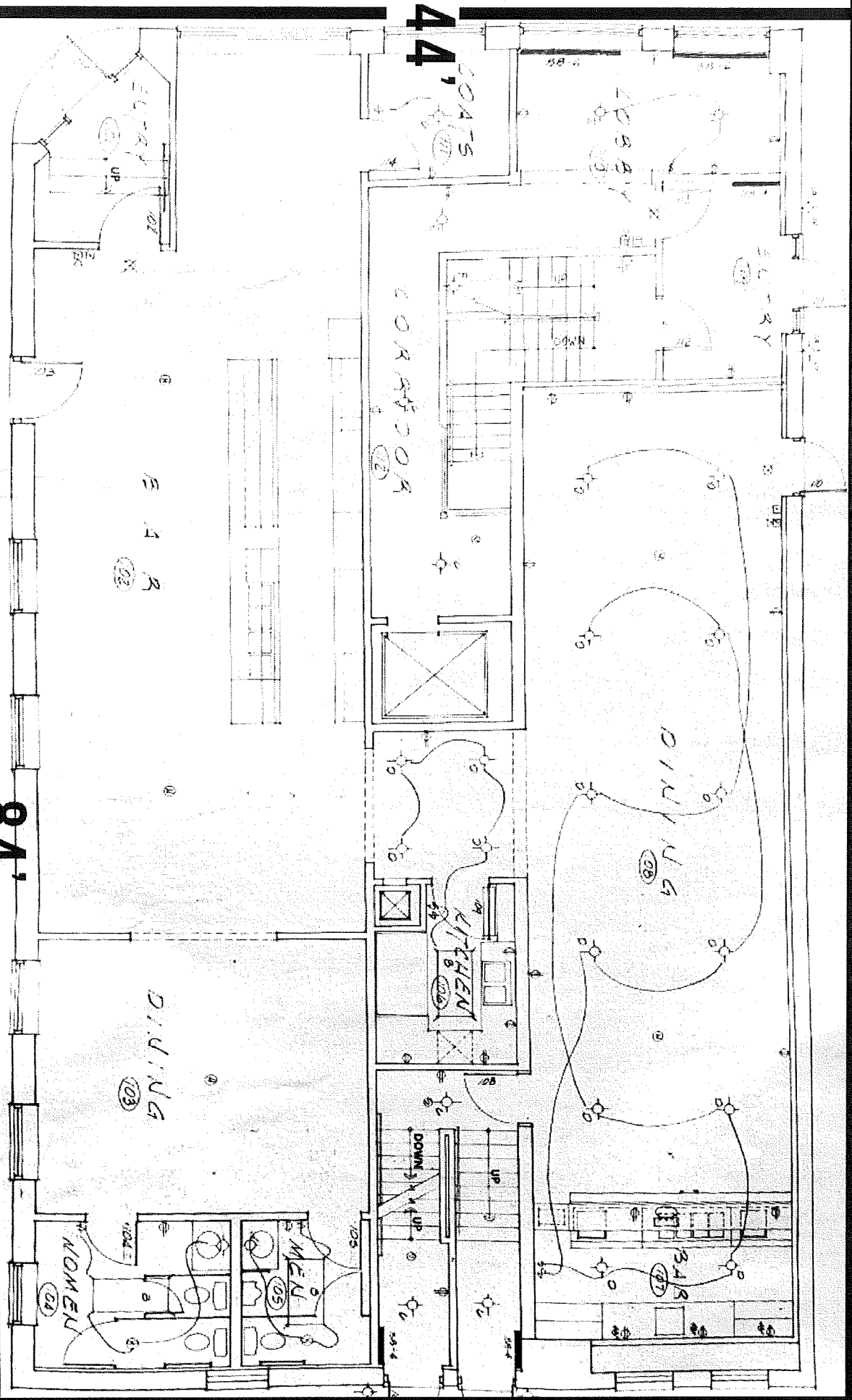


## EXECUTIVE SUMMARY

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.



44

84

## **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