



City of Madison Liquor/Beer License Application

On-Premises Consumption: ☐ Class B Beer ☐ Class B Liquor ☐ Class C Wine
 Off-Premises Consumption: ☒ Class A Beer ☒ Class A Liquor

38180

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
☐ Yes (language: _____)
☒ No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

P-301
A-5

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- ☐ Sí, lenguaje _____
☐ No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2015.
 3. List the name of your ☐ Sole Proprietor, ☐ Partnership, ☒ Corporation/Nonprofit Organization or ☐ Limited Liability Company exactly as it appears on your State Seller's Permit.

Regent Market Cooperative

4. Trade Name (doing business as) Regent Market Cooperative (RMC)
 5. Address to be licensed 2136 Regent Street, Madison WI 53726
 6. Mailing address same
 7. Anticipated opening date June 4, 2015
 8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
☐ No ☒ Yes (explain) General Manager
 9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
☒ No ☐ Yes (explain) _____

Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The RMC is buying the existing liquor store next door, but we will only devote approximately 45 linear feet of shelving units and 4 doors of a cooler to alcohol sales. During remodeling, we plan to have only 1/2 or 1/3 of that much space in the store for alcohol sales. See two floor plans.
Basement of 2138 Regent - (no customer access) Storage of inventory.

11. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity NA

13. Describe existing parking and how parking lot is to be monitored.

Parking for this address is limited to street only.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

☐ No ☒ Yes, license issued to Pat Macovich (Mike's Wine Shop) (name of licensee)

15. ☐ Attach copy of lease. NA

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent John Wendt

17. City, state in which agent resides Madison WI

18. How long has the agent continuously resided in the State of Wisconsin? 17 years

19. ☒ Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

☒ No, but will complete prior to ALRC meeting ☐ Yes, date completed _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin

22. In the table below list the directors of your corporation or the members of your LLC.

☒ Attach background check forms for each director/member.

| Title | Name | City and State of Residence |
|-----------|--------------|-----------------------------|
| President | James Widder | Madison WI |
| Secretary | Mary Yockey | Madison WI |
| Treasurer | James Yockey | Madison WI |
| | | |
| | | |
| | | |
| | | |

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

James F Yockey

24. Is applicant a subsidiary of any other corporation or LLC?

☒ No ☐ Yes (explain) _____

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

☒ No ☐ Yes (explain) _____

Section D—Business Plan

26. What type of establishment is contemplated?

☐ Tavern ☐ Nightclub ☐ Restaurant ☐ Liquor Store ☒ Grocery Store

☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps

☐ Other _____

27. Business description Regent Market Cooperative is a full-line grocery store
serving the near west side for over 90 years. RMC is adding beer, wine
and liquor to its list of products.

28. Hours of operation 8am to 9pm daily

29. Describe your management experience Current GM has 14 years managing products
with RMC. Purchase of Mike's WineShop includes a one-year consultation
contract with RMC. Macovich has 30 years' liquor sales experience.

30. List names of managers below, along with city and state of residence.

John Wendt _____

Pat Macovich _____

31. Describe staffing levels and staff duties at the proposed establishment Purchase of liquor
store will not increase staff current staffing is based on.

32. Describe your employee training Usual and customary training.
Special training for ID's, as needed.

33. Utilizing your market research, describe your target market.

Neighborhood sales + existing liquor store customers

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

NA We have been in business for 90 years! Food + drink +
Kitchen Supplies + now beer, wine, small amt of liquor.
Capital Times + Isthmus Annual Manual

35. Are you operating under a lease or franchise agreement? ☒ No ☐ Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?
☒ No ☐ Yes

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? ☐ No ☐ Yes—what kind? _____

38. What age range do you hope to attract to your establishment? _____

39. What type of food will you be serving, if any? _____
☐ Breakfast ☐ Brunch ☐ Lunch ☐ Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
☐ Appetizers ☐ Salads ☐ Soups ☐ Sandwiches ☐ Entrees ☐ Desserts
☐ Pizza ☐ Full Dinners

41. During what hours of operation do you plan to serve food? _____

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. _____

44. Will your establishment have a kitchen manager? ☐ No ☐ Yes

45. Will you have a kitchen support staff? ☐ No ☐ Yes

46. How many wait staff do you anticipate will be employed at your establishment? _____

During what hours do you anticipate they will be on duty? _____

47. Do you plan to have hosts or hostesses seating customers? ☐ No ☐ Yes

48. Do your plans call for a full-service bar? ☐ No ☐ Yes
If yes, how many barstools do you anticipate having at your bar? _____
How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? ☐ No ☐ Yes
50. Will there be a separate and specific area for eating only?
☐ No ☐ Yes, capacity of that area _____
51. What type of cooking equipment will you have?
☐ Stove ☐ Oven ☐ Fryers ☐ Grill ☐ Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
☐ No ☐ Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? _____
54. If your business plan includes an advertising budget:
What percentage of your advertising budget do you anticipate will be related to food? _____
What percentage of your advertising budget do you anticipate will be drink related? _____
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ☐ No ☐ Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ☐ No ☐ Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
_____ % Alcohol _____ % Food _____ % Other
58. Do you have written records to document the percentages shown? ☐ No ☐ Yes
You may be required to submit documentation verifying the percentages you've indicated.

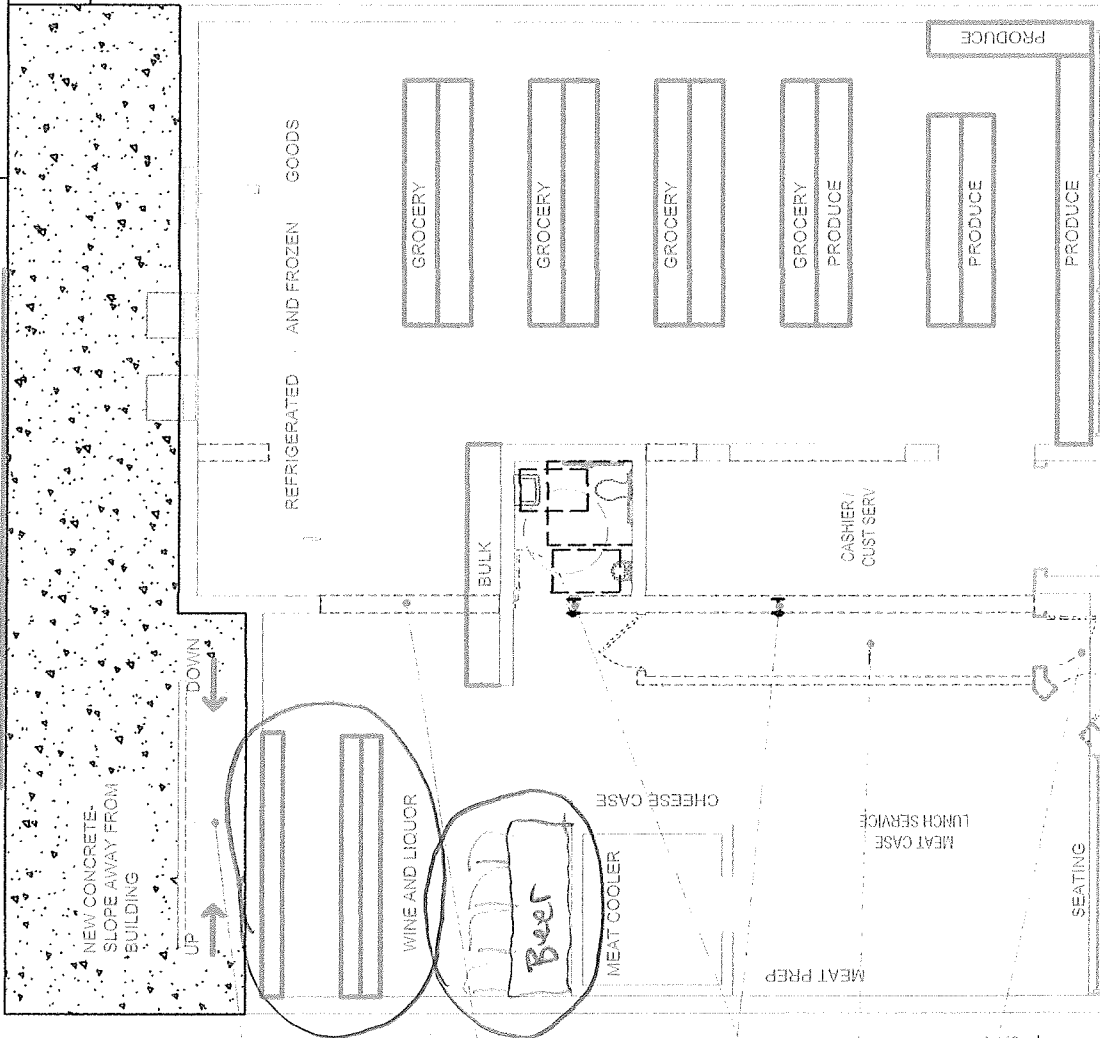
Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. ☐ No ☒ Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
☐ No ☒ Yes

During
Phase I

Dec - onward
2015

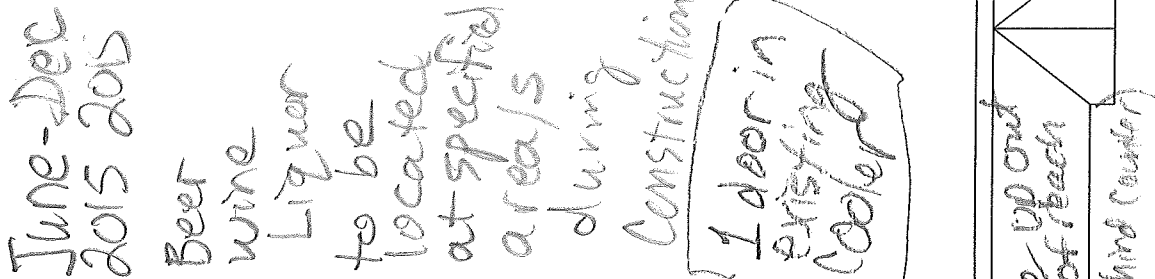
FIRST LEVEL FLOOR PLAN



REGENT MARKET CO-OP PROPOSED ADDITION ALTERATION

DRAWING LAYOUT BASED ON INFORMATION AND FILES PROVIDED BY OWNER. THE ARCHITECT MAKES NO WARRANTY OR REPRESENTATION WITH REFERENCE TO THE ACCURACY AND COMPLETENESS OF THE ORIGINAL DRAWINGS. THESE DRAWINGS ARE FOR INFORMATION ONLY AND NOT INTENDED FOR CONSTRUCTION.

During Phase I



This space will be
Closed for remodeling
June 1 - Dec 2015

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Income for combined Regent Market with small amount from Mike's liquor (<25% of his volume sales), with less during construction (<10%)

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | |
|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|
| 2014 Grocery | 81,588.94 | ##### | 88,584.30 | 94,779.06 | ##### | 81,404.37 | 78,322.04 | 89,809.35 | 95,855.95 | 96,619.51 | 92,848.80 | 86,053.81 | 1,074,089.63 |
| Bulk | 7,521.99 | 6,916.60 | 8,118.93 | 7,017.78 | 7,789.35 | 5,681.03 | 4,713.82 | 5,876.76 | 6,569.30 | 8,235.23 | 8,072.99 | 8,275.98 | 84,789.76 |
| Other | 584.38 | 415.97 | 491.54 | 449.47 | 506.84 | 508.56 | 2,682.92 | 473.02 | 633.49 | 558.50 | 643.25 | 589.66 | 8,537.60 |
| Liquor | - | - | - | - | - | 708.55 | 625.18 | 542.80 | 677.62 | 662.33 | 619.77 | 808.41 | 4,644.64 |
| | 89,695.31 | ##### | 97,194.77 | ##### | ##### | 87,593.96 | 85,718.78 | 96,159.13 | 103,058.74 | ##### | ##### | 94,919.45 | 1,167,416.99 |
| 2015 Grocery | 80,341.59 | ##### | 88,735.07 | 88,291.57 | 98,939.73 | 85,291.08 | 80,635.31 | 82,028.17 | 93,799.12 | 95,990.98 | 92,448.33 | 85,706.62 | 1,044,751.28 |
| Bulk | 5,894.85 | 6,355.38 | 7,667.89 | 6,666.89 | 7,096.58 | 6,615.24 | 7,468.32 | 6,342.35 | 7,483.00 | 7,216.23 | 7,021.15 | 7,555.13 | 83,326.01 |
| Other | 1,820.00 | 1,664.84 | 1,566.88 | 1,752.12 | 1,550.49 | 1,258.09 | 1,587.27 | 1,368.41 | 2,420.52 | 1,284.98 | 1,205.57 | 1,856.85 | 19,336.02 |
| Wine | 6,433.86 | 7,904.88 | 8,811.65 | 9,025.22 | 7,942.27 | 8,155.67 | 8,079.36 | 7,701.88 | 8,004.07 | 8,340.08 | 9,569.22 | 11,230.29 | 101,198.45 |
| Beer | 5,930.85 | 5,361.31 | 6,878.73 | 7,094.86 | 7,251.23 | 8,183.95 | 8,981.75 | 8,128.98 | 8,290.09 | 7,747.91 | 7,144.33 | 7,263.60 | 88,257.59 |
| Liquor | 4,171.52 | 4,180.69 | 4,571.24 | 4,600.36 | 5,488.68 | 5,668.38 | 5,001.41 | 4,342.40 | 5,420.93 | 5,298.64 | 4,958.12 | 6,467.27 | 60,169.64 |
| 2016 | ##### | ##### | ##### | ##### | ##### | ##### | ##### | ##### | 125,417.73 | ##### | ##### | ##### | 1,397,038.99 |
| Grocery | 81,745.84 | 77,900.57 | 92,318.09 | 88,742.61 | 100,928.06 | 85,791.29 | 79,941.16 | 80,543.51 | 86,854.11 | 96,173.64 | 90,305.04 | 87,410.10 | 1,048,654.02 |
| Bulk | 5,893.82 | 6,042.59 | 6,009.50 | 6,731.62 | 7,195.88 | 6,556.46 | 6,660.90 | 6,190.71 | 7,037.37 | 9,029.11 | 8,105.17 | 8,083.92 | 83,537.05 |
| Other | 1,439.72 | 1,589.55 | 1,835.94 | 2,035.90 | 1,575.76 | 2,274.69 | 1,452.50 | 1,789.93 | 1,638.11 | 2,280.91 | 2,464.22 | 2,467.13 | 22,544.36 |
| Wine | 7,593.35 | 7,679.97 | 7,809.47 | 8,427.86 | 8,555.88 | 8,382.64 | 9,039.01 | 8,707.44 | 10,124.13 | 9,221.83 | 8,771.77 | 9,472.73 | 103,786.08 |
| Beer | 5,828.37 | 6,187.19 | 8,696.50 | 7,121.01 | 9,146.41 | 9,752.21 | 10,000.45 | 9,223.82 | 8,518.09 | 9,367.78 | 6,911.96 | 6,531.02 | 97,284.81 |
| Liquor | 4,759.02 | 4,812.62 | 5,115.78 | 5,313.14 | 5,943.42 | 6,496.83 | 5,495.89 | 4,918.83 | 5,302.15 | 5,762.72 | 5,213.04 | 6,632.93 | 65,766.37 |
| 2017 | 107,260.12 | 104,212.49 | 121,785.28 | 118,372.14 | 133,345.41 | 119,254.12 | 112,589.91 | 111,374.24 | 119,473.96 | 131,835.99 | 121,771.20 | 120,297.83 | 1,421,572.69 |
| Grocery | 77,360.44 | 71,355.76 | 71,207.82 | 88,389.57 | 92,804.71 | 78,605.15 | 85,147.48 | 78,841.31 | 91,030.75 | 85,198.91 | 85,269.56 | 77,836.88 | 983,048.34 |
| Bulk | 7,632.79 | 6,593.57 | 7,671.16 | 7,077.37 | 8,836.60 | 7,190.80 | 7,994.74 | 6,175.14 | 8,730.18 | 7,013.22 | 7,992.21 | 8,085.44 | 90,993.22 |
| Other | 2,210.74 | 2,207.49 | 2,493.67 | 2,080.25 | 2,858.06 | 2,693.16 | 2,231.88 | 2,566.16 | 2,480.94 | 1,880.92 | 2,515.68 | 2,369.48 | 28,588.43 |
| Wine | 5,351.92 | 6,255.69 | 5,828.31 | 6,146.76 | 6,949.54 | 4,115.33 | 5,530.66 | 5,445.66 | 5,653.79 | 6,705.56 | 6,490.74 | 6,945.39 | 71,419.35 |
| Beer | 10,063.28 | ##### | 9,648.46 | 10,148.27 | 10,089.36 | 7,478.44 | 9,023.32 | 9,130.75 | 8,898.59 | 10,012.79 | 9,691.64 | 10,968.39 | 115,372.45 |
| Liquor | 9,985.04 | 9,205.80 | 9,338.46 | 8,004.56 | 9,075.57 | 6,582.98 | 7,842.79 | 8,534.28 | 9,533.29 | 10,498.29 | 10,247.20 | 11,076.14 | 109,924.40 |
| | 112,604.21 | 105,837.47 | 106,187.88 | 121,846.78 | 130,613.84 | 106,665.86 | 117,770.87 | 110,693.30 | 126,327.54 | 121,309.69 | 122,207.03 | 117,281.72 | 1,399,346.19 |