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LIC18-2016-01290

p-408

A-6



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 ☐ Class A Cider

Section A – Applicant

- 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)

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.
- This application is for the license period ending June 30, 2018.
- 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.
Frank Productions Concerts, LLC
- Trade Name (doing business as) to be determined
- Address to be licensed 1 S. Livingston Street, Madison, WI 53703
- Mailing address 155 E. Wilson Street, Suite 100, Madison, WI 53703
- Anticipated opening date early spring 2018
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
☒ No ☐ Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
☒ No ☐ Yes (explain) _____

Section B—Premises

- 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.

See Exhibit A - Description of Venue

See Exhibit B - Floor Plan

11. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above. - Exhibit B
12. Applicants for on-premises consumption: list estimated capacity 2500

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

No parking lot on premises

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

☒ No ☐ Yes, license issued to _____ (name of licensee)

15. ☒ Attach copy of lease. ~~Memorandum of Understanding~~ Letter of Intent to Lease

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 Fred Frank
17. City, state in which agent resides Middleton, WI
18. How long has the agent continuously resided in the State of Wisconsin? 50 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 11/16/2016 - Certificate attached
21. State and date of registration of corporation, nonprofit organization, or LLC. Exhibit C

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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
Member	Charlie Goldstone	Madison, WI
Member	Frank Productions, Inc.	Madison, WI
Shareholders of FPI:	Larry Frank	Madison, WI
Shareholders of FPI:	Fred Frank	Middleton, 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.

Larry Frank

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

☐ No ☒ Yes (explain) Frank Productions, Inc.

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 Live Music Venue

27. Business description Operation of a live entertainment venue that will present national, regional and local talent.

The venue will also be used for private events and neighborhood/community events, including weddings, business events, speakers, small trade shows and political events.

28. Hours of operation When live entertainment is presented or special events are managed.

29. Describe your management experience 50 years of producing live events in the Madison area and 14 months managing the Orpheum Theater while it was in receivership.

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

Larry Frank - Madison, WI

Charlie Goldstone - Madison, WI

Fred Frank - Middleton, WI

31. Describe staffing levels and staff duties at the proposed establishment Staffing levels will depend on the type of event and number of tickets sold. Staffing levels will follow accepted industry practices for this size venue.

32. Describe your employee training All event staff will be trained and monitored by the venue management team, which will include an experienced general manager and experienced bar manager who will follow the best practices established by Frank Productions Concerts, LLC.

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

Young professionals, downtown residents and students ranging in age from 18-60, as well as fans of live entertainment
of all ages.

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

Live entertainment events will be advertised on social media sites, local newspapers, TV stations and radio stations.

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? Music

38. What age range do you hope to attract to your establishment? 18 to 60

39. What type of food will you be serving, if any? None
☐ 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? N/A

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. N/A

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? N/A

During what hours do you anticipate they will be on duty? N/A

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? N/A None
 How many bartenders do you anticipate having work at one time on a busy night? Varies dependent on size of show
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? N/A
☐ 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? N/A
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? N/A
 What percentage of your advertising budget do you anticipate will be drink related? N/A
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 Not currently a member, but plan to join
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:
26 % Alcohol % Food 74 % Other (ticket sales)
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 N/A
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
☐ No ☒ Yes

EXHIBIT A

FRANK PRODUCTIONS CONCERTS, LLC

WRITTEN DESCRIPTION OF 1 SO. LIVINGSTON MUSIC VENUE

The New Music Venue (name TBD) will be a newly constructed venue located at 1 So. Livingston St. in Madison, WI. The venue will be approximately 40,000 square feet on 2 levels – the main floor and the mezzanine. Total capacity on both levels for a general admission event will be approximately 2500. The preliminary floor plan is attached as Exhibit B. No living quarters are attached.

All seating and bar service will be located inside the venue. There will be no seating at any of the bars or outside.

Alcohol and non-alcohol beverages will be sold from 5 locations:

1. Permanent bar in the main lobby
2. Portable bar on the main floor, left side of floor
3. Portable bar on the main floor, right side of floor
4. Permanent bar in the mezzanine
5. Portable bar in the mezzanine

Alcohol for all bars will be locked in two spaces (one on main floor, one on mezzanine) designed and constructed specifically for secure storage of alcohol. Access to storage areas will be controlled and limited by the bar manager.



STRANG

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN
STRANG, INC.
1000 MONROE AVENUE
MADISON, WI 53704-1800

SCHEMATIC
DESIGN

NOT FOR
CONSTRUCTION

COPYRIGHT STRANG, INC. 2016
DRAWING SET
DRAWN: [blank]
CHECKED: [blank]
DATE: 10-27-2016
PROJECT NO. 2016060
PROJECT TITLE

GEBHARDT
DEVELOPMENT -
THE COSMOS
PROJECT

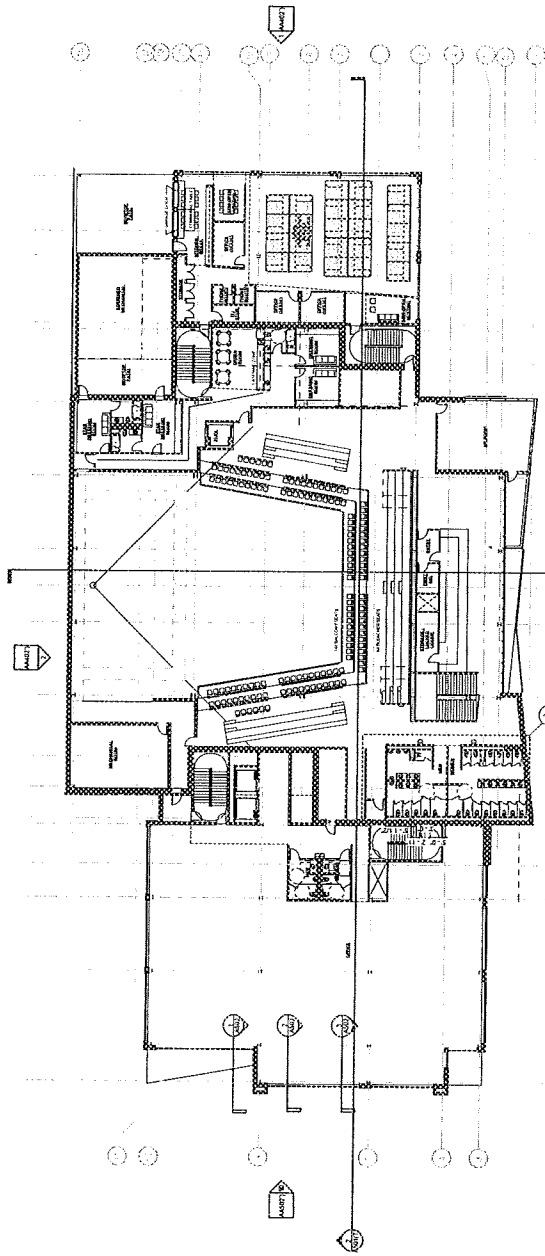
E WASHINGTON AVENUE
MADISON, WISCONSIN 53703

SHEET NAME
FRANK
PRODUCTIONS
FLOOR PLANS

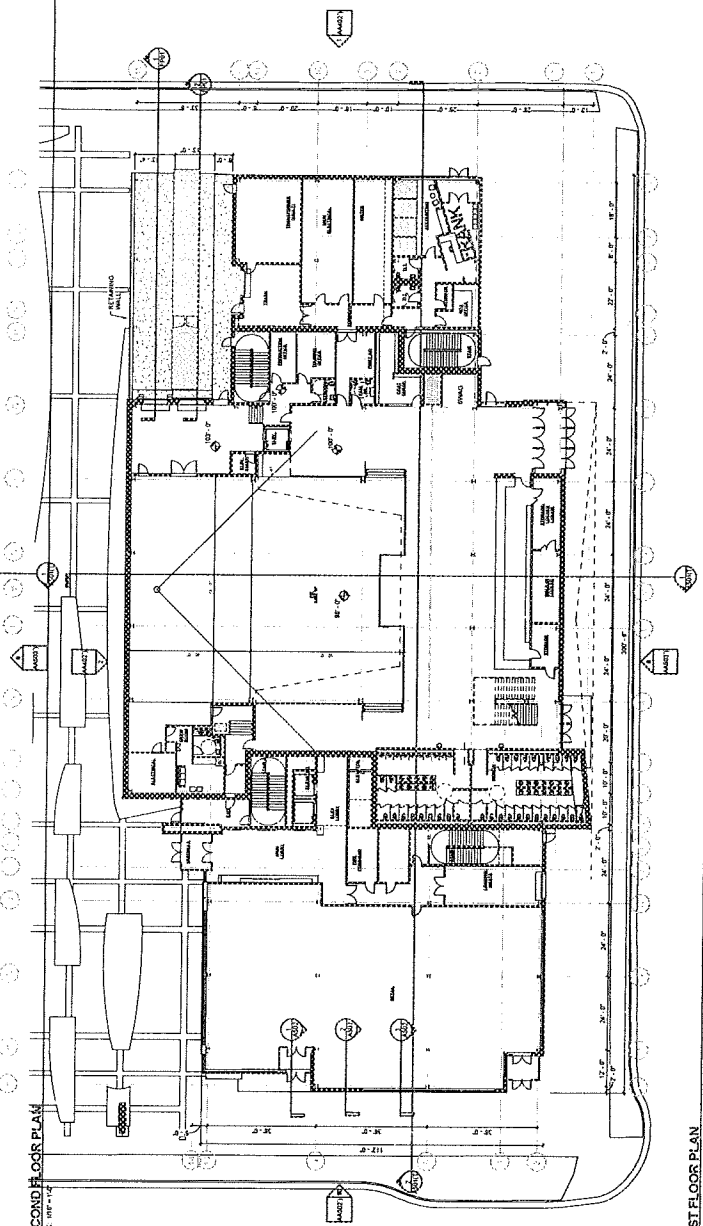
SHEET NO.

FP201

EXHIBIT B



SECOND FLOOR PLAN
SCALE: 1/8" = 1'-0"



FIRST FLOOR PLAN
SCALE: 1/8" = 1'-0"