



# 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

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)  
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, 20 17.
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.  
Midal Percevez LLC
4. Trade Name (doing business as) Hail Mary Sports Grill
5. Address to be licensed 401 E Washington Ave.
6. Mailing address 439 Sugar Maple Ln Verona WI 53593
7. Anticipated opening date 4/1/17
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) \_\_\_\_\_
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.  
401 E Washington is an old church, alcohol will be sold in main dining area on first floor as well as the basement area and outdoor patio. It will be stored in storage rooms in the basement, or behind the bar.

A-6  
P-406



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 225

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

There is a city lot directly across the street, plus all street parking on block

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

☐ No ☒ Yes, license issued to Bellini Italian Restaurant (name of licensee)

15. ☐ Attach copy of 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 Daniel Mijal

17. City, state in which agent resides Verona, WI

18. How long has the agent continuously resided in the State of Wisconsin? 27 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 5/19/14

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

Wisconsin 8/20/14

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 |
|-------|----------------|-----------------------------|
| owner | Daniel Mijal   | Verona, WI                  |
| owner | Caleb Percevez | 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.

Daniel Mijal



24. Is applicant a subsidiary of any other corporation or LLC?  
☐ No ☒ Yes (explain) Top Shelf Hospitality; another business owned
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) Tiki Shack

### 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 Sports bar/brill that serves authentic Wisconsin fare.  
Showing every game that is nationally televised and serving great  
farm to table food
28. Hours of operation Mon-Thurs 11AM-12AM Friday 11AM-1AM Sat-Sun 9AM-12AM
29. Describe your management experience All Managers have prior restaurant experience  
and will train staff to operate a clean, safe, and fun restaurant.
30. List names of managers below, along with city and state of residence.  
Alex Theo ; Madison WI  
Daniel Midal ; Verona WI  
Cesley Percevez ; Madison WI
31. Describe staffing levels and staff duties at the proposed establishment Full service restaurant  
will require hosts, servers, bartenders, Managers, and kitchen staff about  
40 people total
32. Describe your employee training we have hired a company that specialized  
in hospitality training to assist in training our staff



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

our target market is all sports fans young and old alike. Hail Mary  
is a place with great food and impeccable service

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

specially we will advertise sporting events and great Wisconsin  
fare

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? primarily for events  
not regular live music

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

39. What type of food will you be serving, if any? American/Pub/Farm-table  
☒ 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? until 30 mins ahead of closing

42. What hours, if any, will food service not be available? only last 30 mins or open

43. Indicate any other product/service offered. shirts, hats, tickets, raffles, etc...

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? 30

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

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? 16  
 How many bartenders do you anticipate having work at one time on a busy night? 3-5
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 100
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? 28%-30%
54. If your business plan includes an advertising budget: N/A  
 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:  
30 % Alcohol 65 % Food 5 % 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



# ***THE HAIL MARY SPORTS GRILL CONFIDENTIAL BUSINESS PLAN***

The information contained in this document is confidential and is to be read by authorized parties only. Please refer to the confidentiality agreement for further details.

## **CONFIDENTIALITY AGREEMENT**

The undersigned acknowledges that the information provided in this business plan is confidential; therefore, the reader agrees not to disclose, copy, reproduce, or distribute it without the express prior written permission of The Hail Mary Sports Grill. Upon request, this document is to be immediately returned.

This is a business plan. It does not imply an offering of securities.

This \_\_\_ day of \_\_\_\_\_, \_\_\_\_\_. \_\_\_\_\_  
Name

## **I. EXECUTIVE SUMMARY**

The Hail Mary Sports Grill, (hereinafter "Business") is intended to be formed as a Wisconsin Limited Liability Company (LLC) located at 401 E. Washington Ave., Madison, Wisconsin 53703, poised for rapid growth in the Food and Beverage Service and Hospitality industry. The Business seeks funding to take advantage of a window of opportunity for introducing a new Food and Beverage service, which has the potential to dominate the market.

**Mission Statement.** To ensure that each guest receives prompt, professional, friendly and courteous service. To maintain a clean, comfortable and well maintained premises for our guests and staff. To provide at a fair price – nutritional, well-prepared meals – using only quality ingredients. To ensure that all guests and staff are treated with the respect and dignity they deserve. To thank each guest for the opportunity to serve them. By maintaining these objectives we shall be assured of a fair profit that will allow us to contribute to the community we serve.

**Business Description.** The Business is to be organized as a Limited Liability Company (LLC) formed and authorized under the laws of the state of Wisconsin, and will be led by Top Shelf Hospitality, who will serve as the Business' Owner.

The ownership has decades of experience working in the food and beverage service industry and intends to employ The Hail Mary Sports Grill with other well experienced management and staff. Our unique vision of friendly service coupled with high quality food and drinks at affordable prices sets us apart from others. Our knowledge and work ethic, which are second to none, render us more than capable of leading this new business into a distant future..

**New Service.** The Business has developed a Food and Beverage service which has the following specifications:

The Hail Mary is a sports grill centered around quality service and great tasting food. The sports themed atmosphere will include 20-30 televisions where customers can enjoy their favorite sporting events from basketball to rugby. The menu will consist of great tasting items such as: numerous appetizers, sandwiches, burgers, soups, salads, and entrees all at an affordable yet competitive price. We will utilize the sporting rich tradition that exists in Wisconsin to promote a strong partnership with the community by promoting localized events and services (shuttle buses to games, etc.) for citizens. Our goal is to create a lasting institution for great food and drinks within a comfortable and friendly atmosphere.

The Business has a window of opportunity to introduce its services and gain a significant piece of the market share.

**Funding Request.** The total funding request is for a \$100,000.00 loan for a three years period. The funding proceeds will be used as follows:

\$5,000.00 for Marketing

This amount is earmarked for effectively marketing the services as described below in the Marketing Summary section of the Business Plan.

\$40,000.00 for Staffing

This portion of funding is intended for hiring employees to produce the services and assist marketing and sales efforts.

\$50,000.00 for Renovations and Decorations

simple renovations such as painting, re-flooring, addition of new tables, chairs, etc. Also addition of 20+ televisions, sound systems, POS system, etc.

The Business is looking for long-term debt funding. Financial projections forecast a break-even point in less than one years after product introduction. Conservative estimates show at least a 5% return on the investment by the end of the financing period.

## **II. BUSINESS SUMMARY**

The business is a start-up business, providing clients with Food and Beverage. The Hail Mary is a sports grill centered around quality service and great tasting food. The sports themed atmosphere will include 20-30 televisions where customers can enjoy their favorite sporting events from basketball to rugby. The menu will consist of great tasting items such as: numerous appetizers, sandwiches, burgers, soups, salads, and entrees all at an affordable yet competitive price. We will utilize the sporting rich tradition that exists in Wisconsin to promote a strong partnership with the community by promoting localized events and services (shuttle buses to games, etc.) for citizens. Our goal is to create a lasting institution for great food and drinks within a comfortable and friendly atmosphere.

**Industry Overview.** The Food and Beverage Service and Hospitality industry in the United States currently generates \$1,000,000.00 in annual sales. Annual revenue for the regional market where the business is located is estimated at \$300,000.00.

**Seasonal Factors.** The Business would only be influenced by the seasonal factors that affect our customers. Since the demand for our services crosses many different businesses and industries, seasonal fluctuations are expected to be limited to the typical down turn in the dull period months are not affected by the annual holiday schedules.

**Position in the Industry.** Located only a couple blocks off "Capitol Square" immediately creates a large degree of exposure for our service. East Washington Ave., in the past, has been an area most people don't readily associate with the bar/restaurant industry. However more recently there has been a city-wide effort to "pretty-up" the area and we believe we are in a unique position to be ahead of the proverbial "curve" as this area may very well be a bustling city-center and major tourist destination rivaling the State Street area.

**Legal Issues.** The promoters have secured the required patents and trademarks for the services and processes of the business in accordance with the statutory requirements.

**Location.** A lease has been secured for 5 years at 401 E. Washington Ave. We also maintain the right of first refusal and have the first option to renew after this period is over. Monthly rent will begin at \$4,000 triple net. Other monthly expenses such as utilities are projected to be between \$750-\$1100.

### III. MARKETING SUMMARY

**Target Markets.** The main target markets for the business include:

- Target markets include the local citizens within walking distance of their homes in the area as well as those employed in the numerous business on and around Capitol Square. We also intended to target tourists and others from out of town staying in the area. As a sports grill our main attraction will be the ease of access anyone has to view any sporting event scheduled.
- we also intend to target those looking for great food at an affordable price, within a very friendly atmosphere. Sunday brunches and Friday fish fries will be a staple of Hail Mary for years.

It is estimated that there are 10,000 potential customers within the Business defined trading area that are estimated to spend \$35.00. To seek the most profitable market segments in the target markets overall, the Business will focus on the following areas within the target market:

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**Competition.** Customer choice of services in this industry is based on Quality of food and drinks.

Quality of service by staff. Affordability of menu items. Clean and cozy atmosphere.

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**Services.** The Business intends to provide exceptional, personalized service, which will be the crucial factor in building and protecting the Business's brand within the community. The Business intends to handle customer concerns and issues with a customer oriented focus with the intent of providing timely resolution and preventing the loss of customers.

#### **IV. STRATEGY AND IMPLEMENTATION SUMMARY**

**Company Goals and Objectives.** Our main goal is to create a business that is a pillar of quality service and great tasting products. We also intend to become profitable and re-pay all debts within our first two years.

The Business plans the following tactics as part of sales promotion:

- Develop a list of businesses in the neighborhood and send brochures by direct mail to the list.
- Advertising through press releases to industry publications and local newspapers.
- Internet marketing
- Direct sales
- Posting signage and flyers about the new business on bulletin boards in stores and public places.

In addition, the Business will also engage in the following marketing campaigns:

- Soft opening with door prizes. Events to coincide with major sporting events. Promotions to coincide with local and regional sports teams.

#### **V. FINANCIAL PLAN**

The Funding Request in this Business Plan outline the major start-up costs associated with this business. Other costs include repair and maintenance, sales and production expenses. Regular monthly expenses are estimated at \$25,000.00 for paying the employee salaries and other regular business expenses. The Business is expected to generate \$250,000.00 in the first year and gross profit is expected to be \$0.00.

# WISCONSIN

## SELLER / SERVER CERTIFICATION

**Trainee Name:** Daniel Mijal

**School Name:** 360training.com, Inc.

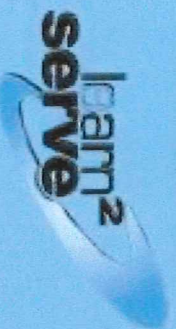
**Date of Completion:** 05/19/2014

**Certification #** WI-08172

I, 

certify that the above named person  
successfully completed an approved  
Learn2Serve Seller/Server course.

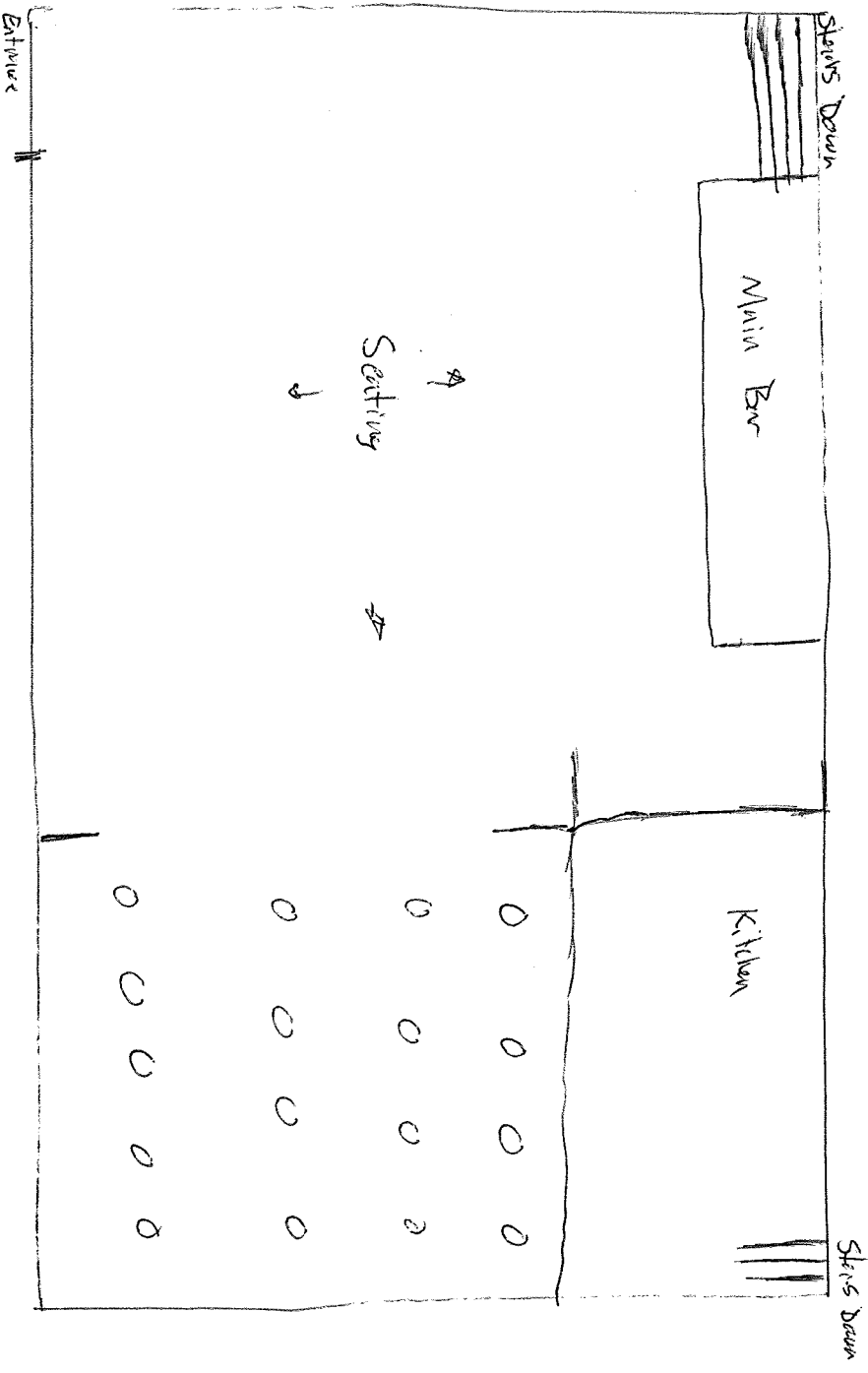
COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66



Corporate Headquarters  
13801 Burnet Rd., Suite 100  
Austin, Texas 78727  
P: 800-442-1149







401 E Washington



# Appetizers

**-Wisconsin Cheese Curds**

**-Fried Green Tomatoes**

**-Nachos**

**-Slider Sampler**

**-Chicken Wings**

**-Bacon Wrapped Water  
Chestnuts and Green Olives**

**-Spinach Dip**

**-Loaded Potato Skins**

**-Popcorn Shrimp**

**-Mini Corndogs**

# Sandwiches

**-BLT**

*Lettuce, Tomato, Arizona mustard,  
cheddar cheese*

**-Steak Sandwich**

*Marinated flank steak, sautéed onions,  
goat cheese spread, blueberry compote*

**-Grilled Chicken Sandwich**

*Chicken, tomatoes, mixed greens, fresh  
mozzarella, cilantro pesto*

**-Fried Chicken Sandwich**

*Pickle brined fried chicken, lettuce, and  
hot sauce*

**-House Burger**

*1/4Lb Burger, lettuce, tomato, onion,  
Topped with bacon, between two grilled  
cheese buns*

**-Pulled Pork Sandwich**

*slow-cooked pulled pork, sautéed greens, fried  
onions, and a fried egg*

**-Reuben**

*Corned beef, house made sauerkraut, swiss  
cheese, Russian style dressing*

**-Wisconsin Grilled Cheese**

*Thick cut sourdough with four types of cheese*

**-Veggie Wrap**

*Mushrooms, red peppers, baby arugula, herb  
cream cheese, balsamic reduction (add grilled  
chicken)*

**-The Standard**

*1/4 Lb Burger, thick cut bacon, cheddar cheese,  
lettuce, and tomato*

**Sides:** *Fries, Sweet potato fries, Tater tots, Pub chips, House slaw  
Upgrade to cheese curds, soup, or salad for \$2.00*



# Soups and Salad

## **-Wisconsin Beer Cheese**

## **-House Soup**

*Black bean and Andouille sausage  
sour cream cilantro and chopped  
onion.*

## **-Soup of the Day**

## **-House Salad**

*Iceberg, romaine, red onion,  
sprouts, croutons, tomato, and  
cucumber*

## **-Buffalo Chicken Salad**

*Lightly breaded chicken breast tossed in  
buffalo sauce, chopped romaine, crisp  
celery, carrots, blue cheese dressing and  
crumble*

## **-Southwestern Ranch Salad**

*Grilled chicken breast, mixed greens, salsa,  
corn, black beans, spicy cheese, crunchy  
tortilla strips topped with ranch dressing*

## **-Club Salad**

*Turkey breast, baked ham, crisp bacon,  
mixed greens, Wisconsin shredded cheeses,  
fresh tomatoes and honey mustard dressing*

# Flatbreads, Focaccias & Pizzas

## **-Chicken Focaccia**

*Honey mustard marinated chicken  
breast and a touch of honey garlic  
mayo*

## **-Tenderloin Focaccia**

*Vinaigrette marinated tenderloin,  
sautéed onions, and horseradish aioli*

## **-Greek Pizza**

*Spinach, tomatoes, goat cheese, feta  
cheese, Kalamata olives*

## **-BBQ Chicken Flatbread**

*BBQ chicken, red onion, cilantro*

## **-Grilled Flank Steak Flatbread**

*Grilled flank steak, tomato, spinach,  
and cheese*

## **-Veggie Focaccia**

*Marinated cucumbers and onions with  
mixed greens, tomatoes and sprouts*

## **-Monaco Focaccia**

*Chicken breast, melted mozzarella  
and ranch with a side of honey buffalo  
sauce for dipping*

## **-The Deluxe Pizza**

*Peperoni, sausage, green peppers,  
onions*

## **-Garden Flatbread**

*Basil, tomato, red onion, and sweet  
corn*

## **-Build Your Own Flatbread, Focaccia, or Pizza**

