



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number) 85804
(Legistar file number) LICLIB-2024-00955
(License number) 17
(Alder District #) 17 (Police Sector)
Office Use Only

Section A – Applicant

- 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.
Badger Bar LLC
- Trade Name (doing business as) Holiday Inn at the American Center
- Address to be licensed 5109 West Terrace Dr, Madison, WI 53718
- Mailing address 5109 West Terrace Dr, Madison, WI 53718
- Anticipated opening date ASAP
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
138 room hotel with a restaurant with bar, along with a 2,400 sq ft meeting space. The alcohol will be stored in a locked room with access only to the liquor agent on property in the back of house space.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 318 Outdoor: _____

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

Surface lot primarily for Hotel guests and banquet guests. Restaurant and bar primarily for hotel guests.

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

No Yes, license issued to Madison Northeast LLC (name of licensee)

Section C—Corporate Information

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

12. Name of liquor license agent Kristina Bailey

13. City, state in which agent resides Oregon, Wisconsin

14. How long has the agent continuously resided in the State of Wisconsin? 29 years

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

No, but will complete prior to ALRC meeting Yes, date completed 10/15/24

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

Wisconsin 2/5/24

17. 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 |
|------------------------|----------------------|------------------------------|
| <u>Managing Member</u> | <u>Harshal Patel</u> | <u>Orchard Park New York</u> |
| <u>Managing Member</u> | <u>Mihir Patel</u> | <u>Neenah, Wisconsin</u> |
| | | |
| | | |

18. 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.

Harshal Patel

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

No Yes (explain) _____

20. 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

21. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____
22. 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
23. Hours of operation: please enter opening and closing times in the table below.

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| 6 am - 11 pm | 6 am - 11 pm | 6 am - 11 pm | 6 am - 11 pm | 6 am - 11 pm | 6 am - 11 pm | 6 am - 11 pm |
| <i>(Class B only) Enter below any hours when food service will not be available, if applicable</i> | | | | | | |
| - | - | - | - | - | - | - |

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.

24. Indicate any other product/service offered. Food, Beer, Liquor, Wine
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:
20 % Alcohol 80 % Food _____ % Other
- If applicable, describe "Other": _____
- Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages indicated.

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

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

- 30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
- 31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
- 32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
- 33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. No Yes
- 34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
- 35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
- 36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? No Yes

Section G—Information for Clerk's Office

- 37. This application is for the license period ending June 30, 2025.
- 38. State Seller's Permit 4 5 6 - 1 0 3 1 6 1 2 8 0 4 - 0 4
- 39. Federal Employer Identification Number 99-1166165
- 40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Harshul Patel
 Business phone 612-275-8396 Business e-mail address hpatel2790@hotmail.com
 Preferred language English

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.

- 41. Corporate attorney, if applicable: Name _____
 Phone _____ E-mail _____

NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate), Appointment of Agent (if Corp/LLC),
- Member background investigation forms, Articles of Incorporation (if Corp/LLC), Floor Plans,
- Copy of Lease, Business Plan, and Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Handwritten signature

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

10/15/24

(Date)

Clerk's Office checklist for complete applications

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) | <input checked="" type="checkbox"/> Background investigation form(s) | <input checked="" type="checkbox"/> Floor Plans |
| <input checked="" type="checkbox"/> FEIN | <input checked="" type="checkbox"/> Form for surrender of previous license | <input checked="" type="checkbox"/> Lease |
| <input type="checkbox"/> Written description of premises | <input checked="" type="checkbox"/> *Articles of Incorporation | <input type="checkbox"/> Business Plan |
| | <input checked="" type="checkbox"/> *Appointment of Agent | <input checked="" type="checkbox"/> **Sample Menu |
| | * Corporation/LLC only | ** Class B only |

Upon Application Submission, the Clerk's Office issued to the application:

- Orange sign Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____

Business Plan

Schedule 1

[See attached Existing License.]

The plan is to serve liquor, beer, wine to guests and visitors of the Holiday Inn hotel at the American Center in East Madison. A restaurant and bar is a requirement of the hotel franchise and brand. Events in the meeting space may include alcohol if patrons wish for weddings and social events.

Geier's Grill

BEER & WINE

DOMESTIC

| | |
|----------------|--------|
| BUD LIGHT | \$4.50 |
| BUDWEISER | \$4.50 |
| BUSCH LIGHT | \$4.50 |
| COORS LIGHT | \$4.50 |
| MICHELOB ULTRA | \$4.50 |
| O'DOULES N/A | \$4.50 |

CRAFT

| | |
|------------------|--------|
| ANGRY ORCHARD | \$5.50 |
| BLUE MOON | \$5.50 |
| CAPITAL AMBER | \$5.50 |
| GOOSE ISLAND IPA | \$5.50 |
| SPOTTED COW | \$5.50 |

IMPORT

| | |
|---------------|--------|
| CORONA | \$6.00 |
| HEINEKEN | \$6.00 |
| STELLA ARTOIS | \$6.00 |

DRAFT

| | |
|--------------------|--------|
| HILLSBORO SEASONAL | \$5.50 |
|--------------------|--------|

WHITE

| | <u>6oz / 9oz / B</u> |
|---|----------------------|
| MOSCATO <i>CANYON ROAD</i> | \$6/\$8/\$24 |
| PINOT GRIGIO <i>CANYON ROAD</i> | \$6/\$8/\$24 |
| WHITE ZINFANDEL <i>CANYON ROAD</i> | \$6/\$8/\$24 |
| SAUVIGNON BLANC <i>CANYON ROAD</i> | \$6/\$8/\$24 |
| CHARDONNAY <i>CANYON ROAD</i> | \$6/\$8/\$24 |
| RIESLING <i>CHATEAU ST. MICHELLE</i> | \$10/\$12/\$40 |
| CHARDONNAY <i>KENDALL JACKSON</i> | \$10/\$12/\$40 |

RED

| | |
|------------------------------------|----------------|
| CABERNET <i>CANYON ROAD</i> | \$6/\$8/\$24 |
| MERLOT <i>CANYON ROAD</i> | \$6/\$8/\$24 |
| PINOT NOIR <i>MEOMI</i> | \$10/\$12/\$40 |
| CAB BLEND <i>14 HANDS</i> | \$10/\$12/\$40 |
| CABERNET <i>KENDALL JACKSON</i> | \$10/\$12/\$40 |

Geier's Grill

4:30PM to 9:00PM 7 DAYS A WEEK

Small Bites

Buffalo Wings ▶ 1590 CAL ▶ \$10.00

Served with carrot and celery sticks. Your choice of sauce: Buffalo, Coca-Cola BBQ or Honey Sriracha.

Chicken Strips ▶ 980 CAL ▶ \$9.50

Served with house-made pub chips. Your choice of honey mustard or barbecue sauce.

Quesadilla ▶ 1000 CAL ▶ \$8.00

Add grilled chicken ▶ 187 CAL ▶ \$4.00

Peppers, onions and a blend of cheeses grilled in a flour tortilla. Served with salsa and sour cream.

Salads

Caesar Salad ▶ 650 CAL ▶ \$9.00

Add grilled chicken ▶ 187 CAL ▶ \$4.00

Crisp romaine lettuce, shaved Parmesan cheese and croutons tossed in Caesar dressing.

Grilled Sirloin Salad ▶ 530 CAL ▶ \$16.00

Sliced grilled sirloin, mixed greens, crumbled blue cheese, tomatoes and red onion tossed with balsamic vinaigrette.

Sides

French Fries \$5.00 ▶ 280 CAL

Side Salad \$6.00 ▶ 150 CAL

Desserts

Brownie Sundae \$6.00 ▶ 1010 CAL

NY Cheesecake \$7.00 ▶ 800 CAL

Entrees

All of our Entrees are served with your choice of two sides.
Pasta dishes are served with a side salad.

Citrus Grilled Salmon ▶ 610 CAL ▶ \$19.00

A fillet of salmon finished in a citrus, white wine butter sauce.

***Madison Sirloin** ▶ 960 CAL ▶ \$25.00

10oz Center Cut Top Sirloin served with sauteed mushrooms.

Garden Penne Pasta ▶ 960 CAL ▶ \$12.00

Sautéed vegetables and penne pasta tossed with roasted red peppers and pesto, topped with shaved Parmesan and served with ciabatta.

Add grilled chicken \$4.00. Add *Steak or Shrimp \$7.00.

Monterey Grilled Chicken ▶ 550 CAL ▶ \$16.00

Grilled chicken topped with barbecue sauce, diced tomatoes, crisp bacon and Monterey Jack cheese.

Burgers & Sandwiches

All of our burgers are served with lettuce, tomato, red onion and choice of fries or pub chips.

Classic Burger ▶ 680 CAL ▶ \$12.00

8 oz. char-broiled Angus beef burger, seasoned and topped with your choice of cheese.

Tuscan Chicken Sandwich ▶ 1140 CAL ▶ \$12.00

Grilled chicken topped with provolone cheese, roasted red pepper, crisp greens and sliced tomato served on ciabatta with pesto mayonnaise.

*Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness, especially if you have certain medical conditions. For parties of 15 or more, a 15% gratuity charge will be automatically added to the bill. 2,000 calories a day is used for general nutritional advice, but calorie needs vary. Additional nutrition information available upon request.

BAR HOURS: 4:30PM to 10:00PM WEEKDAYS
4:30PM to 12:00AM WEEKENDS

Beers

Craft

- Blue Moon** \$5.50 ▶ 228 CAL
- Goose Island IPA** \$5.50 ▶ 240 CAL
- Angry Orchard** \$5.50 ▶ 180 CAL
- Spotted Cow** \$5.50 ▶ 150 CAL
- Capital Amber** \$5.50 ▶ 170 CAL

Import

- Corona Extra** \$6.00 ▶ 148 CAL
- Heineken** \$6.00 ▶ 149 CAL
- Stella Artois** \$6.00 ▶ 150 CAL

Domestic

- Bud Light** \$4.50 ▶ 192 CAL
- Coors Light** \$4.50 ▶ 102 CAL
- Miller Lite** \$4.50 ▶ 110 CAL
- Michelob Ultra** \$4.50 ▶ 128 CAL

Draft

- Hillsboro Seasonal** \$5.50 ▶ 180 CAL

Drinks

- Coffee** \$3.00 ▶ 0 CAL
- Tea** \$2.50 ▶ 0 CAL
- Milk** \$2.00 ▶ 150 CAL
- Assorted Soft Drinks** \$2.00 ▶ 0-160 CAL

Handcrafted Cocktails

- Bloody Mary** ▶ 240 CAL ▶ \$10.00
Smirnoff Vodka, house made Bloody Mary mix
- Manhattan** ▶ 240 CAL ▶ \$12.00
Jim Beam Kentucky Straight Bourbon Whiskey, sweet vermouth, Angostura bitters.
- Moscow Mule** ▶ 148 CAL ▶ \$10.00
Smirnoff Vodka, ginger beer and fresh lime over ice in a copper mug.
- Noble Paloma** ▶ 240 CAL ▶ \$10.00
Casa Noble Reposado Tequila, grapefruit juice, agave nectar, fresh squeezed lime juice, club soda
- Classic Martini** ▶ 240 CAL ▶ \$10.00
New Amsterdam Vodka or New Amsterdam Gin, splash of Martini & Rossi Dry Vermouth, olive or lemon twist
- Mexican Mule** ▶ 240 CAL ▶ \$10.00
Corazon Blanco Tequila, Ginger Beer, fresh-squeezed lime juice
- Margarita** ▶ 240 CAL ▶ \$8.00
Corazon Blanco Tequila, Cointreau, fresh-squeezed lime juice
- Perfect Rose Old Fashioned** ▶ 182 CAL ▶ \$10.00
Four Roses Bourbon, lemon sour, simple syrup, cherry

White Wines

(115 - 127 CAL per glass)

| | 6oz Glass | 9oz Glass | Bottle (750ml) |
|--|-----------|-----------|----------------|
| Moscato Canyon Road, CA | \$6.00 | \$8.00 | \$24.00 |
| Riesling Chateau St. Michelle, WA | \$10.00 | \$12.00 | \$40.00 |
| Pinot Grigio Canyon Road, CA | \$6.00 | \$8.00 | \$24.00 |
| White Zinfandel Canyon Road, CA | \$6.00 | \$8.00 | \$24.00 |
| Chardonnay Canyon Road, CA | \$6.00 | \$8.00 | \$24.00 |
| Chardonnay Kendall-Jackson, CA | \$10.00 | \$12.00 | \$40.00 |

Red Wines

(116 - 127 CAL per glass)

| | 6oz Glass | 9oz Glass | Bottle (750ml) |
|---|-----------|-----------|----------------|
| Pinot Noir Meomi, CA | \$10.00 | \$12.00 | \$40.00 |
| Merlot Canyon Road, CA | \$6.00 | \$8.00 | \$24.00 |
| Cabernet/Merlot Blend 14 Hands, WA | \$10.00 | \$12.00 | \$40.00 |
| Cabernet Sauvignon Canyon Road, CA | \$6.00 | \$8.00 | \$24.00 |
| Cabernet Sauvignon Kendall-Jackson, CA | \$10.00 | \$12.00 | \$40.00 |

Red Wines

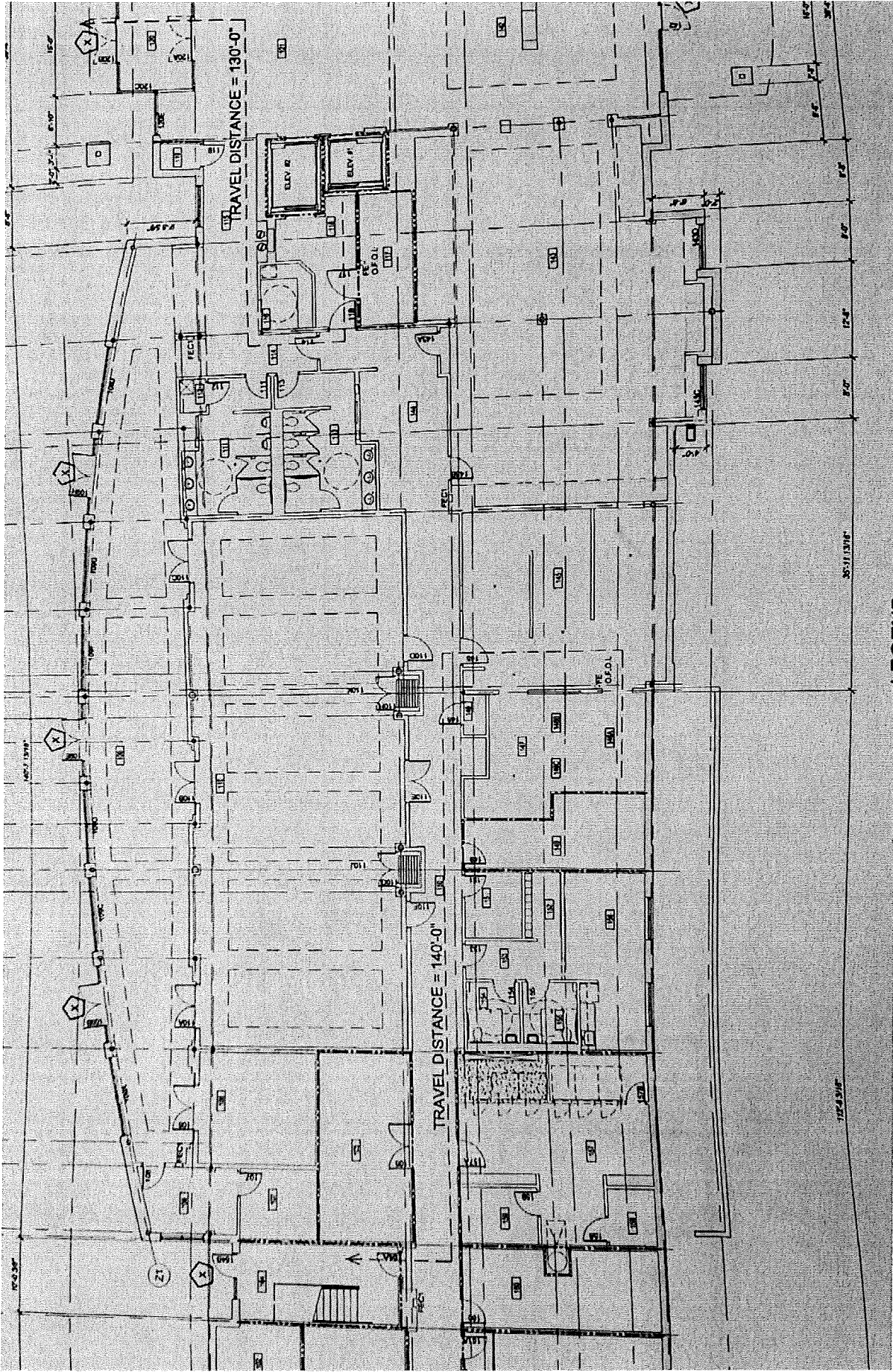


Fig. 1: Overview

TABLE 1003.2.2.2

| OCCUPANT LOAD | RATIO | SQUARE FOOTAGE | OCCUPANTS |
|--------------------------|-----------|----------------|-----------|
| FIRST FLOOR | 7 NET | 2,625 SF | 375 |
| Meeting Rooms | 100 GROSS | 1,850 SF | 19 |
| Staff Offices | 50 GROSS | 565 SF | 11 |
| Swimming Pool (Pool) | 15 GROSS | 1,388 SF | 93 |
| Swimming Pool (Deck) | 50 GROSS | 594 SF | 12 |
| Exercise Room | 15 NET | 1,566 SF | 104 |
| Restaurant | 200 GROSS | 596 SF | 3 |
| Kitchen | 100 GROSS | 647 SF | 6 |
| Laundry | 50 GROSS | 515 SF | 10 |
| Locker/Break Room | 300 GROSS | 2,375 SF | 8 |
| Mechanical and Storage | | | 641 |
| FIRST FLOOR TOTAL | | | 110 * |
| SECOND FLOOR | 200 GROSS | 8,278 SF | 2 |
| Guestrooms | 300 GROSS | 536 SF | 112 |
| Storage/Equipment Rooms | | | 106 * |
| THIRD FLOOR | 200 GROSS | 8,968 SF | 2 |
| Guestrooms | 300 GROSS | 536 SF | 108 |
| Storage/Equipment Rooms | | | 106 * |
| FOURTH FLOOR | 200 GROSS | 8,968 SF | 2 |
| Guestrooms | 300 GROSS | 536 SF | 108 |
| Storage/Equipment Rooms | | | 106 * |
| FIFTH FLOOR | 200 GROSS | 8,968 SF | 2 |
| Guestrooms | 300 GROSS | 536 SF | 108 |
| Storage/Equipment Rooms | | | 106 * |
| FIFTH FLOOR TOTAL | | | 1,076 |
| TOTAL BUILDING OCCUPANCY | | | ACTUAL |

* Occupant load based on actual number.

Fig. 2: Occupancy load per area

Holiday Inn Madison at the American Center - 5109 W Terrace Drive, Madison, WI 53718

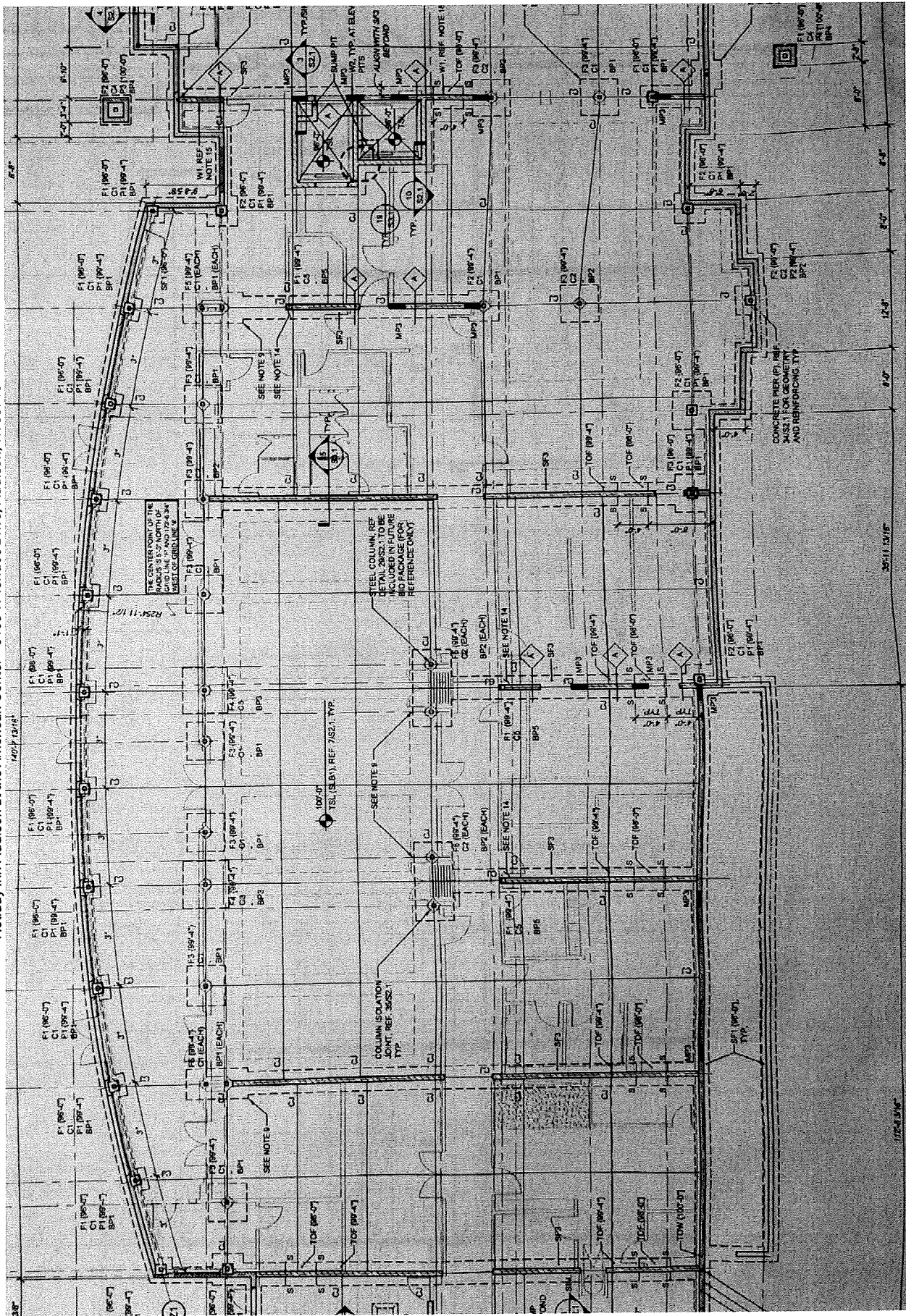


Fig. 3: Detailed

Holiday Inn Madison at the American Center - 5109 W Terrace Drive, Madison, WI 53718

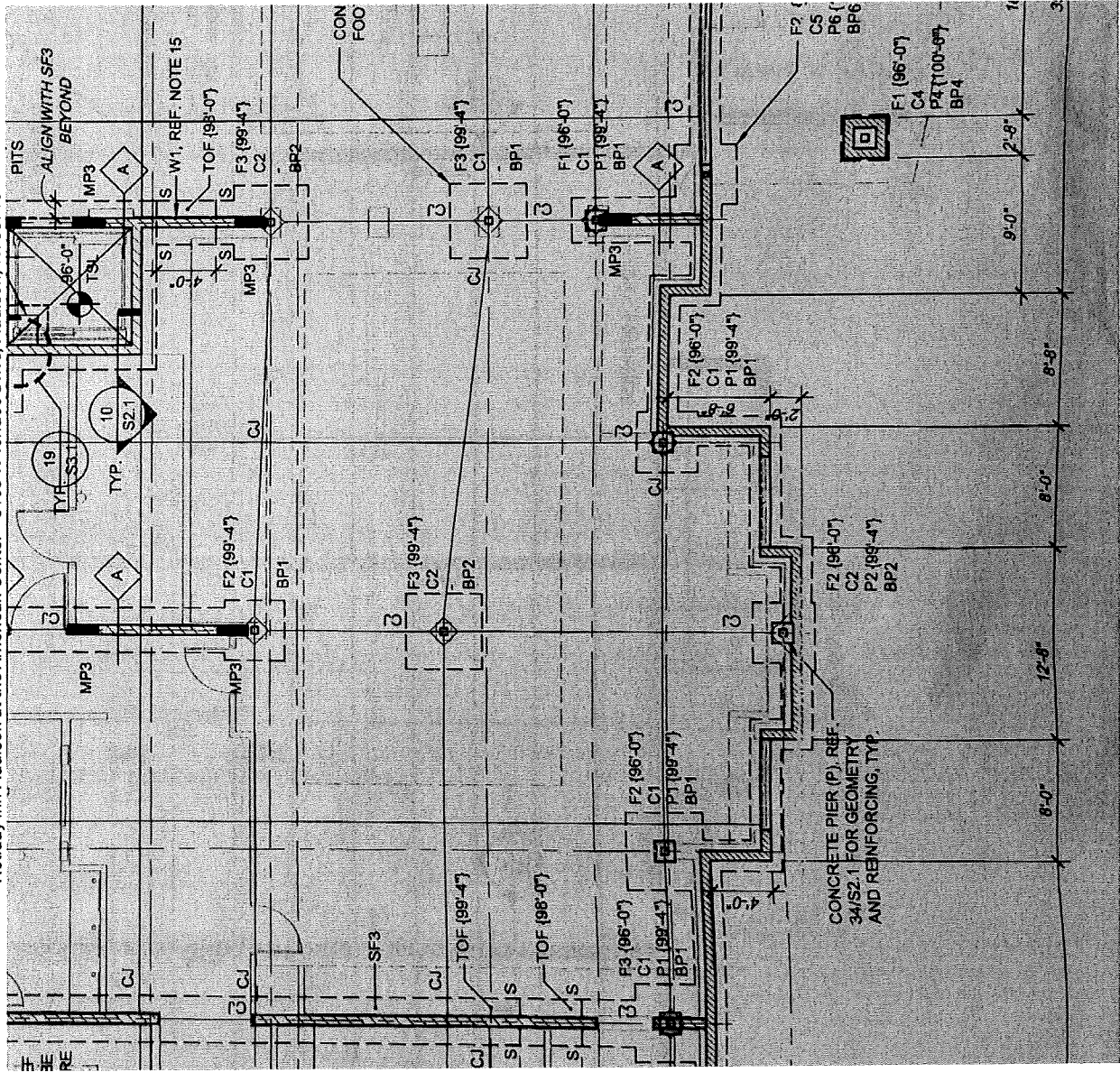


Fig. 4: Restaurant only