



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)

(Legistar file number)

LICLIB-2022-01079

(License number)

13
(Alder District #)

205
(Police Sector)

Office Use Only

Section A - Applicant

1. 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.

SAS 1, LLC

2. Trade Name (doing business as) ~~The~~ One & Only

3. Address to be licensed 1923 Monroe St. Madison, WI 53711

4. Mailing address 622 Stockton Ct. Madison, WI 53711

5. Anticipated opening date 6/1/23

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Members Thompson & Dalbesio are members of Thompson Cafe, LLC. Parmenter Free House, LLC. Fitchburg Flying Hand, LLC

Section B - Premises

8. 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.

First floor bar, dining area, and kitchen
Both basements with dry storage and walk-in coolers
Office contains alcohol receipts.

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

Indoor: 99 Outdoor: _____

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

N/A

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

No Yes, license issued to Van Nest Enterprises, 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 Stephani Dalbesio

13. City, state in which agent resides Middleton, WI

14. How long has the agent continuously resided in the State of Wisconsin? 15 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 2008

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

WI 12/9/02

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
Member	Stephani Dalbesio	Middleton, WI
Member	Timothy Thompson	Madison, WI
Member	Jameson Menz	Madison, WI
Member	Myla Dalbesio	Middleton, WI

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.

Timothy Thompson

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? Members Thompson & S. Dalbesio are members of Thompson Cafe, LLC

No Yes (explain) Partner Free House, LLC, Fitchburg Flying Hound, LLC and Sherman 44, LLC. Member Menz is a member of Partner Free House, LLC and Fitchburg Flying Hound, LLC

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
9am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	11am - 11pm	9am - 11pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
10pm - 11pm	10pm - 11pm	10pm - 11pm	10pm - 11pm	10pm - 11pm	10pm - 11pm	10pm - 11pm

cannot take food orders after 10pm and still close at 11pm

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. _____
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:
40 % Alcohol 60 % 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.

We are not open yet so no sales records

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, 2023.
38. State Seller's Permit 4 5 6 - 1 0 3 1 1 9 1 7 3 1 - 0 4
39. Federal Employer Identification Number 92-1291458
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Timothy Thompson
 Business phone 608-332-4306 Business e-mail address tjthompson44@yahoo.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 N/A
 Phone _____ E-mail _____

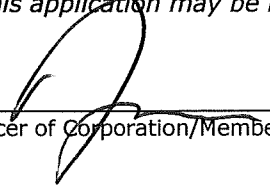
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- 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.



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

12/10/22

(Date)

Clerk's Office checklist for complete applications

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

PROJECT INFORMATION:

The project is a renovation of an existing commercial occupancy of approximately 10,000 sq ft. The project includes interior alterations, wall and door to the adjacent female restrooms in first floor area. The new space will hold tables and chair seating. Approximate floor area is 10,000 sq ft. The existing floor area is approximately 10,000 sq ft.

EXISTING BUILDING INFORMATION:

The existing one story building appears to be wood frame construction. The existing building is a single bay wood frame type VA construction, constructed through 1960s.

Existing building area = 10,000 sq ft
1,440 sq ft grand floor
1,440 sq ft basement
2,880 sq ft total

Adjacent building area = 1,440 sq ft
1,440 sq ft grand floor
1,440 sq ft basement
2,880 sq ft total

Total floor area = 14,400 sq ft

USE AND OCCUPANCY CLASSIFICATION:

Medium Occupancy = 99 occupants
Assembly = 480 occupants

New interior area = 1,440 sq ft
Existing interior area = 1,440 sq ft
Total interior area = 2,880 sq ft
Design occupancy = 1,170 (1 per occupant) 116 occupants

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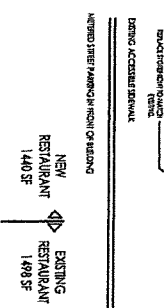
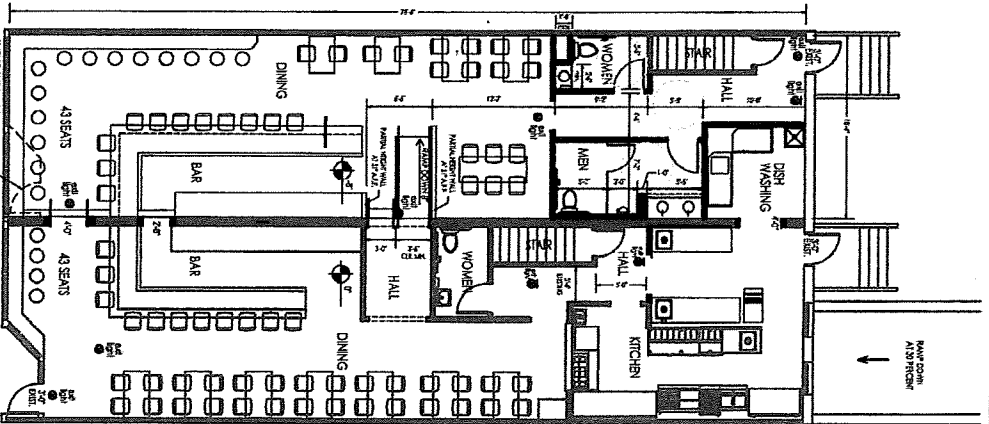
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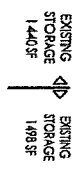
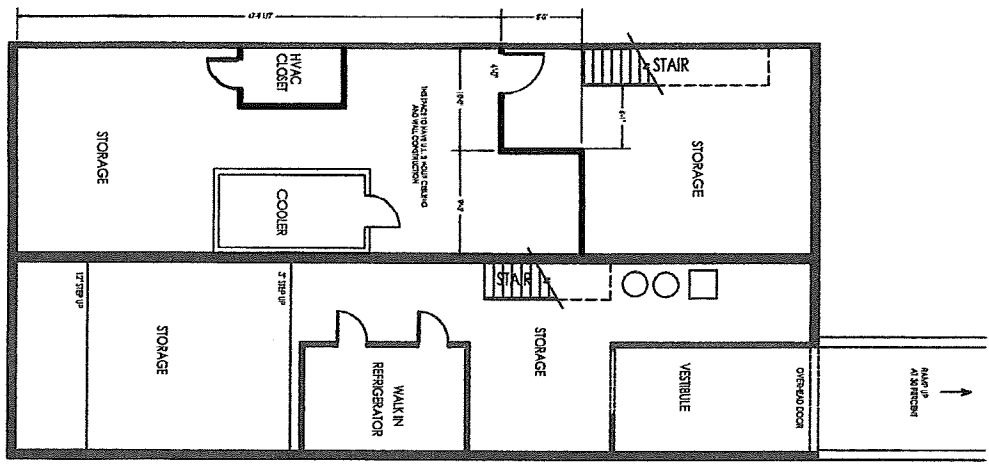
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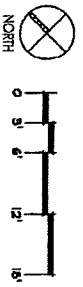
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FIRST FLOOR PLAN - NEW CONSTRUCTION
SCALE 3/16"=1'-0"



BASEMENT - NEW CONSTRUCTION
SCALE 3/16"=1'-0"



SHEET NUMBER
A1

SHEET TITLE
FLOOR PLANS

DOCUMENT
08/2012 PERMIT SET
09/17/12 PERMIT SET

One & Only Business Plan

Identity:

One & Only is an upscale restaurant and pub focusing on serving hearty locally sourced fare alongside an elevated, innovative beverage program in a warm and welcoming environment.

The Need:

The closing of our predecessor, Brasserie V, left a void in the area's upscale restaurant and pub offerings, both for residents in the immediate Monroe/Regent area and the near west side in general.

Our Solution:

One & Only will offer a delicious array of hearty upscale pub food, salads, and entrees along with an elevated craft beer, diverse wine and innovative cocktail program in a building that had been synonymous with these products for 15 years. Specifically, we aim to give our guests an experience that would be difficult, time-consuming or expensive to create at home, both from a food and beverage standpoint, delivered with outstanding service in a comfortable environment.

Target Market:

The target audience is adults, specifically those in the immediate Monroe and Regent corridors as well as those on the near west side.

The Location:

Situated in one of the most vibrant areas of the great city of Madison, One & Only is poised to deliver a "downtown" experience without the complication and hassle of driving and parking in the Capitol area. Ample off street parking at Trader Joe's as well as metered parking along Monroe will be emphasized online and in print onsite. The space itself is a unique and well thought out dining and bar area.

The Competition:

Our competition consists of those restaurants in the immediate Monroe corridor such as Gates & Brovi, Everly and Sequoia as well as options in the Isthmus and Hilldale areas.

Revenue Streams:

One & Only will generate revenue in two primary categories that will work together to generate our unique value proposition. We anticipate our sales to break down to 60% food/non-alcoholic beverages and 40% alcoholic beverages.

Marketing Activities:

One & Only will communicate with potential guests via social media and targeted advertising. Furthermore, we will leverage our existing locations as vehicles to generate interest for our new project.

Expenses:

- Renovation and FF&E
- Working capital
- Pre-opening labor
- Initial stock

Team & Key Roles:

- Jameson Menz: Jameson has 15 years of industry experience ranging from bartender, bar manager, general manager and owner. Most recently, Jameson has held the role of general manager of The Free House Pub and owner of The Free House Pub and The Flying Hound Alehouse
- Myla Dalbesio: Myla is a marketing and publicity professional who will head up our marketing effort
- Stephani Dalbesio: Stephani has nearly 20 years of restaurant experience ranging from server, bartender, bar manager, general manager and owner. Most recently, she has been an owner and operator of The Library Café & Bar, The Free House Pub, The Flying Hound Alehouse, and Bear & Bottle.
- Tim Thompson: Tim has 23 years of restaurant experience ranging from security, server, bartender, bar manager, general manager and owner. Most recently, he has been an owner and operator of The Library Café & Bar, The Free House Pub, The Flying Hound Alehouse, and Bear & Bottle.

One & Only

SMALL

Marinated Olives

calvestrano olives, house spices

Shrimp Cocktail

six large shrimp, spicy cocktail sauce

Deviled Eggs

scallion, bacon crumble

Artichoke Dip

pepperjack, pecorino romano, crostini

Steak Tartare

capers, housemade chips, aioli

SALADS

Little Gem

garlic breadcrumb, dill, mint, pecorino romano

Burrata

grilled radicchio, brûléed orange and grapefruit, hazelnuts

Kale Caesar

parmesan, sourdough crouton, anchovy

Brasserie V Belgian Salad

frisée, grilled endive, crumbled egg, apple, almond, warm bacon vinaigrette

LARGE

Fried Chicken

mashed potato, hot honey

Bar Steak

fries, mixed greens, horseradish aioli, chimichurri

Lobster Mac & Cheese

Maine lobster chunks, cavatappi, aged cheddar, pecorino romano

Smoked Mushroom Ravioli

crimini mushroom, smoked mozzarella, sage, brown butter cream sauce

Moules Frites

mussels, garlic and white wine sauce, fries

One & Only Burger

lettuce, tomato, pickled onion, potato roll, fries or mixed greens

add cheddar

add bacon

EXTRAS

Truffle Fries

parsley, parmesan

Broccolini

red pepper flake, parmesan

Mashed Potatoes

sour cream, chive

Green Beans

pancetta, preserved meyer lemon

DESSERTS

Key Lime Pie

graham cracker crust, whipped cream

Chocolate Bread Pudding

vanilla ice cream

Vanilla Panna Cotta

Traverse City cherry compote