



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

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, 2016.
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.

LUCKYS 1313 BREW PUB LLC

4. Trade Name (doing business as) LUCKY'S 1313 BREW PUB

5. Address to be licensed 1313 REGENT ST

6. Mailing address W11579 COUNTY ROAD V, LODI, WI 53555

7. Anticipated opening date JANUARY 2016

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) RODNEY J RIPLEY HAS INTEREST IN: LUCKYS MADISON LLC, LUCKYS WAUNAKEE LLC AND LUCKYS ON THE LAKE LLC

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.

BREWERY, WALK-IN COOLERS, BAR AREA, BANQUET ROOM, BANQUET BAR AREA AND PATIO

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity BREW PUB 208
BANQUET ROOM 450
PATIO 58

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

PARKING LOT WILL BE CONSTRUCTED ON WEST SIDE OF BUILDING
AND WILL HAVE A CAMERA INSTALLED TO MONITOR ACTIVITIES

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.

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 RODNEY J RIPLEY

17. City, state in which agent resides Lodi, 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 7/27/15

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

6/28/15

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
MANAGING MEMBER	RODNEY J RIPLEY	LODI, 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.

RODNEY J RIPLEY

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) SAME AS RESPONSE TO QUESTION 9

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 BREW PUB WITH RESTAURANT
27. Business description SPORTS BAR WITH A BREW PUB AND BANQUET ROOM. THE BREWERY WILL BREW APPROXIMATELY 6 BEERS AT A TIME AND SERVE OTHER COMPLIMENTARY BEERS ON TAP AND PACKAGED. FULL SERVICE BAR AND FULL SERVICE RESTAURANT.
28. Hours of operation 11:00 A.M. - BAR TIME
29. Describe your management experience PART OWNER LUCKYS MADISON LLC 2004-2010, PRINCIPAL OWNER LUCKYS MADISON LLC 2010-PRESENT, PRINCIPAL OWNER LUCKYS WAUNAKEE LLC 2012-PRESENT, PRINCIPAL OWNER LUCKYS ON THE LAKE 2014-PRESENT
30. List names of managers below, along with city and state of residence.
ANGELA GENIN, OREGON, WI ROBERT DINGES, WAUNAKEE, WI
EVAN SHAFFER, MADISON, WI GRANT JOHNSON, MADISON, WI
31. Describe staffing levels and staff duties at the proposed establishment BREWERY 1-3 MANUFACTURING BEER, KITCHEN 3-7 MAKING FOOD, BARTENDERS 2-8 MAKING DRINKS/SERVING, SERVERS 2-10 TABLE SERVICE, HOSTESS 1, MANAGER 1-2
32. Describe your employee training LUCKYS HAS MANY WELL TRAINED STAFF AT OTHER LOCATIONS THAT WILL TRANSITION TO 1313 REGENT. NEW STAFF ARE ALSO PUT THROUGH AN IN-HOUSE TRAINING & SAFE SERVE BEFORE BEING ALLOWED TO BARTEND.

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

OUR MAIN TWO MARKETS ARE SPORTS FANS AND CRAFT BEER FANS.

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

ADVERTISING WILL FOCUS ON SOCIAL MEDIA BUT WILL INCLUDE SOME NEWSPAPER, RADIO AND TV

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

N/A

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? LIVE MUSIC AND DJ'S

38. What age range do you hope to attract to your establishment? 21-60 IS TARGET RANGE

39. What type of food will you be serving, if any? BAR FOOD, FISH FRY, SOME ENTREES
 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? 11:00 AM - 10:00 PM

42. What hours, if any, will food service not be available? 10:00 PM - BAR TIME

43. Indicate any other product/service offered. BANQUET ROOM

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? 15

During what hours do you anticipate they will be on duty? 11:00 A.M. - 11:00 PM

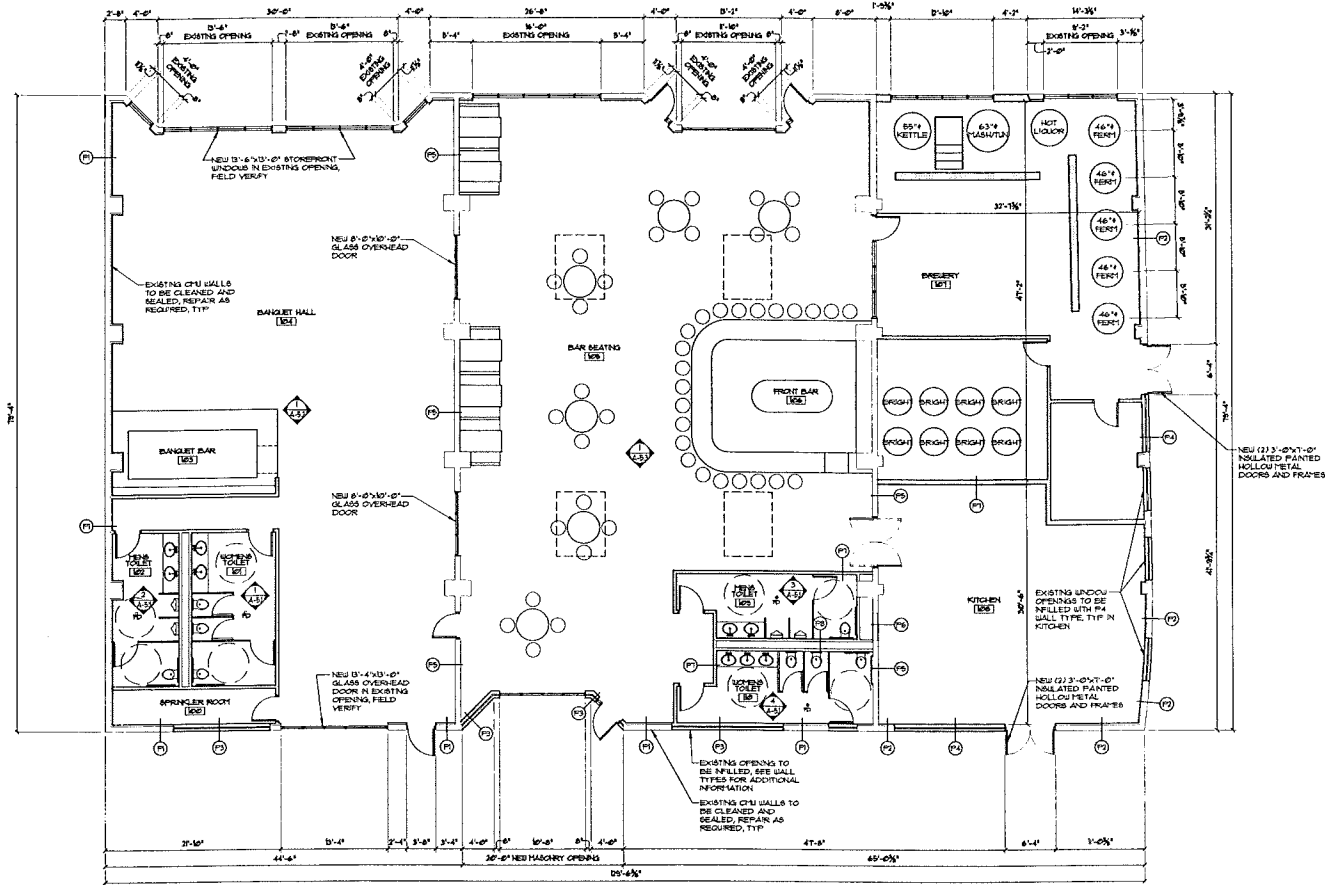
47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 30
 How many bartenders do you anticipate having work at one time on a busy night? 4-5
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 75-100
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? 25%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 25%
 What percentage of your advertising budget do you anticipate will be drink related? 75%
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:
68 % Alcohol 30 % Food 2 % 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.

↑ 6-B CIP
 BANQUET
 ROOM OPEN
 100)

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



1 PROPOSED BREW PUB LAYOUT
A-1.1 SCALE: 1/8" = 1' - 0" NORTH

NOTES:
1. ALL DIMENSIONS ARE FROM FACE OF CPU BLOCK OR FACE OF STUD, UNLESS NOTED OTHERWISE.
2. SEE A-6.1 FOR ADDITIONAL WALL TYPE INFORMATION.