

old → 47349

new - 49885

LIC18-2017-00458
A-2 P 409

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, 20 18.
- 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.
Dominique L. Johnson
- Trade Name (doing business as) Faded Kitchen
- Address to be licensed 1738 Fordem
- Mailing address 1738 Fordem or 2700 West Wall St Apt 224
JANESVILLE WI 53548
- Anticipated opening date June 25 2017
- 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.
The old 608 building: Two handicap accessible bathroom
a large 50 feet by 40 feet dining room a 12" by 15" kitchen
7'x 7" office 10" x 15 sink area, two walk in FREEZER
a 50" by 30" outside deck

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 120 inside
60 outdoor

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

101 parking spaces we will serving food on the
deck and employees will always be monitoring the parking
lot

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 _____

17. City, state in which agent resides _____

18. How long has the agent continuously resided in the State of Wisconsin? _____

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 _____

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

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

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.

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) _____

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 Restaurant with Poetry slams, Art shows, Fashion shows, and live Bands (Absolutely No Rap or Heavy Metal)

28. Hours of operation 11 AM till 12 AM
29. Describe your management experience Victoria's Secret - Train Employees, Track sales Gap-Train Employees, open/close store, deposits Restaurants - Applebees, Texas Roadhouse, Red Robin

30. List names of managers below, along with city and state of residence.
Dominique Johnson Jonesville WI

31. Describe staffing levels and staff duties at the proposed establishment _____
wait tables, Bartend, cooks

32. Describe your employee training Required Wisconsin Alcohol Server Training (serverlicense.com), learn menus, learn drink portions, learn table numbers/system

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

Ages 18 to 50 University of Wisconsin Students
and parents

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

TV, Radio, Facebook, Twitter, Instagram

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? Bands, Poetry Slams
Fashion Shows, Art Shows (ABSOLUTELY NO Rap or Heavy Metal)

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? _____
☐ 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? From open to close

42. What hours, if any, will food service not be available? Food will always be served

43. Indicate any other product/service offered. Food, drinks and Entertainment

44. Will your establishment have a kitchen manager? ☐ No ☒ Yes Me

45. Will you have a kitchen support staff? ☐ No ☒ Yes

46. How many wait staff do you anticipate will be employed at your establishment? 7

During what hours do you anticipate they will be on duty? 11AM till 12AM

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? No bar stools
How many bartenders do you anticipate having work at one time on a busy night? none
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?
☒ 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? 80%
54. If your business plan includes an advertising budget:
What percentage of your advertising budget do you anticipate will be related to food? 80%
What percentage of your advertising budget do you anticipate will be drink related? 20%
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 I'm not a Tavern I'm a Restaurant
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:
15 % Alcohol 75 % Food 10 % 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

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
66. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776] ☐ No ☒ Yes
67. 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

68. State Seller's Permit 4 5 6 - 1 0 2 7 9 2 8 5 4 7 - 0 4

69. Federal Employer Identification Number 82-1483456

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Dominique Johnson

E-mail address Itsdominiqueleneave@gmail.com

Phone 608-817-4933 Preferred language English

71. Corporate attorney, if applicable: Name _____

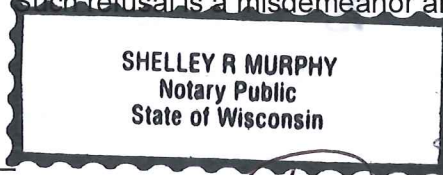
Phone _____ E-mail _____

Read carefully before signing in front of a notary: 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.

Subscribed and Sworn to before me:

this 12th day of May, 2017

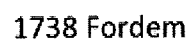
Shelley R. Murphy
(Clerk/Notary Public)



[Signature]
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 2/1/2021

Clerk's Office checklist for complete applications		
☐ Orange sign ☒ WI Seller's Permit Certificate (matching articles of incorporation) ☒ FEIN ☒ Notarized application ☒ Written description of premises	☒ Background investigation form(s) ☐ Form for surrender of previous license ☐ *Articles of Incorporation ☐ *Notarized Appointment of Agent * Corporation/LLC only	☒ Floor Plans ☒ Lease ☐ Sample Menu ☐ Business Plan
Date complete application filed with Clerk's Office _____ Date of ALRC meeting _____ Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number _____		



1738 Fordem