

A-6 LIC1B-2016-00942
P-406



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.

J.R. Del Valle & Associates LLC

4. Trade Name (doing business as) Alma Latina Restaurant

5. Address to be licensed 117 S. Butler St. Madison WI

6. Mailing address 208 Heather Dr. Cottage Grove WI 53527

7. Anticipated opening date Oct. 1

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.

(See attachment)

Rummel (6) Sector 406

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 100

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

there is no parking. Customers must park on the street or in the public parking ramps nearby.

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

No Yes, license issued to Beck Enterprises (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 Jose Del Valle

17. City, state in which agent resides Cottage Grove, WI

18. How long has the agent continuously resided in the State of Wisconsin? 6 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 _____

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

4/30/13

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
President	Jose Del Valle	Cottage Grove, WI
aka	Pepe Del Valle	

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.

Jose (Pepe) Del Valle

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 (See attachment)

28. Hours of operation (See attachment)
29. Describe your management experience (See attachment)

30. List names of managers below, along with city and state of residence.
To be determined. _____

31. Describe staffing levels and staff duties at the proposed establishment (See attachment)

32. Describe your employee training (See attachment)

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

(See attachment)

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

(See attachment)

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? soft, occasional
background type music (classic guitar)

38. What age range do you hope to attract to your establishment? 28-55

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? 11-2pm 4pm - until closing

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

43. Indicate any other product/service offered. _____

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? 8-12

During what hours do you anticipate they will be on duty? 11-2pm 5pm - closing

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? 12-15
 How many bartenders do you anticipate having work at one time on a busy night? 2
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 70
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? 25-30%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 75%
 What percentage of your advertising budget do you anticipate will be drink related? 25%
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:
40 % Alcohol 60 % Food _____ % 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

Answers to questions:

10. 117 S. Butler St. – Alma Latina Restaurant and Gastrobar

This is a standalone two-story building with a basement. Alcohol will be stored in the basement and in the bar area. The restaurant will include a fully-stocked bar which will serve spirits, wine and beer. Alcohol would be served in the bar lounge area (with a capacity of 30 customers) and the dining room area on the ground floor and the mezzanine (with a capacity of 70 customers). During the spring, summer and early fall alcohol would also be served in the patio area in front of the building (with an approximate capacity of 10 people).

27. Alma Latina Restaurant and Gastrobar will be a fine dining restaurant with a bar lounge area. The restaurant will serve Latin fusion cuisine (see attached menu).

28. The restaurant and bar will operate Tuesday through Sunday. It will be closed on Mondays. On Tuesdays, Wednesdays, and Thursdays it will operate from 11 am to 2 pm and from 4 pm to 11 pm. On Fridays and Saturdays, it will operate from 11 am to 2 pm and from 4 pm to 2 am. On Sundays it will operate from 10 am to 10 pm.

29. I was a manager for the Bilingual Department at Pearson Education for 4 years. Prior to that I was the general manager of a restaurant in my native Puerto Rico called Casa Diego. I ran that restaurant for close to 3 years. During the last 9 years I have run my own editorial company, on a project basis I manage up to 15 freelancers at a time.

31. The staffing will vary according to the day of the week. The kitchen personnel will consist of 1 kitchen manager, 2 cooks and 2 assistants during the week and 1 kitchen manager, 2 cooks and 4 assistants during weekends. There will always be a dishwasher during the week and 2 during weekends. There will always be 1 bartender at hand and 2 during Fridays and Saturdays. There will be a minimum of 3 servers during lunch time and up to 8 during dinner depending on the day of the week.

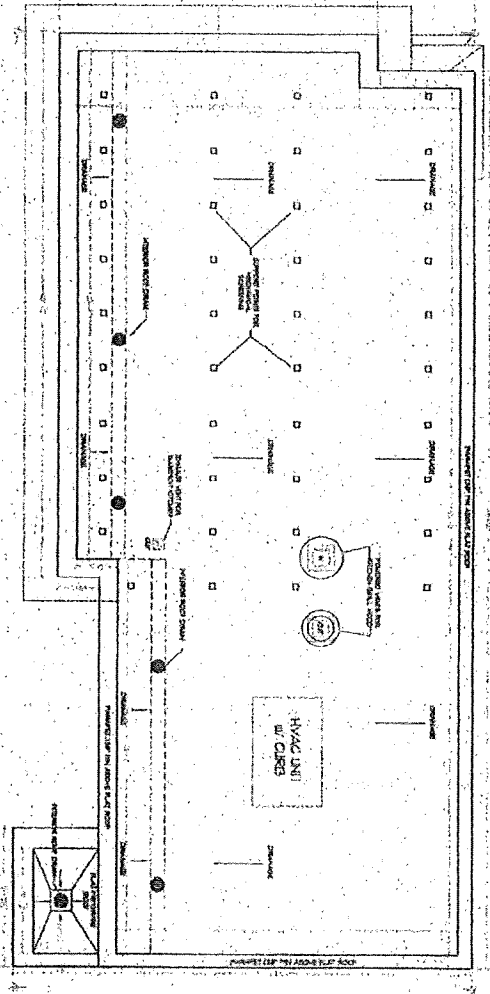
32. Sam Fgaeir, the chef and former owner of Le Chardonnay Restaurant in Madison, will be responsible for training the staff. More information related to the specifics of the training can be provided before the Committee meets.

33. The average age of our target customers falls in the 28 to 55 age range and it will consist of urban professionals, mature adults with empty nests, and sophisticated suburban couples with disposable income.

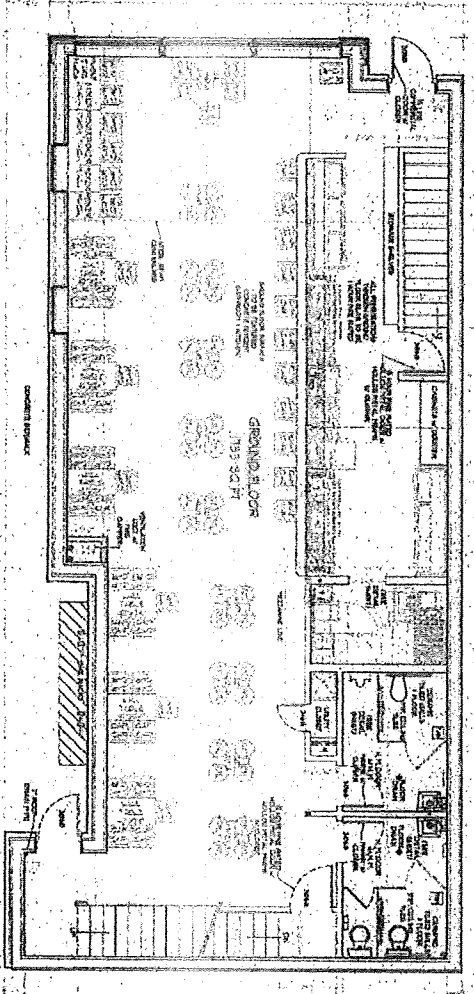
34. In order to promote our restaurant, we will take the following steps.

- Sign up in Google Places for Business.
- Contact food and leisure reporters from local publications and TV news shows.
- Create Facebook, Instagram, and Twitter accounts.
- Advertise on the radio on a weekly basis.
- Request satisfied customers to review us on Yelp.
- Provide an email signup form on the check and on our social media pages.
- Create a custom website, which will include the ability to make reservations from a smartphone or desktop computer. The website will be updated on a regular basis.
- Distribute brochures in hotels, coffee shops, and selected establishments in the Madison area.
- Conduct a direct mail campaign through an experienced marketing vendor.
- Join local business organizations and/or associations, Downtown Madison, Inc., Capitol East Business Association, and the Central Improvement Business District.

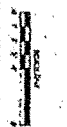
FLAT MEMBRANE ROOF
 THE ROOF SHALL BE A 2" THICK POLYURETHANE FOAM INSULATION ON TOP OF A 4" THICK CONCRETE SLAB. THE ROOF SHALL BE PROTECTED BY A 1/2" THICK GELCOLEUM PROTECTIVE COATING. THE ROOF SHALL BE DRAINAGE TO THE EXTERIOR THROUGH 4" DIA. DRAINAGE PIPES. THE ROOF SHALL BE FINISHED WITH A 20 MIL GELCOLEUM PROTECTIVE COATING. THE ROOF SHALL BE MAINTAINED FREE OF DEBRIS AND WATER.



ROOF PLAN / MECHANICAL FOOTINGS

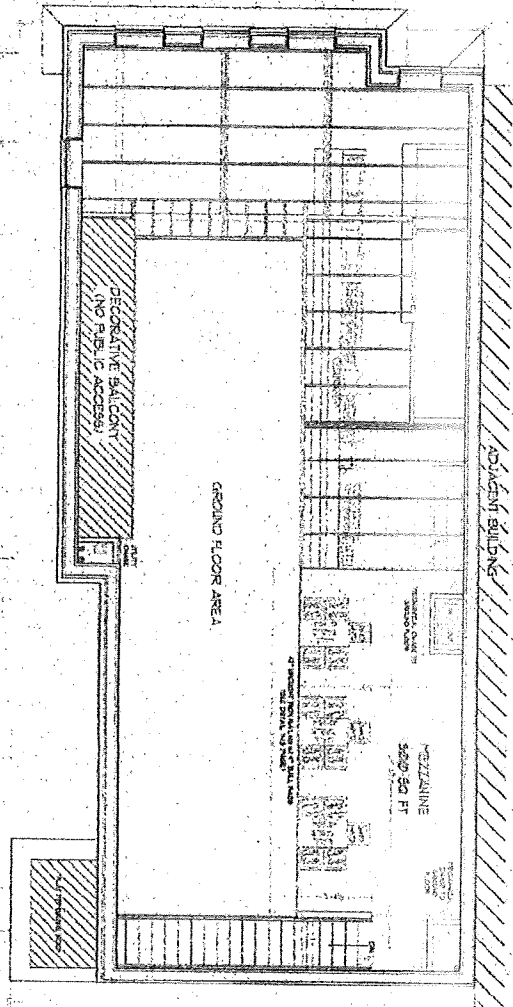


1st FLOOR PLAN

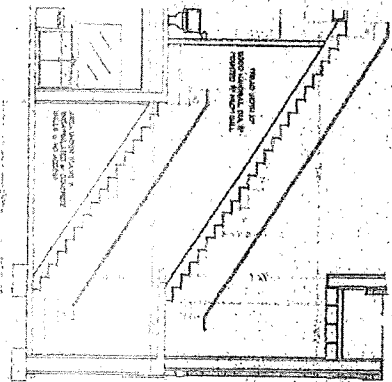


PLAN NO. 111 A2	GROUND / ROOF PLAN THE BAYOU 111 SOUTH BUTLER ST MADISON - WISCONSIN	ICON, LLC Project Designer and Management • Contract Administration 528 FLAMBEAU RD • MADISON, WI 53705 PHONE (608) 733-7151 • FAX (608) 733-6900	ALVERN ENGINEERING Structural Engineering • Building Design • Contract Administration 6044 SEMINOLE CENTRE CT • MADISON, WI 53711 PHONE (608) 270-0082 • FAX (608) 270-0084
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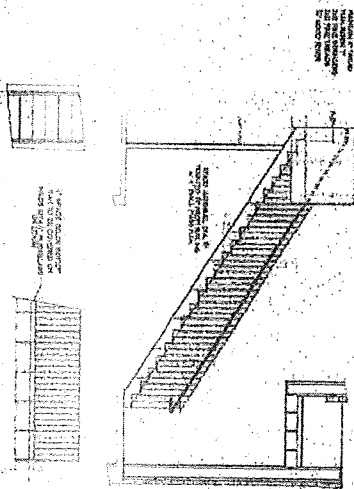
MEZZANINE LEVEL PLAN



REAR STAIR SECTION



REAR STAIR WINDIGHT FROM RAILING SECTION



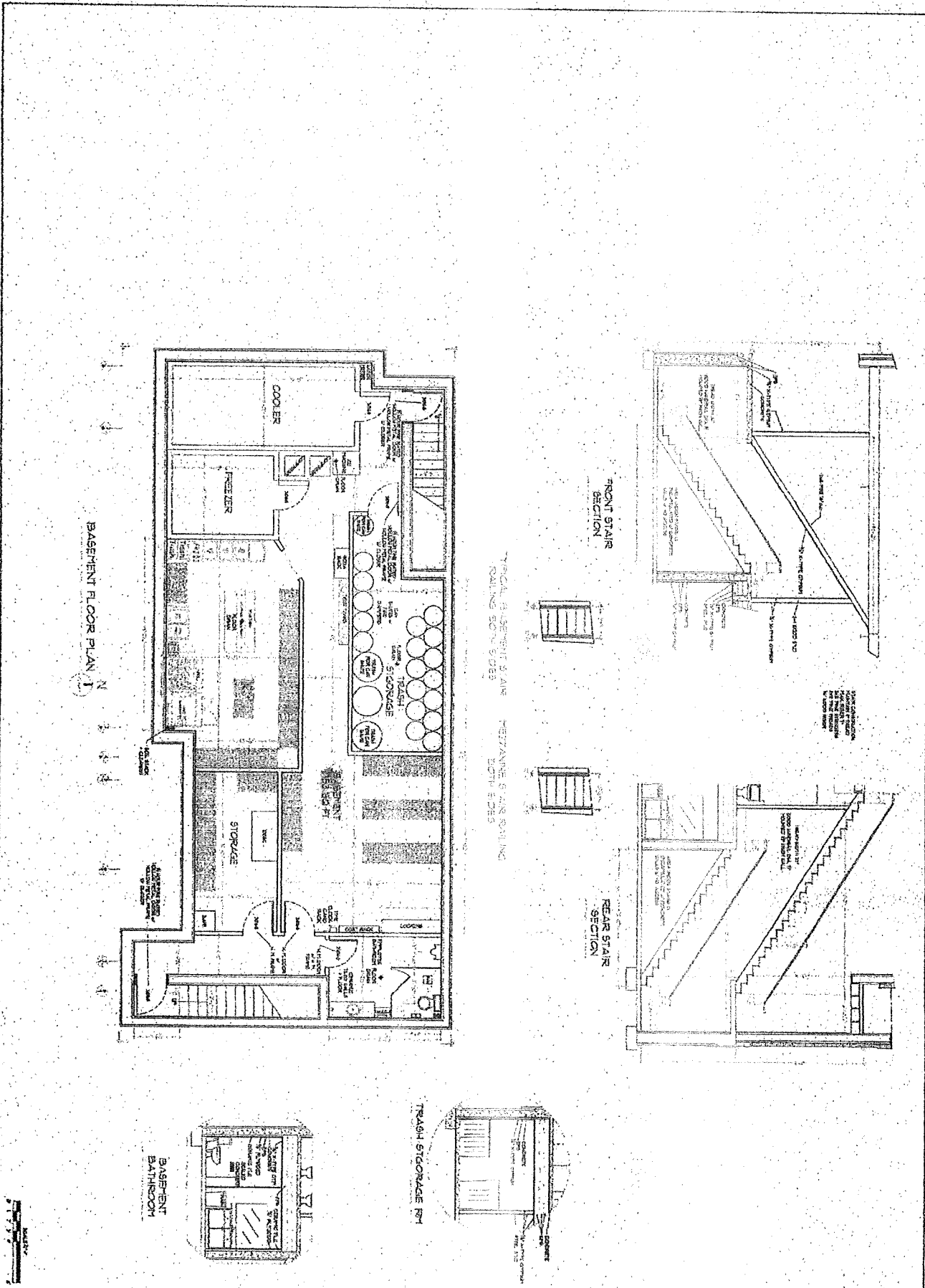
DATE	REVISION

MEZZANINE PLAN
 THE BAYOU
 117 SOUTH BUTLER ST
 MADISON - WISCONSIN

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BASEMENT FLOOR PLAN, I

FRONT STAIR SECTION

REAR STAIR SECTION

TYPICAL BASEMENT STAIR RAILING SECTION, BOTH SIDES

BASMENT BATHROOM

TRASH STORAGE RM

	<p>ICON, LLC</p> <p>Project Design and Construction Contract Administration 501 FLAMBEAU RD MADISON, WI 53705 PHONE (608) 733-1011 FAX (608) 733-6300</p>	<p>NEVERN ENGINEERING</p> <p>Structural Engineering • Building Design Contract Administration 6944 SEMINOLE CENTRE CT MADISON WI 53711 PHONE (608) 270-0085 FAX (608) 270-0084</p>
	<p>BASEMENT PLAN THE BAYOU 111 SOUTH BUTLER ST MADISON - WISCONSIN</p>	<p>DATE: 05/08/08 PROJECT NO.: SHEET NUMBER:</p>

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111 South Hamilton Street | Madison | Wisconsin | 53703

Concept by Sami Fgaier

APPETIZERS - APERITIVOS

Salted Puerto Rican Cones | Cider-Braised Pork with Caramelized Onions

Dominican-Style Conch Fritters | Garlic Tomato Aioli

Pulpo a la Gallega | Smoked Spanish Paprika | Potatoes

Peruvian Ceviche | Shrimp | Mussels | Sea Scallop

Lime, Garlic, Habanero Marinade, Hominy & Red Onion

Baked Empanada Chilena | Chicken or Beef | Raisins | Hard Boiled Eggs | Olives

Goat Cheese & Mango | Fresh Fruit | Toasted Almonds | Baguette Slices ✓

Manchego, Spinach & Rice Cakes | Chipotle & Tomato Coulis ✓

Cuban Sandwich Bites | Swiss Cheese | Mustard | Garlic Mayo

ENTRÉES – PLATO PRINCIPAL

Churrasco Steak

Grilled Hanger Steak | Argentinean Chimichurri | Oven Roasted Potatoes

Panamanian Cobia

Pan Seared Filet of Fresh Cobia | Chorizo, Oven Roasted Tomato Sauce
Arroz Verde with Spinach & Cilantro

Grilled Shrimp Veracruzana

Grilled Black Tiger Shrimp and topped with Onion, Green Olive and Jalapeno
Served atop Arroz con Tomate & Beans

Puerto Rican Arroz con Pollo

Tender Chicken | Long Grain Rice | Fire Roasted Peppers
Sweet Peas | Sofrito

Fricasé de Conejo

Beer Braised Rabbit with Mushroom, Thyme and Garlic
Crispy Fried Plantains

Root Vegetable Stew ✓

Yams | Carrots | Yucca | Malanga, Light Tomato Broth |
Italian Parsley & Roasted Garlic

Peruvian Arroz con Mariscos

Short Grain Rice, Lemon Zest, Calamari, Shrimp, Clams and Mussels
Fire Roasted Peppers, Chilis, Achiote Oil

Herbed Lamb Chops

Marinated the Grilled Lamb Chops | Grilled Zucchini
Puree of Yucca and Potatoes | Red Wine and Mint Demi Glace

Short Rib with Orange & Ginger

Braised Pork Short Ribs with Fresh Orange, Ginger & Shallots
Rice & Beans

✓ Vegetarian

DESSERTS – POSTRES

Flan de Coco Prepared with Fresh Coconut | Fresh Seasonal Berries | Mint

Key Lime Pie with Homemade Mexican Vanilla Bean Chantilly Cream

Homemade Italian Gelato & Sorbet

Tres Leches Cake | Pineapple & Toasted Pecans | Hibiscus Sauce

COFFEE & TEA – CAFÉ Y TE

Assortment of Herbal, Black & Green Tea

Coffee

Cappuccino

Espresso

Cortadito

Café Con Leche