



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, 2016.
- 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.

Ideal Bar LLC

- Trade Name (doing business as) Ideal Bar
- Address to be licensed 1968 Atwood Ave Madison WI 53704
- Mailing address 1968 Atwood Ave. Madison, WI 53704
- Anticipated opening date 04/01/2016

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) Michael Randall - Alchemy Cafe LLC

- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) Michael Randall - Alchemy Cafe LLC

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.

Beverages sold and consumed on the ground floor of
1968 Atwood Ave. and on the outdoor patio at the rear of
the building.

Beverages are stored in the basement.

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 99

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

Angled street parking in front of premise - public

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

No Yes, license issued to Ideal Ventures Inc - John Grey/Bob Speth (name of licensee)

15. Attach copy of lease. - Real Estate Purchase

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 Brady Borman

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 4 1/2 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 December 2014

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

Wisconsin 12/17/2015

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
	Brady Borman	Madison, WI
	Amanda Versch	Madison, WI
	Josh Wachter	Madison, WI
	Dan Zoremba	Madison, WI
	Troy Armbruster	Madison, WI
	Michael Rondall	Madison, 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.

Amanda Versch

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) Michael Randall/Josh Wachter/Amanda Versch - Alchemy Cafe

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 Existing Establishment. No changes planned.

Neighborhood Tavern with gaming machines.

28. Hours of operation M-Th 3pm-2am Friday+Saturday 12pm-2:30am Sunday 12pm-2am

29. Describe your management experience All members are either managers or members of Alchemy Cafe LLC - Opened March 2008

with the exception of Troy Armbruster.

30. List names of managers below, along with city and state of residence.

Managed by members

31. Describe staffing levels and staff duties at the proposed establishment _____

1 or 2 Bartenders - Bartending

Cleaner - Cleaning

32. Describe your employee training _____

Existing staff - 20+ years experience at this location

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

Existing clients and the neighborhood in general

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

Word of mouth, sponsorship of neighborhood events, donations to fundraisers.

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? _____

38. What age range do you hope to attract to your establishment? 21+

39. What type of food will you be serving, if any? Pizza, chips, candy, jerky
 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? All

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. Gaming Machines

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? None

During what hours do you anticipate they will be on duty? None

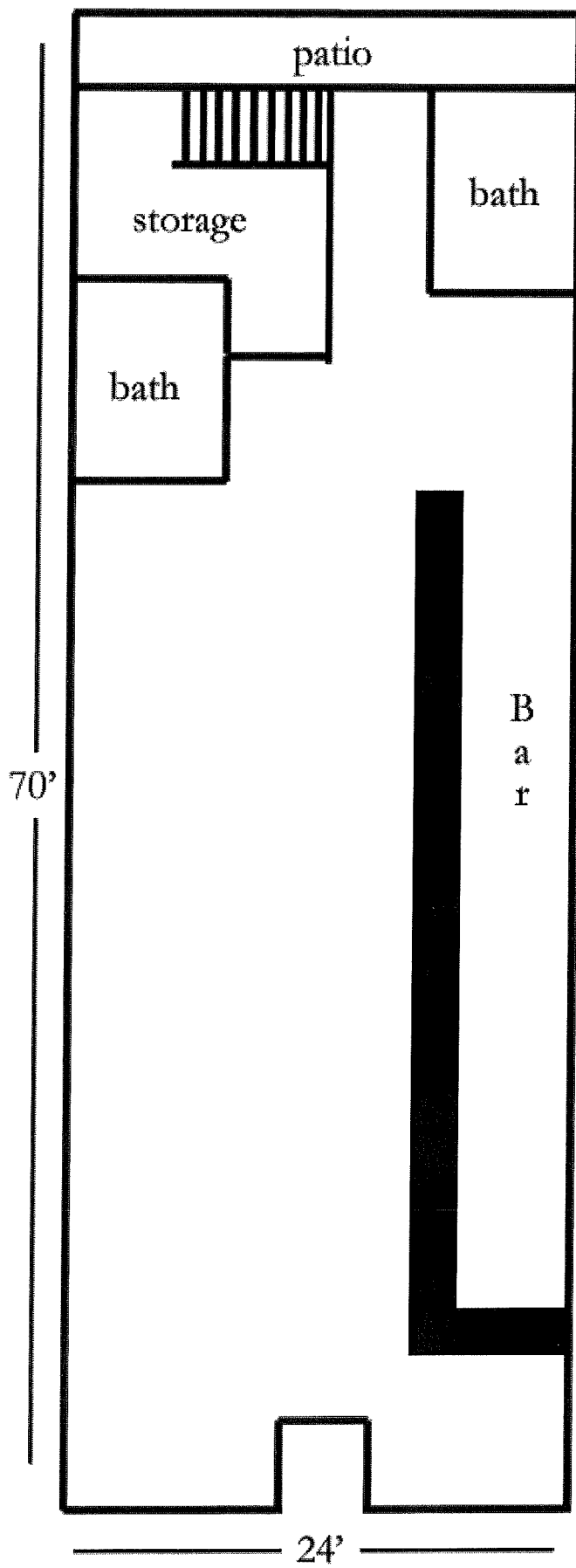
47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 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 _____
51. What type of cooking equipment will you have? NA
 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? None
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? None
 What percentage of your advertising budget do you anticipate will be drink related? None
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:
90 % Alcohol 5 % Food 5 % 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

Ideal Bar - Floor Plan



Atwood Ave

Ideal Bar – Menu

Assorted Frozen Pizzas

Chips

Candy

Jerky

Ideal Bar –Business Plan

Continue running the Ideal Bar as has been done at this location for decades.

Keep existing, well-experienced staff.

Sell beverages and food.