



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, Combo
 Class C Wine

(Agenda Item Number)	57115
(Legistar file number)	
(License number)	LICLIB-2019-00756
(Alder District #)	13 EXORS
(Police Sector)	205
Office Use Only	

Section A – Applicant

- 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.

 Volume Services, Inc.
- Trade Name (doing business as) _____
 Centerplate
- Address to be licensed _____
 606 S Randall Ave, Madison, WI 53715
- Mailing address _____
 1 Independence Pt Ste 305, Greenville, SC 29615
- Anticipated opening date _____
 ASAP
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 No Yes (explain)

 n/a
- 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.

 Entire zoo. Alcohol stored in locked cage in the basement of the upper food stand.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
Indoor: 135 Outdoor: 8,000

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

See attached exhibit "Henry Vilas Zoo Parking for Events".

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

No Yes, license issued to Henry Vilas Zoological Society (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 Scott Recob

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

14. How long has the agent continuously resided in the State of Wisconsin? 53 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 4/3/2018

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

Corp formed in DE 6/14/1973, registered in WI 12/12/1974

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
See attached	Officer & Director listing	

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.

Corporation Service Company

19. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) See attached holding corporation structure

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?

No Yes (explain) See attached listing of licenses held by parent company or sister company

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 Zoo

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
varies by function	-	-	-	-	-	-
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

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. Food will be offered in connection with alcoholic beverage service.

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:

10 % Alcohol 55 % Food 35 % Other

If applicable, describe "Other": _____

Do you have written records to document the percentages shown? No Yes ^{New Operator}
 You may be required to submit documentation verifying the percentages indicated.

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 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 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, 20 20.
38. State Seller's Permit 4 5 6 - 0 0 0 0 1 5 1 3 6 0 - 0 6
39. Federal Employer Identification Number 36-2786575
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Scott Recob (on site) or Angela Sloan (for licensing)

Scott - (608) 661-0525 ext 27 scott.recob@centerplate.com
 Business phone Angela - (864) 248-2011 Business e-mail address angela.sloan@centerplate.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 Skene Law Firm, P.C. (Jessica Morey)
 Phone (732) 727-5030 E-mail jmorey@skenelawfirm.com

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)
 Hadi Monavar

7/12/19

 (Date)

Clerk's Office checklist for complete applications		
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input checked="" type="checkbox"/> Background investigation form(s)	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> FEIN	<input checked="" type="checkbox"/> Form for surrender of previous license	<input checked="" type="checkbox"/> Lease
<input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Business Plan
	<input checked="" type="checkbox"/> *Appointment of Agent	<input checked="" type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<input checked="" type="checkbox"/> Orange sign <input checked="" type="checkbox"/> Orange business card		
<input checked="" type="checkbox"/> "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 _____		

Volume Services, Inc.

Db a Centerplate

Operating at Henry Vilas Zoo

606 S Randall Ave, Madison, WI 53715

Business Plan

2019 HENRY VILAS ZOO

ALCOHOLIC BEVERAGES BUSINESS PLAN

Hours Served: 5:00 PM to 10:00 PM

Gate Control:

- Upon arrival guests will be asked to show an ID if they would like to consume alcoholic beverages. If the guest shows proof of age (21 & above) they will be given a wrist band.
- Staff and volunteers will monitor all open gates during the entire duration of the event to ensure that no alcoholic beverages leave the zoo.

Alcohol Storage:

- All alcohol will be stored in a secure location until it is brought to the location where it is being served. The location that will be serving alcohol will be monitored at all times.
- In the event that a beer caddy is being used, the caddy will be locked at all times apart from initial setup, tapping new barrels & the end of the event.

Staffing:

- At least one license holder with Beverage Server Training will be on the grounds during the event at all times.
- All staff will be trained to observe guests consistently and to notify a supervisor in the event that a guest appears to be impaired from alcohol.

Security:

- For smaller events, one normal nightly security guard will be required on the grounds to monitor guests and ensure that there is a safe environment for all guests.
- For select and large events, such as the Exact Sciences company rental and Brew Lights, multiple security guards may be necessary on the grounds.

Bartenders & Servers:

- Will be trained on proper alcohol serving protocol and safety standards.
- Will be trained on how to properly pour beer, wine and other alcoholic beverages.

Additional Staff:

- For events, staff will be needed to help with setup, running the event, and breaking down the event at conclusion.

Overview of Events:

- **Company Rentals:**

Companies will be able to rent out the zoo during evening hours and will have the option to purchase Local Craft Beer, Domestic Beer, Frozen Wine Slushies, Frozen Margarita's and a variety of bottled wines.

- **Special Events:**

For a wide variety of special events during the evening hours, guests will have the option to purchase Local Craft Beer, Domestic Beer, Frozen Wine Slushies, Frozen Margarita's and a variety of bottled wines.

- **Zoo Lights:**

Guests will be able to purchase a variety of bottle Craft Beer, spiked Hot Cocoa (with Peppermint Schnapps) and Spiked Hot Cider (with Rum).

- **Brew Lights:**

Guests will be able to enjoy a variety of Craft Beers from local Wisconsin breweries while having exclusive access to the holiday lights at the zoo.

Volume Services, Inc.

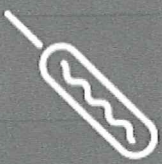
DbA Centerplate

Operating at Henry Vilas Zoo

606 S Randall Ave, Madison, WI 53715

Sample Menu

Please See Attached



KID'S MEAL BASKETS

PICK ONE ITEM FROM EACH CATEGORY FOR \$6

MAINS

- Chicken Nuggets
- Mini Corn Dogs
- PB&J (v)

\$3

SIDES

- Animal Crackers (v)
- Kid's French Fries (VE, GF)
- Apple Sauce (VE, GF)

\$2

DRINKS

- White or Chocolate Milk
- Kid's Fountain Soda

\$2



SNACKS & SWEETS

FRIED FRESH WISCONSIN CHEESE

\$7

CURDS (V, GF)

FRENCH FRIES (VE, GF)

\$3.50

MINI CORN DOGS

\$5.50

NACHOS (V)

\$6

PRETZEL (V)

\$4

Add Cheese Cup

\$1

POPCORN (V, GF)

\$4

ASSORTED CHIPS (V)

\$2

SEASONAL FRUIT CUP (VE, GF)

\$5

FRESH BAKED CHOCOLATE CHIP

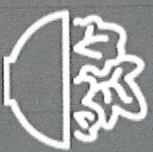
\$2

COOKIE (V)



HENRY VILAS ZOO
CONSERVATION FOR GENERATIONS

SALES TAX OF 5.5% INCLUDED IN MENU PRICES



SEASONAL SUMMER SALADS

GRILLED STEAK SALAD BOWL (GF) **\$12**

Mixed greens, marinated and grilled flank steak, charred sweet corn, red onions, radishes, cherry tomatoes, Wisconsin cheddar cheese, Dijon mustard vinaigrette

[Can be Made Vegetarian Upon Request]

GRILLED CHICKEN GRAIN BOWL (GF) **\$12**

Quinoa, baby spinach, marinated and grilled all-natural chicken, cucumbers, chickpeas, pickled onions, balsamic vinaigrette [Can be Made Vegan Upon Request]



SIGNATURE SPECIALTIES

PRESSED ITALIAN PICNIC SANDWICH **\$12**

Sliced all-natural chicken breast, salami, basil pesto, fresh mozzarella cheese, sundried tomatoes, sliced olives, focaccia bread

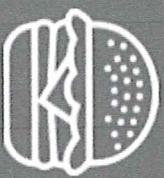
SMOKED HAM AND GOUDA PANINI **\$11**

Thinly sliced smoked ham, gouda cheese, caramelized onions, Dijonaise, arugula, sourdough bread



HENRY VILAS ZOO
CONSERVATION FOR GENERATIONS

SALES TAX OF 5.5% INCLUDED IN MENU PRICES



BURGER & SANDWICH BASKETS

HAMBURGER BASKET

Quarter pound beef patty, lettuce, tomatoes, onions, pickled chips, potato bun, French fries

\$10

CHEESEBURGER BASKET

Quarter pound beef patty, bacon caramelized onion jam, Wisconsin white cheddar cheese, potato bun, French fries

\$11

THE BEYOND™ BURGER BASKET (V)

Beyond™ Burger, lettuce, tomatoes, onions, vegan mayonnaise, potato bun, French fries

\$12

CHICKEN CAESAR SANDWICH BASKET **\$11**

Grilled all-natural chicken breast, shaved parmesan cheese, lettuce, Caesar aioli, potato bun, French fries



CHICKEN TENDER & HOT DOG BASKETS

CHICKEN TENDER BASKET

All-natural bread chicken tenders, French fries

\$9.50

BRATWURST BASKET

Johnsonville Original Brat sausage, sauerkraut, split-top bun, French fries

\$9.50

HOT DOG BASKET

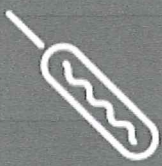
Klement's Jumbo Chicago Style Hot Dog, split-top bun, French fries

\$8.50



HENRY VILAS ZOO
CONSERVATION FOR GENERATIONS

SALES TAX OF 5.5% INCLUDED IN MENU PRICES



KID'S MEAL BASKETS

PICK ONE ITEM FROM EACH CATEGORY FOR \$6

MAINS

Chicken Nuggets
Mini Corn Dogs
PB&J ^(V)

\$3

SIDES

Animal Crackers ^(V)
Kid's French Fries ^(VE, GF)
Apple Sauce ^(VE, GF)

\$2

DRINKS

White or Chocolate Milk
Kid's Fountain Soda

\$2



SNACKS & SWEETS

FRIED FRESH WISCONSIN CHEESE CURDS ^(V, GF)

\$7

FRENCH FRIES ^(VE, GF)

\$3.50

MINI CORN DOGS

\$5.50

NACHOS ^(V)

\$6

PRETZEL ^(V)

\$4

Add Cheese Cup

\$1

POPCORN ^(V, GF)

\$4

ASSORTED CHIPS ^(V)

\$2

SEASONAL FRUIT CUP ^(VE, GF)

\$5

FRESH BAKED CHOCOLATE CHIP COOKIE ^(V)

\$2



HENRY VILAS ZOO
CONSERVATION FOR GENERATIONS

SALES TAX OF 5.5% INCLUDED IN MENU PRICES



ICE CREAM TREATS

BLUE BUNNY ICE CREAM NOVELTIES (M) **\$3**
 Choice of Big Vanilla Sandwich, Cookie Ice Cream, Sandwich, Vanilla Sundae Cone, or Comb Bomb



KEMPS SCOOPED ICE CREAM

Cup **\$4**
 Cone **\$5**



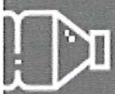
FLAVORS

Monster Cookie (M) · Chocolate Chocoholic (M) ·
 Vanilla (M) · Cookie Dough (M) · Superman (M) ·
 Mackinaw Island Fudge (M) · Mint Chip (M) ·
 Blueberry Cheesecake (M) · Strawberry (M)



FRESH SMOOTHIES

STRAWBERRY (VB) **\$5.50**
MANGO (VB) **\$5.50**
CARAMEL LATTE (M) **\$5.50**



BEVERAGES

FOUNTAIN SODA

Choice of Pepsi, Diet Pepsi, Mountain Dew, Orange Crush, Sierra Mist, Mug Root Beer, Lemonade, G2 Gatorade, or Iced Tea

\$4.50

ICEE **\$5**
FRESH BREWED COFFEE **\$4**
BOTTLED JUICES **\$3**
PINT OF MILK **\$3**
BOTTLED WATER **\$3**



HENRY VILAS ZOO
 CONSERVATION FOR GENERATIONS

SALES TAX OF 5.5% INCLUDED IN MENU PRICES

HENRY VILAS ZOO
Alcohol Menu 2019

Local Craft Beer (Bottles or ½ Barrels Available):

New Glarus Brewing Co. (New Glarus, WI):

- Spotted Cow
- Moon Man
- Two Women
- Seasonal option as available

Karben 4 Brewing (Madison, WI):

- Lady Luck
- Fantasy Factory
- Block Pantry
- Dragon Flute
- Champagne Tortoise

Ale Asylum (Madison, WI):

- Hopalicious
- Bedlam
- Keep Er' Movin'

Capital Brewery (Madison, WI):

- Capital Amber
- Lake House
- Supper Club

Local Draft Beer:

Miller Brewing Co. (Milwaukee, WI):

- Miller Light
- Miller High Life

Frozen Wine Slushies:

- Rose, Lemon Juice, Sugar, Fresh Strawberries blended, frozen in slushie machines.

Frozen Margaritas:

- Assorted flavors

Wine by the Glass:

- Red Wine
- White Wine
- Rose

1 Randall Ave. Entrance
 2 Lakeside Entrance
 Areas Alcohol permitted

Buildings Which Alcohol IS Not permitted
 Buildings Which Alcohol IS permitted
 --- Zoo Border Line
 ★ Main tent And Bar Location



Henry Villa Zoo
 Free admission and parking
 The Zoo is open all year
 Building:
 10 a.m. - 4 p.m.
 Children: 2.00
 10 a.m. - 4 p.m.
 Zoo House:
 9:30 a.m. - 4 p.m.
 Beer:
 Krefolien, wagner and
 other beers at the gift shop
 next to Gate 1
 For closure at special
 Thanksgiving Day and Friday
 after: December 24 & 25
 New Year's Eve and Day
 at 4:00 pm in holiday

- Zoo Exhibits & Attracciones del Zoológico**
- 1 Casa 1 Conservación Plaza
Front Conservación de la Pteris 1
 - 2 Glaciar Grilla
 - 3 Conservación Caramelo & Zoo Juan
de los Lagos Conservación y el Tiro
 - 4 Centro de Recreación / Interpretación
 - 5 Children's Zoo Animal Exhibits
Exhibitors de Animales del
Zoológico de los Niños
 - 6 Chidano's Zoo Barn
Guano del Amelobates de
los Niños
 - 7 Glaciar Plaza
 - 8 Casa de las arañas
 - 9 Primata Nueva
Casa de los Primates
 - 10 Avari
 - 11 Artistic Passage
Reserva del Atrio
 - 12 Food
Sells
 - 13 Restrooms
 - 14 ATM
 - 15 Picnic Area
 - 16 Parking
 - 17 Photo Booth
 - 18 Bus
 - 19 Interaction
 - 20 Playground
 - 21 Zoo Train
 - 22 Goat Feeding
Wagon, Watercarr, Strider Rental

