

21266

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**Application for Change of Licensed Premise**  
 No Fee Required. Due at 12 Noon two weeks before ALRC meeting.  
 Routed: City Zoning  
 Building Inspection Unit – Permit Counter

**Applicants must appear before the ALRC. Detailed floor plans (no larger than 8 1/2 x 14) must accompany this form, or request will not be presented to the committee.**

**Please contact City Zoning (Municipal Building LL-100, 266-4560). A Conditional Use Permit may be required. There is a fee for the Conditional Use Permit.**

Corporate/Owner Name \_\_\_\_\_ Madison Mallards \_\_\_\_\_

DBA \_\_\_\_\_ Madison Mallards \_\_\_\_\_

Address \_\_\_\_\_ 2920 N Sherman Ave Madison, WI 53704 \_\_\_\_\_

Agent \_\_\_\_\_ Vern Stenman \_\_\_\_\_

Capacity \_\_\_\_\_ 6,750 \_\_\_\_\_ % Alcohol \_\_\_\_\_ 40% \_\_\_\_\_ % Food \_\_\_\_\_ 60% \_\_\_\_\_

Description of Expansion Plans:

- The Mallards are undertaking several improvements the ballpark in time for the 2010 season, including a new seating area which includes a new concourse level which will push some changes in how the Mallards serve their fans.
- The new concourse area will allow us to offer our fans food & beverage service much closer to their seat.
- Plans & justifications are attached.
- Beer would be sold at the same price in this area as all other areas in the ballpark (Duck Blind Excluded).
- There would be no change to the Duck Blind party area, except that prices will increase slightly for 2011.
- Most beer pouring locations would remain the same as 2010.

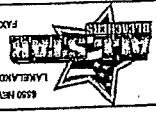
Signature of Applicant *Vern St* Date 2/2/2010

To be considered at ALRC meeting of 2/16/11  
 and Common Council Meeting of 3/1/2011

License Type \_\_\_\_\_ Class B Beer \_\_\_\_\_ License # \_\_\_\_\_ Legistar # 21266

HENRI J. BARRON, P.E.  
 521 SOUTH DIXIE ST., #2  
 LAUDERHILL, FL 33409  
 M. REGISTRATION NUMBER  
 36777-04

6550 NEW TAMPA HWY.  
 LABELAND, FLORIDA 34715  
 (888) 878-2111  
 (888) 878-2111  
 FAX (813) 628-4244

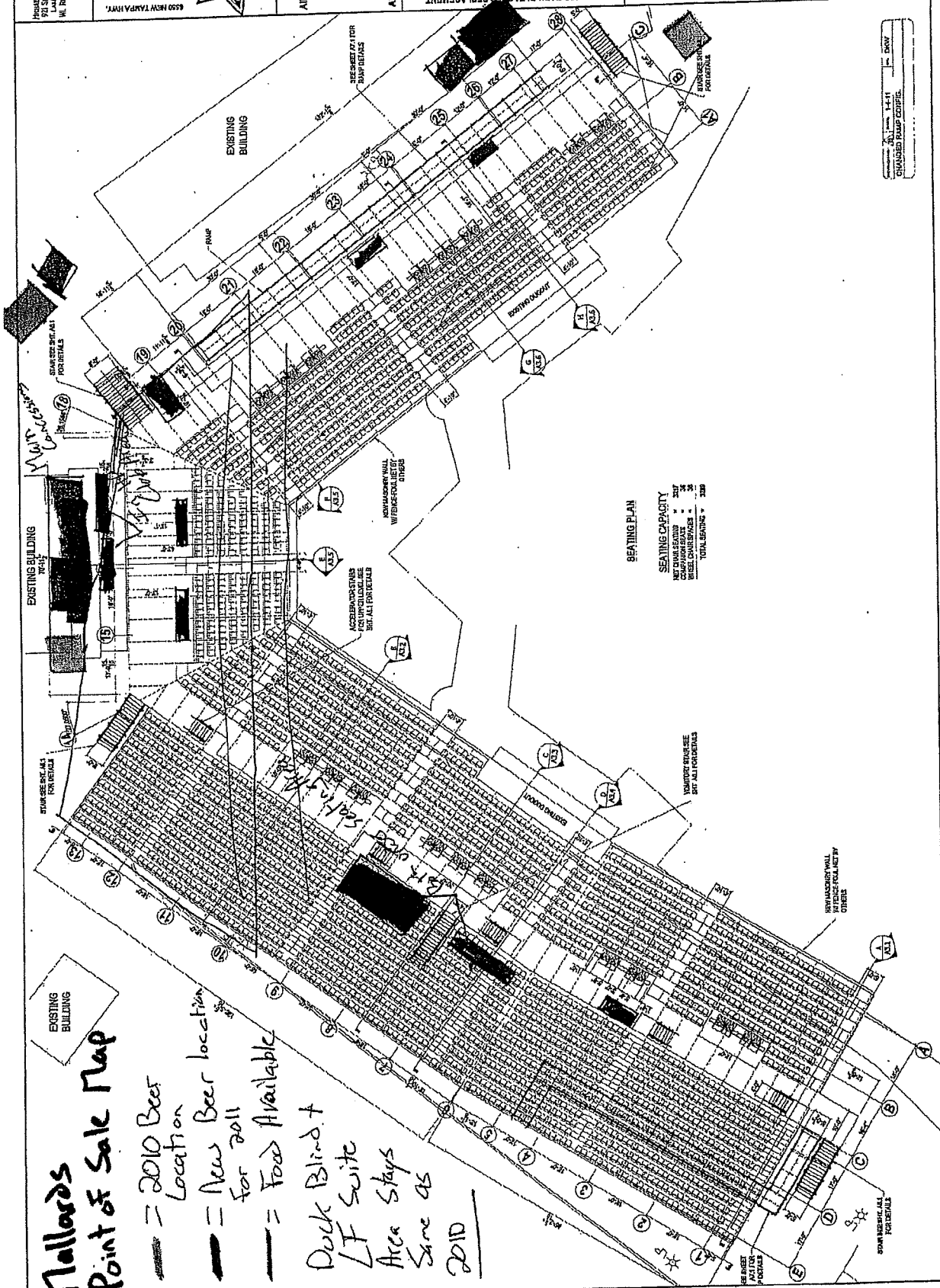


The drawings are the property of the engineer. All other drawings, specifications, and notes are the property of the engineer. The engineer is not responsible for any errors or omissions in the drawings or specifications. The engineer is not responsible for any conditions or circumstances that may affect the performance of the project. The engineer is not responsible for any conditions or circumstances that may affect the performance of the project.

WARNER PARK PLAZA REPAIR AGREEMENT  
 MADISON DANCE COUNTY, IN  
 20600 W. 23RD AVENUE, SUITE 200  
 (1) - 23 NOV X 23' 4" - 11.5X, 28'

SEATING PLAN

DATE: 11/11/11  
 DRAWING NUMBER: E2285  
 SHEET NUMBER: A1.1  
 SCALE: AS SHOWN



SEATING CAPACITY

NET CHAIR SEATING	• 207
NET BAR SEATING	• 36
NET TOTAL SEATING	• 243
TOTAL SEATING	• 200

**Nollards Point of Sale Map**

- = 2010 Beer Location
- = New Beer location for 2011
- = Food Available
- = Duck Blind + LF Suite Area Stays Same as 2010

### Mallards Pouring Location Explanation:

- Indicates beer pouring location that existed in 2010 & will exist in 2011 & beyond.
- Indicates proposed new locations for 2011 & beyond.
- Indicates whether food will be served at this location.
- Two beer pouring locations in the former grandstand area will be removed.
- Duck Blind & leftfield suite areas will have the same pouring locations as previous years.
  - o The Duck Blind has two beer pouring locations for the general Duck Blind crowd & up to 6 cooler service areas that are exclusively used to serve private parties, depending on attendance.
  - o The Leftfield area is exclusively used for private parties & has up to four cooler locations to serve the parties depending on attendance.
- In previous years we had two suite locations behind home-plate that each had cooler service for private parties, those two locations will be eliminated as part of the stadium renovation.
- In 2011 we are planning on adding a Home Plate Club area that would feature a private deck & lower level weather protected lounge area for members of the club that would provide food & beer service. Each ticket holder in the Club area would receive vouchers for 3 beers per game. This will be sold as a full or partial season ticket to primarily area businesses for client entertainment.
- It is interesting to note the number of beer pouring locations of other minor league baseball teams in the state. Here are the results of a quick survey we did recently:

<b>Beloit Snappers</b>	<b>Offer 9 POS for beer</b>	<b>Avg about 1,000 fans/game</b>
<b>WI Timber Rattlers</b>	<b>Offer 18 POS for beer</b>	<b>Avg about 3,000 fans/game</b>
<b>2010 Mallards</b>	<b>Offered 6 POS for beer</b>	<b>Avg 6,000 fans/game</b>
<b>2011 Mallards (plan)</b>	<b>Offer 10 POS for beer</b>	<b>Plan Avg over 6,000/game</b>