33590 KICHB-2014-0018-6

| Madison |
|---------|

# City of Madison Liquor/Beer License Application On-Premises Consumption: Class B Beer Class B Liquor Class C Wine

| Madison Off-Premises Consumption:   Class A Beer   Class A Liquor  |  |  |  |
|--|--|--|--|
| <ul> <li>Section A – Applicant</li> <li>1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?</li> <li>☐ Yes (language:)</li> <li>No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this mage delay your application process)</li> </ul>                  |  |  |  |
| 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 <u>14</u> .   |  |  |  |
| 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.   |  |  |  |
| GRADUATE MADISON LESSEE LLC.   |  |  |  |
| 4. Trade Name (doing business as) VARSITY CLUB /CHANCELIA CLUB   |  |  |  |
| 5. Address to be licensed 601 LANGDON ST. MADISON, WI 53703  |  |  |  |
| 6. Mailing address God LANG DON ST., MADISON, WI 53703   |  |  |  |
| 7. Anticipated opening date ESTABLISHMENT 18 CURRENTLY OPEN; CHANGE OF OWNERSHIP   |  |  |  |
| 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 permitee 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. |  |  |  |
| ALCOHOLIC BEVERAGES TO BE SERVED IN THE GROUND FLOOR LOUNGE OR   |  |  |  |
| GUEST ROOMS OF THE CAMPUS IN HOTEL. ALL STORED IN THE LOUNGE AND IN  |  |  |  |
| SOURCE STORAGE AREA ON THE 7th FLOOR OF THE HOTEL, HOTEL GINSISTSO   |  |  |  |
| 74 GUESTROOMS AND 7 FLOORS.  |  |  |  |

| 11.  | Attach a floor pla   | an, no larger than 8 ½ by                                       | 14, showing the space describe   | ed above.            |  |  |
|--|--|---|--|----------------------|--|--|
| 12.  | . Applicants for on-premises consumption: list estimated capacity 58 in Grain From Louise  |   |  |                      |  |  |
| 13.  | Describe existing parking and how parking lot is to be monitored.  35 PARKING SPACES BELOW GROUND LEVEL, 10 SPACES ON GROUND LEVEL,  4 SECURITY CAMERAS MONITOR BELOW GROUND PARKING AS WELL AS EMPLOYEE |   |  |                      |  |  |
|  |  |   | quor or beer during the past lice  | Luk V. Dia           |  |  |
| 14.  | _  | _   |  |                      |  |  |
|  | □ No      Yes, lic   | ense issued to <u>I A Hu</u>                                    | NANN MADISON LLC   | _ (name of licensee) |  |  |
| 15.  | Attach copy of le  | ease.   |  |                      |  |  |
| This   | • •  |   | ganizations, and Limited Liability<br>ction D.                                     | Companies only.      |  |  |
| 16.  | Name of liquor licer   | nse agent <u>William</u>  | WOLMAN   |                      |  |  |
| 17.  | City, state in which   | agent resides Mount   | HOREB, WI  |                      |  |  |
| 18.  | How long has the a   | gent continuously resided                                       | d in the State of Wisconsin? <u>/</u> /  | ) YEARS              |  |  |
| 19.  | Appointment of   | agent form and backgrou   | nd check form are attached.  |                      |  |  |
| 20.  | Has the liquor licen   | se agent completed the r  | esponsible beverage server trai  | ning course?         |  |  |
|  | ☐ No, but will complete prior to ALRC meeting ☐ Yes, date completed ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐  |   |  |                      |  |  |
| 21.  | 21. State and date of registration of corporation, nonprofit organization, or LLC.   |   |  |                      |  |  |
|  | DELAWARE -   | - December 6, 20  | 13   |                      |  |  |
| 22   |  | st the directors of your co<br>and check forms for each<br>Name | orporation or the members of yo<br>director/member.<br>City and State of Residence | ur LLC.              |  |  |
|  | 1  | 10.1-0  |  |                      |  |  |
|  | MEMBER   |   | 111111111111111111111111111111111111111  |                      |  |  |
|  | MANAGER  | GRADUATE BEVERAGE   |  |                      |  |  |
|  |  | BENJAMIN WEPRIN<br>BRAGE LICENSEE, LLC                          | CHICAGO, IL  |                      |  |  |
|  |  |   |  |                      |  |  |
|  |  |   |  |                      |  |  |
| 23.  |  | permitted by law to be s  | C. This is your agent for service erved on the corporation. This i                 |                      |  |  |
| WISCONSIN- CSC-LAWYERS INCORPORATING SERVICE COMPANY  8040 EXCELSIOR DRINE, SUITE 400  MADISON, WI 53717 |  |   |  |                      |  |  |

| 287 B  | <u>(24)</u> | Is applicant a subsidiary of any other corporation or LLC?  |
|--|-------------|---|
|  |             | No Yes (explain) Ruby Arlantic AJCP PROGRAM TRS LLC   |
|  | 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)  |
|  |             | ction D—Business Plan What type of establishment is contemplated? □ Tavern □ Nightclub □ Restaurant □ Liquor Store □ Grocery Store  |
|  |             | ☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps  |
|  |             | M Other Hotel Lourige   |
|  | 27.         | Business description THE CHANCELLOR'S CLUB LOUNGE IS PRIMARILY FOR HOTEL  |
|  |             | GUESTS. TOPSHELF LIQUOR, LOCAL BOORS, AND A SMALL SELECTION OF WINES  |
|  |             | BY THE GLASS ARE SOLD, A LONG WITH PANINI SANDWICHES. THE ENVRONMENT IS   |
|  |             | UPSCALE, BUT RELAXING AND MIRRORS THE ENVIRONMENT OF THE HOTEL ITSELF.  |
|  | 28.         | Hours of operation 5pm-10pm Sun THURS.; 5pm-11pm FRI SAT. ; SAT. AND SUN. MURNING SERVICE ON SPECIAL WEEKENDS   |
| Sun. MORNING SERVICE ON SPECIAL WEEKENDS 29. Describe your management experience <u>Liquor Acent and Hotel GM Has 28</u> |             |   |
|  |             | HOTEL MANAGEMENT EXPERIENCE, INCLUDING 5 AS DIRECTOR OF FOOD & BEVERAGE;  |
|  |             | 13 IN FRONT OFFICE OPERATIONS, AND 10 YEARS AS GM. DAHLMANN PROPERTIES, WHITE LODGING AND DISNEY  |
|  | 30.         | List names of managers below, along with city and state of residence.  WHITE LODGING AND DISNEY PESORIS   |
|  |             | TED DEVIT-FOOD & BEVERAGE MANAGER BARTENDERS REPORT TO FEBMANAGER;  |
|  |             | MADISON, WI FEB MANAGER REPORTS TO HOTELAM  |
|  | 31.         | Describe staffing levels and staff duties at the proposed establishment Lounce IS STAFFEO   |
|  | 01.         | BY ONE OR TWO BARTENDERS / SERVERS DEPENDING ON LEVEL OF BUSINESS.  |
|  |             |   |
|  |             | THEY ARE RESIDUE FOR OPENING, FOOD AND BEVERAGE SERVICE AND CLOSING.  |
|  | 32.         | Describe your employee training 3-WEEK PROCEAU STRUCTURES TO COVER AU SERVING   |
|  | -           | PROCESSES & PROCEDURES, HOTEL KNOWLEDGE, FOOD & BEVERAGE KNOWLEDGE, SPRUICE   |
|  |             | STANDARDS AND CASH HANDLING PROCEDURES, ALONG WITH HEALTH AND SANITARY PROCEDURES. A CHECKLIST IS USED TO BE CERTAIN THE TRANSE HAS RECEIVED ALL REQUIRED TRAINING PRIOR TO WORKING ON THEIR OWN WITHOUT DIRECTS MANAGER OR TRAINER SUPERVISION. ALL BARTENDERS MUST BE LICENSED (AT HOTEL'S CUT) PRIOR TO SERVING ALCOHOL. |

| 33.  | B. Utilizing your market research, describe your target market.  |  |  |  |
|------|--|--|--|--|
|      | GUESTS VISITING MADISON WHO HAVE A DESIRE OR NEED TO BE DOWNTOWN   |  |  |  |
|      | OR NOAR THE UW CAMPUS AND WHO DESIRE AN INDEPENDENT, UPSCALE HOTEL.  |  |  |  |
| 34.  | Describe how you plan to advertise and promote your business. What products will you be advertising?   |  |  |  |
|      | CHRENT ADVERTISING VIA PRINT IN LOCAL AND UW-PELATED PUBLICATIONS,   |  |  |  |
|      | ALONG WITH SOME RADIO (WISC. PUBLIC RADIO), INTERNET ADVERTISING   |  |  |  |
|      | AND DIRECT SAVES EFFORTS.  |  |  |  |
| 35.  | Are you operating under a lease or franchise agreement? W No Y Yes LEASE   |  |  |  |
| 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 |  |  |  |
| This | ction E—Consumption on Premises s section applies to Class B and Class C applicants only. Class A license applicants (consumption premises) may skip to Section F.   |  |  |  |
| 37.  | Do you plan to have live entertainment? No Yes—what kind? SOLO ACOUSTIC  |  |  |  |
|      | PERFORMANCES/OCCASIONAL SMALL ENSEMBLE -LICENSE APPLICATION  |  |  |  |
| 38.  | What age range do you hope to attract to your establishment?   |  |  |  |
| 39.  | What type of food will you be serving, if any? PANINI SANDWICHES  ☐ 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? Au Oberands Hours  |  |  |  |
| 42.  | What hours, if any, will food service <u>not</u> be available?   |  |  |  |
| 43.  | Indicate any other product/service offered. Company BAR SNACKS   |  |  |  |
| 44.  | Will your establishment have a kitchen manager? ✗ No □ Yes   |  |  |  |
| 45.  | Will you have a kitchen support staff?   X No □ Yes  |  |  |  |
| 46.  | How many wait staff do you anticipate will be employed at your establishment?  |  |  |  |
|      | During what hours do you anticipate they will be on duty? $\frac{4p_m - 11p_m S_{nN} - TH_nRS}{FRISAT}$  |  |  |  |
| 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? ★ How many bartenders do you anticipate having work at one time on a busy night? ★    1 - 2  |  |  |
|------------------------|---|--|--|
| 49.                    | Will there be a kitchen facility separate from the bar? No I Yes  PREP KITCHEN LOCATED DIRECTLY BEHIND BAR  |  |  |
| 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  Parini Press  |  |  |
| 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?   |  |  |
|                        | If your business plan includes an advertising budget:   |  |  |
|                        | What percentage of your advertising budget do you anticipate will be related to food?   |  |  |
|                        | What percentage of your advertising budget do you anticipate will be drink related?   |  |  |
| 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?   |  |  |
| 57.<br><i>C</i><br>58. | 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:  15.4 % Alcohol #.6 % Food % Other  Do you have written records to document the percentages shown?   No X Yes  You may be required to submit documentation verifying the percentages you've indicated. |  |  |
| Sec                    | ction F—Required Contacts and Filings   |  |  |
|                        | 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 Specbusiness. [phone 1-800-937-88   | cial Occupational Tax return (TTB form 563<br>64] □  No <b>X</b> (  Yes  | 0.5) before beginning   |  |  |
|----------------------------------|---|--|---|--|--|
| 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 凝 Yes |  |   |  |  |
| 67.                              | Is the applicant indebted to any No □ Yes   | wholesaler beyond 15 days for beer or 30 d   | lays for liquor?  |  |  |
| Sec                              | ction G—Information for Cl  | erk's Office   |   |  |  |
| 68.                              | State Seller's Permit 4 5   | 6-10281777   | 54.02   |  |  |
| 69.                              | Federal Employer Identification I   | Number <u>61-1729059</u>   |   |  |  |
| 70.                              | Who may we contact between 8  | a.m. and 4:30 p.m. regarding this license?   |   |  |  |
|                                  | Contact person WILLIAM W  | ELLMAN   |   |  |  |
|                                  | E-mail address GMO THEC   | AMPUSIAN. Com  |   |  |  |
|                                  | Phone <u>608 257 4391</u>   | Preferred language ENGUSH  |   |  |  |
| 71.                              | Corporate attorney, if applicable:  | Name   |   |  |  |
|                                  | Phone   | _ E-mail   |   |  |  |
| the a<br>to op<br>gran<br>will b | above information has been truthfully<br>berate the business according to law,<br>ted, will not be assigned to another.                                       | of a notary: Under penalty provided by law, the completed to the best of the knowledge of the and that the rights and responsibilities conferred Lack of access to any portion of licensed premation. Such refusal is a misdemeanor and ground | signer. Signer agrees<br>ed by the license(s), if<br>ises during inspection |  |  |
|                                  | scribed and Sworn to before me:   |  |   |  |  |
| this _                           | 17th day of March, 20   |  |   |  |  |
|                                  | leen AShore   |  |   |  |  |
| •                                | /Notary Public)<br>ommission expires/3 . 5 เลยใ   | Official Seal Jean A Shore Notary Public State of Illinois My Commission Expires 12/05/2016  | LC/Partner/Sole Proprietor)   |  |  |
| Cler                             | k's Office checklist for complete appli   | catione  |   |  |  |
| ⊠ V<br>(ı<br>☑ F<br>☑ N          | Orange sign VI Seller's Permit Certificate matching articles of incorporation) EIN lotarized application vritten description of premises                      | <ul> <li>Background investigation form(s)</li> <li>□ Form for surrender of previous license</li> <li>★ *Articles of Incorporation</li> <li>➡ *Notarized Appointment of Agent</li> <li>* Corporation/LLC only</li> </ul>                        | Floor Plans Lease Sample Menu Business Plan                                 |  |  |
| Date                             | complete application filed with Clerk's O   | ffice  |   |  |  |
|                                  |   | license granted by Common Council  | 101.0   |  |  |
| Date                             | provisional issued Date   | license issued License number $\lambda$  | 1661B-2014-00186  |  |  |

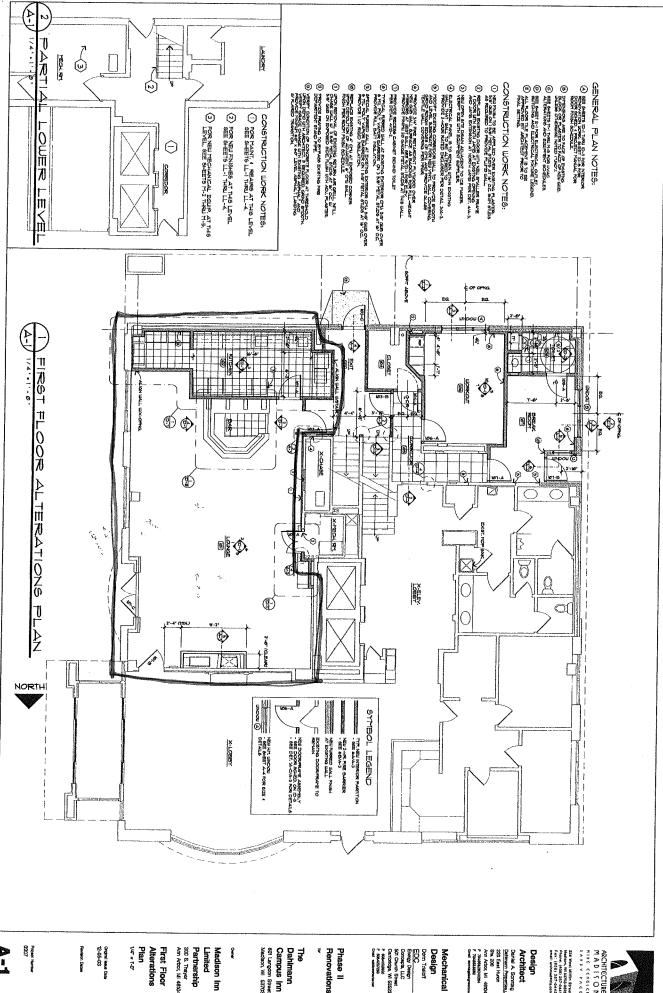
#### WRITTEN DESCRIPTION OF THE PREMISES

The hotel and restaurant facility having an address of 601 Langdon Street, Madison, Wisconsin 53703, and commonly known as the Campus Inn or Dahlmann Campus Inn on that certain parcel of real property more particularly described as:

Lot Seven (7), and the East 25 feet of Lot Six (6), Block Seven (7), Original Plat of the City of Madison, Dane County, Wisconsin,

Parcel No. 60-0709-143-0201-6,

together with all appurtenant easements and any other rights and interests appurtenant thereto, including but not limited to any rights, entitlements, or municipal subsidies related or attributable to the subdivision, zoning, development or redevelopment thereof to the extent same are assignable



Plan
1/4" = 1-0" Partnership 300 S. Thayar Ann Arbor, MI 48504 Alterations First Floor

Dahlmann Campus Inn 601 Langdon Street Medison, WI 53702 Renovations

Mechanical

Design

Dem Trabilf

EDC

Demy Design

Consty Design

Consty Design

Constraint LLC

Strongt Strongt

Constraint N 55522

F BAUSZINS

CENT AGREEMENT

CONTROLLES

Design
Architect
Daniel A Somitag
Dathmann Propertiesus
220 East Huron
Sta 200
Ann Arbot, Mi 48704
7-144838284
Email somisgánégmentosi
Email somisgánégmentosi

ARCHITECTURE
M A D I S O N
mike ceneter

# The Chancellor's Club

#### Fresh-Grilled Panini Sandwiches

ALL OF OUR PANINISANDWICHES ARE GRILLED TO PERFECTION ON OUR FRESH CLABATTA BREAD, ACCOMPANIED BY A GENEROUS PORTION OF OUR PASTA SALAD.

# Italian Smoked Panini

SMOKED GOUDA AND FONTINA CHEESES LAYERED WITH PROSCIUTTO HAM, RED ONIONS AND SUN-DRIED TOMATOES, \$9,95

#### The Midwestern

SUCED ROAST BEEF WITH SHARP WISCONSIN CHEDDAR, SWEET ONIONS, PEPPERONCINI PEPPERS, WATERCRESS AND DIJON MUSTARD. \$9.95

# Garden Fresh Vegetarian

GRILLED EGGPLANT LAYERED WITH PROVOLONE CHEESE AND ROASTED RED AND YELLOW PEPPERS. \$7.95

# Tuscan Chicken

GRILLED CHICKEN BREAST ON WHOLE-GRAIN BREAD, TOPPED WITH SPINACH, SUN-DRIED TOMATOES, AND DIJON MUSTARD. A HEALTHY ALTERNATIVE! \$9.95

## Chicken Florentine

GRILLED CHICKEN BREAST TOPPED WITH OUR GARLIC AIOLI AND LAYERS OF FRESH SPINACH AND PROVOLONE CHEESE. \$9,95

### Mozzarella Chicken

GRILLED CHICKEN BREAST TOPPED WITH MOZZARELLA CHEESE AND SUN-DRIED TOMATOES. \$9.95

Smoked Salmon, Red Onion and Provolone
OAK AND JUNIPER-SMOKED SCOTTISH SALMON\*, SERVED WITH PROVOLONE CHEESE,
CAPERS, AND DILL-DIJON MUSTARD. \$9.95

SNCEALLOFOURSANDWICHES AREGRILIED TO ORDER, WEWILL BEHAPPY TO PREPARE YOURSANDWICH ANY WAY YOU'D LIKETI.

\*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness.