



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

A-17
P-631

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)

34299

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, 2015.
- 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.

Red Lobster Hospitality LLC

4. Trade Name (doing business as) Red Lobster #0377

5. Address to be licensed 4502 East Towne Blvd, Madison, WI 53704

6. Mailing address P.O. Box 695015, Orlando, FL 32869-5016

7. Anticipated opening date June 30, 2014

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

- 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.

One story masonry building 81.9 x 76.8, storage room, kitchen and waiting area

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity 243
13. Describe existing parking and how parking lot is to be monitored.

Relatively large lot, with 4 handicap spaces for parking.

14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Red Lobster #377 (name of licensee)
15. Attach copy of lease. N/A - Owned by GMRI, Inc.

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 Salvatore C Minetta
17. City, state in which agent resides Sun Prairie, WI
18. How long has the agent continuously resided in the State of Wisconsin? Over 10 years/June 1994
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 June 2012
21. State and date of registration of corporation, nonprofit organization, or LLC.
Florida -- March 14, 2014

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
Pres/Treas	Carl Bradford Richmond	Orlando, FL
Secretary	Horace Greeley Dawson III	Maitland, FL
Assistant Secretary	Joseph George Kern	Orlando, FL
Assistant Secretary	Colleen Hunter	Orlando, FL

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.

Salvatore C Minetta

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) GMRI, Inc.
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) Various corporations in various locations in numerous states.

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 Full Service Restaurant

28. Hours of operation Sun - Thu 11:00 A.M. - 10:00 P.M./ Fri - Sat 11:00 A.M. - 11:00 P.M.
29. Describe your management experience _____
I have worked for Red Lobster for 31 and a half years in the position of General Manager. I have managed every aspect of the restaurant and am fully responsible for all the restaurants profit and loss.
30. List names of managers below, along with city and state of residence.
Salvatore C Minetta - Sun Prairie, WI Luis Sanchez - Deforest, WI
Michele Santiago - Pardeeville, WI Andrew Moser, Milwaukee, WI
31. Describe staffing levels and staff duties at the proposed establishment _____
We are a full service restaurant that employs over 100 personnel. We provide food and beverage service to our guests.
32. Describe your employee training _____
All crew go through a comprehensive training program that lasts over two weeks of book learning, then the are required to follow and lead a certified trainer.

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

We have a mix of blue and white collar guests in our trade area.

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

We advertise through a national advertising program through our central office in Orlando, Florida by our corporate office.

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? A wide variety which includes, young to senior citizens, and includes business personnel

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? All hours of operation

42. What hours, if any, will food service not be available? During non-public hours

43. Indicate any other product/service offered. N/A

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? Over 50 sales staff
During what hours do you anticipate they will be on duty? Normal operational hours

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? 14
 How many bartenders do you anticipate having work at one time on a busy night? 3
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 173 in dining area
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? 100%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 100%
 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? 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:
9.52 % Alcohol 90.48 % Food NONE % 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

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
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 Yes
67. 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

68. State Seller's Permit 456-1028564254-02

69. Federal Employer Identification Number 46-5125297

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Colleen Hunter/Assistant Secretary

E-mail address chunter@darden.com

Phone (407) 245-4111 Preferred language English

71. Corporate attorney, if applicable: Name Richard M. Blau, Esq.

Phone (813) 273-5000 E-mail richard.blau@gray-robinson.com

Read carefully before signing in front of a notary: 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.

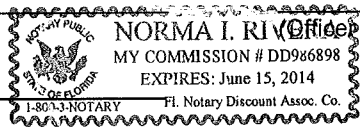
Subscribed and Sworn to before me:

this 24 day of April, 2014

Norma J. Rucia
(Clerk/Notary Public)

Colleen Hunter
Colleen Hunter/Assistant Secretary

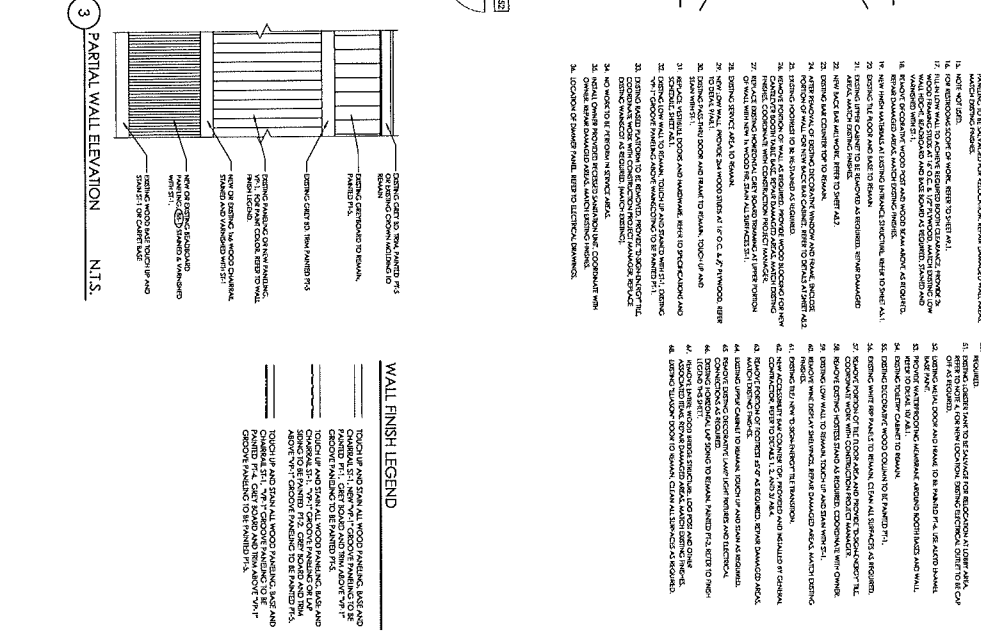
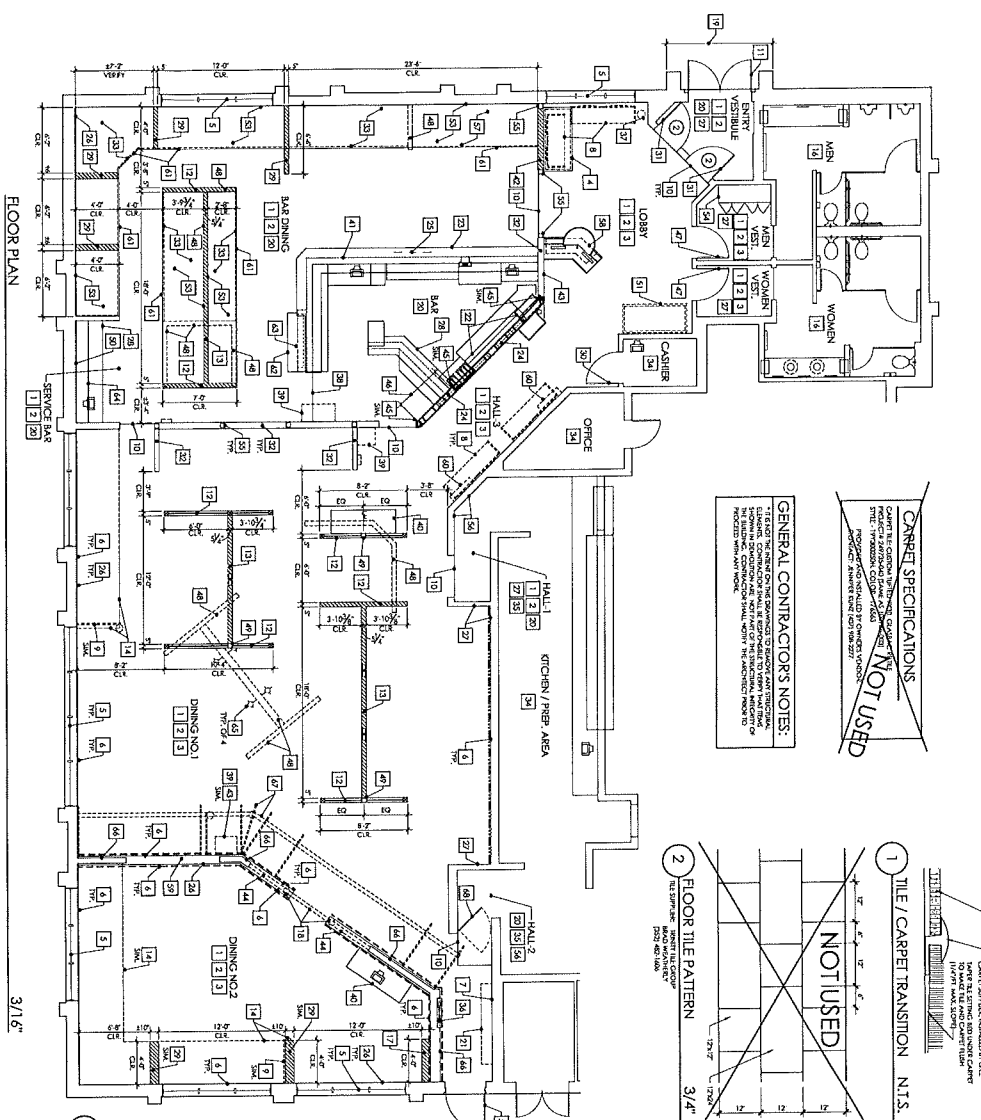
My commission expires 6/15/14



Clerk's Office checklist for complete applications

<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input checked="" type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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Date complete application filed with Clerk's Office _____
 Date of ALRC meeting _____ Date license granted by Common Council _____
 Date provisional issued _____ Date license issued _____ License number _____



- ### GENERAL NOTES:
1. ALL WORK SHALL BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE BUILDING CODES AND ALL APPLICABLE REGULATIONS.
 2. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITIES.
 3. ALL MATERIALS AND WORKMANSHIP SHALL BE SUBJECT TO INSPECTION AND APPROVAL BY THE ARCHITECT.
 4. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL EXISTING UTILITIES AND SERVICES AT ALL TIMES.
 5. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.
 6. THE CONTRACTOR SHALL BE RESPONSIBLE FOR PROTECTING ALL EXISTING STRUCTURES AND UTILITIES.
 7. ALL MATERIALS SHALL BE STORED PROPERLY AND PROTECTED FROM WEATHER AND DAMAGE.
 8. THE CONTRACTOR SHALL MAINTAIN A CLEAN AND SAFE WORKING ENVIRONMENT AT ALL TIMES.
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- ### FLOOR PLAN NOTES:
1. FINISH LEGEND:
 - 1.01: WALL FINISH: SEE FINISH LEGEND.
 - 1.02: FLOOR FINISH: SEE FINISH LEGEND.
 - 1.03: CEILING FINISH: SEE FINISH LEGEND.
 - 1.04: WINDOW FINISH: SEE FINISH LEGEND.
 - 1.05: DOOR FINISH: SEE FINISH LEGEND.
 - 1.06: PARTIAL WALL FINISH: SEE FINISH LEGEND.
 2. TILE / CARPET TRANSITION N.T.S.:
 - 2.01: TILE / CARPET TRANSITION: SEE FINISH LEGEND.
 - 2.02: CARPET FINISH: SEE FINISH LEGEND.
 - 2.03: TILE FINISH: SEE FINISH LEGEND.
 3. PARTIAL WALL ELEVATION N.T.S.:
 - 3.01: PARTIAL WALL ELEVATION: SEE FINISH LEGEND.
 - 3.02: WINDOW FINISH: SEE FINISH LEGEND.
 - 3.03: DOOR FINISH: SEE FINISH LEGEND.

hmdgroup architects

ARCHITECTS PROJECT #:

12-0277

11-22-2012

00-00-0000

RED LOBSTER

RESTAURANT

4502 EAST TOWNE BLVD.

MADISON, WI

REVISION INFORMATION	DATE	DESCRIPTION
1	11-22-2012	ISSUE DATE
2		
3		
4		
5		
6		
7		
8		

Restaurant #: 0277

BLDG. TYPE: H

4502 EAST TOWNE BLVD.

MADISON, WI

Drawing: Floor Plan

A1.1