

City of Madison Supplemental Class A License Application

<input checked="" type="checkbox"/> Seller's Permit Certificate- (Entity must match Articles of Incorporation) <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan * Corporation/LLC only
--	---	--

1. Name of Applicant/Partner/Corporation/LLC Hernandez & Hernandez
 2. Address of Licensed Premise 1417 Northport Dr Madison WI 53704
 3. Telephone Number: 608-240-2008 4. Anticipated opening date: 7/19/2010
 5. Mailing address if not opening immediately _____

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

7. Are there any special conditions desired by the neighborhood? Yes No
 Explain. _____

8. What type of establishment is contemplated? Liquor Store Grocery Store
 Convenience Store – Gas Pumps Yes No Other—Explain _____

9. Business Description: A Convenience store including Hispanic Products in groceries, bakery, deli, meats, phone cards, money transfers and other dry merchandise benefiting the needs of the community

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

A 30' x 60' building near the intersection of Northport Dr and Troy Dr a majority of the space (25x60) is a one room sales space a back hallway runs the length of the building on the westside. a 8'x20 walk in cooler is at the northwest corner of the sales floor in which half of that space will be for beer sales and storage. 4 door to the front of the cooler will have stock presented for sale to public.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. Shared parking lot with next door laundromat one aisle parking all along east side of building with 12 parking spots monitored by 2 cameras at north and south ends of the lot. additionally all parking spots are visible from the interior.

13. Describe your management experience, staffing levels, duties and employee training.
The family has owned and operated businesses in Madison successfully

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

15. Utilizing your market research, who would you project your target market to be?

Hispanic families who will be entertaining friends and family in their homes or park areas.

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

Hispanic products on newspaper and radio

17. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

18. Owner of building where establishment is located: Michael P. Gorman

Address of Owner: 118 Cumberland Ln Madison 53714 Phone Number 608-243-7246

19. 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? Yes No

20. List the Directors of your Corporation/LLC

Enrique H Trujillo 4418 Texas Trl madison wi 53704
Name Address

Edgar E Hernandez 1317 Haven ct madison wi 53715
Name Address

Name

Address

21. List the Stockholders of your Corporation/LLC

Enrique H Trujillo 4418 Texas Trl madison wi 53704
Name Address % of Ownership 50%

Edgar E Hernandez 1317 Haven ct madison wi 53715
Name Address % of Ownership 50%

Name

Address

% of Ownership

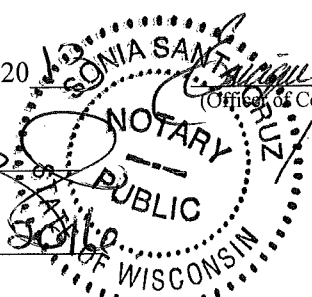
Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise 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 17 day of 01, 2013

Edgar E Hernandez
(Office of Corporation/Member of LLC/Partner/Individual)

[Signature]
(Clerk/Notary Public)



My commission expires Aug 21, 2016

Northport Dr

Dumpster

Backdoor

*Beer sales only in 1/2 of walk-in cooler

Ingress-Egress

Walk in cooler

grocery

grocery

entrance

Back Hall

Mens

Women's

Utility Room

Meat counter

produce

Event counter

counter

parking area

Adjoining Laundromat

side walk

entrance

Ingress-Egress

Troy Dr