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B 408

LIC1B-2018-00078

50597



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 Class A Cider

Section A – Applicant

1. 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.

2. This application is for the license period ending June 30, 2018.
3. 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.

I/O Arcade Bar, LLC

4. Trade Name (doing business as) I/O Arcade Bar

5. Address to be licensed 720 Williamson St, Madison WI 53703

6. Mailing address 608 S Mills St, Madison WI 53715

7. Anticipated opening date May 2018

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee 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.

2,800 square foot space on the first floor of the L.L. Olds Warehouse Lofts Apartments. Street-facing with large windows, open concept with two-stall men's and women's bathrooms. 30+ parking spaces. Alcohol to be stored behind bar for sale and securely in basement cabinets for storage. Records stored in similar secure cabinets in the basement, inaccessible by patrons.

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 200-250

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

30+ parking spaces in well-lit parking lot on far side of the building complete with security cameras. Multiple bike stalls.

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

No Yes, license issued to _____ (name of licensee)

15. Attach copy of lease.

See attached letter from McGrath Property Group.

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 Mitchell Turino

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 26 years

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 7/7/17

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

WI, 4/6/16

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
Director	Mitchell Turino	Madison, WI

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.

Mitchell Turino

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
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) _____

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 Entertainment venue consisting of over 25 arcade games and 8 pinball machines, along with rentable board gaming and space for viewing competitive gaming tournaments. Offers a full bar, as well as pizzas, pretzels, popcorn, and chips.

28. Hours of operation Sun: 11am-2am. Mon-Thu: 4pm-2am. Fri + Sat: 11am-2:30am.
29. Describe your management experience Manager at Mackesey's Irish Pub, 2016-present. Online Marketing Manager at boberdoo.com, 2015-16. Publicity manager at Illumination Magazine, 2014-15. Shift leader at Potbelly Sandwich Works 2013-15.

30. List names of managers below, along with city and state of residence.
Mitchell Turino, Madison WI _____

31. Describe staffing levels and staff duties at the proposed establishment Weekdays, I/O will have two bartenders during the day, with a third coming in later that night to watch the door. Weekends, we may have up to 5 bartenders at a time. Staff is in charge of watching the door, serving customers at the bar, and serving customers at tables.

32. Describe your employee training Employees will receive two days of fully supervised training on bar operations. Employees will have an additional two supervised nights learning how to close the bar properly. Lastly, they will receive occasional workshops on arcade maintenance. Employee handbook will cover health, safety, and security procedures.

Copies will be kept behind the bar and given to each employee to take home.

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

Of 584 survey participants, 89.6% were aged 21-35. 69.6% were male, 28.1% female, and 2.3% non-binary/non-conforming. 86% were not students. 98% were gainfully employed.

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

Advertising will primarily focused on our games - events like tournaments, board game nights, or eSports viewing parties, and how well they pair with our food and drinks. Advertising will be largely online, since that's one of the best ways to reach our target demographic. Reaching out to campus gaming groups and Epic employees will also be effective.

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? 21-35 primarily

39. What type of food will you be serving, if any? Pizza, pretzels, popcorn, chips
 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? From open until midnight.

42. What hours, if any, will food service not be available? From midnight to close.

43. Indicate any other product/service offered. Tokens for the games, dice, card sleeves, gaming peripherals, board game rentals.

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? 15-18

During what hours do you anticipate they will be on duty? Weekdays 4pm-2am, weekends 11am-close.

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? 17
 How many bartenders do you anticipate having work at one time on a busy night? 4-5
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 _____
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? 20%
 What percentage of your advertising budget do you anticipate will be drink related? 40%
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:
80 % Alcohol 10 % Food 10 % 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 Deputy Clerk 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 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

- 66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
- 67. 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
- 68. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liqu or? No Yes

Section G—Information for Clerk's Office

69. State Seller's Permit 4 5 6 - 1 0 2 9 6 7 1 0 2 6 - 0 2

70. Federal Employer Identification Number 82-0872897

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

Contact person Mitchell Turino

E-mail address mcturino@gmail.com

Phone 608 354 6092 Preferred language English

72. Corporate attorney, if applicable: Name Walter Stewart

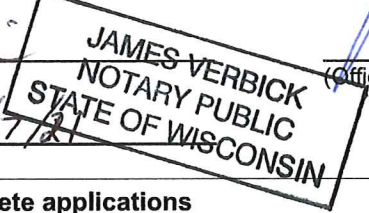
Phone 608 509 9049 E-mail stewart@wrsalaw.com

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 29 day of January, 2018

[Signature]
 (Clerk/Notary Public) [Signature]
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
 My commission expires 5/17/21



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 checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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 _____		