

A-15
P-613

LIC118-2017-01188
49888



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, 2017.
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.
Lake Edge Seafood Co.
4. Trade Name (doing business as) Lake Edge Seafood Co.
5. Address to be licensed 4100 Monona Dr Madison 53714 WI
6. Mailing address 4148 Morris park RD McFarland 53558 WI
7. Anticipated opening date 12/20/17
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.

We will be located at 4100 Monona Dr, which has 2650 Square Feet. Alcohol will be stored in our back room (approx 450 sq. Ft.) and will be served at our counter and consumed at restaurant tables. We will be a seafood based restaurant seating 94 and also will have a retail seafood counter

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 46

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

There is ample parking in front for customers and additional parking for workers behind the building. There is also street parking on Buckeye Road next to our location.

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.

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 Robert R. Kitto

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

18. How long has the agent continuously resided in the State of Wisconsin? 29.5 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 10-4-17

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

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
President	John R. Kitto	McFarland, WI
Vice President	Robert R. Kitto	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.

Steven A. Brzinski 917/17

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 Restaurant with Fresh Seafood Counter

28. Hours of operation 10AM - 8PM 7 Days per Week.

29. Describe your management experience _____

John R. Kitto: Managed Thrift Painting Inc for 44 years with up to 65 employees

Robert R. Kitto: 6 years Shipping Mgr at Sverberg Appliances and 1.5 years Hotel Mgr @ Sleep Inn

30. List names of managers below, along with city and state of residence.

John R. Kitto McFarland, Wi.

Robert R. Kitto Madison, Wi.

31. Describe staffing levels and staff duties at the proposed establishment _____

We will have 4-5 people working at a given time with a total staff of 10-14

Duties include: Cooking - Point of Sale - Cleaning - Stocking - Dishwashing

32. Describe your employee training On the Job Training of all intended staff

duties and rules and procedures and provide an employee handbook

which will be used in training and signed by management employees.

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

Residents of Dane County and especially the east side of Madison. All ages

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

We plan to use Billboards - GIF Cards - Local Newspapers for advertising.

We will be advertising both Restaurant (in County out) and our Fresh Seafood Market.

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? Adults

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? 11 AM / 8 PM 7 Days per week

42. What hours, if any, will food service not be available? NA

43. Indicate any other product/service offered. Fresh Seafood Market (Retail)

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? None (counter service)

During what hours do you anticipate they will be on duty? 11 AM / 8 PM Counter Service only

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? NA
 How many bartenders do you anticipate having work at one time on a busy night? NA
49. Will there be a kitchen facility separate from the bar? No Yes (No Bar)
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area 44
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? 50%
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? 0%
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:
10 % Alcohol 85 % Food 5 % Other
58. Do you have written records to document the percentages shown? No Yes (New Business)
 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 liquor?
 No Yes

Section G—Information for Clerk's Office

69. State Seller's Permit 4 5 6 - 1 0 2 9 7 2 7 1 4 6 - 0 2
70. Federal Employer Identification Number 82-2775099
71. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Robert R. Kitto
 E-mail address robr.kitto@gmail.com
 Phone 608-445-1117 Preferred language English
72. Corporate attorney, if applicable: Name N.A.
 Phone _____ E-mail _____

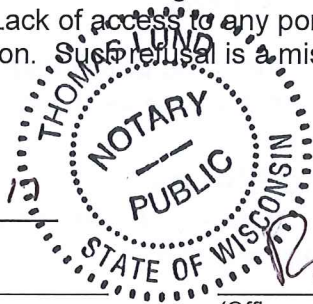
Read carefully before signing in front of a notary: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities 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 14th day of November, 2019

Thomas [Signature]

(Clerk/Notary Public)



[Signature]

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 05/24/19

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 _____		

BUSINESS PLAN

Lake Edge Seafood

Location: 4100 Monona Dr, Madison, WI 53716

Ownership: Robert Kitto & John Kitto

Executive Summary

The Ownership

The company will be structured as an S Corp.
100 % of stock initially owned by John Kitto

The Management

Robert Kitto: General Manager

Co-Manager who is yet to be determined.

John Kitto: 1 year consultant/assistant

The Goals and Objectives

Family owned retail business selling fresh seafood, salads, soups, wine, art, and cookware, along with eat in and carry out lunches and dinners.

The Product

Fresh seafood and eat in/carry out lunches and dinners along with wine and other products.

The Target Market

Residents of Monona and the East/South Madison neighborhoods.

Pricing Strategy

Very competitive with grocery store and dining products of similar quality.

The Competitors

There is only one specialty seafood store in the Madison metro area which has two satellite outlets, none of which are located in the proposed service area. There are also several grocery stores with seafood departments, the closest of which is Metro Markets which is a 10 minute drive away. There are no mid-range seafood restaurants in Dane County

Capital Requirements

Startup capital is anticipated at \$350,000.

The Company

Business Sector

The owners would like to start a business in the retail restaurant sector.

Company Goals and Objectives

Family owned fresh retail seafood, soups, salad, sandwiches, along with take out and eat in food.

Company Ownership Structure

The company will be structured S corp with intent to sell John's shares to Rob within 1 year.

Ownership Background

John Robert Kitto (partner):

45 years in business in Monona area dba Thrift Painting Inc, recently retired and Thrift Painting sold to five key long-term employees.

Robert Rodger Kitto (partner):

11 years direct customer service experience. Sleep Inn, assistant manager; Sunburg Appliance, in charge of all shipping and receiving as well as customer satisfaction site visits for all Southern WI; Metro Market, deli customer service and all aspects of deli operations.

Company Management Structure

Robert Kitto: General Manager/Co-owner

John Kitto: Co-Manager/Co-Owner

Organizational Timeline

Open by Year end 2017. Profitable within one year of opening. Initial investment of up to \$350,000 paid back in 4 years or less. 4.25% interest + 60% of profits will be used to repay startup costs.

Company Assets

Family assets of 7,000,000 plus for backing startup costs.

The Product

The Product

Fresh seafood and associated products. Wine & Beer if license when available. Sandwiches, Dinners & beverages 10am-8pm M-Sa/ 9:30 am-1:30 pm Sun.

Marketing Plan

The Target Market

Residents of Monona and East/South Madison neighborhoods.

Location Analysis

There are no specialty retail fresh seafood stores in Monona or East/South Madison neighborhoods.

Established Customers

Thousands of recent customers developed through Thrift Painting will be offered a no fine print \$10.00 free coupon on first purchase distributed via email and postal service.

Pricing

Very competitive with grocery store and dining options of similar quality.

Advertising

Initial advertising will be via billboard, coupon, and local newspaper ad.

Competitor Analysis*The Competitors*

There is only one specialty seafood store in the Madison metro area which has two satellite outlets, of which none are located in this service area. There are also several grocery stores with seafood departments, the closest being Metro Market which is a 10 minute drive away. There are many dining options in the area but we will have unique/high quality/healthy items that are rare to this market.

Operations*Daily Operations*

We plan to be open seven days a week. Planned summer hours are M-F (10am-8pm). S-Su (11am-7pm). Winter hours would open one hour later. We would be closed Christmas, Easter, & Thanksgiving. New Year's Day is still undetermined.

Operational Facilities

We have a location of 2,650 sq. ft. at 4100 Monona Dr. in Madison WI with approximately 50% retail area and open to the public, approximately 25% food prep area, approximately 10% cold storage, and approximately 15% office/bathroom/storage.

Staffing

2 full time managers

2 full time assistant managers

8-10 part time workers

(See attached document for salaries/benefit details)

Suppliers

Nesvigo Inc. (DeForest, WI)

Fortune Fish (Bensenville, IL)

Martinez Seafood (Chicago, IL)

Sysco Foods (Madison, WI)

Colonial Bakery (Madison, WI)

General Beverage (Madison, WI)

Local Artists

Capital Requirements Plan*Capital Requirements*

Startup capital is anticipated at 350,000.

Capital Repayment Plan

Startup costs would be paid back out of profits over 4 year period at approximately 4.25% interest. 60% of profits will be used to pay back principle.

Po Boy	DF/GT/1	Shrimp	11.99
	" / "	Catfish	9.99
	" / "	Cod	9.99
	" / "	Special (Limited Avail)	13.99
Tacos	7" / "	Shrimp	11.99
	" / "	Catfish	9.99
	" / "	Cod	9.99
	" / "	Special (Limited Avail)	13.99
the Fish Sand	1" / "	Shrimp	10.99
	" / "	Catfish	8.99
	" / "	Cod	8.99
	" / "	Special (Ltd Avail)	12.99
Dinner	" / "	Shrimp / F+S	Reg 12.99 Lg 13.99 XL 14.99
	" / "	Catfish / F+S	" 10.99 " 11.99 " 12.99
	" / "	Cod / F+S	" 10.99 " 11.99 " 12.99
	" / "	Special / F+S	" 15.99 " 16.99 " 17.99
	"	Steak / F+S	18.99 24.99
	"	Lobster	?

Small Plate Same as above but no sides - 2.50
 Shrimp or Salmon Salad 13.99

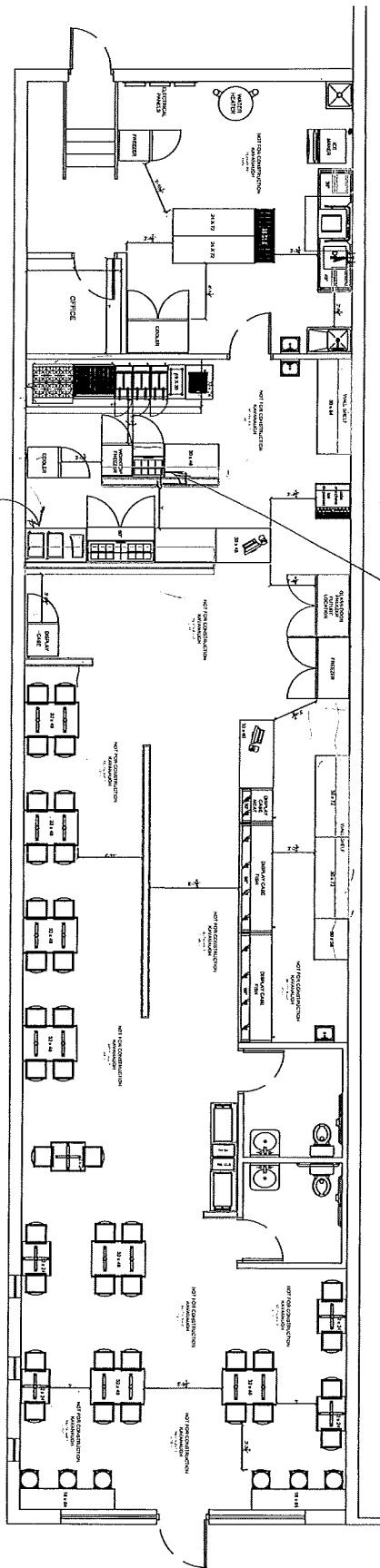
? Lobster or Crab Roll + 2 Sides ? 14.99

Soup Cup 3.99 Bowl 3.99

Starters ?

Kids Menu

Mac + Cheese + Fish Sticks or Chicken Strips
 Veggies or Rice or Mashed + " " " " "



GENERAL NOTES
NOT FOR CONSTRUCTION



2920 Bryant Road Madison, WI 53713 608-271-8514
All drawings and specifications are property of Kavanaugh Restaurant Supply, Inc. and shall not be used on any other work nor be disclosed to a person for any use whatsoever without written permission. Dimensions to be verified at the job site.

DATE
09-21-17

SCALE
1/8"=1'-0"

SEA FOOD
FOODSERVICE EQUIPMENT LAYOUT