

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20____ ;
ending June 30 2008

TO THE GOVERNING BODY of the: Town of }
 Village of } Madison
 City of }

County of Dane Aldermanic Dist. No. 6 (if required by ordinance)

Applied for 11-26-07

Applicant's Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN): <u>20-8467004</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ <u>20.00</u>
TOTAL FEE	\$ <u>20.00</u>

1 The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Gretisman Investments LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member <u>member/manager</u>	<u>Corey Gresen</u>	<u>20 N. Blair st apt 302</u>	<u>Madison, WI 53703</u>
Vice President/Member <u>member/lawyer</u>	<u>Stephan Curtis</u>	<u>2718 Milwaukee st</u>	<u>Madison WI, 53704</u>
Secretary/Member <u>member/manager</u>	<u>Rico Sabatini</u>	<u>3923 Claire st</u>	<u>Madison WI, 53716</u>
Treasurer/Member _____			
Agent <u>Stephan Curtis Corey Gresen</u>			
Directors/Managers _____			

3 Trade Name Plan B Business Phone Number _____
4 Address of Premises 301 S. Blount st Madison, WI Post Office & Zip Code 53703

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
- 6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
- 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
- 8 (a) Corporate/limited liability company applicants only: Insert state Wisconsin and date 12/7/06 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) 1st floor (restaurant/bar) and basement (coolers) of 301 S. Blount

10. Legal description (omit if street address is given above): _____
- 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? _____
- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No
- 13 Does the applicant 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] Yes No
- 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers Signers agree 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 (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign) Any lack of access to any portion of a 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 27th day of November, 2007
[Signature]
(Clerk/Notary Public)

My commission expires July 31, 2011

[Signature]
(Chief of Corporation/Member/Manager of Limited Liability Company /Partner/individual)
[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)
[Signature]
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk <u>11-27-07</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>79268</u>	

*Ald. Rummel
PO 408*

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

Gay, Lesbian, Bisexual and Transgender

16 What age range would you hope to attract to your establishment? 21-50 yrs of age

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

Ads through local newspapers & directories. Mostly word of mouth. Weekly specials.

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

19 Owner of building where establishment is located: Marty Rifken, The Rifken Group, L+L

Address of Owner: 14 W. Mifflin St. Suite 300 Phone Number 608-258-4640

20 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

21 List the Directors of your Corporation/LLC

Stephan Curtis 2718 Milwaukee St. Madison, WI 53704
Name Address

Corey Eresen 20 W. Blair St. Apt. 302 Madison, WI 53703
Name Address

Rico Sabatini 3923 Claire St. Madison, WI 53716
Name Address

22 List the Stockholders of your Corporation/LLC

Same as above
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23 What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain Restaurant / Lounge

24 What type of food will you be serving, if any? Apps Salads Sandwiches

Breakfast Lunch Dinner

25 Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26 During what hours of your operation do you plan to serve food? 11-2pm & 4-10 pm

27. What hours, if any, will food service not be available? 2 pm - 4 pm & 10 pm - 2 am
28. Indicate any other product/service offered _____
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 2-3
During what hours do you anticipate they will be on duty? 11 am - 2 pm 4 pm - 10 pm
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? 32
How many bartenders do you anticipate you would have working at one time on a busy night? 4-5
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
13.9%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 50%
What percentage of your advertising budget do you anticipate will be drink related? 50%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No

42. What is your estimated capacity? 299

43 Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.


Gross Receipts from Alcoholic Beverages	66.13 %
Gross Receipts from Food and Non-Alcoholic Beverages	31.87 %
Gross Receipts from Other	2 %
Total Gross Receipts	100%

44 Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated


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 27th day of November, 2007



(Clerk/Notary Public)



(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires July 31, 2011

Plan B Supplemental Class B License Application Questions

10. 301 S. Blount street is an old industrial warehouse that Marty Rifken is converting into office and commercial space. Plan B's section of the building is 5,060 sq. ft on the first floor and 200 sq ft. in the basement. The main floor plan has about 175 seats scattered throughout the space with a main bar in the middle of the room. The basement will have our walk-in cooler and deep chest freezer where our alcohol will be stored in a locked cage. Only management will have access to this basement area. There is estimated capacity of 299 people for the space. Security will be posted at both exits and will have other staff circulating the floor during business hours.

12. There are three areas of parking available to patrons after the 5 o'clock hour. There are about 100 adjacent parking stalls east of the building off of Williamson Street. There are also 20 or so parking stalls across the street just west of the building off of Blount. The last area has about 6 parking stalls directly in front of the building. Security will randomly sweep lots during business hours and an half hour after the doors are closed.

13. Our management staff has various management experiences that combined have created a strong team of administrators.

Todd Wendrick, possesses a depth of hospitality operations and human resource experience in his role as Operations Manager of Plan B, as well as strengths in marketing and small business development. His passion for food results from a career that has spanned twelve years in the restaurant industry. Most recently, Todd pursued an internship in Bologna, Italy where he researched food and wine production throughout Emilia-Romagna, Tuscany, and le Marche. Through his internship with La Cucina Petronilla, he initiated the import of artisanal food and wine products to the United States by identifying and developing relationships with growers/producers in these regions. Todd has extensive exposure to the human resource functions of Lettuce Entertain You Enterprises, Chicago's premier \$300 million upscale restaurant company, where he performed management and hourly recruiting, management and corporate training, and learned the intricacies of employee relations. In addition, Todd has a breadth of operations experience with a small restaurant business where he managed and trained a staff of 40 employees, developed cost control systems and managed inventory. Todd received his BA in Business Administration from Hope College and an MBA in Entrepreneurial Management from the Weinert Center for Entrepreneurship at the University of Wisconsin, Madison, where he studied entrepreneurial strategy and new venture creation.

Corey Gresen, In May 2005 Corey graduated from DePaul School of Music in Chicago with a Performing Arts Management Degree. During his time at DePaul Corey served tables at Big Bowl, an Asian cuisine restaurant and acquired three internships within his degree of study.

Corey's first internship at ASCAP taught him the fundamentals of royalty collection, basic publishing, and artist pay structures of the music industry. His following internship at Universal Records in New York City gave Corey the chance to work side by side with Kevin Law, the VP of A&R. As the A&R intern he screened phones, arranged travel, handled multiple demands in a fast paced environment, as well as carried security sensitive mixes and masters for yet to be released Nelly album. Finally, as a marketing intern at Aware Record/ A-Squared Management, Corey got the chance to manage a grass-roots marketing team of 32 Reps across the country for Columbia Records recording artist Anna Nalick, pushing sales within college culture.

After college, Corey worked at Roscoe's on Halsted in Chicago. He learned the day to day responsibilities it takes to manage a bar/restaurant first hand. Serving food and talking to patrons at Roscoe's eventually lead Corey to land an interview in Los Angeles with Interscope Geffen A&M Records. Hired as a junior publicist/assistant for Dave Tomberlin, Senior Publicist at IGA, Corey handled all tour press for Sheryl Crow, Gwen Stefani, Pussycat Dolls, Jonny Lang, and The Feeling. He also helped lay the marketing foundations for Gwen Stefani's sophomore solo album, *Sweet Escape*. In addition he handled all of Mr. Tomberlin's weekly expense reports, travel arrangements, calendar/meetings, phones, press mailings (digital & physical), product inventories, and label ticket buys.

After moving to Madison, Corey was hired as a server at the East Towne Olive Garden which allowed him to expand on his skill and knowledge of the restaurant industry. Corey stayed at Olive Garden for 5 months until receiving his current position as Business Development Manager for Musicnotes.com, a digital sheet music company

Stephan Curtis, graduated in 2000 from Hope College with a degree in Business Administration and Political Science. During his time at Hope College, Steve worked as a server and bartender for a fast paced bar/restaurant. This experience, combined with Steve's time spent working at a local restaurant during high school, helped Steve gain valuable knowledge of the restaurant industry. After graduating from Hope College, Steve moved to London to work as an office assistant for the International Law Firm, Latham and Watkins. Following his work in London, Steve spent the next six months traveling through Europe, Southeast Asia and Australia. Steve's travels exposed him to a wide variety of people, places, and cultures and have inspired him while working with Corey and Rico in developing Plan B as a cosmopolitan destination.

After his travels, Steve returned to Michigan where he worked for Huntington National Bank at their corporate office. After working at Huntington for a year in their Direct Banking Department, Steve moved to Madison, WI to attend the University of Wisconsin Law School. At law school, Steve focused on corporate and real estate law, which served him well after graduation when he accepted a position as an "in-house" real estate attorney for the home improvement chain Menards. At Menards, Steve worked on numerous real estate acquisitions and dispositions, as well as on a Shopping Center Development. Steve returned to Madison, WI in 2006 to work for Famous Footwear, where Steve has had the opportunity to work with the Real Estate, Lease Audit, Store Planning, and Construction Departments while drafting and negotiating numerous retail leases. This experience has allowed Steve to interact with real estate brokers, attorneys, architects, and

construction managers and has provided Steve with valuable insight into retail and commercial development

Rico Sabatini graduated from the University of Wisconsin in 2005 with a bachelor's degree in marketing. During his career at University of Wisconsin, Rico had the opportunity to jump into corporate America and get a foot hold on the sales and marketing aspects of the telecom industry. Rico worked for a regional wireless company U.S. Cellular Corporation, based out of Chicago, IL. During that time Rico had the privilege of assisting in the sales and marketing of two new market launches: Lincoln, NE and St. Louis, MO. Rico worked on setting up new retail outlets, training employees, and advertising. He spent two weeks establishing U.S. Cellular's presence in one of the most competitive U.S. markets. During his career at U.S. Cellular, Rico received three outstanding achievement awards for his level of sales excellence. On a more local level, Rico established community ties by becoming the corporate liaison for the sponsored Madison Mallards baseball team.

In the spring of 2006 Rico started his own company called Coast2Coast Construction LLC, providing Rico with first-hand experience and education of running his own business. Rico became an independent contractor for Storm Solutions Inc and worked to assist business and homeowners in restoration after devastating wind and hail storms. Coast2Coast generated over a million dollars in revenue its first year in business. Rico is now currently a founding partner of Plan B.