

The Mason Lounge

MadJar LLC dba "The Mason Lounge"

416 S. Park St., Madison, WI 53715

Operation: Tavern/Nightclub, Class B Combo license

Facility: 1200 sq. ft. of bar space and customer seating w/ additional space on outdoor patio

Mission Statement:

The Mason aspires to be an asset to the downtown Madison area, particularly the local Vilas Neighborhood. We practice responsible service and "green" processes, sponsor regional creative performance, and promote local well-being by advocating community service and civic engagement. We aim to cultivate an appreciation of good drink, music, art, and conversation with our open, diverse, and community engaged clientele.

Facility:

The indoor space is approximately 1200 sq. ft. There are about 15 barstools along the bar. The remainder of the seating is made up of a mixture of couches, lounge chairs, and benches or chairs along small tables. Additional seating is available in a small outdoor patio at picnic tables and lawn chairs.

Products & Services:

The bar features 19 tap beer lines that rotate regularly. We also offer an extensive variety of wine, whiskey, bottled beer, and other assorted spirits and cocktails. Individual serving size snacks like pub mix, mixed nuts, and beef sticks are available. Juice and soda are offered for those looking for a non-alcoholic option.

Concept:

The Mason offers a cozy, friendly space for conversation and community gatherings in a creative and eclectic atmosphere. We offer a positive environment for the measured enjoyment of a diverse selection of "adult" beverages, curated music, and live entertainment in good company.

Market:

The Mason is a welcoming environment to 21+ aged adults of all backgrounds. We tend to appeal to young professionals, graduate students, local hospital workers, and residents of all ages from within the neighborhood. Occasionally, we'll also draw some post game crowds from UW sporting events.

Marketing:

As an existing and already successful business, "word of mouth" serves as the predominant form of advertising. We benefit from positive reviews online and also have a limited presence on social media.

Hours of Operation:

Presently we are open 4pm to 12am Tuesday thru Thursday, 4pm to 1am Friday & Saturday, and are preparing to open Sundays from 3pm to approximately 1030pm, possibly just for the summertime.

Relevant Experience:

I have 20+ years of experience in food and beverage service including 12+ years of bartending, the last 10 of which have come at the Mason Lounge under the supervision of the previous owner. This is essentially the duration of the business's existence. I've also completed small business training thru the SBDC and UW school of business.