

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 11 ;
ending June 30 20 12

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }
County of Dane Aldermanic Dist. No. 15 (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>456-1026186197-02</u>	
Federal Employer Identification Number (FEIN): <u>45-3055744</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B 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	\$
TOTAL FEE	\$

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): ▶ 300 CGR, 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 Brian R Mason</u>	<u>6115 Bridge Road Monona, WI 53716</u>	
Vice President/Member	<u>Member Richard J. Couture</u>	<u>P.O. Box 233 Burlington, WI 53105</u>	
Secretary/Member			
Treasurer/Member			
Agent	▶ <u>Brian R. Mason</u>	<u>6115 Bridge Road Monona, WI 53716</u>	
Directors/Managers			

3. Trade Name ▶ Chief's Tavern Business Phone Number 608-225-7809
4. Address of Premises ▶ 300 Cottage Grove Road Post Office & Zip Code ▶ 53716

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 08/22/01 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.)

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 26 day of Sept, 20 11

[Signature]
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 3-18-2012

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>9/26/2011</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>2121B-2011-01605</u>	

A-15-Palm
P-610

24045

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

see addendum.

16. What age range would you hope to attract to your establishment? see addendum.

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

see addendum.

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

19. Owner of building where establishment is located: 300 CGR LLC

Address of Owner: 6115 Bridge Road Monona, WI 53716 Phone Number 608-225-7809

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

Brian Mason 6115 Bridge Road Monona, WI 53716
Name Address

Richard Couture P.O. Box 233 Burlington, WI 53105
Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Brian Mason 6115 Bridge Rd Monona WI, 53716 95
Name Address % of Ownership

Richard Couture P.O. Box 233 Burlington WI 53105 5
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. _____

24. What type of food will you be serving, if any? _____

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 am - 11 pm

27. What hours, if any, will food service not be available? 11pm - close
28. Indicate any other product/service offered. Carry out food available
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? 11am - 11pm
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? 20
How many bartenders do you anticipate you would have working at one time on a busy night? 2-3
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?
35 - 40%
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? 10-15%
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? 149

43. Pursuant to Chapter 38.02 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.

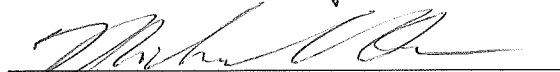
Gross Receipts from Alcoholic Beverages	60 %
Gross Receipts from Food and Non-Alcoholic Beverages	30 %
Gross Receipts from Other	10 %
Total Gross Receipts	100%


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 26 day of Sept, 2011


(Clerk/Notary Public)


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

My commission expires 3-18-2012

Addendum:

City of Madison Supplemental Class B License Application

1. Applicant: 300 CGR LLC
2. 300 Cottage Grove Road Madison, WI 53714

6. Yes. I have had conversations with Alderman Larry Palm, Neighborhood Association president Kathy Soukop and the Alcohol Policy Coordinator Mark Woulf. I have tried to reach, but have not talked to, Captain Snyder of the East District Madison Police Department. I hope to talk to him soon

7. We will be on the agenda at the October 11, 2011 Neighborhood Association meeting to introduce ourselves and listen to their concerns.

8. The business will be run as a Bar and Grill. We will strive to provide top quality food from 11 am – 11pm daily with an emphasis on fresh, quality ingredients with healthy options as well as traditional grill food.

We will have a number of televisions and hope to provide a fun and friendly environment in which to follow all of our local and statewide teams.

We plan on being an active member of the community and we will encourage safe and responsible behavior by our patrons.

- 10/12. See attached diagrams:

The bar area is a one story single room comprised of three sections with a twenty stool rectangular bar in the middle. There is additional seating for approximately 50 persons at movable tables.

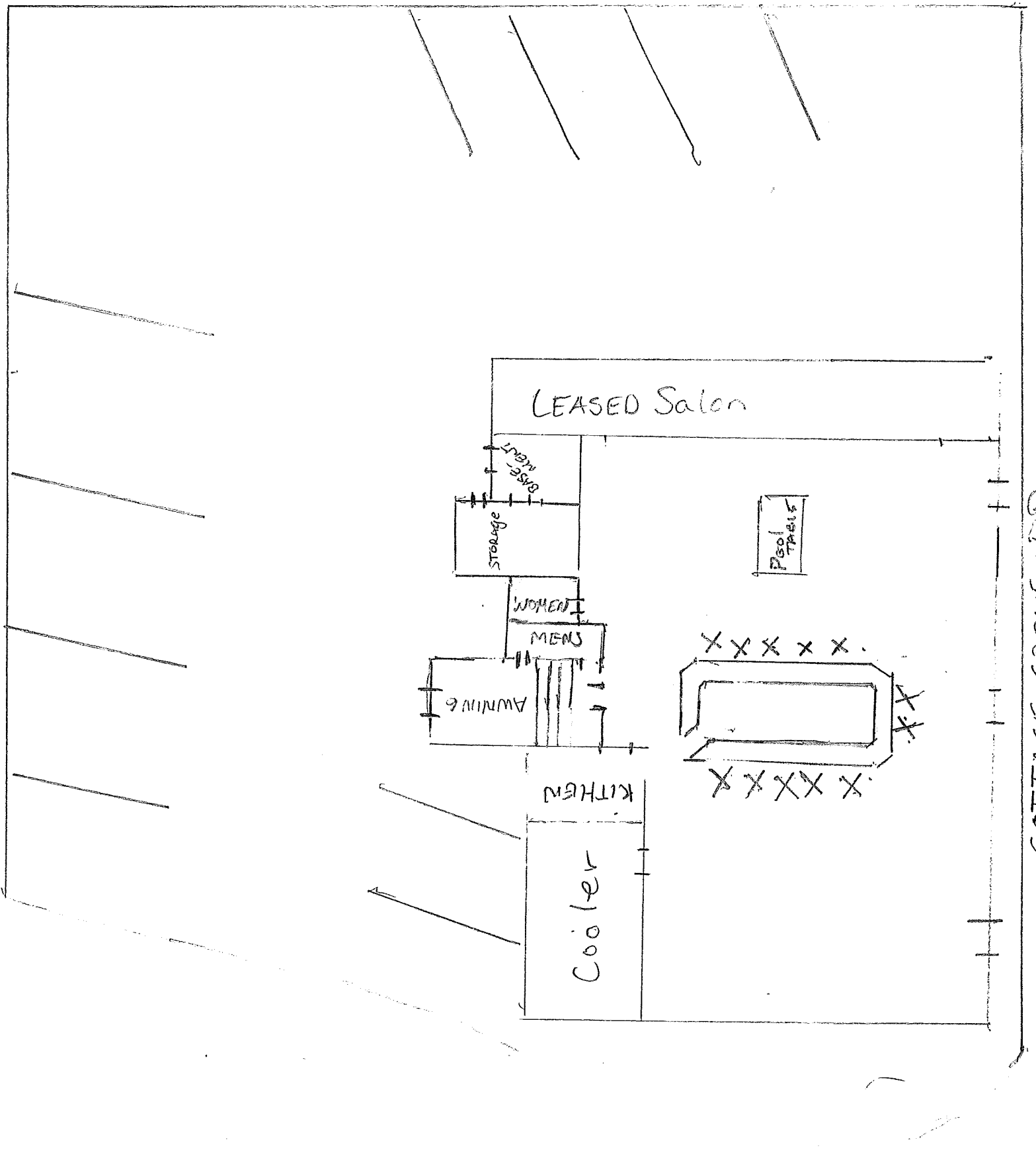
The liquor room is located in a locked basement and is stored in a locked cage.

13. Brian Mason has over twenty years of sales experience with a great many contacts in and around Madison. He is a sports enthusiast with strong ties to the local area and he and his wife Susan have been home owners in Monona for twenty years. His two children attend school in the Monona Grove School District.

Richard Couture has over thirty years of experience in all areas of the Hospitality Industry. He has developed strong skills in all aspects of running an operation of this type. We will be fully staffed at all times and will offer table service for our food patrons. We anticipate hiring bartenders, cooks, servers and support personnel. All staff will be fully trained and properly licensed.

- 15/16. Our target client base is 30-60 year olds and their families who enjoy a relaxing environment to socialize with friends, enjoy a good meal and a cold beverage and/or watch their favorite team on a large number of televisions. We hope to gain a favorable reputation with the surrounding neighborhoods by providing a fun and safe place close to their homes.

17. We will do Internet advertising through our website as well as promotion through social media outlets. In addition we will have a presence in some of the local newspapers and other print media. Also, we hope to sponsor men, women and coed sports teams in the recreational leagues to get our name out and to promote active community involvement. We plan to offer a late night food menu and to actively promote food to our patrons.



CLOVER LN

COTTAGE GROVE RD

Appetizers

Chicken Tenders	\$6.25	Mozzarella Sticks.....	\$6.00
Breaded Cordon Bleu Nuggets	\$5.75	Beer Battered Onion Rings.....	\$5.25
Chicken Wings: BBQ-Teriyaki-Ho		Deep Fried White Cheddar Bites.....	\$6.00
6 wings.....	\$5.00	Hot Tortilla Chips with Fresh Pico de Gallo...	\$4.75
12 wings.....	\$7.50	Side Salad.....	\$3.50
18 wings.....	\$13.00		

Specialty Sandwiches

**Steak Sandwich	\$7.75
6 oz. tender steak grilled and served on a toasted ciabatta roll.	
**Teriyaki Steak Sandwich.....	\$7.75
Marinated 6 oz. steak grilled and served on a toasted ciabatta roll.	
Chicken Breast Sandwich.....	\$6.75
6 oz. marinated and grilled chicken breast served on a toasted ciabatta roll.	
Bacon Chicken Ranch Wrap.....	\$7.50
Seasoned chicken rolled in a flour tortilla with our 3-cheese blend, bacon, lettuce, tomato, and ranch dressing.	
Buffalo Chicken Wrap.....	\$7.50
Breaded chicken strips with hot sauce rolled in a flour tortilla with lettuce, tomato and pepper jack cheese.	
BLT Turkey Wrap.....	\$6.50
Smoked turkey, bacon, lettuce, tomato and mayonnaise wrapped in a flour tortilla.	
Cheese Quesadilla	\$4.75
Our 3-cheese blend and fresh pico de gallo folded in a flour tortilla.	
Steak Quesadilla.....	\$7.75
Marinated steak with our 3-cheese blend and fresh pico de gallo folded in a flour tortilla.	
Chicken Quesadilla	\$7.25
Marinated chicken with our 3-cheese blend and fresh pico de gallo folded in a flour tortilla.	

**** Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.**

Burgers

- **Hamburger** \$6.25
½ lb. charbroiled Angus burger served on a grilled ciabatta roll.
Add cheese.....\$6.75
- **Bacon Cheese Burger** \$7.50
½ lb. charbroiled Angus burger with bacon and your choice of cheese on a ciabatta roll.
- **Black & Bleu Burger** \$7.75
½ lb. charbroiled Angus Cajun burger topped with melted bleu cheese on a ciabatta roll.
- **Tuscan Burger** \$8.00
½ lb. charbroiled Angus burger, basil pesto sauce, ripe tomatoes, spring lettuce, balsamic dressing, fresh mozzarella all stacked on a ciabatta roll.

All burgers include French Fries.

Entrees

- **Garlic Bleu Cheese Steak Salad**.....\$9.25
Marinated steak grilled and sliced thin over a bed of mixed field greens with grilled pears and a roasted garlic bleu cheese dressing.
- **Asian Salmon Salad**.....\$8.75
Sesame encrusted salmon fillet served with a ginger broccoli slaw over a bed of mixed field greens.
- Grilled Chicken Pasta**.....\$10.25
Grilled chicken breast pieces and fresh vegetables tossed with bowtie pasta in a creamy wine sauce with parmesan and fresh basil.
- Grilled Mahi Mahi**\$10.25
6 oz Mahi fillet grilled to perfection over a bed of rice with snow peas.
- Mahi Mahi Tacos**2 tacos.....\$7.00.....3 tacos.....\$9.25
Grilled and seasoned Mahi Mahi in a corn tortilla with a sweet broccoli slaw and tomato topping.
- Baked Cod**\$7.50
Seasoned and baked with clarified lemon butter. Served with snow peas and wild rice blend. (*FRIDAY ONLY*)

**** Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.**