

P 406 40917
A 4



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, 2016.
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.

BAH Enterprises, LLC

4. Trade Name (doing business as) The Icon

5. Address to be licensed 206 State Street, Madison, WI 53703

6. Mailing address same

7. Anticipated opening date open/new owner/pending

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 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.

Alcohol will be served at bar, dining room & outdoor cafe
All alcohol will be stored behind bar or in
locked cages in basement Approx 1700-1800 sq ft
Street level is the restaurant. Basement is
for storage and prep.

- 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 90 indoor
16 outdoor
- 13. Describe existing parking and how parking lot is to be monitored.
street parking or Carroll St parking ramp

- 14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Romy Restaurant LLC (name of licensee)
- 15. Attach copy of lease./intent to 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 Travis Splan
- 17. City, state in which agent resides Madison, WI
- 18. How long has the agent continuously resided in the State of Wisconsin? 30 yrs
- 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 2010
- 21. State and date of registration of corporation, nonprofit organization, or LLC.
10/26/15

- 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
Member	Kevin R Hayden	Madison, WI
Member	Linda L Wankerl	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.
Kevin R Hayden/Linda L Wankerl

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 & Tapas Bar that serves food on Tuesday-Sunday. Also specializing in wine service & craft martinis

28. Hours of operation Mon-closed, Tues-Thur 4pm-11pm Fri-Sat 4pm-9pm Sun 4pm-10pm
* Plan to open for lunch/brunch in spring.

29. Describe your management experience managed our current rental properties as well as private companies, worked in food service for 10 yrs

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

<u>Travis Splan</u>	<u>Madison, WI</u>
<u>Omar Falcon</u>	<u>Madison, WI</u>

31. Describe staffing levels and staff duties at the proposed establishment Bartenders, waitstaff, dishwasher and cooks

32. Describe your employee training New employees receive handbooks when hired & are instructed on all company policies, regulations & general restaurant by management & senior employees

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

Primary focus on Overture center patrons?
state street mall

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

internet, business relationships, overture center,
comedy club, etc

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? _____

DJ for special events, weekends

38. What age range do you hope to attract to your establishment? 21+

39. What type of food will you be serving, if any? Spanish tapas

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? open-close, open-1am Fri/Sat

42. What hours, if any, will food service not be available? 1am - 2am Fri - Sat

43. Indicate any other product/service offered. _____

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? 6-10

During what hours do you anticipate they will be on duty? open-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? 22
 How many bartenders do you anticipate having work at one time on a busy night? 3
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 48
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? 75%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 80%
 What percentage of your advertising budget do you anticipate will be drink related? 20%
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:
30 % Alcohol 70 % Food _____ % 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

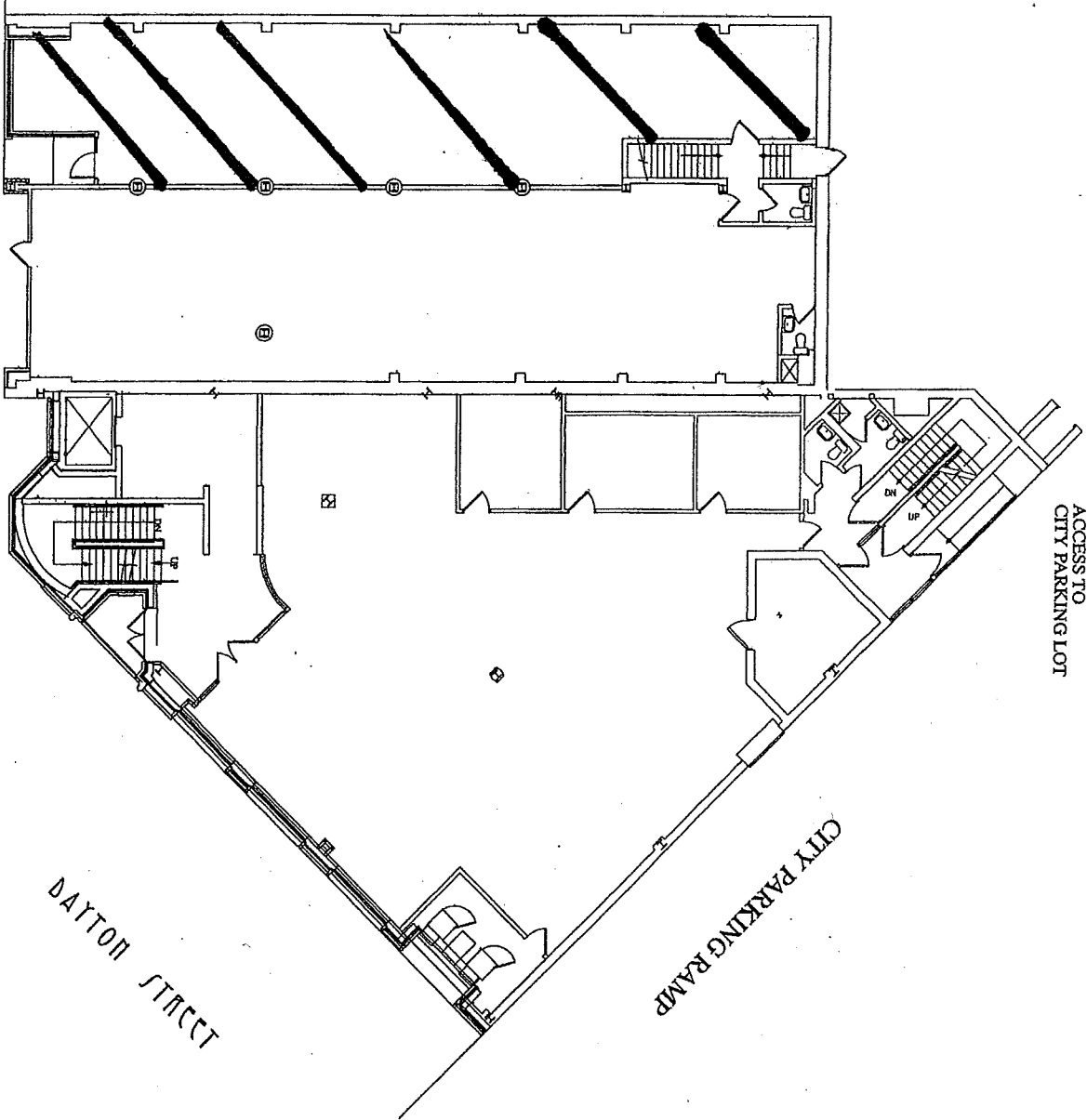
59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson 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 Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

Exhibit A

ACCESS TO CITY PARKING LOT

CITY PARKING RAMP

DAYTON STREET



STATE STREET

206

204

202

1 FIRST FLOOR
A111 Scale: 1/8" = 1'-0"

Street Level Space
for Romzy Restaurants, LLC

KEY



FIRST FLOOR
PLAN

DRAWING NUMBER:

A-1.1

COURTESY: ARCHITECTURE NETWORK, INC.

architecture network, inc.

116 East Dayton Street
Middletown, VT 05753
608-527-7755 Phone
608-527-2100 Fax
www.architecturenetwork.net

LEGEND
EXISTING WALL TO REMAIN

NEW WALL

EXISTING DOOR TO REMAIN

NEW DOOR

PROJECT

HOLBEIN
REPAIRS
OF
206
STATE
STREET

THOMSON WICKSHIN

EXTENSIONS	DATE	BY
	6 JULY 2007	

DATE

BY

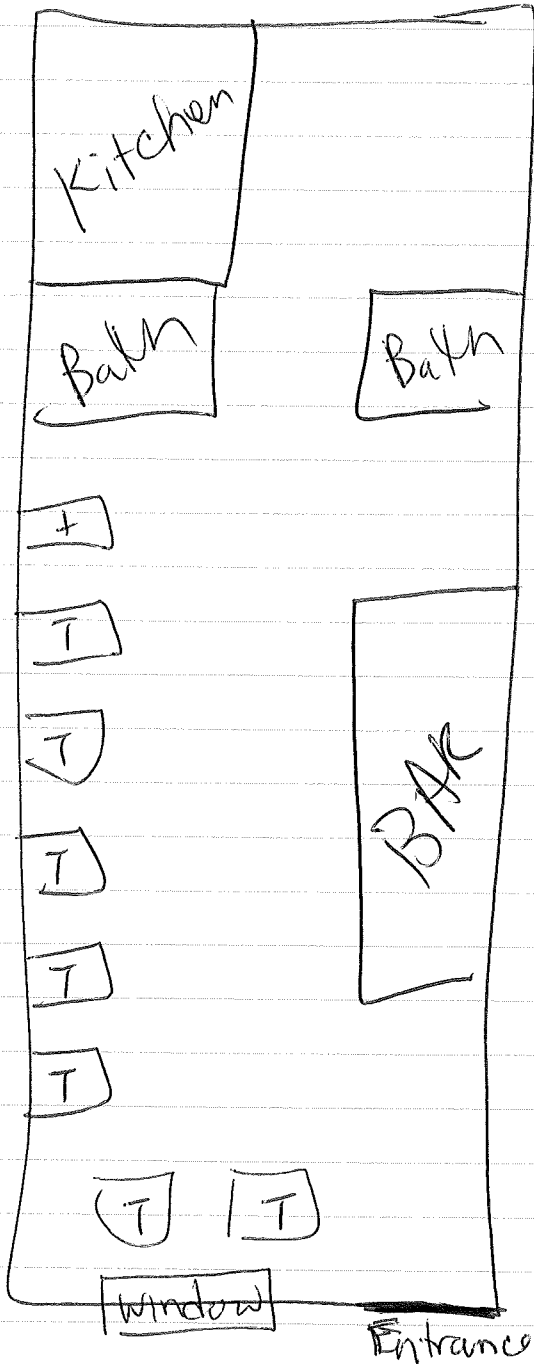
SCALE

PROJECT

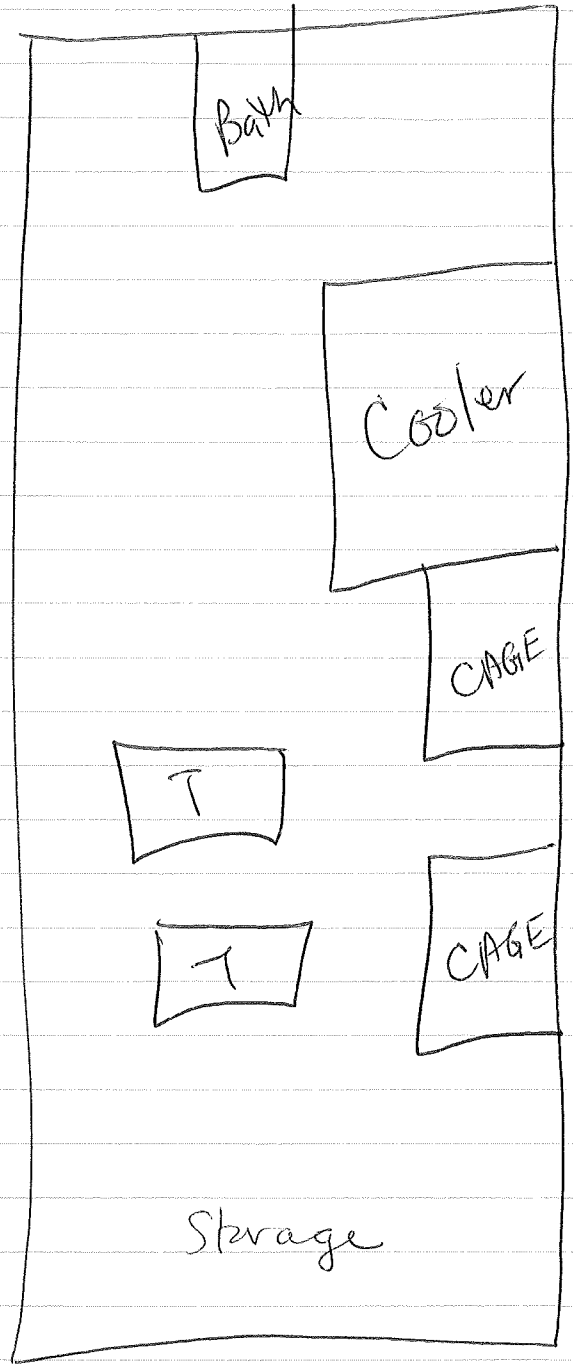
DESIGNED BY

DRAWING NAME

main Level



Basement



T = table

State Street

CHARCUTERIA & QUESOS

Traditional Spanish Meat and Cheese plate with a mixture of Jamon Serrano, Chorizo, Chef's selection of artisanal cheeses, arbequino olives, Marcona almonds, grilled bread, and seasonal fruit -18-

MEATS

Stuffed Piquillo Peppers:

Goat cheese, Jamon Serrano, and roasted garlic - 8 -

Seared Duck Breast: Piquillo peppers, Marcona almonds, basil, goat cheese, balsamic gastrique. - 9 -

Bacon Wrapped Chicken:

Smoked paprika, roasted garlic cream sauce. - 8 -

Pork Belly: Fresh mango, roasted garlic reduction. - 8 -

***Filet Mignon:** Roasted garlic, bacon, asparagus, Manchego potato puree and Rioja reduction - 17 -

Grilled Chicken Skewers:

Whole grain mustard aioli, piperada - 7 -

Rioja Braised Short Rib: Manchego cheese mashed potatoes, and Rioja Reduction - 15 -

Crispy Duck Leg:

Port wine cherry grape glaze, Manchego potato puree. -13 -

Braised Beef Empanada:

Sun-dried tomato aioli - One for 5 / Two for 9 -

Roasted Chicken Empanada:

Garlic aioli - One for 5 / Two for 9 -

Bacon Wrapped Dates:

Blue cheese fromage, Marcona almonds, maple balsamic reduction - 7 -

Braised Octopus: Cilantro, mango, preserved lemon, smoked paprika aioli. - 7 -

***Ahi Tuna Tartare:** Shallots, roasted tomato, gordal olives, watermelon, parsley caper sauce. - 10 -

North Atlantic Sea Scallops:

Three jumbo scallops served over sauteed spinach and topped with pineapple orange vinaigrette. - 22 -

Fried Calamari:

Sherry tomato sauce, jalapeno aioli. - 9 -

Baked Garlic Shrimp: Chiles, roasted garlic, garlic parsley oil. - 12 -

Salmon en Costra: Atlantic salmon filet, puff pastry, goat cheese, spinach, Marcona almond pesto, and herb roasted baby red potatoes. - 14 -

***Seared Ahi Tuna:** Fresh mango puree, watermelon, baby arugula, caramelized leeks, jicama. - 16 -

Calamari a la Plancha:

Chablis, fresh herbs, cherry tomatoes, jalapeno aioli. - 9 -

***Spanish White Anchovies:**

Marcona almond parsley pesto, piquillo peppers Manchego cheese, garlic aioli. - 7 -

Jumbo Lump Crab Cake: Arugula, pickled vegetables, piquillo mustard aioli. - 16 -

COCAS

Stuffed Flatbread: Mushrooms, spinach, goat cheese, cabernet tomato sauce, garlic parsley oil. - 12 -

Jamon Serrano: Arugula, smoked mozzarella. - 12 -

Puttanesca: Kalamata olives, artichoke hearts, smoked mozzarella, balsamic reduction. - 11 -

Margarita: House tomato sauce, smoked mozzarella, cherry tomatoes, basil, balsamic reduction. - 10 -

VEGETABLES

Zucchini Frittes: Semolina crusted, smoked paprika aioli - 6 -

Marinated Spanish Olives - 5 -

Baked Goat Cheese:

House tomato sauce, toasted garlic bread - 8 -

Grilled Artichoke Hearts: Arugula, valencia oranges, roasted red peppers, preserved lemon herb vinaigrette. - 7 -

Patatas Bravas: Sun-dried tomato aioli - 5 -

Roasted Asparagus: Lemon preserve, Spanish olive oil, Manchego cheese, piquillo peppers - 5 -

Grilled Bread:

Gorgonzola fromage, shaved parmesan - 5 -

Spanish Tortilla:

Eggs, potatoes, onions, bell peppers, garlic aioli - 5 -

Huevos Rellenos: Spanish deviled eggs - 5 -

Potato Croquettes:

aged Manchego, herbs, Saffron aioli - 5 -

SOUPS & SALADS

Wedge: Baby gem lettuce, bacon, cherry tomatoes, house blue cheese dressing, gorgonzola crumbles. - 8 -

Arugula: Manchego cheese, orange supreme, Marcona almonds, sherry vinaigrette. - 8 -

Wild Mushroom Soup - 6 -

Soupa del Dia: ask your server for details. - 6 -

PAELLA

Traditional Spanish Rice dish cooked to order and served with the following ingredients and topped with paprika aioli.

Please allow 30 minutes for cook time.

Valencia

Chicken, chorizo, smoked pork, roasted garlic and rosemary. - 18 -

Seafood

Calamari, octopus, black tiger shrimp, lemon and basil. - 22 -

DESSERTS

Carmelized Banana: Peanut Butter Gelato, chopped Marcona almonds, housemade caramel. - 5 -

Triple Chocolate Mousse:

Fresh berries, whipped cream. - 7 -

Tres Leches: Flavor varies daily. Ask your server. - 5 -

Spanish Flan: Fresh berries. - 6 -