

43558



# 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.

Jalapeño Mexican Grill LTD

4. Trade Name (doing business as) Sol Azteca Fusion Grill

5. Address to be licensed 1821 S. Park St, Madison, WI 53713

6. Mailing address 1821 S. Park St, Madison, WI 53713

7. Anticipated opening date Currently Open

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 beverages are stored behind the bar area, in storage area in basement, in walk in cooler in basement, in 3 coolers behind bar area and in display cabinets and shelves behind bar. Alcohol beverages are sold and served on outside seating in front of building, where there are to be 8 tables, and inside building, in the bar area and dining area in the restaurant.

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 Inside Capacity: 120  
outside seating: 32

13. Describe existing parking and how parking lot is to be monitored.  
Parking lot is located on the north and east side of the building. We will regularly do rounds and have cameras

14. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to Jalapeno Mexican Grill LTD (name of licensee)  
We missed deadline for renewal hence doing an original application.
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 Maria Fernanda Velasquez Schettini
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 11 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 06/10/2015
21. State and date of registration of corporation, nonprofit organization, or LLC.  
04/22/2013

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	Olegario Rodriguez	Madison, WI
Vice President	Maria Fernanda Velasquez Schettini	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.  
Olegario Rodriguez

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 Full Service Restaurant, serving Mexican and Ecuadorian dishes, also serving breakfast meals all day.
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28. Hours of operation Sunday to Thursday: 10:00 AM - 2:00 AM  
Friday and Saturday: 9:00 AM - 2:30 AM
29. Describe your management experience ~~Three~~ years and half of experience running Sol Azteca Fusion Grill, also <sup>years</sup> experience working as Lead Software Engineer for Alliant Energy.
30. List names of managers below, along with city and state of residence.  
Maria Fernanda Velasquez Schettini, Madison, WI  
Olegario Rodriguez Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment 2 cooks during lun time and dinner time One cook during off-peak hours, 4 servers at lunch and dinner time, 2 servers during off-peak hours.
32. Describe your employee training server training to get operators licenses, sanitation, good customer service, good hygiene training, anti-harrasment training.

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

Families, employees of businesses in the area.

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

Facebook and other web based free listing directories advertising Mexican and Ecuadorian dishes, breakfast served all day, karaoke, music and spirits.

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 playing  
customers requests for singing and listening.

38. What age range do you hope to attract to your establishment? All ages to enjoy our food and to sing, most of our customers now during karaoke are over 30.

39. What type of food will you be serving, if any? Mexican and Ecuadorian.  
 Breakfast  Brunch  Lunch  Dinner Late night as well, till closing  
Full Food menu available.

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? At all times that we're open.

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. Check cashing and money remittances to Mexico, Central & South America.

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? 10

During what hours do you anticipate they will be on duty? 5:00pm to closing time.

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? 16  
 How many bartenders do you anticipate having work at one time on a busy night? 2
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 Eating in all areas of Restaurant.
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 store beverages and food products.
53. What percentage of payroll do you anticipate devoting to food operation salaries? 80%
54. If your business plan includes an advertising budget: yes  
 What percentage of your advertising budget do you anticipate will be related to food? 75%  
 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:  
40 % Alcohol 55 % Food 5 % 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