



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

Section A – Applicant

- 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.
- This application is for the license period ending June 30, 20 16.
- 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.
Big Top Events, LLC
- Trade Name (doing business as) Big Top Events
- Address to be licensed 917 E Tiffin St
- Mailing address 2920 N Sherman Ave Madison, WI 53704
- Anticipated opening date Sept 19, 2015
- Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) Ownership holds licenses for Madison Mallards, Kenosha King Fish, WF Rapids Rafters, Green Bay Bullfrogs + Rockies

Section B—Premises

- 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.
Service will happen in varying locations inside the perimeter of Breese Stevens Field including on the field + under the seating areas. Storage will be under the seating, in accessory bldgs in temporary storage for special events.

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 7,720

13. Describe existing parking and how parking lot is to be monitored.

There are 3,000 off-street parking spots within walking distance. Big Top will contract with the owners of these lots & provide parking maps to attendants.

14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to _____ (name of licensee)

15. Attach copy of lease. In negotiation with city of Madison. Bid attached.

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 Conor Caloia

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 5 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 _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

WISCONSIN - 5-12-2015

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
Owner	Steve Schmitt	Stoughton, WI
President/Owner	Joel VanStenman	Madison, WI
COO/Owner	Conor Caloia	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.

CONOR A CALOIA

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 Stadium

27. Business description Breese Stevens Field. We intend to takeover day-to-day management of the city owned facility & bring more athletics & special events to the facility, some of which would have liquor, beer & wine available for purchase.

28. Hours of operation will vary based on event

29. Describe your management experience We operate the Madison Mallards & 3 other successful baseball teams in WI that all have beer licenses.

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

Conor Caloia-Madison, WI Joel Vern Stenman-Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment will vary based on event, but we will have a licensed bartender on duty at all times. We will develop a Responsible Alcohol Action Plan similar to the mallards.

32. Describe your employee training _____

Thorough training of each person that interacts w/ alcohol with a focus on not over serving, preventing minor consumption & creating a safe, family friendly, atmosphere. (See attached "RACAP")

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

Young Families From in + around Madison.

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

Athletics + special events from concerts to free community events will be the focus. We will use traditional media + a lot of social media.

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? Live bands
from time to time.

38. What age range do you hope to attract to your establishment? Young Families

39. What type of food will you be serving, if any? Unique Stadium Food
 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? Vary based on event
Food always available if Beer 15.

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. Merchandise

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? Vary by event
During what hours do you anticipate they will be on duty? Vary by event

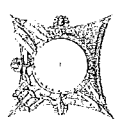
47. Do you plan to have hosts or hostesses seating customers? No Yes - Sometimes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
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 _____
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? 250%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 60
 What percentage of your advertising budget do you anticipate will be drink related? 40
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:
13 % Alcohol 47 % Food 40 % 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

ISTHMUS
 ARCHITECTURE, INC.
 413 Williamson Street
 Suite 203 WIL 53703
 Madison, Wisconsin
 Phone: 608.294.0006
 Fax: 608.294.0207



CONSTRUCTION DOCUMENTS

**BREESE STEVENS FIELD
 REHABILITATION
 MADISON, WI
 FOR
 CITY OF MADISON PARKS DEPARTMENT**

Proj. No.:	0408
Scale:	1/2"=1'-0"
Drawn By:	MELJK
Date:	7-23-07
Rev. Date:	
Rev. Date:	
Overall Plans	
Sheet Title	
Sheet No.	

A2.1

GENERAL NOTES

1. THESE DRAWINGS HAVE BEEN PREPARED FROM LIMITED VISUAL INSPECTION OF THE EXISTING STRUCTURE AND THE SURROUNDING AREA. THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND CONDITIONS ARE SHOWN BY THESE DRAWINGS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES PRIOR TO COMMENCING THE WORK.

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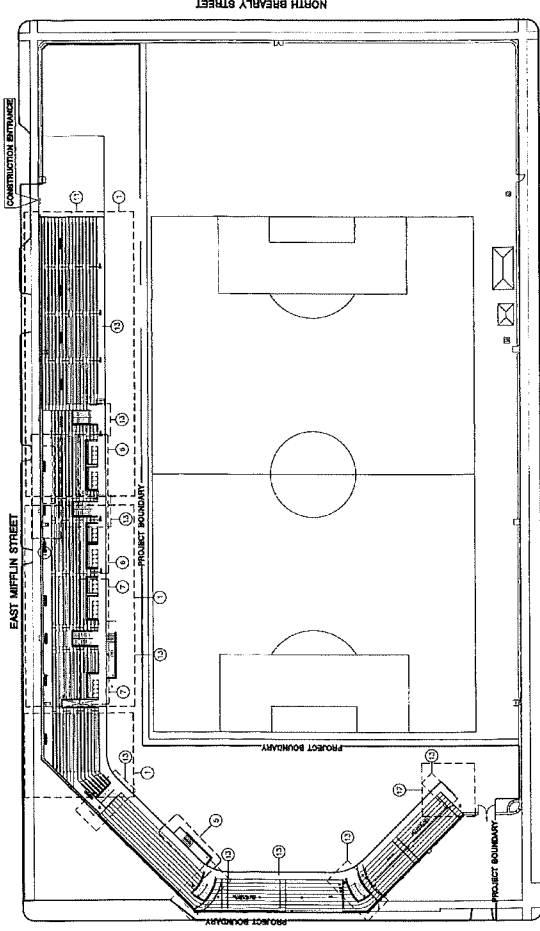
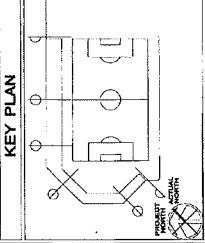
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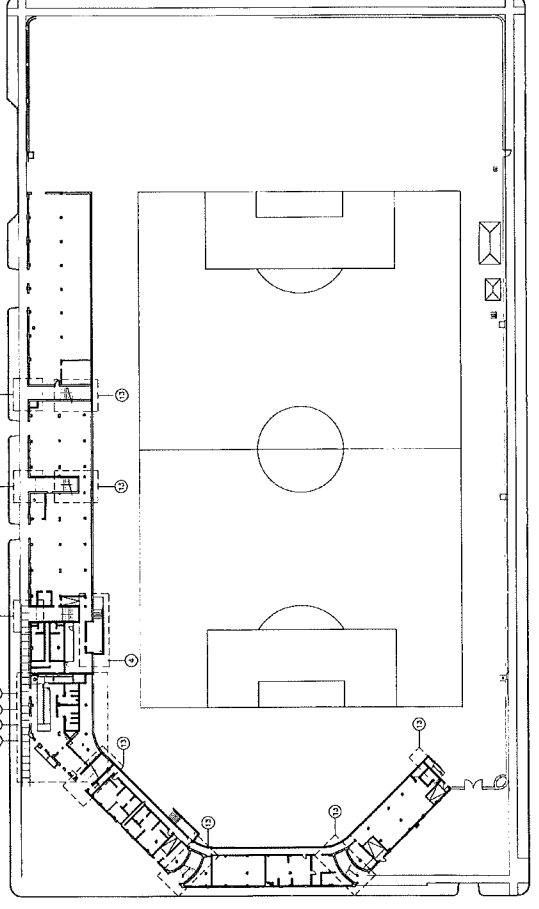
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- AREAS OF WORK**
1. FOR EXISTING FOUNDATION, SEE 3/A2.2, 3/A2.3, 3/A2.4, 3/A2.5, 3/A2.6, 3/A2.7, 3/A2.8, 3/A2.9, 3/A2.10, 3/A2.11, 3/A2.12, 3/A2.13, 3/A2.14, 3/A2.15, 3/A2.16, 3/A2.17, 3/A2.18, 3/A2.19, 3/A2.20, 3/A2.21, 3/A2.22, 3/A2.23, 3/A2.24, 3/A2.25, 3/A2.26, 3/A2.27, 3/A2.28, 3/A2.29, 3/A2.30, 3/A2.31, 3/A2.32, 3/A2.33, 3/A2.34, 3/A2.35, 3/A2.36, 3/A2.37, 3/A2.38, 3/A2.39, 3/A2.40, 3/A2.41, 3/A2.42, 3/A2.43, 3/A2.44, 3/A2.45, 3/A2.46, 3/A2.47, 3/A2.48, 3/A2.49, 3/A2.50, 3/A2.51, 3/A2.52, 3/A2.53, 3/A2.54, 3/A2.55, 3/A2.56, 3/A2.57, 3/A2.58, 3/A2.59, 3/A2.60, 3/A2.61, 3/A2.62, 3/A2.63, 3/A2.64, 3/A2.65, 3/A2.66, 3/A2.67, 3/A2.68, 3/A2.69, 3/A2.70, 3/A2.71, 3/A2.72, 3/A2.73, 3/A2.74, 3/A2.75, 3/A2.76, 3/A2.77, 3/A2.78, 3/A2.79, 3/A2.80, 3/A2.81, 3/A2.82, 3/A2.83, 3/A2.84, 3/A2.85, 3/A2.86, 3/A2.87, 3/A2.88, 3/A2.89, 3/A2.90, 3/A2.91, 3/A2.92, 3/A2.93, 3/A2.94, 3/A2.95, 3/A2.96, 3/A2.97, 3/A2.98, 3/A2.99, 3/A2.100.
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1 SCOPE OF WORK SITE PLAN TOPSIDE
 SCALE 1" = 40'



2 SCOPE OF WORK SITE PLAN BOTTOMSIDE
 SCALE 1" = 40'