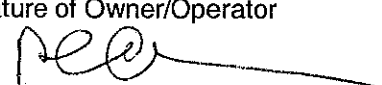


Application Date: 11/21/06

Proof of WI Seller's Permit No. 0003036470

Name of Corporation, Limited Liability Company, Individual Owner, Private Club or Partner(s) <u>Sundance Cinemas, LLC</u>		Liquor/Beer Agent <u>Peter C. Christianson</u>	
Mailing Address <u>c/o Quarles & Brady LLP P.O. Box 2113</u>		Liquor/Beer Agent Address <u>P.O. Box 2113</u>	
City/State/Zip Code <u>Madison, WI 53701-2113</u>		Liquor/Beer City/State/Zip Code <u>Madison, WI 53701-2113</u>	
Name of Registered Agent or General Partner <u>Paul S. Richardson, President</u>		Local Contact Person <u>Peter C. Christianson</u>	Phone Number <u>608-283-2492</u>
Trade Name <u>Sundance Cinema</u>		Estimated Opening Date <u>3-1-2007</u>	
Business Address <u>430 North Midvale Blvd</u>		Signature of Owner/Operator 	
Type of Business <input type="checkbox"/> Restaurant <input type="checkbox"/> Tavern <input type="checkbox"/> Grocery Store <input type="checkbox"/> Caterer <input type="checkbox"/> Cafeteria <input checked="" type="checkbox"/> Other <u>theater, restaurant, & bar</u>			
Food and Drink License? Needed for:			
Private Club? <input type="checkbox"/> Yes <input type="checkbox"/> No			
License Description	Type	Fee	Number
<u>Class B combination publication fee</u>	<u>108</u>	<u>20th</u>	<u>76399</u>
Pre-Inspection & License Fees Non-Refundable	TOTAL	\$	

IT IS MANDATORY THAT ALL APPLICABLE INFORMATION BE COMPLETED. INACCURATE INFORMATION MAY RESULT IN SUSPENSION OR REVOCATION OF LICENSE.

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Applicant's Wisconsin Seller's Permit Number: **004-0003036470-01**
 Federal Employer Identification Number (FEIN): **20-3045526**

LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$100
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$500
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$20
TOTAL FEE	\$620

Submit to municipal clerk.

For the license period beginning February 15, 2007 ending February 14, 2008

TO THE GOVERNING BODY of the: Town of Village of City of } Madison
 County of Dane Aldermanic Dist. No. 11 (if required by ordinance)

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): Sundance Cinemas, 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	See Exhibit A, attached.		
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent			
Directors/Managers			

3. Trade Name Sundance Cinema Bistro 608, rooftop bar Sundance 608, Bar Business Phone Number _____
 4. Address of Premises 430 N. Midvale Boulevard Post Office & Zip Code Madison, WI 53705

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 Delaware and date 6/23/05 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.) See Exhibit B, attached.
 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 26th day of October, 2006
[Signature], Notary Public
 (Clerk/Notary Public)
 My commission expires NOV 18, 2008

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

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

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

TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk <u>11-21-06</u>	Date reported to council/board	Date provisional license issued <u>05076</u>	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>76399</u>	

AT-106 (R. 1-05)

Wisconsin Department of Revenue

Ald. 11 (Gruber)

Sector 108

SABRINA MARIE GARCIA
 Commission # 1527575
 Notary Public - California
 Santa Clara County
 My Comm. Expires Nov 18, 2008

City of Madison Liquor and/or Beer Original Supplemental Form

For Office Use Only

- | | |
|--|--|
| <input type="checkbox"/> Seller's Permit Number
<input checked="" type="checkbox"/> Federal Employer Identification Number
<input checked="" type="checkbox"/> Notarized Original Application Form (AT-106)
<input checked="" type="checkbox"/> Notarized Supplemental Form
<input checked="" type="checkbox"/> Description of Licensed Premise
<input checked="" type="checkbox"/> Notarized Auxiliary Questionnaire(s) (AT-103)
<input type="checkbox"/> Background Investigation Form(s)
<input checked="" type="checkbox"/> Floor Plans | <input type="checkbox"/> Lease
<input type="checkbox"/> Notarized Transfer of Ownership Letter <i>NA</i>
<input checked="" type="checkbox"/> *Schedule of Appointment of Agent (AT-104)
<input checked="" type="checkbox"/> *Notarized Appointment of Agent Letter
<input checked="" type="checkbox"/> *Notarized Agent Authorization Letter
<input type="checkbox"/> *Articles of Incorporation/ Organization

<p style="text-align: center;"><i>*Required of Corporation/LLC Only</i></p> |
|--|--|

- ✓ All applicants are required to provide an adequate premise plan which must include exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), graphic representation of the normal position of booths, bar stools, tables and chairs. New structures must submit two sets of plans, signed and sealed by a registered architect or engineer to Building Inspection. **Premise plans must be submitted no larger than 8 1/2 x 14.**
- ✓ **The applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), and the Madison Police Department.

Alderperson _____ can be reached at _____ at the Common Council Office (266-4071) or via e-mail at council@cityofmadison.com.

The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or going to the City's webpage at www.ci-madison.wi.us/neighborhoods/contacts.htm.

The Police Department Liaison, Sergeant Emil Quast, can be reached at 266-4451.

Have you contacted the Alderperson, Police Department Liaison and neighborhood association representative in the area in which you intend to locate?

Yes No (Comments: President Paul Richardson has met with Alder. Gruber as well as representatives of the Sunset Village Neighborhood Association and the Hill Farms University Neighborhood Association.)

Are there any special conditions desired by the neighborhood? None that we know of.

The ALRC will ask questions of you in several areas with regard to your application. The following questions must be completed. The information provided will assist the committee in making a recommendation to the Common Council:

1. Name of Applicant/Partner/Corporation/Limited Liability Company (LLC): Sundance Cinemas, LLC
2. Telephone Number: (310) 991-1869
3. Address of Licensed Premise: 430 N. Midvale Boulevard, Madison, WI 53705

4. What type of establishment is contemplated? Tavern Nightclub Restaurant
 Liquor Store Grocery Store Convenience Store - Gas Pumps Yes No
 Other Please explain: Movie Theatre

5. Business Description, including hours of operation and if entertainment is part of your venue, what type:
The business is a commercial film cinema complex with a minimum of six (6) auditoriums in a stadium seat format, including an upscale, over-21 cafe/bistro/bar serving quality food and beverages, including alcoholic beverages. The hours of operation will be 11:00 AM to 2:00 AM on weekdays and 2:30 AM on weekends.

6. Describe (in detail) building to include overall dimensions, seating arrangements, capacity, bar size and where alcohol beverages are to be sold and stored. All rooms, including living quarters that are directly or indirectly accessible and under control of the applicant must be included. (Alcohol beverages may be sold and stored only on the premise described but does not include living quarters). See Exhibit A, attached.

The licensed premise as described above shall not be expanded or changed during the license year without approval of the Common Council.

7. Describe existing parking and how parking lot is to be monitored: Sundance 608 is attached to the Hilldale Mall and its customers will utilize parking areas provided by the Mall. Mall security will monitor the parking lots.

8. Describe all management positions, including previous experience, staffing levels/duties and employee training:
See Exhibit B, attached.

9. Excluding pre-packaged snacks, how late will food be served? Food will be served at least until the final films of the day begin playing.
If so, what type of food? Hot and cold lunch and dinner food, together with a variety of side orders and desserts.

Indicate any other product & services offered: _____

If possible, provide a sample menu: _____

10. Please describe your target market; what is your customer profile? See Exhibit C, attached.

If you have a Business Plan, please submit a copy

11. Describe how you plan on advertising and promoting your business: See Exhibit D, attached.

12. What is your estimated capacity? See Exhibit E, attached.

13. Are you operating under a lease or franchise type agreement? Yes No (If yes, attach copy of agreement)

Name of owner of building where establishment is located: Hilldale Land Company, LLC
 Address of Owner: c/o Joseph Freed and Associates, LLC
220 N. Smith Street, Suite 300 Phone Number: _____
Palatine, IL 80067

14. "Individual" or "Partnership" only: Have individual/partners completed the Beverage Server Training Course?

Yes No If Yes, indicate names: _____

(Note: License cannot be issued until proof of completion of Beverage Server Training Course is shown)

15. "Corporation" or "LLC" only: Will agent be a resident of Wisconsin at the time of granting? Yes No

Agent must disclose interest held in business: None

Has agent completed the Beverage Server Training Course? Yes No
 (Note: License cannot be issued until proof of completion of Beverage Server Training Course is shown)

Director(s) Name	Home Address

Stockholder's Name	Address	Extent of Ownership%

Manager's Name	Address	Business Phone	Home Phone
Paul S. Richardson	32998 Denver Springs Drive Westlake Village, CA 91361	(310) 991-1869	(818) 991-1679
Elbert L. Manzari	6330 Farm to Market Road Whitefish, MT 59937	(406) 863-1004	(406) 863-9119
Barry Reardon	608 Heron Point Vero Beach, FL 32963		(772) 581-9595

Continued on Exhibit F, attached.

16. Anticipated opening date: March 1, 2007

Mailing address if not opening immediately: 32998 Denver Springs Drive, Westlake Village, CA 91361

Contact person for appearance before the ALRC: Peter C. Christianson, Quarles & Brady LLP,
P. O. Box 2113, Madison, WI 53701-2113

Private organizations (clubs) applying for a new liquor license must answer the following question:
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

Restaurant/Tavern Establishment Alcohol Beverage & Food Sales Report

Pursuant to Sections 23.05(3)(s) and 23.05(7)(f) 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.

Calendar/fiscal year: January 1 - December 31 * July 1 - June 30

Percent Gross Receipts from Alcohol Beverages	12.5 %
Percent Gross Receipts from Food	27.98 %
Percent Gross Receipts from Other	59.52 %
Total Gross Receipts	100 %

*The fiscal year end will be the Thursday closest to December 31 each year.

Do you have written records to document the percentages shown? Yes No

You may be required to produce and submit documentation verifying the percentages you've indicated.

What type of establishment are you? (Check all that apply) Tavern Restaurant Nightclub

Other Please explain: Movie theatre with cafe/bistro/bar

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 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 must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) 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 26th day of October, 2006

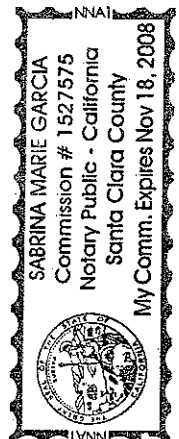
[Signature], Notary Public
(Clerk/Notary Public)

My commission expires Nov 18, 2008

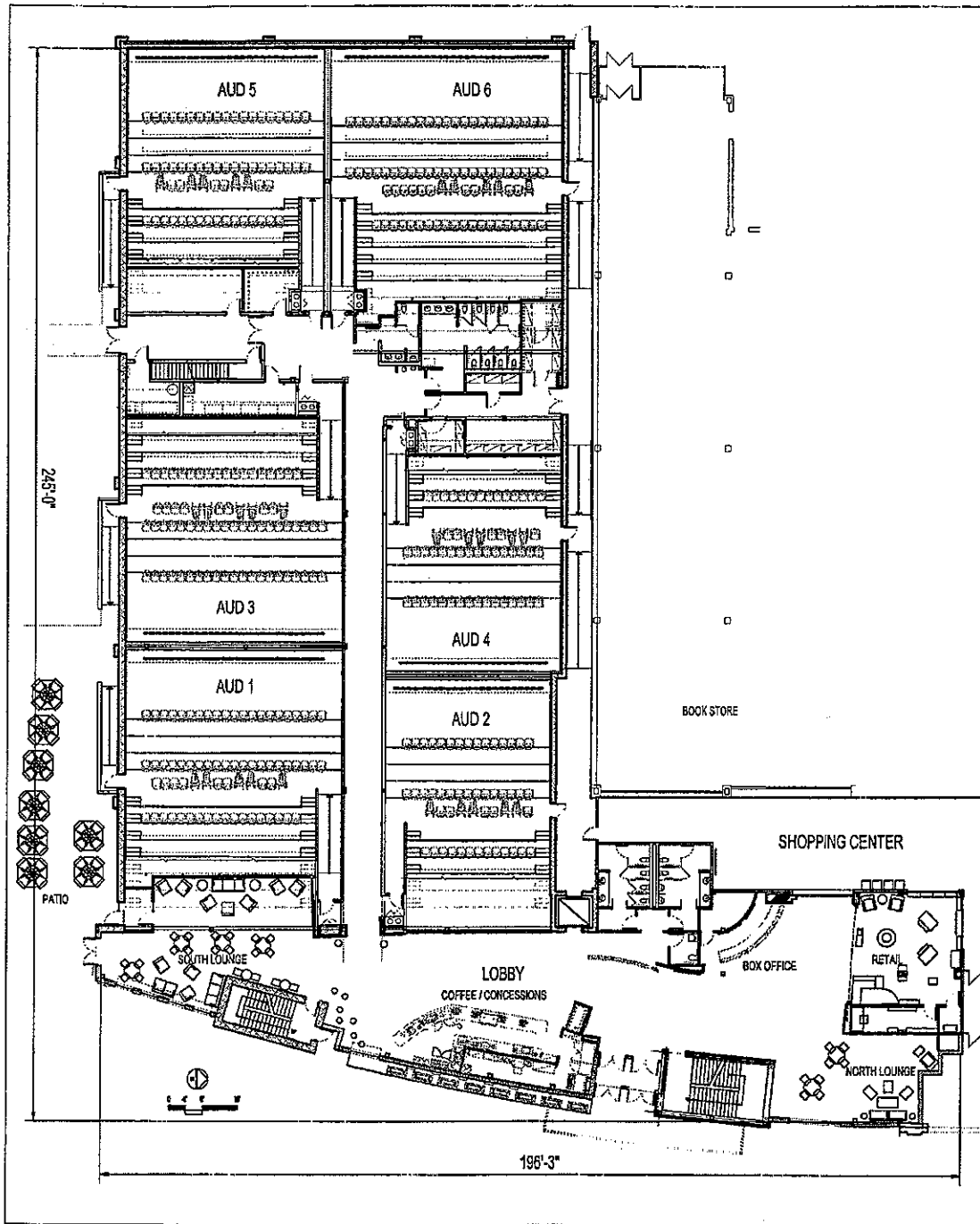
[Signature]
(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

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

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



If you have any questions, please contact the City Clerk's Office at (608) 266-4601.



TK
ARCHITECTS

108 West 11th
Kansas City, MO
(816)842-7552

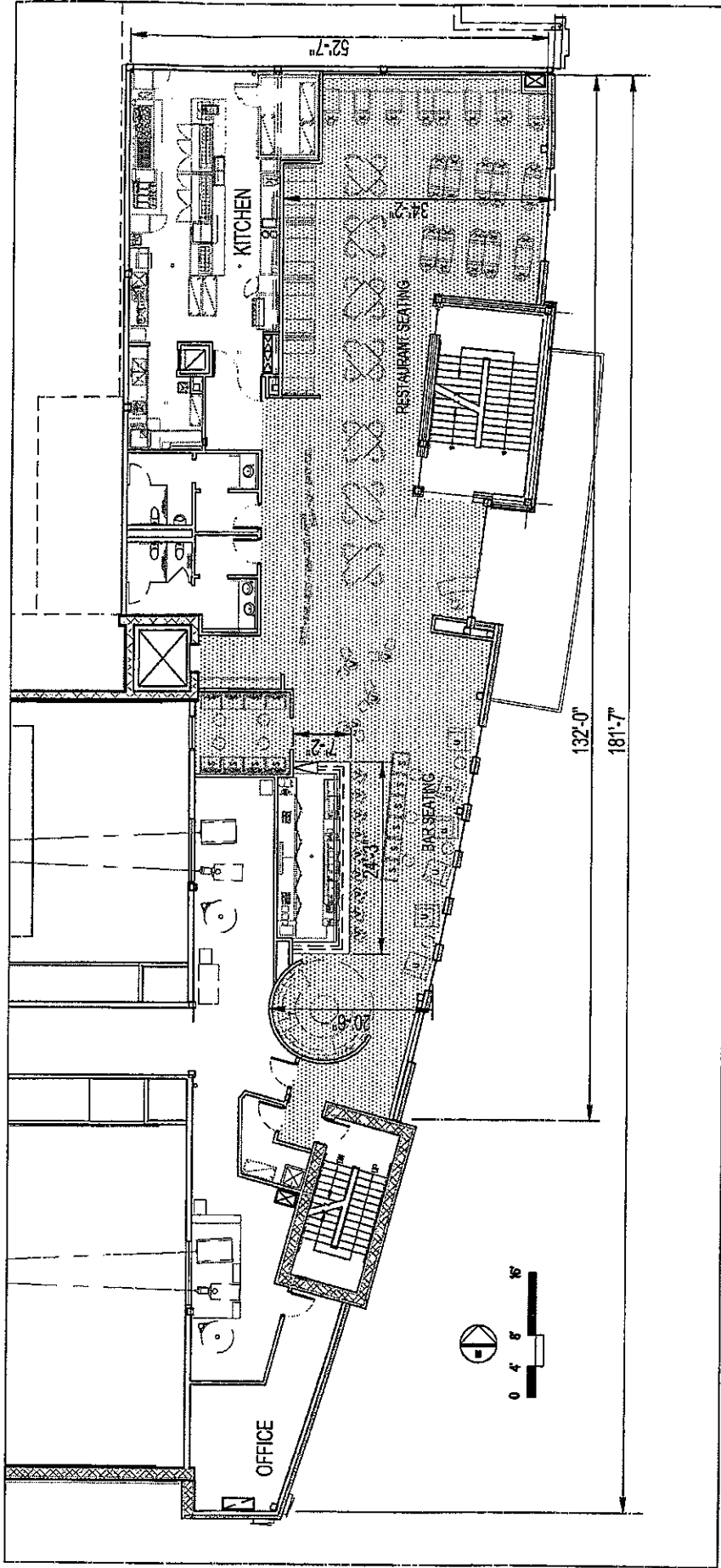
Suite 1800
64105 USA
(816)842-1302

sundance 608
Madison, Wisconsin

FIRST FLOOR CINEMA LAYOUT

TKA-05064
Date: 08/15/06

1



106 West 11th
Kansas City, MO
(816)842-7552

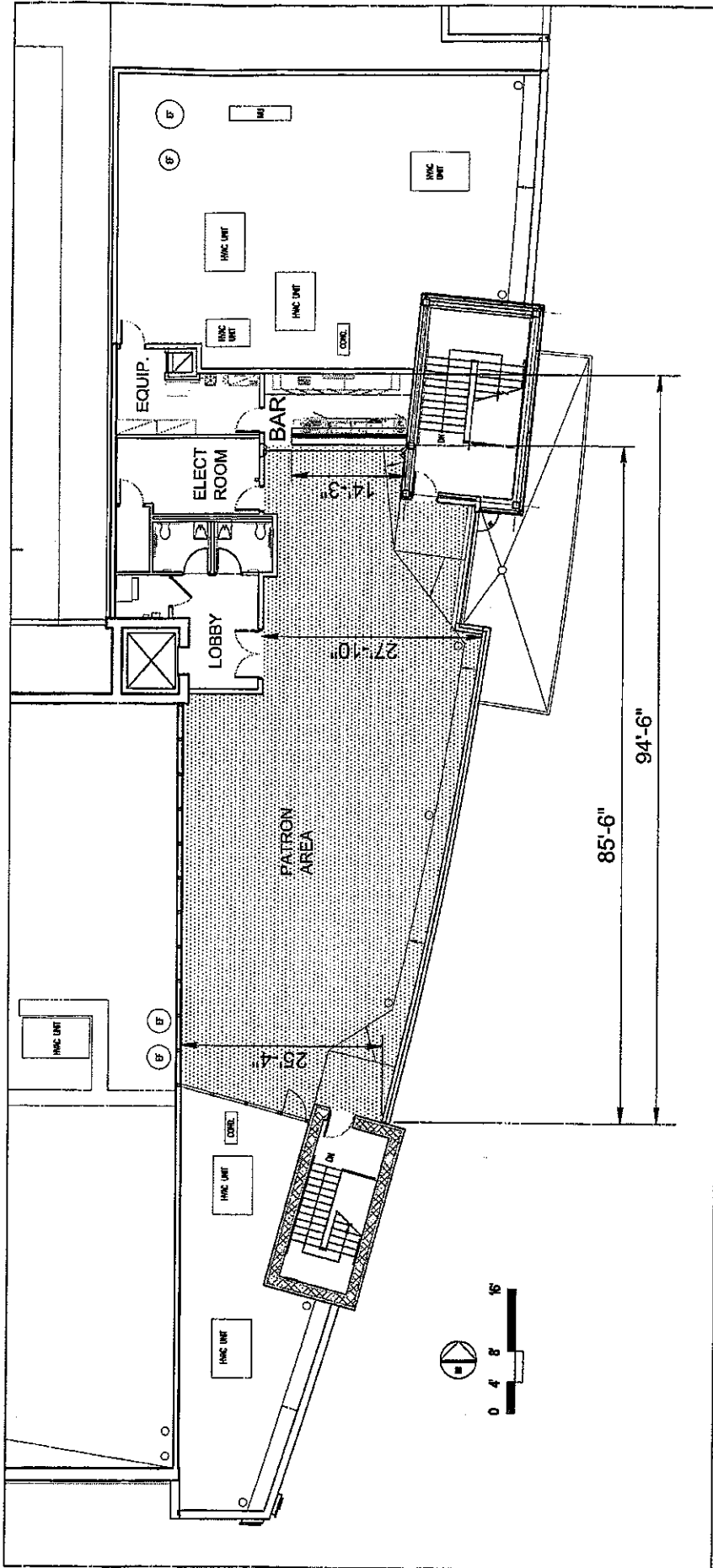
Suite 1600
64105 USA
For (816)842-1302

sundance 608

Madison, Wisconsin

SECOND FLOOR BAR and RESTAURANT LAYOUT

TKA-05064
Date: 08/15/06



TKA ARCHITECTS
 106 West 11th
 Madison, WI 53703
 (608) 254-7662 Fax (608) 254-1302

sundance 608
 Madison, Wisconsin
 ROOF BAR LAYOUT

TKA-05064
 Date: 08/15/06

Original Alcohol Beverage License Application
of
Sundance Cinemas, LLC

Exhibit A

2. List of members/managers and agent of a limited liability company:

Title	Name	Home Address	Post Office & Zip Code
President / CEO / Director (Manager) / Member	Paul S. Richardson	32998 Denver Springs Drive	Westlake Village, CA 91361
President Film and Marketing / Director (Manager) / Member	Elbert L. Manzari	6330 Farm to Market Road	Whitefish, MT 59937
Secretary / Director (Manager)	Kenneth Liang	4218 Shepherds Lane	La Canada Flintridge, CA 91011
Director (Manager)	Barry Reardon	608 Heron Point	Vero Beach, FL 32963-9516
Director (Manager)	Rajath Shourie	721 Lachman Lane	Pacific Palisades, CA 90272
Member	Sundance Cinemas Holdings, LLC	3520 N. University Ave., Ste. 100	Provo, UT 84604
Member	OCM SD Cinemas Holdings, Inc.	333 Grand Avenue, 28 th Floor	Los Angeles, CA 90071
Agent	Peter C. Christianson	3109 Kirkwall Street	Fitchburg, WI 53711

Original Alcohol Beverage License Application
of
Sundance Cinemas, LLC

Exhibit B

9. Premises description: Describe 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.)

Sundance 608 is a movie theatre tenant with a footprint of 28,292 s.f. at the Hilldale Mall. The facility is the southern anchor tenant and is attached to the enclosed mall. The ground level is a movie theatre and lobby. The upper levels have restaurant and bar service.

Alcoholic beverages will be sold or stored in the following areas:

Ground Level. All deliveries are made to the back of the facility. A service corridor provides access to a storage room of approximately 600 s.f. and the elevator. No alcoholic beverage sales will be conducted in the movie theatre or lobby areas.

Mezzanine Level. The entire mezzanine level of approximately 4,000 s.f., over the theatre lobby, is designed for the sale and or storage of alcohol. The southern portion of the mezzanine (approximately 1,300 s.f.) is the bar and lounge area with 50 seats. The northern portion of the mezzanine is the restaurant with 80 seats (approximately 1,700 s.f.) and the kitchen and storage areas (approximately 1,000 s.f.)

Rooftop Level. An area of approximately 2,000 s.f. on the roof over the mezzanine is designed for the sale and or storage of alcohol. An enclosed bar and storage area of approximately 800 s.f. with garage door closure is on the north end. The balance of approximately 1,200 s.f. is open air roof deck with food and beverage service.

City of Madison
Liquor and/or Beer Original Supplemental Form
of
Sundance Cinemas, LLC

Exhibit A

6. Describe (in detail) building to include overall dimensions, seating arrangements, capacity, bar size and where alcohol beverages are to be sold and stored. All rooms, including living quarters that are directly or indirectly accessible and under control of the applicant must be included. (Alcohol beverages may be sold and stored only on the premise described but does not include living quarters.)

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Mezzanine Level. The entire mezzanine level of approximately 4,000 s.f., over the theatre lobby, is designed for the sale and or storage of alcohol. The southern portion of the mezzanine (approximately 1,300 s.f.) is the bar and lounge area with 50 seats. The northern portion of the mezzanine is the restaurant with 80 seats (approximately 1,700 s.f.) and the kitchen and storage areas (approximately 1,000 s.f.)

Rooftop Level. An area of approximately 2,000 s.f. on the roof over the mezzanine is designed for the sale and or storage of alcohol. An enclosed bar and storage area of approximately 800 s.f. with garage door closure is on the north end. The balance of approximately 1,200 s.f. is open air roof deck with food and beverage service.

City of Madison
Liquor and/or Beer Original Supplemental Form
of
Sundance Cinemas, LLC

Exhibit B

8. Describe all management positions, including previous experience, staffing levels/duties and employee training:

The theatre, bar, and restaurant are under construction and management has not yet been hired. It is anticipated that a staff will be hired in January 2007. Paul Richardson, president and CEO, has more than 30 years in the movie theatre business and has owned a restaurant licensed to sell beer and wine in South Pasadena, California. The management that will be hired for the theatre and bar/restaurant will include a facility director, who will oversee the entire cinema concept, including the cinema, retail, and bar/restaurant operations. The bar/restaurant, cinema, and retail stores will also have managers responsible for staffing, inventory control, ordering, and loss prevention. The individual managers will have experience in the areas in which they are hired.

SUNDANCE CINEMAS BRAND IDENTITY BRIEF
THE NATURAL EXTENSION OF A VALUED BRAND

THE SUNDANCE 608 CINEMA
HILLDALE MALL - MADISON WISCONSIN

THE SETTING

THE BEST PLACE TO WATCH A MOVIE IN MADISON.

As part of a major remodel of the venerable Hilldale Mall, the new six-screen Sundance 608 Cinema has become Madison's principal entertainment destination. Sundance 608 is the new south end anchor tenant at Madison's oldest and most successful mall. The six-screen theatre is state-of-the-art in every way with amenities unlike any other theatre in the market.

Located in central Madison near the University of Wisconsin and downtown, Sundance Madison 608 serves an educated population craving independent films presented in a first class facility. The surrounding neighborhood is a mixture of residential and commercial, with easy highway access. The downtown has a wide variety of restaurants, clubs and retail, primarily serving the University and government employees. The theatre will cover a wide regional draw.

Madison is the state capitol and a shopping draw from surrounding towns. Politically and socially liberal, there is a strong media presence including network affiliates, two major daily newspapers and two significant weekly publications.

THE THEATRE

Sundance Cinemas utilized the talents of Madison's Kahler Slater Architecture to design it's first facility. In business for over 100 years, KS was able to combine the sensibilities of Madison and Wisconsin with the Sundance aesthetic. The interior design includes an earth tone palette using natural stone, birch trees, recycled wood and environmentally friendly finish materials.

All six screens have plush stadium seating with digital sound and picture presentation. The lobby entrance is large and inviting. The Sundance brand carries throughout providing a credible, sustainable and valued place in the patrons mind.

FILM PROGRAMMING

Sundance Cinemas selects the best films from around the world, including quality Hollywood offerings. We program the finest motion picture programming with an emphasis on art, independent, documentary and world film fare. One screen is programmed alongside a quarterly calendar which allows the Sundance 608 to play smaller audience films. The calendar feature information designed to entice patrons to see some of the smaller films that are often difficult to find in a movie theatre. The Sundance 608 is home to events such as the annual Madison Film Festival, plus a number of seminars and talks, specialized programming and exhibits of local interest.

No onscreen advertising will detract from the enjoyment of the presentation. Sundance Cinemas won't play the 'rolling stock' version of commercials most theatres run. The audiences at Sundance Cinemas will enjoy filmmaker shorts and proprietary content provided by the Sundance Channel. The content before the movie is intended to entertain, educate and add value to the patrons' overall experience.

SUNDANCE CINEMAS BRAND IDENTITY BRIEF
THE NATURAL EXTENSION OF A VALUED BRAND

WE'VE RESERVED A SEAT FOR YOU

Every seat for every show at the Sundance 608 will be sold on a reserve seat basis. Tickets will be available by three different means: 1) web purchase through the www.sundancecinemas.net website along with print-at-home capability; 2) kiosks in the theatre lobby; and 3) at the theatre box office. All tickets will have a reserved seat service charge in addition to their face value. Customers will have the opportunity to select the individual seat(s) of their choice up until one hour before the posted showtime when the system will switch over to best-seat-available basis. It is assumed that a great majority of patrons will learn to purchase their tickets in advance to reduce anxiety about sellouts, avoid lines and have time to enjoy the amenities at the location. Tickets will be scanned or torn at the entrance to each auditorium so patrons, with or without tickets, can enjoy the rest of the facility.

We take customer service seriously because we see a lot of movies in theatres ourselves. We know what a good experience is, and it is our intention to provide compelling reasons to visit (and return to) a Sundance cinema. As a further example of that premise, Sundance Cinemas prides itself on having interested, well-trained employees that provide a higher level of service than other theatres. Sundance hires a more mature level of employee that can relate to the audience and their love of independent film.

Patrons won't be hit by aggressive advertising, clings, standees or non-sponsor commercials. It's important that the theatre be a place of entertainment, versus an assault on one's senses.

There are hundreds of parking spaces within walking distance of the Sundance 608 Cinema including outdoor parking right outside the second entrance and a new free indoor lot across from the main entrance.

Another facet of customer service is the Sundance Partners program. The Partners program allows frequent patrons to sign up either at the theatre or on the website to receive weekly emailed newsletters containing pertinent information. In addition, Sundance is currently developing programs that will further enhance our customer's loyalty and overall exclusive experience.

A DESTINATION AND A 'THIRD PLACE'

According to Ray Oldenberg, sociology professor and author of "The Great Good Place", the 'first place' is home, the 'second place' is work, and the 'third place' is a part of the social community. The Sundance 608 offers a destination with thought-provoking entertainment, wireless network connection, exclusive retail, fine food and drink and all designed to provide a "third place" destination. It's not a requirement to purchase a ticket to the movies to enjoy the other amenities at the facility-- Sundance 608 is a location built for the patron to use, relax and enjoy.

SUNDANCE CINEMAS BRAND IDENTITY BRIEF
THE NATURAL EXTENSION OF A VALUED BRAND

FOOD AND BEVERAGE

CAFFÉ 608

Not merely a snack bar, this coffee bar and café is open from early morning to late at night, and features wraps, smoothies, homemade sandwiches and gourmet coffee drinks. Made to order breakfasts and pastries are served every day. The espresso and coffee drinks are made with San Francisco-based Peet's gourmet coffee beans. Also available are classic cinema fare including movie candy favorites, soda and popcorn (with real butter) and an array of premium snacks. Gourmet candy bars, Nathan's Famous Hot Dogs, ice cream, frozen coffee drinks and a wide variety of bottled drinks are also on sale.

BAR BISTRO 608

Before the movie or after the show, enjoy a full service menu of hot appetizers, refreshing salads and gourmet deserts. Located on the second floor, Bar Bistro 608 serves a varied selection of craft beers, fine wines and cocktails.

ROOFTOP BAR

Open on weekends and whenever the weather is amenable, the Rooftop Bar is a fun extension of the entertainment venue located below. The Rooftop Bar is a destination point for relaxing, enjoying cocktails and the breeze off the lake.

CATERING

Our full service bistro can provide quality food and beverage service for any special event or rental on the property. Information may be found at www.sundancecinemas.net/salesandrentals.

SUNDANCE 608 CORNER STORE

With visibility from both the mall and the theater lobby, the size of this store affords the opportunity to feature a wide variety of items sold at the Sundance Catalog including clothing, jewelry, boots, house wares and select furniture. A Catalog kiosk is located in the store should a desired item not be in stock. Items from the Sundance Resort's General Store plus recycled glassware and handmade soaps from the Art Shack at the Sundance Resort are also on display for purchase. A wide assortment Sundance logo'd merchandise is offered including sweatshirts, tee-shirts other Sundance Cinemas products. Featured elements inside the store include organic lotions in the Apothecary section, film related items, yoga clothing, a seasonal Home Corner and designs from local Madison artists.

SUNDANCE CINEMAS BRAND IDENTITY BRIEF
THE NATURAL EXTENSION OF A VALUED BRAND

OUR COMMUNITY

The Sundance 608 Cinema will make space available to local filmmakers, artists and educational professionals for events and seminars. In addition, special programming from the Sundance Film Festival and the Sundance Institute will be regularly featured in the programming.

As a matter of course, the Sundance 608 intends to be the 'greenest' movie theatre in the state of Wisconsin. Efforts will be made to utilize ecologically responsible building materials and recycled products in the remodel and in the packaging used in our concessions, bars and bistros.

"ANYTHING WHICH HELPS NEW AND INTERESTING VOICES IN THE CULTURAL REALM REACH MORE PEOPLE CAN ONLY ENRICH THE EXPERIENCE OF ARTISTS, AUDIENCES AND COMMUNITIES," --- ROBERT REDFORD, FOUNDER, SUNDANCE

Back in 1969, the young actor Robert Redford decided to invest in nature, community and art. He purchased land in order to protect it, and invested in the artists of the future by building a Village, which housed an Institute, which started a Film Festival. Since then, Redford has continued to promote the relationship between responsibility and commerce, art and nature.

The Sundance Film Institute is celebrating 25 years in existence and the Film Festival just turned 21. The Sundance Catalog was started in 1989 and has grown to be one of the most successful means of showcasing fine merchandise and artisans in the US. The Sundance Channel made its debut in 1996 and is reaching wide audiences with a programming schedule filled with independent film, shorts and original programming.

The original values of independence, creative risk-taking, and discovery continue to define and guide the work of Sundance. At the core essence of the brand, Sundance is philanthropic by deed, and all entities nurture the talents of independent artists. It is simply natural that the addition of Sundance Cinemas both broadens and extends the original philosophies of Sundance. Sundance Cinemas brings the finest selection of art, independent, foreign and documentary film programming to the public in quality theatres on a daily basis.

Information on supporting the works of the Sundance Institute may be found at www.institute.sundance.org

SUNDANCE CINEMAS MISSION STATEMENT

To find the path of balance in the triangle of art, commerce and environment

City of Madison
Liquor and/or Beer Original Supplemental Form
of
Sundance Cinemas, LLC

Exhibit D

11. Describe how you plan on advertising and promoting your business:

The theatre and the films it plays will be advertised primarily in local newspapers. The theatre will also have internet ticketing available in the near future. Additionally, the theatre plays promotional trailers to its audiences to promote their attendance at future films. Some of the films will be promoted on television and on the radio. The bar/restaurant will be promoted jointly with the theatre as an integral part of the business.

City of Madison
Liquor and/or Beer Original Supplemental Form
of
Sundance Cinemas, LLC

Exhibit E

12. What is your estimated capacity?

The theatre will have six (6) auditoriums with a total of 1280 seats. It is unlikely that all of the seats would ever be filled. Our business projections are based on annual movie theatre attendance of approximately 250,000 persons per year. Bar Bistro 608 has approximately 55 seats and the restaurant section has approximately 86 seats. The Rooftop Bar (open seasonally) has approximately 61 seats.

City of Madison
Liquor and/or Beer Original Supplemental Form
of
Sundance Cinemas, LLC

Exhibit F

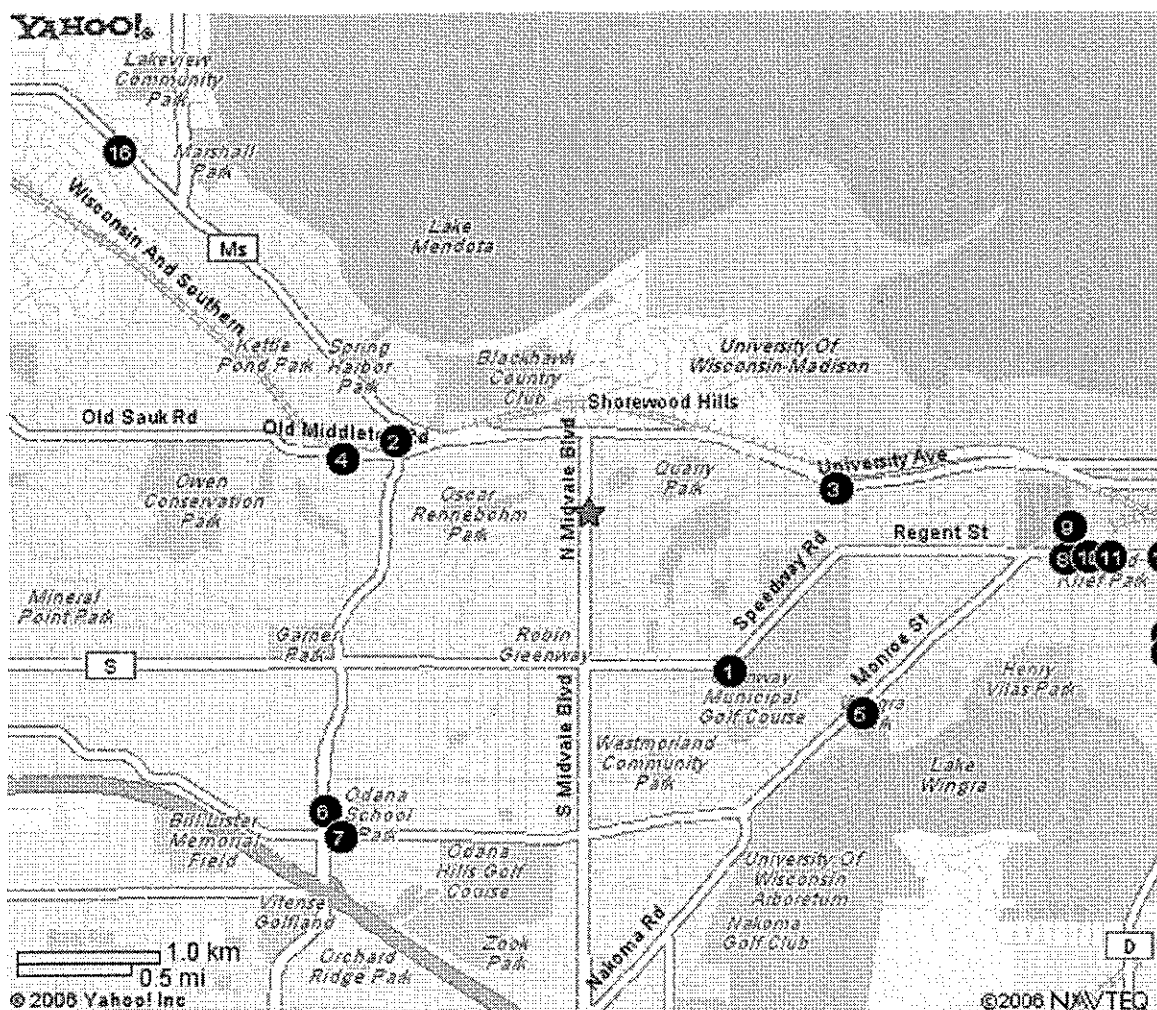
Manager's Names, continued

Manager's Name	Address	Business Phone	Home Phone
Rajath Shourie	721 Lachman Lane Pacific Palisades, CA 90272	(213) 830-6442	(310) 230-9610
Kenneth Liang	4218 Shepherds Lane La Canada Flintridge, CA 91011	(213) 830-6422	(810) 952-6048

Yahoo! Maps - Madison, WI 53705-3203

<< [Back to Map](#)

★ 403 N Midvale Blvd Madison, WI 53705-3203



Map#	Business/Landmark Info	Distance
1	Village Bar 3801 Mineral Point Rd Madison, WI Phone: (608) 233-9956	0.9 miles
2	Irish Waters 702 N Whitney Way Madison, WI Phone: (608) 233-3398	0.9 miles
3	Blue Moon Bar & Grill 2535 University Ave Madison, WI Phone: (608) 233-0441	1.0 miles
4	Sweeney's Oakcrest Tavern 5371 Old Middleton Rd Madison, WI	1.1 miles

ADVERTI

- 5

Phone: (608) 233-1243

Laurel Tavern **1.4 miles**
 2505 Monroe St
 Madison, WI
Phone: (608) 233-1043
- 6

Applebee's Neighborhood Grill **1.7 miles**
 660 S Whitney Way
 Madison, WI
Phone: (608) 271-5450
- 7

J T Whitney's Pub & Brewery **1.7 miles**
 674 S Whitney Way
 Madison, WI
Phone: (608) 274-1776
- 8

Lucky's Bar & Grille **2.0 miles**
 1421 Regent St
 Madison, WI
Phone: (608) 250-8989
- 9

Stadium Sports Bar & Eatery **2.0 miles**
 1419 Monroe St
 Madison, WI
Phone: (608) 256-2544
- 10

Big Ten Pub **2.1 miles**
 1330 Regent St
 Madison, WI
Phone: (608) 251-6375
- 11

Regent Street Retreat **2.2 miles**
 1206 Regent St
 Madison, WI
Phone: (608) 256-7750
- 12

Greenbush Bar **2.5 miles**
 914 Regent St
 Madison, WI
Phone: (608) 257-2874
- 13

Bennett's Smut-N-Eggs **2.5 miles**
 416 S Park St
 Madison, WI
Phone: (608) 255-7998
- 14

Klinic Bar **2.6 miles**
 520 S Park St
 Madison, WI
Phone: (608) 257-4020
- 15

Rustic Tavern **2.6 miles**
 516 S Park St
 Madison, WI
Phone: (608) 256-9538
- 16

Rusty's **2.6 miles**
 6413 University Ave
 Middleton, WI
Phone: (608) 836-1766

When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning.



YAHOO! LOCAL

92466 it!

Need Local information on the go?
 Simply text a business name and location to 92466 (Yahoo)
 Try "coffee 53705" or "Starbucks Middleton, WI"