

Change of Premises

LICPCH-2017-00844
(Number)

(scanned)

48535

(Leg file number)

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

(Processing step)

(initials)

This application modifies existing alcohol license number: _____

- Class A Beer
- Class B Beer
- Class A Liquor
- Class B Liquor
- Class C Wine

Aldermanic District: 14 Alder Name: Carter Police Sector: 310

Corporate Information

Licensed Premise Information

Business Legal Name: Dublin' Profits LLC

Business dba Name: Coliseum Bar & Banquet

Business Address: 626 Samual Dr. Madison

Licensed Address: 232 E Olin Al

Corporate Contact Name & Position: _____

Business Contact Name & Position: _____

Jim Delaney co-owner

Jim Delaney 608-383-3620

Phone & Email: 608-383-3620

Phone & Email: jdublin2@yahoo.com

Liquor Beer Agent Name: James Delaney % Alcohol: 40 % Food: 60

Current Capacity (indoor): 300

Current Capacity (outdoor): 50

Proposed Capacity (indoor): 566

Proposed Capacity (outdoor): ~~50~~ 100

Description of Proposed Changes: please see sheet

- Detailed Floor Plans included (required)
- Orange sign and "License Renewals & Changes" brochure issued

X Jim Delaney
Applicant signature

Date: 8-21-17

Dear ALRC,

I am submitting this Change of Premises for three reasons. Two are to correct data that was submitted on our liquor license application and one is to request a change to the scope of our premises.

1) I would like to correct capacity submitted on previous application. I made an error in filling in our previous application and would like to correct it. For some unknown reason I filled in the number 300 for our indoor capacity. This does not make sense because our banquet space alone can serve that many. I do not know why I did not catch that error or why I even made it in the first place. It may have happened because I filled in the application at the City Clerk's office because we did not own the business at that point and had very limited access to the property; inside or out. Our current capacity posted inside our premises is 566, which make sense. I also stated our outdoor capacity was 50. I believe a more accurate number is 100, especially if most are standing.

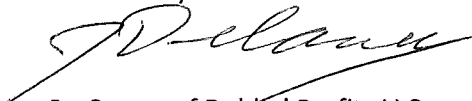
2) The second correction that I would like to make is from data we have gained after being open for four months. Since documentation was very difficult or impossible to find before we purchased I wrote on our application that our alcohol and food percentage would be 30% alcohol and 70% food. We are now finding that it is closer to 40% alcohol and 60% food.

3) The third item we would like to cover is our outdoor seating area. We would like to expand our outside food and alcohol serving area on select days. The days are: all home UW-Football game days, the area Polar Plunge (which is usually held in February) and St. Patrick's Day. The additional area we are proposing for this is in the parking lot adjacent to our current outdoor seating area. We are proposing an approximate 67' X 82' area.

This extra space would allow us provide more of a "game day" experience for football Saturdays which we believe would offer an alternative to Regent St. venues. We expect a non-student crowd that does not want to stand in queue to be served. We surmise that our patrons will also want to remove themselves from the action and antics that take place in some Camp Randall/campus area venues. Coliseum Bar and Banquet is a great place to have that experience. It fits in with our current clientele.

Thank you for your consideration,

Jim Delaney

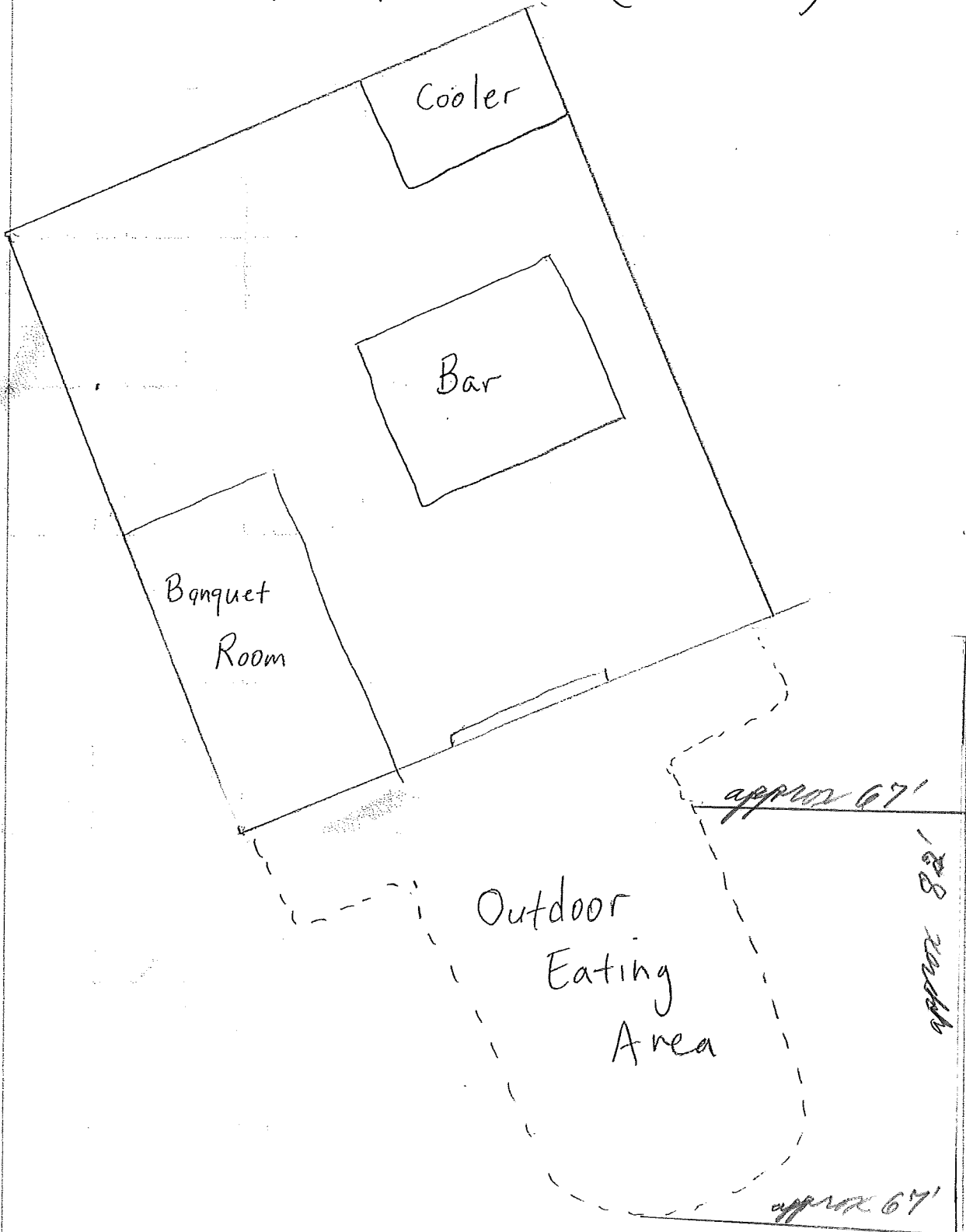


Co-Owner of Dublin' Profits LLC

DBA Coliseum Bar

Coliseum Bar & Banquet
232 E. Olin Ave

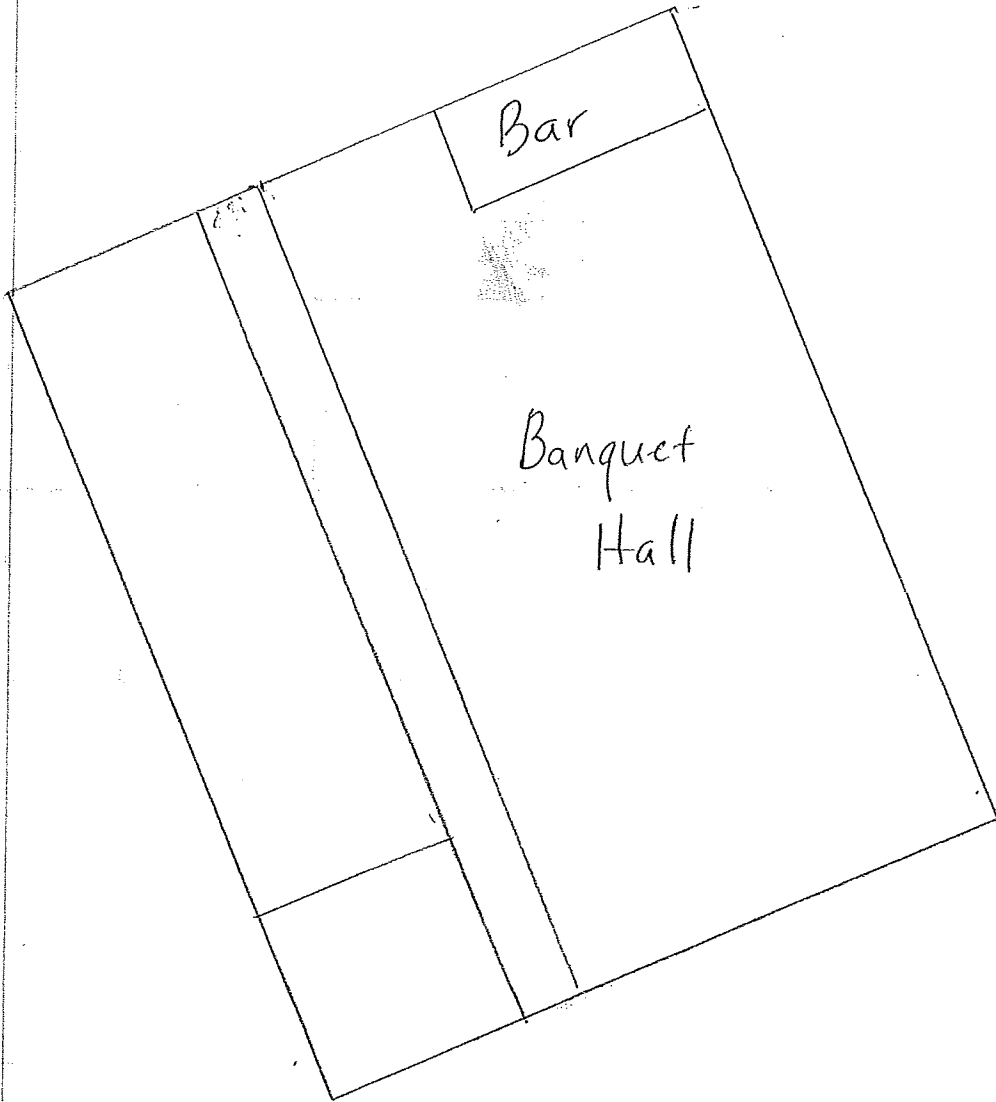
First Floor (Street level)^N



Coliseum Bar & Banquet

232 E. Olin Ave

Second Floor



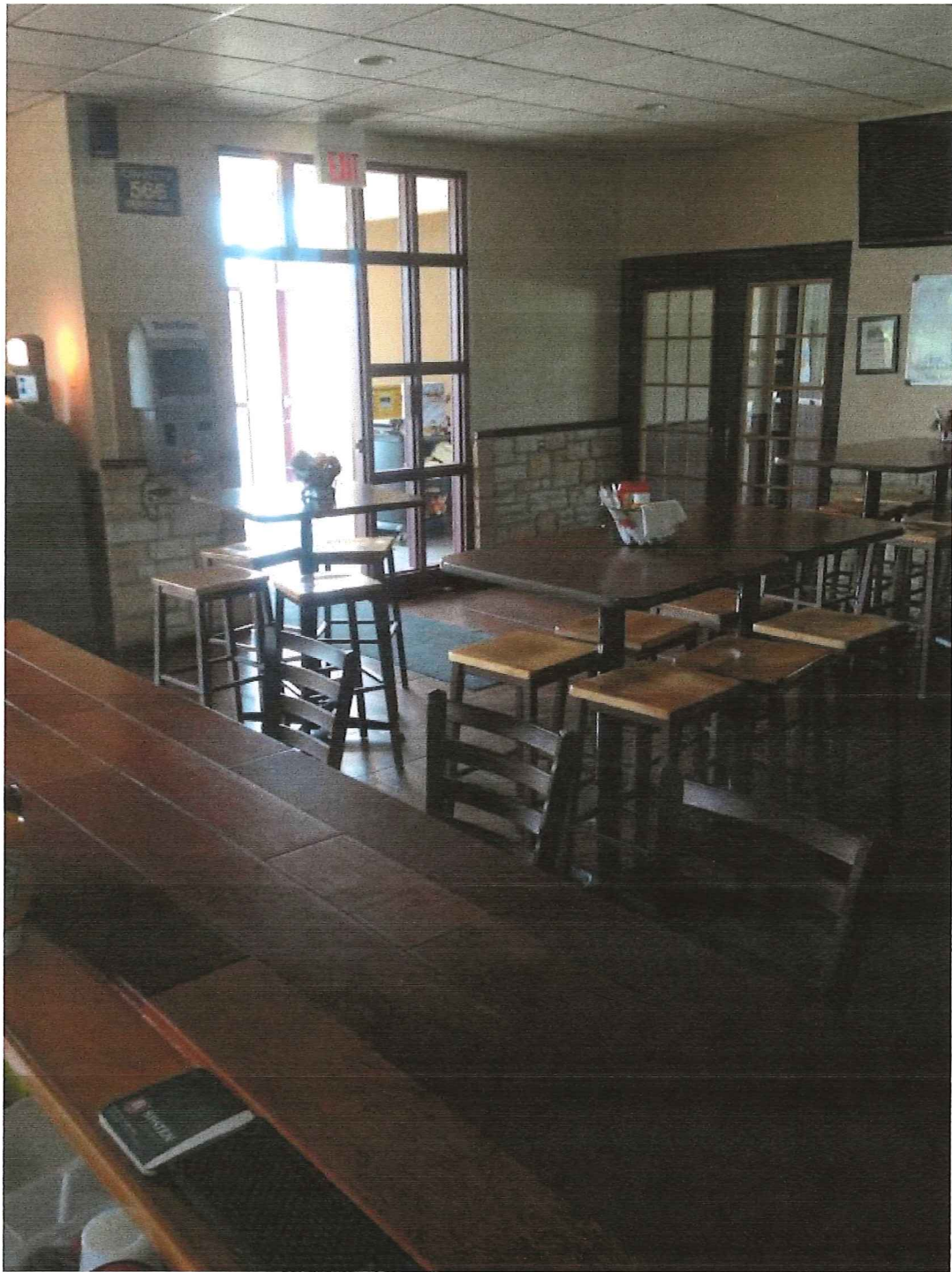


Subject

From: jddublin2@yahoo.com

To: badgerbacker@ymail.com

Date: Monday, August 21, 2017, 11:26:05 AM CDT





[Sent from Yahoo Mail on Android](#)