

23428

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 20 ending 20TO THE GOVERNING BODY of the: ☐ Town of ☐ Village of ☒ City of MadisonCounty of Dane Aldermanic Dist. No. (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): Cafe Costa Rica 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	Reg Anthony Clarke	2817 Union St	Madison, WI 53704
Vice President/Member	Lora Garrett	2817 Union St	Madison, WI 53704
Secretary/Member	Cheryl McKentley	2202 Aspen Rd	Madison, WI 53711
Treasurer/Member			
Agent			
Directors/Managers	Rincon Tico		

3. Trade Name El Rincon Tico Business Phone Number 608-442-3544
 4. Address of Premises 1133 Williamson St. Post Office & Zip Code Madison, WI 53703

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 employee 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 WI and date 4/5/11 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.)

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 July, 20 11

Juan Tretsch-Schmitz
 (Clerk/Notary Public)

My commission expires 9-23-2012

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

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

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

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>7-26-11</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>LCL18-2011-</u>	

23428

A-6
P-408

#8C- LLC member Lora Garrett is the Liquor/Beer
Agent for Lora Garrett DBA Cafe Costa Rica ©
141 S. Butler St. Madison, WI 53703
PO BOX 70790
Madison, WI 53708

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent <small>* Corporation/LLC only</small>	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Cafe Costa Rica LLC
2. Address of Licensed Premise 1133 Williamson St.
3. Telephone Number: 608-442-3544 4. Anticipated opening date: 5/1/11
5. Mailing address if not opening immediately PO Box 70790 Madison, WI 53708
6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? ☒ Yes ☐ No
7. Are there any special conditions desired by the neighborhood? ☒ Yes ☐ No
 Explain. Neighborhood mtg.
8. Business Description, including hours of operation: Sun - Thurs 6am - 11pm
Fri + Sat 6am - 12pm Latin american restaurant
9. Do you plan to have live entertainment? ☒ No ☐ Yes—What kind? _____
10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**
Capacity not over 49 people - Served in upstairs and downstairs dining areas and stored in Basement, upstairs storage room and behind serving counter in 1st Floor dining area.
11. Are any living quarters directly or indirectly accessible and under control of the applicant? ☐ Yes ☒ No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.
12. Describe existing parking and how parking lot is to be monitored. No customer parking will be available - Lot area will be well lit and monitored frequently for
13. Describe your management experience, staffing levels, duties and employee training.

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.
Reg Anthony Clarke 2817 Union St. Madison, WI 53704 home
 Name Address
or above address @ work

15. Utilizing your market research, who would you project your target market to be? (Families)
Primarily the Williamson St. Neighborhood (and Atwood)
Possibly some students, Soccer fans, and latin american enthus
16. What age range would you hope to attract to your establishment? 8-78 (and up)

17. Describe how you plan to advertise/promote your business. What products will you be advertising?
The Bus, 92.1+mmmm, possibly billboards - Great, affordable food
Latin American music, + Latin American Soccer

18. Are you operating under a lease or franchise agreement? ☒ Yes (attach a copy) ☐ No

19. Owner of building where establishment is located: Sherriff Syed

Address of Owner: _____ Phone Number _____

20. N/A 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? ☐ Yes ☒ No

21. List the Directors of your Corporation/LLC

Name	Address

22. List the Stockholders of your Corporation/LLC

Name	Address	% of Ownership
<u>Reg Anthony Clarke</u>	<u>2817 Union St. Madison, WI</u>	<u>51%</u>
<u>Lora Garrett</u>	<u>2817 Union St. Madison, WI</u>	<u>25%</u>
<u>Cheryl McKently</u>	<u>2817 Union St. Madison, WI</u>	<u>24%</u>

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

☐ Other Please Explain. _____

24. What type of food will you be serving, if any? Latin American - Costa Rican

☒ Breakfast ☒ Lunch ☒ Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? ☒ Appetizers ☒ Salads ☒ Soups ☒ Sandwiches ☒ Entrees
☒ Desserts ☐ Pizza ☐ Full Dinners

26. During what hours of your operation do you plan to serve food? 6am - close

27. What hours, if any, will food service not be available? N/A
28. Indicate any other product/service offered. T-shirts?
29. Will your establishment have a kitchen manager? ☒ Yes ☐ No
30. Will you have a kitchen support staff? ☒ Yes ☐ No
31. How many wait staff do you anticipate will be employed at your establishment? ~~10~~ 7
During what hours do you anticipate they will be on duty? (6am - close (11p-12p))
32. Do you plan to have hosts or hostesses seating customers? ☐ Yes ☒ No
33. Do your plans call for a full-service bar? ☐ Yes ☒ No
If yes, how many bar stools do you anticipate having at your bar? _____
How many bartenders do you anticipate you would have working at one time on a busy night? _____
34. Will there be a kitchen facility separate from the bar? ☒ Yes ☐ No
35. Will there be a separate and specific area for eating only? ☐ Yes ☒ No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? ☒ Stove ☒ Oven ☒ Fryers ☐ Grill ☒ Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? ☐ Yes ☒ No
(we would like to add one in the near future)
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
100%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%
What percentage of your advertising budget do you anticipate will be drink related? 0%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ☐ Yes ☒ No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ☒ Yes ☐ No

42. What is your estimated capacity? Not over 49 people

43. Pursuant to Chapter 23 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.

Gross Receipts from Alcoholic Beverages	% <u>25</u>
Gross Receipts from Food and Non-Alcoholic Beverages	% <u>75</u>
Gross Receipts from Other	%
Total Gross Receipts	100%

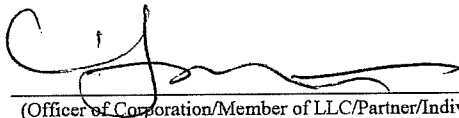
44. Do you have written records to document the percentages shown? ☐ Yes ☒ No
You may be required to submit documentation verifying the percentages you've indicated.

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 signer. Signer agrees 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. 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:

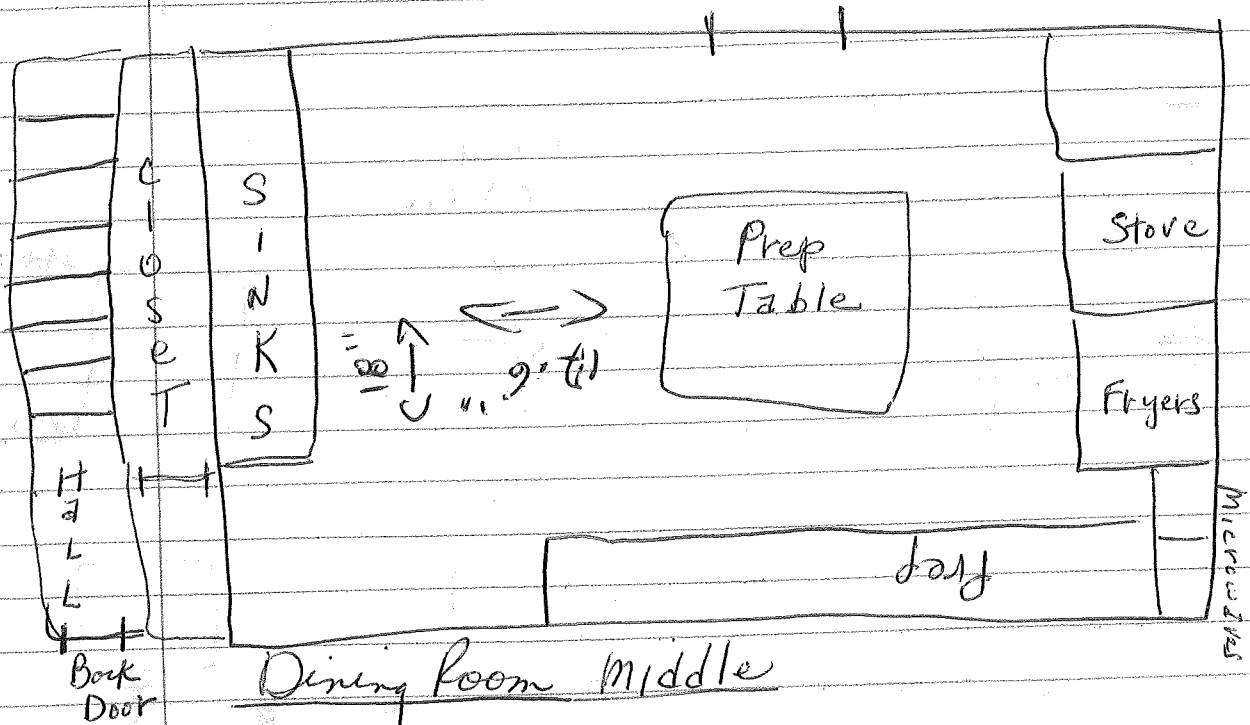
this 26th day of July, 2011

Juan T. Schmitz
(Clerk/Notary Public)

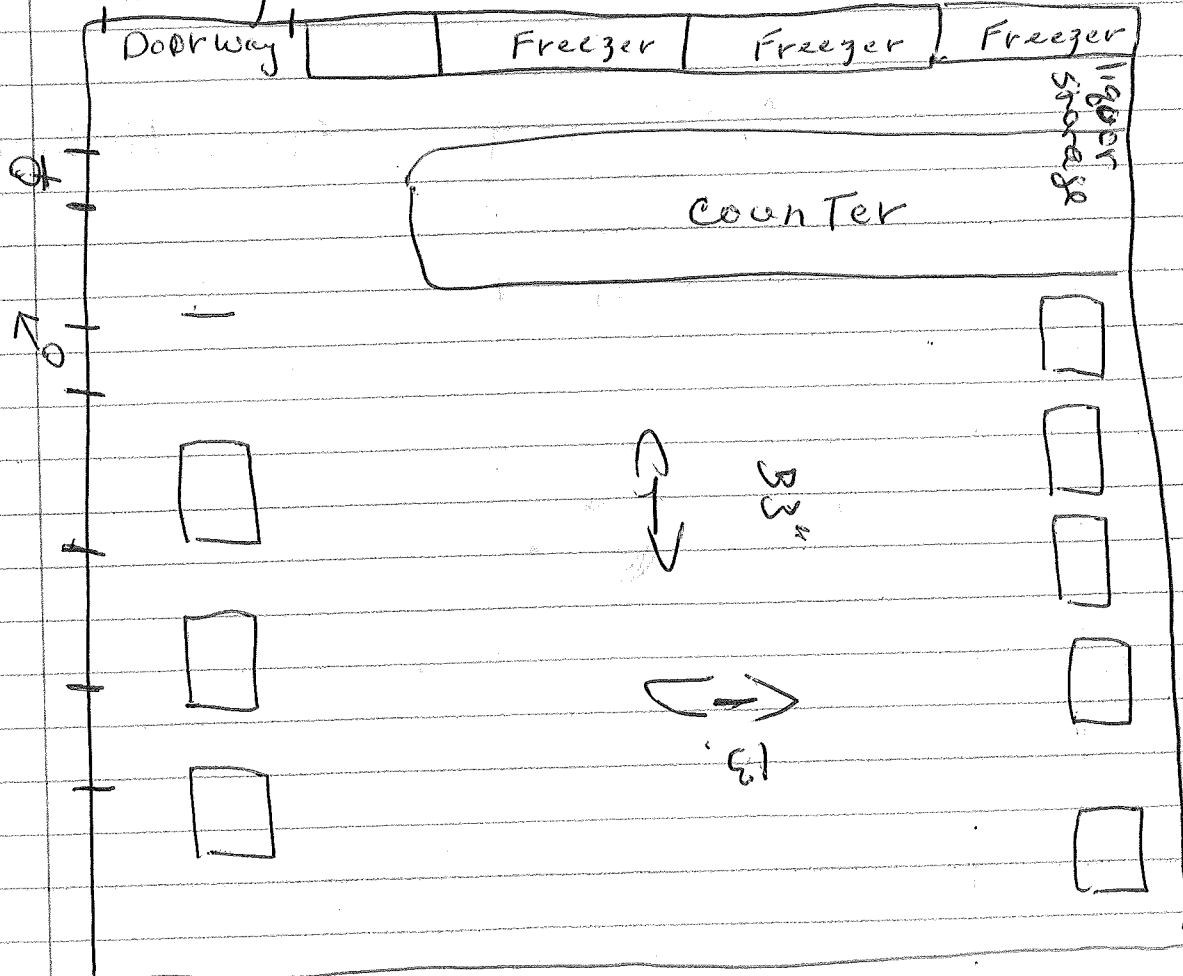

(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 9-23-2012

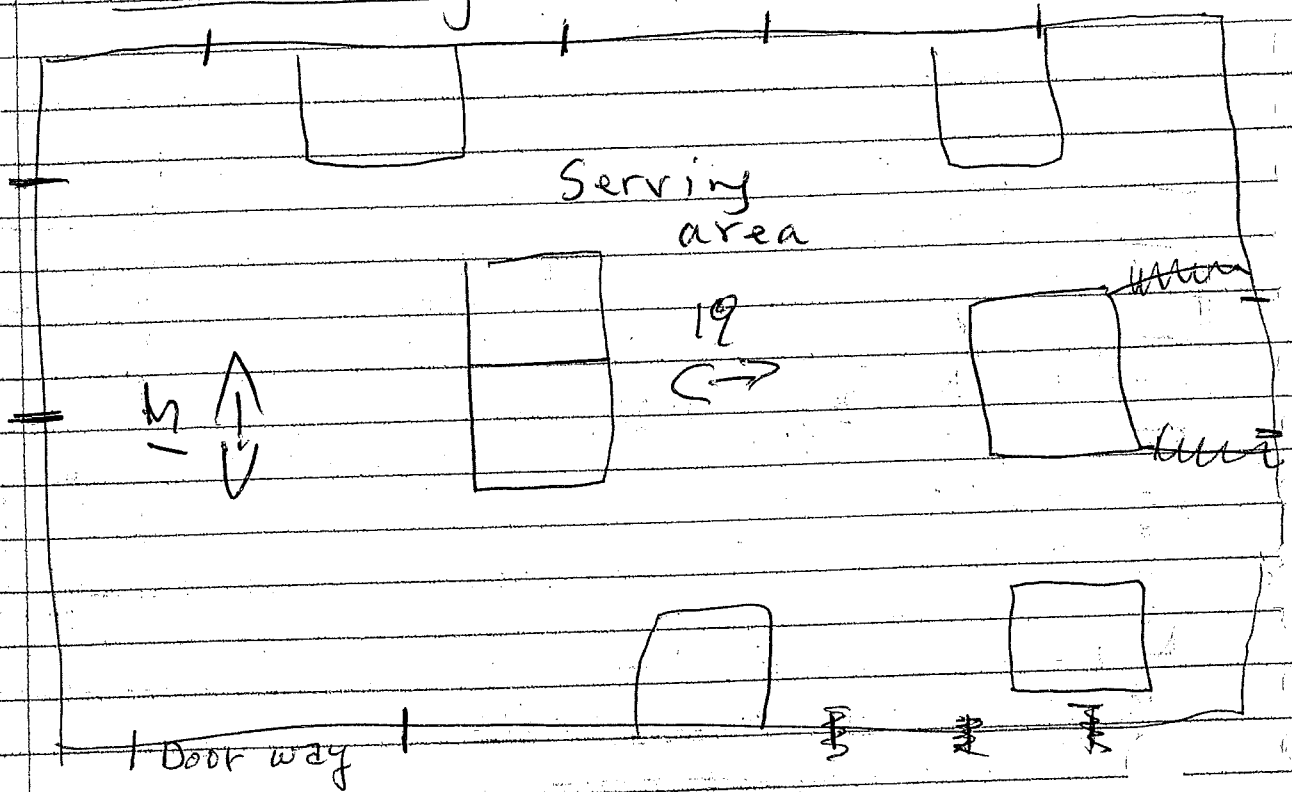
Kitchen



Dining Room Middle



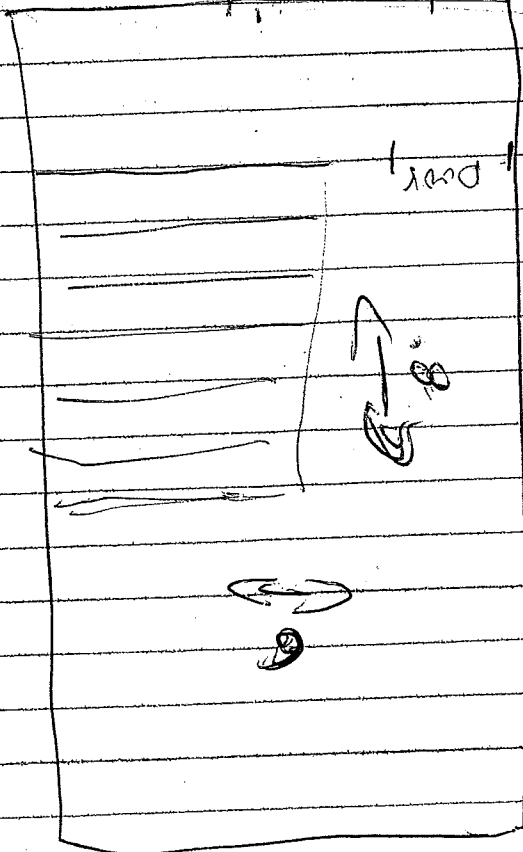
Front Dining Room



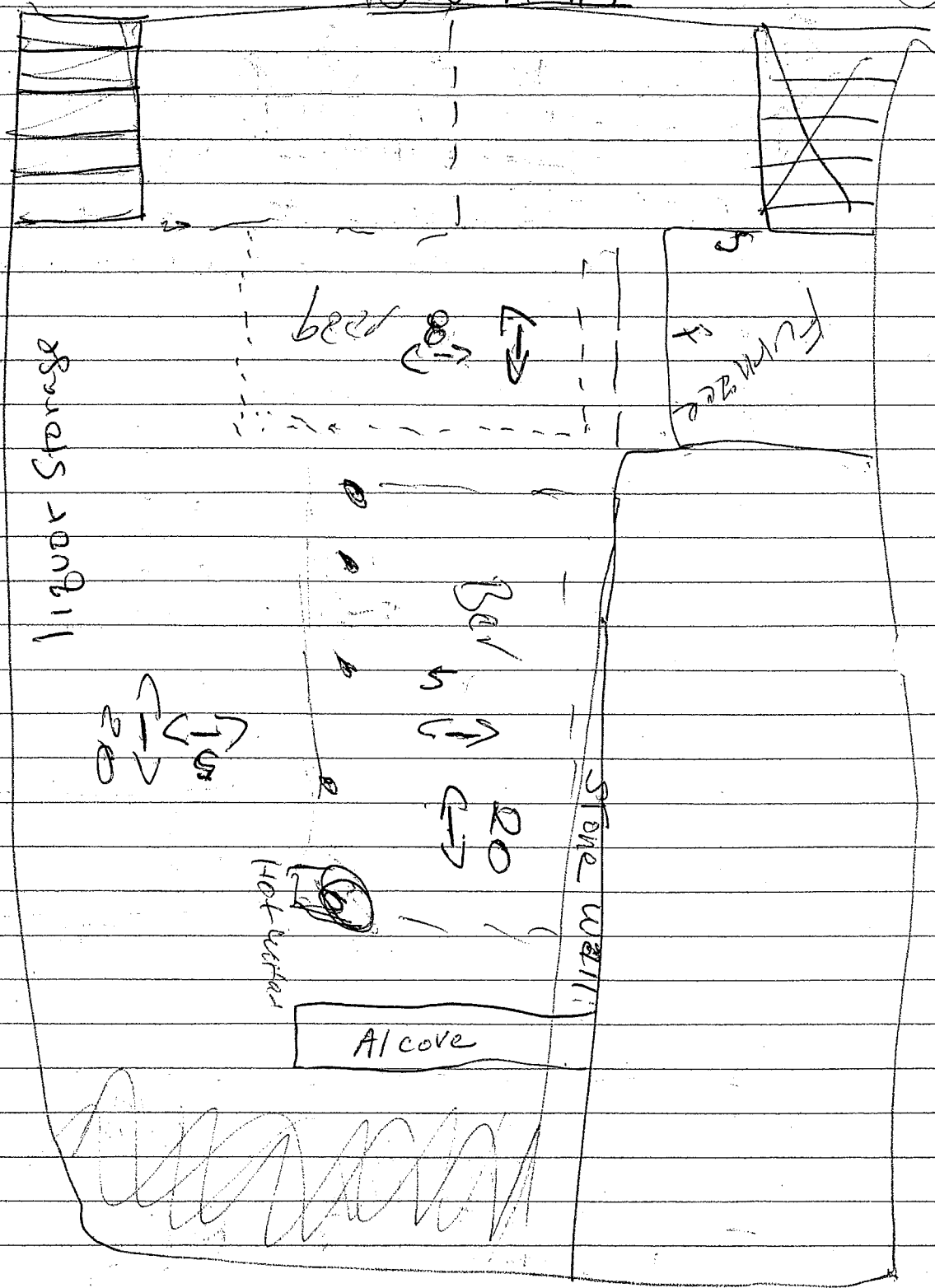
Front

Door

Front Hallway



Basement



Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Lora Garrett, officer/member for Cafe Costa Rica LLC
(Corporation/LLC), doing business as El Ricon Tico, authorize and appoint
Reg Anthony Clarke (Name) as the liquor/beer agent for the premise
located at 1133 Williamson St. Madison, WI 53703

Subscribed and sworn to before me this

26th Day of July, 2011

John T. Schmitt
Notary Public, Dane County, Wisconsin

My Commission Expires 9-23-2012

[Signature]
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Reg Anthony Clarke, appointed **liquor/beer agent** for
Cafe Costa Rica LLC (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 51 %.

Subscribed and sworn to before me this

26 Day of July, 2011

[Signature]
Notary Public, Dane County, Wisconsin

My Commission Expires 3-18-2012

[Signature]
Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

Date & Time of Receipt:

4/5/2011 3:18:07 PM

Credit Card Transaction Number:

201104052565065

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**

Filing Fee: \$130.00

Total Fee: \$130.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
4/5/2011	

FILED 4/11/2011	Entity ID Number C079332
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State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1. **Name of the limited liability company:**
Cafe Costa Rica LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
Rey Anthony Clarke
- Article 4. **Street address of the initial registered office:**
1133 Williamson St.
PO Box 70790
Madison, WI 53703
United States of America
- Article 5. **Management of the limited liability company shall be vested in:**
A member or members
- Article 6. **Name and complete address of each organizer:**
Lora Lynne Garrett
1133 Williamson St.
PO Box 70790
Madison, WI 53703
United States of America
- Other
Information. **This document was drafted by:**
Lora Lynne Garrett

Organizer Signature:
Lora Lynne Garrett

Contact Information:
Lora Lynne Garrett
1133 Williamson St.
PO Box 70790
Madison, WI 53703
United States of America
cafecostarica@sbcglobal.net
608-442-3544

Executive Summary

El Rincon Tico is a family oriented Latin American eatery with great food and very affordable pricing. El Rincon Tico mean's "The Costa Rican Hang-out" and the concept is to create a spot where people in the community can come to enjoy all the things that Ticos (Costa Ricans) love most – family, food and drink, music, and foot-ball (soccer). We love being located on Madison's Willy St., because this community seems to hold the same things dear. The people are passionate about their family and community and they love to eat and listen to music, we just have to work on the kind of foot-ball they enjoy! El Rincon Tico wants to make it affordable to take the entire family out on wonderful Willy St. without breaking the bank. We aspire to become an environmentally friendly, socially conscious member of this vibrant community that will be a place our customers come to know and trust for years to come for quality food, great service and affordable prices.

Future plans include holding a Spanish conversation night, sponsoring a soccer team, providing space for salsa lessons, and hosting any number of community or club gatherings. We would very much like to explore what our future options are for reducing our energy consumption or changing to clean energy sources and improve our "green" status. We currently use biodegradable carry-out packaging, but seek to find other things we can do that will lower our negative impact on the earth. We view ourselves as unofficial ambassadors from Costa Rica and are happy to share all of our knowledge with anyone interested in our beautiful country. We hope to soon host tours to Costa Rica and organize them

* Future goals include reopening on weekend late nights between 12am and 4am to sell breakfast. We need to make provisions with our liquor license for this goal to be realistic.

Description of Business

Our business is called El Rincon Tico. We are set up as Café Costa Rica LLC DBA El Rincon Tico. The literal translation is the tico corner, which actually means, "the Costa Rican hang-out." Costa Ricans are known as "Ticos." The owner/member's are Rey Anthony Clarke, Lora Garrett and Cheryl McKently. The LLC was established in April of 2011, and since that time we opened our doors on July 2nd, 2011 to sell Latin American food at 1133 Williamson St. in Madison, WI.

Description of Product/Service

We are a full service restaurant offering breakfast, lunch, and dinner. We sell great tasting, authentic and fusion, Central American food and drinks at very reasonable prices. We offer a family friendly atmosphere and friendly service. We also feature Spanish and Latin American music and will also provide viewing of international soccer matches in the near future. El Rincon Tico is the only Central American food establishment in the Williamson St. area so we provide a much missing element in what is otherwise a very rich ethnic cuisine market. Our pricing currently ranges from \$2.95 to \$12.95 for food items and \$1.95 to \$5.95 for beverage items. We have very purposefully chosen to position ourselves as a very affordable choice in our market for several reasons including: creating a competitive edge, appealing to customer pricing-expectation for those who have traveled in Central America, establishing ourselves as truly family friendly in a challenging economy, and expectation that we will be able to do large sale volume that will make-up for a higher per plate profit.

Marketing Plan

Industry

The restaurant industry in Madison, WI is one of the most competitive markets, for that industry, in the country. Madison has one of the highest restaurant per capita's (if not the highest) in the U.S. The overall restaurant industry has also been greatly affected by the economic down-turn a people have less disposable income available, and eliminating frequency of meals eaten out is an easy way to cut back on spending. It is an industry notorious for its high risk to start-ups that are unprepared for its slow sales growth process, seasonality, and many other unknown factors. Fortunately, Madison has been less affected than other areas by the economy. This area has seen a number of restaurants close in the last several years, but by and large the local industry is managing.

Customers

El Rincon Tico's customers are typically Madison east-siders and many of them are from the Williamson St. neighborhood. They are 22 to 62 year of age, working and middle class men and

women that are both locally and globally aware and very engaged with their neighborhood. They are very environmentally conscious and enthusiastic supporters of local businesses. Williamson St. is known for some of the best ethnic cuisine in the city. Resident's in this area have fine choices for Japanese, Laotian, Chinese, Thai, Italian, German, Vietnamese, Jamaican and more. They have a number of diners and bakery's that are wonderful. What they do not have is any Latin American restaurants, not even a Mexican restaurant. There is a large void in this portion of the available dining choices that we feel that we can fill. Many people in this area have had extensive travel experience through-out Latin America and are well acquainted with the culture and food. Our restaurant allows our customer's to revisit an area of the world that they are very fond of or explore a culture for the first-time that they are interested in far more affordably than making the trip.

Competition

As shown above, our potential customers have lots of dining choices, all with the same convenience that we provide. Residents of this area that would prefer Latin American cuisine currently either frequent another small restaurant that we own nearby with a different menu and higher pricing or choose to drive to other areas in the city where Cuban, Peruvian, and many nice Mexican food establishments can be found. As far as we know, we have the only Central American restaurants in town, but Americans tend not to make distinctions between Central American, South American, and Cuban, so these other Latin American restaurants would be our most direct competitors. All of our competitors are established restaurants and all are producing a good product. In that manner they have a bit of an edge on us, however, having run our other restaurant for the last five years, we have managed to build a reputation for our great tasting food that many people in Madison are aware of. Most of our competitors (as well as our other restaurant) are using far higher menu pricing that we anticipate giving us an edge. We have adjusted our portions to be able to offer our customers the ability to spend according to what they can afford. If our customers want to go out, but things are financially tight our pricing structure could allow them a reasonable meal for not much more than they would pay for fast-food. We will also offer delivery soon, which many of our competitors don't offer, or sub-contract.

Advertising and Promotion

Our customers are very aware that when they make purchases they are essentially voting with their dollars. They are very socially conscious shoppers that put a great deal of importance on supporting small, local businesses, especially right in their neighborhood. Our advertising and promotion efforts have begun with targeting our closest neighbors first and will build in the upcoming year. We have started with signage for the front of the restaurant. Sandwich signs and large white boards are used to catch the attention of passing pedestrian and vehicle traffic; two

large signs are also being used for the front of the building. The Wisconsin State Journal has run two stories on El Rincon Tico, and we have been contacted by a number of other publications as well as TV news. We have established Twitter and Face book accounts to utilize social media. A web-site is currently under construction. Flyers with our full menu and coupons have been ordered and will be distributed all over the east-side residences, to customers at our other location and at numerous summer events this year including: Atwood summer-fest, Triangle Ethnic-fest, Africa-fest, Pride-fest, Orton Park fest, Taste of Madison, and the Willy St. Fair. A large grand-opening celebration has been planned for September 24th, 2011 which will be promoted in the Isthmus newspaper, radio stations 92.1 and 105.5, E-Contact (a direct email service) and our social media sites. We will participate in Madison Magazines Food and Wine show at the Dueling Chef Competition. Promotional gift certificates will be offered for sale through the Isthmus and coupons through the Bucky Book.

Location

El Rincon Tico is located on Willy St. in Madison in a renovated older home that used to house the Williamson St. Community Clinic. This is an ideal location for us as we have established a great repor with the community over the last five years of doing festivals there. The people in this community have welcomed us with great enthusiasm.

Suppliers

El Rincon Tico is a member of the Buy Right Purchasing Group which is a group of small to medium size restaurants that together create volume buying power that individually they would not be able to wield. Our vendor through Buy Right include: Reinhardt foods, Coca Cola, Don Edwards restaurant supplies, Solv-it Chemicals, Pelliteri waste, and Norris Linens. We are also members of Badger Barter and are able to contract with several vendors on barter terms including: Sletten Pest control, Doctor Rooter, and Badger Hood Cleaning.

Management

Our members have a combined total of over 30 years in the food service industry, over five of those in owning and running another successful restaurant in Madison. We have started with nine part-time employees and two part-time managers, as well as all members managing and working as needed. We use the accounting services of Franklin Accounting and legal services from Richard King at King's Law Offices LLC. Our banking is all through M&I Bank and our account representative is Kim Timms. Our insurance agent is John Klinzing at Affiliated Insurance LLC and our business carrier is Society Insurance. Business consultants include SCORE and Reginal Mathelier, owner of Lazy Bones Laundry Inc.