



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703
licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number)

(Legistar file number)

(License number)
<u>19</u> <u>218</u>
(Alder District #) (Police Sector)
Office Use Only

Section A – Applicant

- 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.
Guavva Inc.
- Trade Name (doing business as) Nani Restaurant
- Address to be licensed 518 Grand Canyon Dr Madison, WI 53719
- Mailing address 518 Grand Canyon Dr Madison, WI 53719
- Anticipated opening date June 15, 2020
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 No Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
Alcohol is sold in the dining room and bar area. Alcohol is stored at the bar and storage room.
Due to current circumstances, we would like to have outdoor seating located in front of the building.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):
 Indoor: 300 Outdoor: 30
10. Describe existing parking and how parking lot is to be monitored.
The Parking lot is located in front and side of the building. Our staff will do routine parking lot checks during lunch and dinner hours.
11. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Jiang Co LLC dba Nani Restaurant (name of licensee)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Zhi Hang Jiang
13. City, state in which agent resides Madison, WI
14. How long has the agent continuously resided in the State of Wisconsin? 20 years
15. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed 3/20/16
16. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin 4/1/2020
17. 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	Zhi Hang Jiang	Madison, WI

18. 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.
Zhi Hang Jiang
19. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
20. 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) Past year liquor agent for Nani Restaurant

Section D—Business Plan

21. What type of establishment is contemplated?

- Tavern
 Nightclub
 Restaurant
 Liquor Store
 Grocery Store
 Convenience Store without gas pumps
 Convenience Store with gas pumps
 Other _____

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am- 9pm	11am- 9pm	11am- 9pm	11am- 9pm	11am- 9pm	11am- 10pm	11am- 10pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

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.

24. Indicate any other product/service offered. Food and Drinks only

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

95-5 % Alcohol 5-95 % Food _____ % Other

If applicable, describe "Other": _____

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

26. Do you plan to have live entertainment? No Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
33. I intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? No Yes

Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 20 20 .
38. State Seller's Permit 4 5 6 - 1 0 3 0 2 6 8 8 3 1 - 0 4
39. Federal Employer Identification Number 85-0811441
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Zhi Hang Jiang

Business phone 608-215-4621 Business e-mail address Guavvainc@gmail.com

Preferred language English

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.

41. Corporate attorney, if applicable: Name NA

Phone _____ E-mail _____


NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate), Appointment of Agent (if Corp/LLC),
- Member background investigation forms, Articles of Incorporation (if Corp/LLC), Floor Plans,
- Copy of Lease, Business Plan, and Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.


 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

5/22/20
 (Date)

Clerk's Office checklist for complete applications		
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input checked="" type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Business Plan <input checked="" type="checkbox"/> **Sample Menu ** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____		

Payment of Taxes on Liquor/Beer License Transfer

I, Zhi Hang Jiang, Owner, applicant for
Name Title

a liquor and/or beer license for the premise located at 518 Grand Canyon Dr Madison, have
Address

read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments must be paid before the Office of the City Clerk can issue said license.

Zhi Hang Jiang
Signature of Applicant

6/1/20
Date

Subscribed and sworn to before me this _____ day of _____, 20____

Notary Public, Dane County, State of Wisconsin
My Commission Expires _____

Transfer of Ownership

(letter to surrender previous license)

To be filed with the City Clerk at the time a new application is submitted for a change of ownership for any liquor and/or beer establishment.

The Class B Combination license for the premise located at
Class of License
518 Grand Canyon Dr Madison, WI 53719 will be relinquished upon the
Street Address
approval of the application and the issuance of the same type of license for the same
premises to Guavva Inc dba Nani Restaurant.
License Applicant

There have been no convictions for violations during the current license year, nor are there any pending violations against the present licensee except as follows:



Signature of Present License Holder

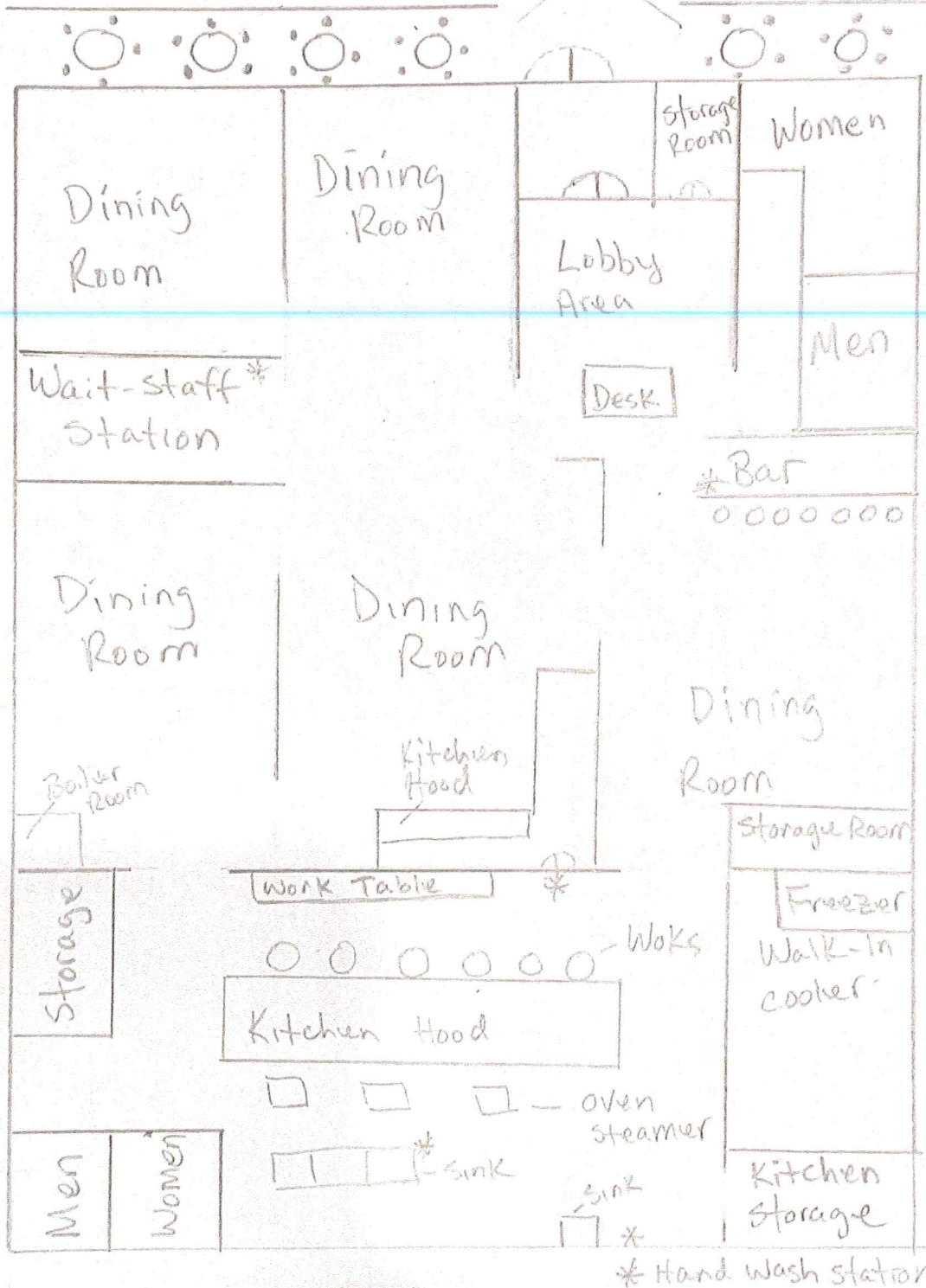
5/22/20

Date

Grand Canyon street

Parking lot

Outdoor Seating



Nani Restaurant

Business Plan

Identity Nani Restaurant specializes in Dim Sum, small plates from south-eastern region of China.	Problem Families and young professionals are looking for traditional, high quality food and service that will satisfy their cravings in a warm and comfortable setting.
Our solution Our Dim Sum is made in house with nutritious and healthy ingredients, served in small plates allowing our customers to explore many dishes at a time.	Target market The target audience is families and young professionals who wish to treat their families or significant other to a nice warm meal.
The competition Dim Sum is part of a niche market with restaurants of all sizes. The restaurants include Imperial Garden, Dumpling Haus and Sweet Bakery.	Revenue streams Nani Restaurant will sell directly to customers at the restaurant, we will also offer take-out and deliveries through online platforms such as Eatstreet and Grubhub.
Marketing activities Nani Restaurant will communicate with customers with an email newsletter, targeted Google and Facebook ads, social media, and mailings.	Expenses <ul style="list-style-type: none">● Cost of Goods Sold● Utilities● Rent● Payroll● Business Insurances and Workers Compensation
Team and key roles Currently, the team will consist of the owner, 5 servers and 5 kitchen staff. As profits increase, Nani Restaurant will look to add employees to assist with needed areas .	Milestones As Business grows, Nani Restaurant will advertise in target markets—especially in advance of the holiday season.



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 Class C Wine

(Agenda Item Number) -if change-

(Legistar file number) -if change-

(License number)

(Alder District # and Name)

Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
 - If you are a **new** agent for a **new** license, there is no charge.
 - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

To be completed by Corporate Officer or Member of LLC

I, Zhi Hang Jiang, officer/member for Guavva Inc (Corp/LLC),
doing business as Nani Restaurant, authorize and appoint Zhi Hang Jiang
Name
as the liquor/beer agent for the premise located at 518 Grand Canyon Dr.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.


, 5/22/20
Signature of corporate officer/member Date

To be completed by appointed Liquor/Beer Agent

I, Zhi Hang Jiang, appointed liquor/beer agent for Guavva Inc (Corp/LLC),
being first duly sworn, affirm that I have full authority and control of the premise described
in this license, 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. The percent of the business I own is 100 %.

I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

, 6/1/2020
Signature of corporate Agent Date