



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 Class A Cider

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, 2017.
- 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.

Shekar & Oinos, LLC

- Trade Name (doing business as) Noah's Madison
- Address to be licensed 5020 American Family Dr, Madison, WI 53718
- Mailing address 313 E 1200 S Suite 201 Orem, UT 84058
- Anticipated opening date 05/2018
- Is the applicant an employee or agent of, or acting of 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) _____

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.

Luxury banquet/reception hall with a main hall and a smaller hall where portable bars will be set up.

There is a patio where alcohol will be served via portable bar as well. There is a kitchen off the main hall

with refrigeration where beer and wine will be stored. There is a small locking storage room where liquor will be stored.

The building/halls are rented out for private events like wedding receptions/corporate meetings.

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity 450
13. Describe existing parking and how parking lot is to be monitored.
The building is new construction and reflects the most up to date parking lot requirements.
Security (such as off duty police) is usually present at events with large attendance where alcohol is served.
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.

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 Alyshia Thompson
17. City, state in which agent resides Madison WI
18. How long has the agent continuously resided in the State of Wisconsin? 23 years
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 04/07/2017
21. State and date of registration of corporation, nonprofit organization, or LLC.
Utah, 07/14/2016

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
Manager/Member	Eric S. Wynn	Orem, UT

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.
Eric S. Wynn

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Affiliate of Noah Operations Madison WI, LLC but not subsidiary
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 Banquet/Reception Hall
27. Business description Noah's Event Venue is a private banquet/reception hall that is rented out to private parties for wedding receptions, corporate events and meetings.
Shekar & Oinos, LLC, an affiliated company of Noah Operations, is an alcoholic beverage concession company providing the exclusive bar staffing and alcohol service to Noah's Event Venues nationwide.
28. Hours of operation 7 days as needed to cater private events. Building is open 9 am to 5 pm M-F.
29. Describe your management experience Eric S. Wynn is the CEO of Customer Connect, another affiliate of Noah Operations that provides referrals to the cusotmers of Noah's renting the facility for private events to third party caterers, wedding/event planners and vendors.
30. List names of managers below, along with city and state of residence.

<u>Eric S. Wynn</u>	<u>Alyshia Thompson</u>
<u>Orem, UT</u>	<u>Madison, WI</u>
31. Describe staffing levels and staff duties at the proposed establishment There is one building manager working under the direction of Shekar & Oinos, LLC which also employs a sales, marketing and ABC compliance team at the main headquarters located in Orem, UT.
32. Describe your employee training Employees working on site must complete the local alcohol seller/server training course and become familiar with the ABC code compliance issues that are common for this type of facility and alcoholic beverage service.

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

We target only the clients renting the Noah's facility.

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

Shekar & Oinos, LLC distributes a brochure/menu describing the alcoholic beverage services provided by the company, which includes staffing and drink service. Shekar & Oinos, LLC is the exclusive concessionaire of alcoholic beverages at the Noah's facilities nationwide.

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? DJ's and Live Music are provided by the clients renting the building. Noah's/Shekar do not engage entertainment acts.

38. What age range do you hope to attract to your establishment? Adults 21 to 65

39. What type of food will you be serving, if any? Food is catered as needed for each event.
 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? Any time alcohol is served and when desired by client.

42. What hours, if any, will food service not be available? Always allowed if desired by clients.

43. Indicate any other product/service offered. N/A

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? Varies, 1 to 10
During what hours do you anticipate they will be on duty? During any event with alcohol service.

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

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? None.
 How many bartenders do you anticipate having work at one time on a busy night? 4
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? N/A
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? N/A
 What percentage of your advertising budget do you anticipate will be drink related? N/A
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:
100 % Alcohol 0 % Food 0 % 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