



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

Section A – Applicant

1. 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.

2. This application is for the license period ending June 30, 20~~14~~¹⁵.
3. 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.

4. Trade Name (doing business as) Madison Opera, Inc.
5. Address to be licensed 335 W. Mifflin St. Madison, WI 53703
6. Mailing address 335 W. Mifflin St. Madison, WI 53703
7. Anticipated opening date Facility already open
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

10. 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.

The Madison Opera wishes to sell beer and wine in our rehearsal hall and/or rehearsal studio.

Wine and beer storage would be in a locked room in our office space. Sales, storage, and

consumption would all occur inside our space at 335 W. Mifflin St. The

rehearsal and office space sq footage would be 12,000 sq ft.

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 200
13. Describe existing parking and how parking lot is to be monitored.
Hourly parking is available in the Madison Opera lot, operated by Urban Land Interest,
as well as a city ramp across the street. Street parking is also available.
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 Jennifer Fenster
17. City, state in which agent resides Sun Prairie, WI
18. How long has the agent continuously resided in the State of Wisconsin? 9 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 _____
21. State and date of registration of corporation, nonprofit organization, or LLC:
Wisconsin, 1961

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
President	Sally Miley	Madison, WI
Chairman	Tom Terry	Madison, WI
Vice President	Phil Certain	Madison, WI
Vice President	Jim Ruhly	Madison, WI
Treasurer	Joyce Hirsch	Madison, WI
Secretary	Gina Gialamas	Madison, WI

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.

Kathryn Smith

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
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 Special Events Space

27. Business description Madison Opera is in it's 53rd season and annually produces 3 main-stage operas and one free summer concert, Opera in the Park, plus numerous educational and outreach programs. Our new facility, located at 335 W. Mifflin St.,

has a flexible rehearsal hall and studio which can be rented for various events and performances. A beer and wine license would allow the Opear

to sell alcohol at some of these events and performances making our space comparable with other facilities such as the Bartell Theater.

28. Hours of operation Office hours are 9-5; Event or performance times will vary

29. Describe your management experience Madison Opera has operated for 53 years.

30. List names of managers below, along with city and state of residence.
Kathryn Smith Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment Staff would consist of a bartender or bartenders depending on the size of the event. The bartenders would be responsible for set-up, sales of the beer and wine, and clean-up.

32. Describe your employee training All employees that would be selling the beer or wine would be required to complete the responsible beverage training course.

33. Utilizing your market research, describe your target market.
 We have a large target market as the space is suitable to non-profit art groups, corporations,

 and individuals looking for a flexible rental space suitable for events and performances.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?
 Information regarding rental of our space is located on the Madison Opera website as well

 as through word of mouth. For opera hosted events we plan to advertise through e-mail, direct

 mail and our website.

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? Given the nature of our
space, entertainment will likely include singers, orchestral musicians and theater performances.

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

39. What type of food will you be serving, if any? Varies based on event. We are not planning to sell food.
 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? Depends on the event.

42. What hours, if any, will food service not be available? NA

43. Indicate any other product/service offered. NA

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? NA
 During what hours do you anticipate they will be on duty? NA

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? NA
 How many bartenders do you anticipate having work at one time on a busy night? _____
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? 0%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 0%
 What percentage of your advertising budget do you anticipate will be drink related? 0%
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:
< 1 % Alcohol < 1 % Food 99 % 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

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. I 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] No Yes
67. 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

68. State Seller's Permit 4 5 6 0 0 0 0 6 1 3 1 8 3 03

69. Federal Employer Identification Number 39-1789514

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Jennifer Fenster

E-mail address fenster@madisonopera.org

Phone 608 238-8085 Preferred language English

71. Corporate attorney, if applicable: Name _____

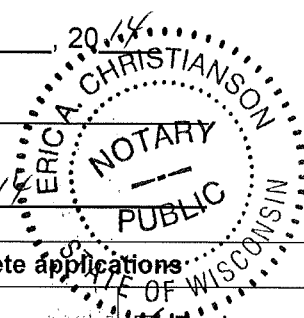
Phone _____ E-mail _____

Read carefully before signing in front of a notary: 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.

Subscribed and Sworn to before me:

this 28th day of April, 2014

[Signature]
 (Clerk/Notary Public)



Jennifer Fenster
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
[Signature]

My commission expires 6-29-2014

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		

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