

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20 _____ ;
ending _____ 20 _____

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

County 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): Johnson Public House 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	<u>Member</u>	<u>Kyle Johnson</u>	<u>1112 E. Gorham Madison, WI 53703</u>
Vice President/Member	<u>Member</u>	<u>Green Shales</u>	<u>1112 E Gorham Madison, WI 53703</u>
Secretary/Member	<u>member</u>	<u>Michael Shales</u>	<u>903 Wildrose Springs Dr. St. Charles, IL 60139</u>
Treasurer/Member	<u>Member</u>	<u>Pernecia Shales</u>	<u>903 Wildrose Springs Dr. St. Charles, IL 60139</u>
Agent			
Directors/Managers			

3. Trade Name Johnson Public House Business Phone Number 630-240-7581 (cell)

4. Address of Premises 908 E. Johnson St. Madison, WI Post Office & Zip Code _____

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 employe 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 Wisconsin and date 2/16/10 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.) 1100 sq. four store front + basement storage @ 908 E. Johnson

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 3rd day of March, 20 11

Chad Welwood
(Clerk/Notary Public)

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

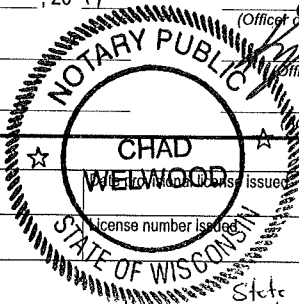
[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires MAY 18, 2014

[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>3-3-2011</u>	Date reported to council/board _____	Signature of Clerk / Deputy Clerk _____
Date license granted _____	Date license issued _____	



State of WI
County of Dane

Wisconsin Department of Revenue

A-2
P-407

21865
LIC 418-2011-00188

Applicant's Wisconsin Seller's Permit Number: <u>456102715498003</u>	
Federal Employer Identification Number (FEIN): <u>23-5010005</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>600</u>
<input type="checkbox"/> Wholesale beer	\$
<input checked="" type="checkbox"/> Class C wine	\$ <u>100</u>
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$ <u>700</u>

City of Madison Supplemental Class B License Application

<input type="checkbox"/> Seller's Permit Number <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Written Description of Premise <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Johnson Public House, LLC
2. Address of Licensed Premise 908 E. Johnson St. Madison, WI 53703
3. Telephone Number: 608-240-7581 4. Anticipated opening date: 4/1/2011
5. Mailing address if not opening immediately 1112 E. Gorham St. Madison, WI 53703
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. _____
8. Business Description, including hours of operation: Cafe serving coffee, espresso, food, beer & wine, Free wifi, Open between 7 AM and 10 PM.
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.**
The cafe is 1100 square feet with an equally sized basement. Seating will mostly be tables and a raised bar rails in front of the windows. There will be rooms for a few seats at the coffee bar. Beer/wine will be stored along the back wall (North wall) and also in the basement
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 parking lot, street parking only.
13. Describe your management experience, staffing levels, duties and employee training.
Given has experience in managing a similar sized cafe. The existing cafe will be staffed by two people at all times. Each employee will take an alcohol safety/serving class.
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.
Michael Shales 903 Wildrose Springs Dr. St. Charles, IL 60176
 Name Address

15. Utilizing your market research, who would you project your target market to be?

Target market will be the students and families living in the Tenney Lapham neighborhood.

16. What age range would you hope to attract to your establishment? 21 - 60+

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

Word of mouth, neighborhood Association, newspaper. Products: coffee, quality local food, beer & wine

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

19. Owner of building where establishment is located: John Wright

Address of Owner: _____ Phone Number _____

20. 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

Gwen Shales 1112 E Garham St. Madison WI 53703

Kyle Johnson 1112 E Garham St. Madison, WI 53703

Mike Shales 903 Wildrose Springs Dr. St. Charles, IL 60174

Petrecia Shales 903 Wildrose Springs Dr. St. Charles, IL 60174

22. List the Stockholders of your Corporation/LLC

Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

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? _____

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? all hours

27. What hours, if any, will food service not be available? N/A
28. Indicate any other product/service offered. N/A
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? 7-8
During what hours do you anticipate they will be on duty? _____
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
electric hot plates
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
50%
39. 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
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? _____

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.

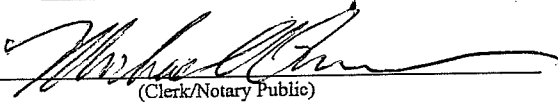
Gross Receipts from Alcoholic Beverages	25 %
Gross Receipts from Food and Non-Alcoholic Beverages	75 %
Gross Receipts from Other	%
Total Gross Receipts	100%

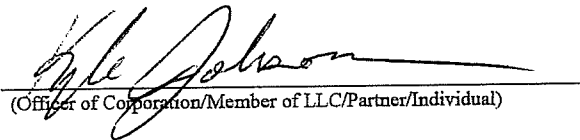
44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

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 3rd day of March, 2011


(Clerk/Notary Public)


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

My commission expires 3-18-2012

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC


I, Kyle Johnson, officer/member for Johnson Public House LLC
(Corporation/LLC), doing business as Johnson Public House, authorize and appoint
Kyle Johnson (Name) as the liquor/beer agent for the premise
located at 908 East Johnson St.

Subscribed and sworn to before me this

3 Day of March, 2011



Signature of Officer/Member


Notary Public, Dane County, Wisconsin

My Commission Expires 3-18-2012

To be completed by appointed Liquor/Beer Agent


I, Kyle Johnson, appointed **liquor/beer agent** for
Johnson Public House (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 25 %.

Subscribed and sworn to before me this

3 Day of March, 2011



Signature of Agent


Notary Public, Dane County, Wisconsin

My Commission Expires 3-18-2012

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

Johnson Public House

Business Plan (short form)

Mission Statement

Johnson Public House is a young creative company dedicated to opening a successful produce market/meeting place to serve the Madison public, specifically the Tenney-Lapham Neighborhood. We define 'produce' loosely to encompass all farm-produced goods we will carry – from the coffee beans we serve, to the meat in our sandwiches, and the hops in our beer. 'Meeting place' denotes the community setting; a place to sit, study, communicate and enjoy all that Johnson Public House has to offer. Johnson Public House is an 1100 square foot café located at 908 E. Johnson Street on Madison's east side that will serve french pressed and pour-over Intelligentsia coffee (each cup brewed fresh to order), espresso drinks, tea, craft beers and fresh food items. The location is ideal due to the population of students and families in the direct vicinity, its proximity to the University of Wisconsin-Madison campus and the strong neighborhood community surrounding it. Johnson Public House will be a Tenney-Lapham Neighborhood café attracting both young and old, those looking for a place to study and those looking to enjoy a drink and good conversation. The café will be open from 7 AM to 10 PM daily.

Products

Johnson Public House is a neighborhood café offering french pressed and pour over Intelligentsia coffee, espresso, Intelligentsia tea, fresh home-made food items, wine, craft beer, and wireless internet. The café caters toward the neighborhood, the student population and the Madison public at large. In addition to the café offerings, Johnson Public House will sell bagged Intelligentsia coffees, packaged teas, french press pots, tea pots, homemade jams (Asher's Kitchen), granola (Asher's Kitchen) and craft beers.

At the forefront of Johnson Public House's mission will be to provide a quality product and a quality experience. Our coffee is all direct trade, which means that Intelligentsia works directly with the artisan farmers it gets its beans from, ensuring that the farmers get the best price for the highest quality beans (generally 25-50% over fair trade price). All coffee will be in house within 2 days after roasting and each cup will be made to order. You will never receive a sub par cup of coffee from Johnson Public House. All food items will be homemade, cooked to order and purchased locally, when in season. The Madison Farmer's Market will be a big source of fresh produce during the summer months. The setting will feel like antique bed and breakfast meets urban farm stand. Our proposed menu is as follows:

Sample Menu

Chili

Spicy shredded beef chili topped with habanero/peach salsa

Custom PBJ sandwich

Choose smooth or crunchy peanut butter, jam (jalapeno/apple, mango/habanero, strawberry/blueberry, etc.), add in banana, apple, strawberries, bacon, nutella or etc., grilled or traditional

Signature Sandwich

Cream cheese, jam and bacon on a pretzel roll

Chicken Salad Sandwich

A delicious mixture of grilled chicken breast, apples, grapes, almonds, apricots and mayo on a pretzel roll. Try this sandwich grilled with pepper jack cheese. Yum!

Portobello Sandwich

Grilled Portobello topped with roasted red pepper, basil, mozzarella and roasted garlic aioli

Granola

Homemade cashew maple granola served with milk, yogurt and/or fresh fruit

Scrambled Eggs

3 eggs scrambled, served with toast and pan fried potatoes. Add cheese (+\$1)

Waffles

Cinnamon, spices and a hint of vanilla make these waffles yum! Topped with fresh berries

Breakfast Sandwich

Homemade English muffin or croissant topped with your choice of cheese, egg (scrambled or over easy), and meat (deli meat, bacon) served with potatoes
Custom Grilled Cheese
Wheat or Italian bread, your choice of cheese and toppings (tomato, bacon, avocado, deli meat), add pesto for extra kick
BLT
Bacon, lettuce and tomato served on wheat toast with a pesto aioli
Ham Croissant
Sliced ham, cheddar cheese, lettuce and tomato served on a croissant with rosemary aioli
TBLTA
Turkey, Bacon, Lettuce, Tomato, Avocado sandwich served with chipotle aioli
Roast Beef with grilled red onion
Roast Beef topped with grilled red onion, and sriracha aioli
Egg Salad Sandwich
Our egg salad served on wheat toast, try it grilled with cheddar cheese and bacon(+\$1)
Smoked Salmon
Smoked salmon served with a bagel, herb cream cheese, tomato and cucumber slices
Hummus
Our own recipe served with toasted pita, cucumber, carrots and mixed greens
Our Sweet Salad
Mixed greens with candied bacon, bleu cheese and grapes tossed in a light vinaigrette.
Add an egg or bacon to any sandwich (+\$1)

Sides

Potato salad, hummus, chips, pan fried potatoes, mixed greens, bacon, ham

Beverages

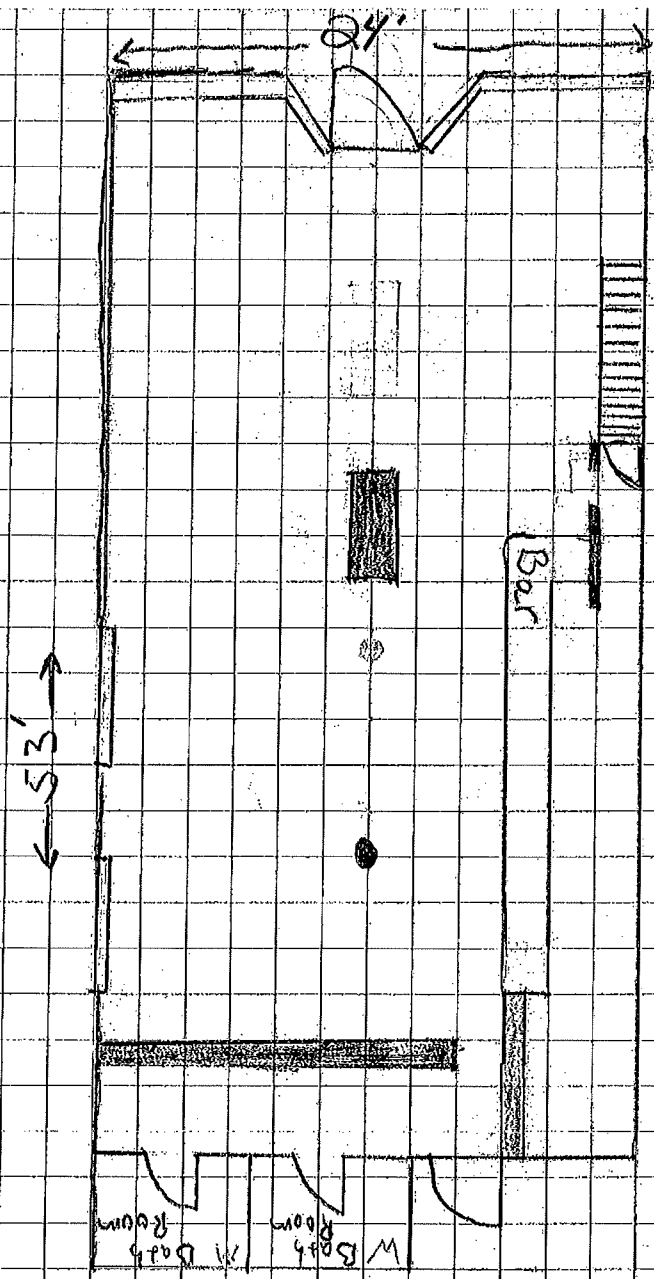
French pressed or pour-over Intelligentsia coffee, Intelligentsia tea, select craft beer (need Class "B" fermented malt beverage license) and wine (need "Class C" wine license), soda, juice, espresso drinks

Service Philosophy

Through customer service and experience we want each patron to feel as if they are a guest in our home. We want to establish a strong sense of community and to create regulars, not just customers. Therefore, Johnson Public House will be staffed based on skill and personality. Staff behavior is critical to the café ambiance – rapport with the customer is just as important as the quality of our coffee. All customers will be treated with respect, courtesy and kindness. Service will be laid back, but thorough, timely and consistent. Staff will be responsive to any customer needs whether asked or expressed. Cleanliness is the responsibility of all staff members and will be addressed throughout the day.

It is our goal at Johnson Public House to put together a team of dedicated professionals with a passion for the community they live in and quality produce (coffee, tea, food and beer). Staff will be chosen based on this passion, determination and the experience/appropriate skill sets. The café will have two team members on staff at all times. The two will work together, but one will be assigned beverages and the other will be assigned food. While there is no designated cashier or order taker, the beverage maker will be the first respondent and the food maker second. In the ideal situation the beverage maker will greet the customer, take the order (writing down the food order on a ticket and pass it on to the cook staff) and start making the beverages (patron identification will be checked if ordering beer or wine). The food staff will hear the customer's order and begin making the food ASAP even before receiving the food ticket. When the beverage staff finishes the drink, he/she rings up the guest and collects money (if using credit card and the patron is eating in house, ask if he/she would like to keep the tab open). The patron can go sit down and we will call them when their food is ready (if busy) or one staff member can run the food to the guest (if time allows). During down time the food staff is responsible for all food prep ensuring that the station is prepared for the next shift, cleanliness of all food surfaces, appropriate

food storage etc. The beverage staff will maintain cleanliness in the beverage area and keep all necessary supplies stocked. Both staff members will be responsible for cleanliness on the floor (tables, condiments area, etc.) and will be the duty of whoever is available at the time cleanliness needs to be addressed. Each day will consist of two 8 hour shifts (6:30 AM - 2:30 PM and 2:30 PM - 10:30 PM).



Not to Scale
 For estimate purposes only

Key
 a' /
 a'

Christianson, Eric

From: Gloede, Carl
Sent: Wednesday, March 23, 2011 12:17 PM
To: Christianson, Eric
Cc: Schauf, Mary
Subject: RE: New liquor applicant in your district. ALRC 4/27, Common Council 5/17

I met with the Agent for this license, Kyle Johnson, at the establishment on 3/2/2011. I reviewed the license application with the applicant and have no issues with the current plan. I would ask that the standard condition be added that the license meet the conditions of the definition of a restaurant as defined in Wis S.S. 254.61(5) and Madison city ordinance Chapter 38.

Carl Gloede

Captain of Police: Central District

City of Madison Police Department
211 S. Carroll St.
Madison, WI 53703

From: Christianson, Eric
Sent: Wednesday, March 23, 2011 11:28 AM
To: Maniaci, Bridget; Gloede, Carl; Masterson, Christopher; Roman, Kristen; Allen, Roger; Bitterman, Anthony; Cleary, Beth; Mierow, Cindy; Schauf, Mary; Seifert, Kenneth; Tucker, Matthew; Voegeli, Doug; Ziemer, Courtney
Subject: New liquor applicant in your district. ALRC 4/27, Common Council 5/17

Ald. Maniaci,

A new applicant in your district:

Legistar 21865
Johnson Public House • dba Johnson Public House
908 E Johnson St • Agent: Kyle Johnson • Estimated Capacity:
Class B Beer Class C Wine • 25% alcohol, 75% food
Aldermanic District 2 (Alder Maniaci) • Police Sector 407

Eric Christianson
Madison City Clerk's Office
Room 103,
City-County Building,
210 Martin Luther King Jr. Blvd. 53703
TEL: (608) 266-4601
TTY: (608) 266-6573
FAX: (608) 266-4666 FAX: (608) 266-4666
Echristianson@cityofmadison.com

"We exist to assist"