

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning January 1 20 10 ;
ending June 30 20 10

Applicant's Wisconsin Seller's Permit Number: <u>456-0000007690-03</u>	
Federal Employer Identification Number (FEIN): <u>39-1823101</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

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

County of Dane Aldermanic Dist No 8 (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): Wisconsin Ventures, Inc.

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>President Michael Hierl</u>	<u>3056 Durham Road, PO Box 565 Buckingham, PA 18912</u>	
Vice President/Member	<u>Vice President Ryan Dionne</u>	<u>29 York Drive Princeton, NJ 08540</u>	
Secretary/Member			
Treasurer/Member			
Agent ▶	<u>Agent Jon Okonek</u>	<u>1402 Eldorado Court Waunakee, WI 53597</u>	
Directors/Managers			

- 3 Trade Name ▶ Segredo Madison Business Phone Number TBD
4 Address of Premises ▶ 624 University Avenue Post Office & Zip Code ▶ Madison 53715

- 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 WI and date 03/29/72 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) 624 University Avenue

- 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? Wisconsin Ventures, Inc. (dba Madison Avenue)

- 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

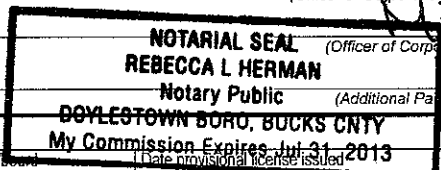
this 25 day of Sept. 20 09

Rebecca L Herman
(Clerk/Notary Public)

Michael Hierl President
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

Michael Hierl
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 7/31/13



TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>9-28-09</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

**Wisconsin Ventures, Inc. Original Alcohol License Application
Page 2 (With Supplementary Information)**

Question #8b: Wisconsin Ventures, Inc. is a wholly owned subsidiary of Segredo Madison, LLC

Question #8c: Wisconsin Ventures, Inc.'s Agent (Jon Okonek) owns University Sports, Inc. (dba Johnny O's) located at 622 University Avenue, Madison 53715

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification Number <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form	<input checked="" type="checkbox"/> Description of Licensed Premise <input checked="" type="checkbox"/> Notarized Appointment of Agent <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <small>(on file w/ Madison Ave)</small>	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC: Wisconsin Ventures, Inc.
 2. Address of Licensed Premise: 624 University Avenue
 3. Telephone Number: TBD 4. Anticipated opening date: January 11, 2010
 5. Mailing address if not opening immediately: 100 Wisconsin Avenue, #1100 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
Will do so immediately
 7. Are there any special conditions desired by the neighborhood? Yes No Not Sure Yet

Explain: We will reach out to neighborhood groups in the next few weeks

8. Business Description, including hours of operation: Boutique bowling lounge & restaurant, 605 occupancy capacity in 3 main rooms.
Hours: M-Th 5pm-2am, Fri 5pm-230am, Sat 3pm-230am, Sun 3pm-11pm
 9. Do you plan to have live entertainment? No Yes - What kind? Occasional live music, but not a core emphasis/offering

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.
13,800 sqft lower level lounge with 4 lanes of bowling, offering lounge seating as well as high tops/chairs. Building plans are attached as part of the License Application. 605 occupancy capacity.

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. N/A

13. Describe your management experience, staffing levels, duties and employee training.
Ryan Digne, Managing Partner, will oversee all aspects of the operation. Biz & detailed business information are included in the attached Business Plan.
 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.

Jon Okarek 1402 Eldorado Court Wausau WI 53597
 Name Address

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

Urban professionals, local residents, city visitors & college/university students

16. What age range would you hope to attract to your establishment? Families with children, senior citizens & all ages in between.

17. Describe how you plan to advertise/promote your business. What products will you be advertising?
Print ads & digital media promoting Segredo Madison's unique entertainment + food/beverage offerings

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

19. Owner of building where establishment is located: Jon Okonek

Address of Owner: 1402 Eldorado Court Wauwatasee WI 53597 Phone Number (608) 257-1560

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
Michael Hiert 3056 Durham Road PO Box 865 Buckingham PA 18912

Name Address
Ryan Dianne 29 York Road Princeton NJ 08540

Name Address

22. List the Stockholders of your Corporation/LLC
Michael Hiert 3056 Durham Road PO Box 865 Buckingham PA 18912 80%

Name Address % of Ownership
Ryan Dianne 29 York Road Princeton NJ 08540 20%

Name Address % of Ownership

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

Other Please Explain Boutique bowling lounge & restaurant

24. What type of food will you be serving, if any? Sample menu included in Segredo Madison Business Plan (attached)
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 "Platos-style" offerings designed to be shared!

26. During what hours of your operation do you plan to serve food? We hope to serve food until closing time ultimately, but our initial plan is to serve food as late as there is sufficient demand.

27. What hours, if any, will food service not be available? As mention earlier, the goal is to serve food as late as their is demand
28. Indicate any other product/service offered. Private function/party rental, bowling, games, occasional live music
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? 25
 During what hours do you anticipate they will be on duty? Operating hours
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? 20
 How many bartenders do you anticipate you would have working at one time on a busy night? 8-10
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
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
30%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 50%
 What percentage of your advertising budget do you anticipate will be drink related? 30%
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? 605

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	62 %
Gross Receipts from Food and Non-Alcoholic Beverages	25 %
Gross Receipts from Other	13 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No *New business Model*
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.

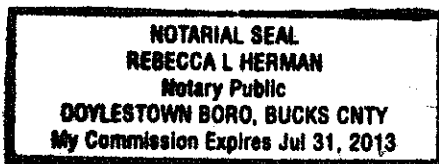
Subscribed and Sworn to before me:

this 25 day of Sept, 2009

Rebecca L Herman
(Clerk/Notary Public)

My commission expires 7/31/13

Michael Hiert President
(Officer of Corporation/Member of LLC/Partner/Individual)
Michael Hiert



Project Name	Segredo Madison
Location	624 University Ave Madison, WI 53715
Scale	1/8" = 1'-0"
Sheet	A-1



GENERAL CONSTRUCTION NOTES

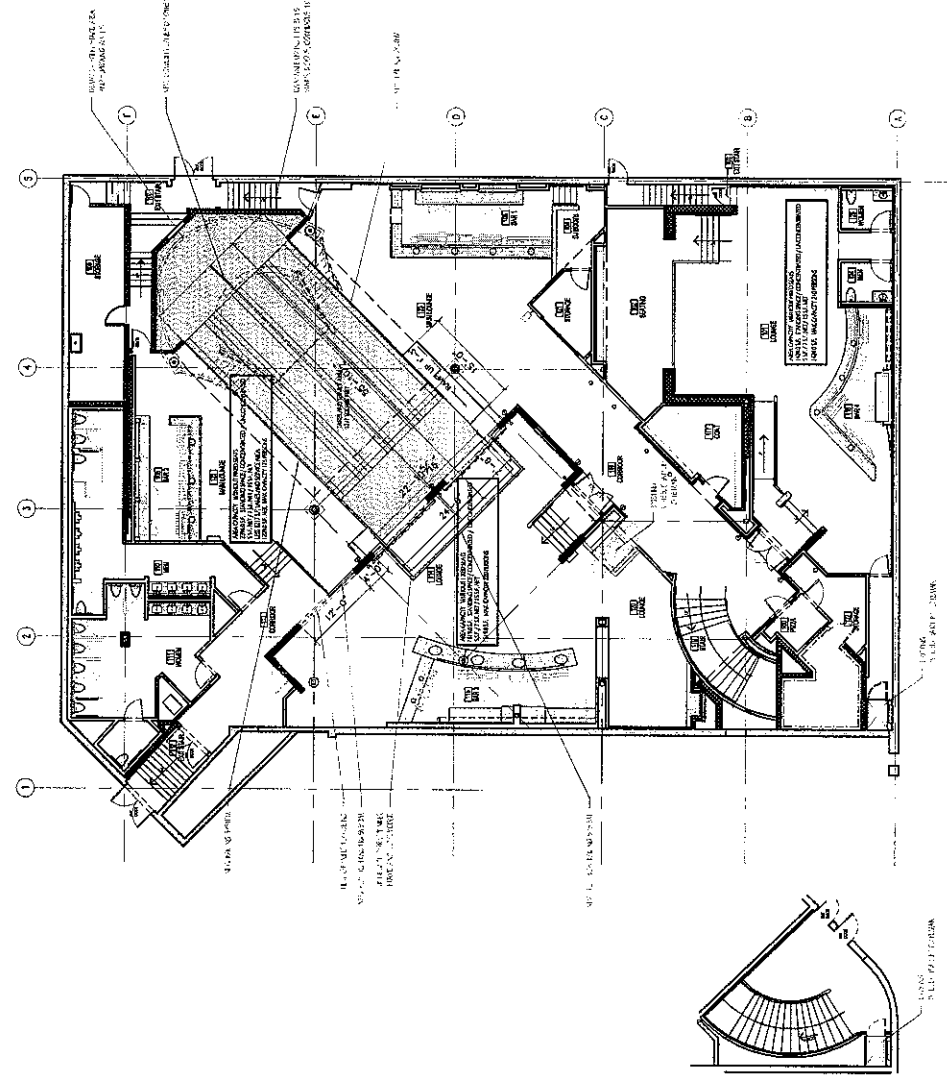
- 1. ALL WORK SHALL BE ACCORDING TO THE LATEST EDITIONS OF THE BUILDING CODES AND SPECIFICATIONS.
- 2. ALL MATERIALS SHALL BE APPROVED BY THE ARCHITECT PRIOR TO INSTALLATION.
- 3. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.
- 4. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED BUDGET.
- 5. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED QUALITY STANDARDS.
- 6. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED SAFETY STANDARDS.
- 7. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED ENVIRONMENTAL STANDARDS.
- 8. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED ACCESSIBILITY STANDARDS.
- 9. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED ENERGY EFFICIENCY STANDARDS.
- 10. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED SUSTAINABILITY STANDARDS.

DEMOLITION AND CARPENTRY NOTES

- 1. ALL EXISTING WORK SHALL BE DEMOLISHED AND DISPOSED OF ACCORDING TO LOCAL REGULATIONS.
- 2. ALL CARPENTRY WORK SHALL BE ACCORDING TO THE LATEST EDITIONS OF THE CARPENTRY CODES AND SPECIFICATIONS.
- 3. ALL CARPENTRY WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.
- 4. ALL CARPENTRY WORK SHALL BE COMPLETED WITHIN THE SPECIFIED BUDGET.
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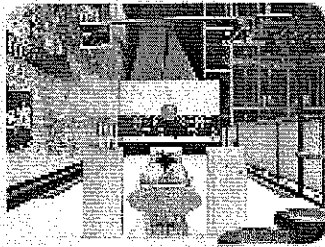
PLUMBING NOTES

- 1. ALL PLUMBING WORK SHALL BE ACCORDING TO THE LATEST EDITIONS OF THE PLUMBING CODES AND SPECIFICATIONS.
- 2. ALL PLUMBING WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.
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1 MAIN LEVEL PLAN
1/8" = 1'-0"

2 ENTRY LEVEL PLAN
1/8" = 1'-0"



Business Plan for:

**Segredo Madison
Boutique Bowling Lounge
624 University Avenue
Madison, Wisconsin 53715
(formerly Madison Avenue)**

**Submitted by Segredo Madison, LLC
September 29, 2009**



*Segredo Madison was born
in the south of Brazil...*

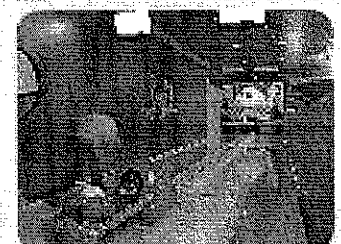
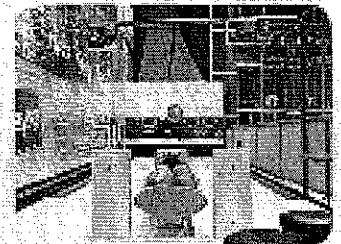
Background

The idea for Segredo Madison was born in the south of Brazil just a little over seven years ago. In an inspired feat of technical engineering, a startup Brazilian company based in a college town very similar to Madison (although with slightly better winter weather) developed the capability to scale down “real bowling” to fit into smaller spaces – without losing the thrill or excitement of the full length bowling experience.

Since then, rather than following the path taken by the American bowling equipment manufacturers (focusing their strategy on either “beautifying” large bowling centers or converting large bowling centers into even larger “family entertainment centers” with a wide variety of games), this innovative Brazilian company began installing their bowling equipment in what can best be described as high-end bowling lounges with delicious & reasonably priced food. They began their efforts in Brazil, started exporting to Portugal & Spain soon afterward – and now have installations in more than 20 countries. In addition to bowling lounges, customer locations include hotels, amusement parks, shopping centers, “VIP Rooms” in bowling centers, sports bars, children’s party halls and even pizza parlors!

Earlier this year, and after an extended stay in Brazil working with the company, Segredo Madison’s majority owner Michael Hierl acquired the exclusive rights to distribute the company’s product line for a very large portion of the United States. After a nearly six month search of potential locations that spanned the east coast as well as the midwest, Michael and his business partner Ryan Dionne (a highly respected/experienced food & beverage executive), decided to launch Segredo Madison as a “proof of concept” for what they believe will be a successful chain of “Boutique Bowling” lounges in college towns across the United States (Michael & Ryan’s Bios are attached as Exhibits A & B respectively)

Why Madison first? For one thing, both Michael and Ryan have deep family ties to the area (Michael was born & raised in Madison where he graduated from the UW before leaving for grad school at Harvard University, and Ryan has family in the Madison area and spent summers at his grandparents’ home in northern Wisconsin as a young boy). However, the other reason was that both Michael & Ryan believe the space currently operating as Madison Avenue has the potential to become a truly great entertainment location. Let us be clear. We have high standards for what Segredo Madison will become. Our long-term goal is not to be the best entertainment choice near campus, nor even the best entertainment choice in Madison -- it’s to be one of the coolest college town entertainment venues in the country.





Segredo Madison: a unique entertainment venue...

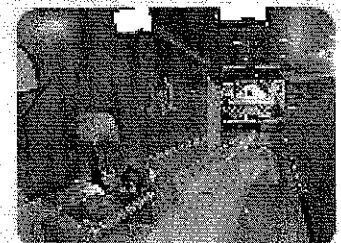
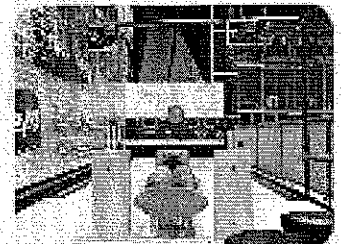
Concept

Located at 624 University Avenue, in an area that is undergoing a wonderful transformation through the efforts of the University, the City of Madison and innovative/responsible local developers, Segredo Madison's design concept is that of a high-end boutique bowling lounge and restaurant. Our goal over time is to transform the space currently operating as Madison Avenue into a venue that combines the big city appeal of artisanal food and cocktails with midwestern hospitality.

Segredo Madison will incorporate 4 bowling lanes into its main area, giving patrons the opportunity to bowl while enjoying inventive food and cocktails prepared with locally sourced ingredients whenever possible. In addition, we plan to feature an interesting selection of Brazilian-developed floor games that will be totally new to the US marketplace (such as a fun hybrid of traditional pinball & foosball and the most challenging basketball game ever developed!) "Wii" games will be a key attraction in one of the more interesting newly remodeled spaces in Segredo -- using large screen projection tv's to optimize our customers' gaming experience. Occasional live music will supplement the high quality and reasonably priced Segredo "platos-style" food selections and in a nod to the "Barber's Closet" (a well-loved Madison establishment long departed), a rotating selection of ice cream-based cocktails and "mocktails" will be offered at one of the side bars using "Babcock Hall" ice cream.

Segredo's focus will be to cater to urban professionals, downtown residents, out of town visitors and local area families, as well as the UW students in both the 18-21 and 21+ demographics. Realistically, the transformation of what has been historically an undergraduate bar into a broader entertainment destination will not occur overnight. However, over time we believe that Segredo Madison will become an entertainment destination that attracts as wide a demographic "fan base" as either Camp Randall or the Kohl Center.

Further (and in an attempt to be totally transparent), we feel an obligation to clearly state upfront that we look forward to welcoming customers in the 18-21 year old demographic to Segredo with open arms. Of course, having said that, we are extremely mindful of the added responsibilities that we must assume with this philosophy. However, it is our belief that we can successfully create a safe and fun entertainment environment for this important segment of the community -- although we understand that the transition from Madison Avenue to Segredo Madison will need to be managed very carefully during the course of the first 6 months as a result.





Segredo Madison will be available for private parties...

Operational Overview

Segredo Madison will be unique. It will be the only spot in Madison combining interesting & reasonably priced food, unique cocktails and engaging entertainment. With lounge seating and small tables sprinkled throughout the space, it will be the ideal setting for socializing with friends, having fun with our games or closing an important business deal.

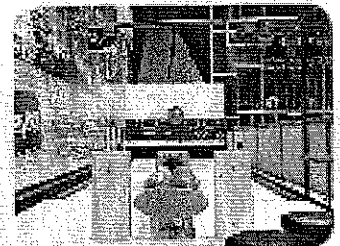
Initially, Segredo Madison will be open seven days a week:

Monday - Thursday	5:00pm - 2:00am
Friday	5:00pm - 2:30am
Saturday	3:00pm - 2:30am
Sunday	3:00pm - 11:00pm

In addition, we anticipate being open early on Saturdays & Sundays for a select number of day-time special events in the downtown/campus area (e.g. special Kohl Center or Camp Randall events, Taste of Madison, etc.).

As mentioned earlier, Segredo's menu will offer a "platos"-style dining concept with a dozen rotating selections that are designed to be shared. Portion sizes will be generous with a price point not to exceed \$18.00. We plan to serve food as late at night as there is sufficient demand, although we are unclear at this point how late that might be at first (since this area of town has not been historically known for the quality of its food).

In addition to its core business, Segredo will offer its space for rent in "off-hours" for private parties & functions, whether customers are interested in renting all of Segredo (e.g. for corporate team building events and/or private parties) or just one of our individual rooms. This is a significant component of our business model given the size of our venue and the uniqueness of our offerings.





Segredo Madison: the
"secret" to our success...

Sample Menu

From The Bar:

Beers: a local selection of beers from some of Wisconsin's best small batch Brewers as well as nationally recognized favorites.

Wine: A Selection of 8-10 Unique, Value Oriented Wines from across the globe.

Cocktails: Old Standards as well as cutting edge, artisanal combinations from far and wide

The Menu:

All dishes served Platos style and are meant for sharing.

Crispy Rock Shrimp Tacos
With Mango-Chili Salsa

Kobe Beef Sliders
With Tomato Chutney

"Fish and Chips"
Wisconsin Walleye and House made Fries
Spicy Remoulade

Segredo Calamari Frito
Sriracha Chili-Mustard-Lime dipping Sauce

Chilled Shrimp and Vegetable
Lettuce Wraps with Peanut Dipping Sauce

Slow Roasted Pulled Pork "Torta"
Pickled Jalapeno, Segredo Chips

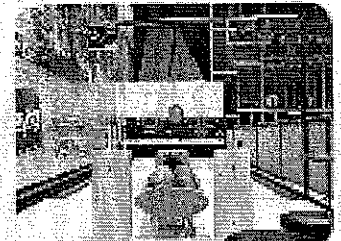
Segredo Five Spice Potato Chips
With Chipotle Crema

Pulled Chicken and Wisconsin Cheddar Enchiladas
Chili and Cumin Scented Tomato Fondue

The Segredo Cobb
Crisp Lettuce, grilled Chicken, dry aged local cheddar, Smoked Bacon, Roasted
Tomato
Buttermilk Dressing

Steak Frites Segredo Style
Grilled Flatiron Steak, Green Salad, Yuca Fries

Chino-Latino Nachos
Spicy Duck Confit, Wonton "Chips" and Wasabi





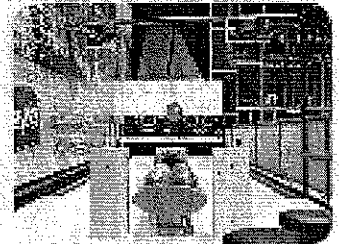
Our success depends on consistently delighting our customers...

Marketing Strategy

Initially, Segredo Madison will use print ads in local media and our website (www.segredomadison.com) to publicize our launch and will make extensive use of digital media to promote our business on an ongoing basis. Over time, we anticipate broadening our marketing tactics to keep our existing customers aware of special events and offers, as well as to introduce potential new customers to Segredo Madison.

However, the core of our marketing strategy is to consistently offer our customers the highest quality entertainment and food & beverage experience in the city. If we can consistently achieve this goal, our customers will come back to us again and again – and the word will spread. Given the critical importance of consistently delighting our customers, the Segredo Madison staff will be carefully selected and trained to standards expected by world class hospitality companies such as the PGA Tour and Disney.

In addition, while not a “marketing strategy” per se, our owners are committed to be personally visible and involved in the Madison community on a long-term basis. Michael Hierl, majority owner of Segredo, maintains his favorite residence downtown on the Capital Square, grew up in the Blessed Sacrament/University Heights neighborhood, and still has most of his family living nearby. Ryan Dionne, who will be the managing partner, also has immediate family who live in the area. Michael & Ryan could have located Segredo nearly anywhere in the country, but love & believe strongly in downtown Madison’s future as an entertainment destination. Whether it’s donating the Segredo Madison venue to local non-profits for fundraising benefits or participating in committees designed to strengthen downtown Madison as an entertainment destination, the owners are committed to being a positive part of the community for a long time to come.





Segredo Madison: customer safety & security is our primary focus...

Security Plan - The Basics

The safety and security of Segredo's patrons and staff is our primary focus and concern and we will take all necessary measures to ensure a safe and pleasurable experience for all. We will not tolerate abusive or rowdy behavior in Segredo Madison in any form, and we expect all patrons to adhere to strict procedures to eliminate under-age drinking or be subject to the full force of legal actions (in cooperation with the Madison Police Department and City Attorney's office).

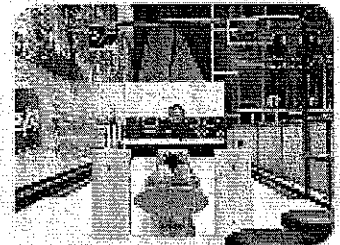
The cornerstone of our security program begins with Segredo staff selection & training. We plan to hire the best hospitality & security staff in town and commit to provide them with the proper training & ongoing "hands-on" coaching to ensure they consistently make educated and well informed decisions regarding the safety of fellow staff and the establishment's patrons.

Of course, all staff will be required to take the safety in bars class offered by the Madison Police Department as well as the on-line beverage server training course within the first 30 days of employment.

Segredo's well-trained and experienced security staff will employ the use of ID scanners to safeguard against fake ID's as well as to retain vital information about its patrons. All security staff members will be expected to be highly proficient in the use of these ID scanners. In addition to the scanners, we will also utilize a black fluorescent light at the ID checking point as an additional security check. If the Segredo security staff member checking the ID has a strong suspicion that the ID is false, altered, or belongs to someone other than the person presenting it - the staff member will be expected to deny entry/service, confiscate the ID, and turn it into management. Management will then turn the ID over to the police.

Furthermore, guests who are suspected of being under the influence of alcohol/drugs prior to entry into Segredo will be turned away.

As a supplementary measure, there will also be 7 security cameras in use at all times (backed up on a continuous recording loop). There will be 2 cameras at the main entrance and 5 additional cameras located throughout the interior space.





Segredo Madison: we understand our obligations to the community...

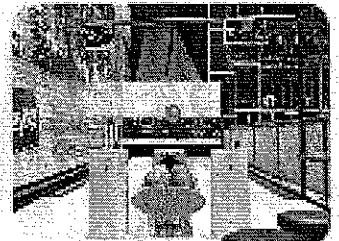
Security Plan - Critical Success Factors

First, we are extremely mindful that our most important security challenge is that the nature of our license offers us the ability to welcome customers to our establishment who are under the legal drinking age of 21. To safeguard against underage consumption of alcoholic beverages, an ID bracelet system will be employed. Persons presenting proper identification, who have passed our rigorous entry screening process, will be directed to a separate area where their ID will be checked again before being presented with a colored bracelet indicating that they are of legal drinking age.

Bracelet colors will change daily, and will be serialized, to further prevent any sharing from one day to the next. Any patron ordering alcoholic beverages without the proper bracelet will be denied. Segredo has adopted a zero tolerance policy in regards to underage consumption. Any member of the Segredo staff who serves or is suspected of serving alcoholic beverages to underage patrons, will be terminated and prosecuted to the fullest extent of the law. Customers who share alcoholic beverages with patrons who are underage, will be immediately asked to leave the premises and will be banned from entering Segredo Madison at anytime in the future.

Second, we are mindful that Segredo Madison has an obligation to: a) manage the door line into our establishment so guests waiting to enter our establishment are orderly/respectful of the neighborhood and b) ensure that guests leaving Segredo Madison do so as quietly and expeditiously as possible – particularly at bar time. Managing the process by which patrons enter and leave Segredo Madison as responsibly as possible is not simply a function of having sufficient security staff available at the front door. The real key to success will be more prevention-based than reactive: offer customers great food at reasonable prices, avoid an emphasis on cheap drink specials, provide customers with a variety of entertainment options vs. “vertical drinking space”, and set the tone from the start that rowdy or abusive behavior will simply not be tolerated by the management or staff of Segredo Madison.

A further outline of Segredo’s security procedures, as well as a detailed account of all its operating procedures and employee policies, can be found in the Segredo Madison Employee Handbook, attached as Exhibit C.





Segredo Madison: we look forward to serving you...

Summary

Michael Hierl and Ryan Dionne are extremely excited about opening their first Segredo "proof of concept" in Madison. It is their intent to promote their business in a manner consistent with all applicable regulations, to become a positive contributor to the downtown community and enhance the experience of local residents, out of town guests and University of Wisconsin students and their families.

We respectfully request the City's prompt approval of our license and plans, in order to allow us to open Segredo Madison as soon as possible.

Thank you for your consideration, and we look forward to serving you as customers!

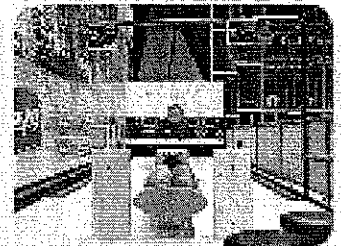
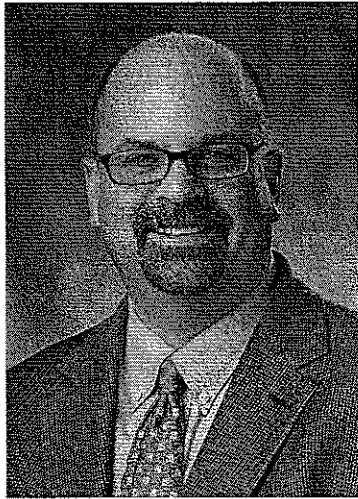


Exhibit A



Michael Hierl

Michael is a successful “serial entrepreneur” who has founded and run a highly respected group of individual companies that over the years has generated more than \$100 million in sales. Earlier in his career, with an academic and professional background in facilitating large-scale/accelerated organizational culture change, he served as a trusted advisor to senior-level executives in many of the world’s most successful and respected Fortune 500 firms.

Born and raised in Madison, Michael has a B.S. in Education with a coursework emphasis on Political Science & Economics from the University of Wisconsin and a Master’s Degree in Organizational Behavior from Harvard University. After Harvard, Michael joined a small team of internal management consultants at Squibb Corporation (now Bristol-Myers Squibb). After working on assignments worldwide, particularly in the areas of turnaround/crisis management, Michael left Squibb to form Pacesetter Software in 1983, Pacesetter Management Consulting in 1990 and most recently Pacesetter Ventures in 2009 (which in turn is in the process of launching Pacesetter Entertainment & Segredo Restaurant Group).

Headquartered for many years in the Princeton, New Jersey area, Michael has more than 20 years of civic leadership and non-profit Board experience -- including serving for three successive terms (the only time this has ever been done) as the Chairman of the Board of the Princeton Regional Chamber of Commerce and serving for 4 years as the Chairman of the Board of the Princeton Regional Chamber of Commerce Foundation, which focuses on encouraging increased civic engagement on the part of the business community & promoting social entrepreneurship throughout the region. In addition, he has served as a valued Executive Board member for a number of other non-profit organizations including the Central New Jersey Council of the Boy Scouts of America (Michael earned the Eagle Scout award during his time in Madison’s Troop 16, sponsored by Blessed Sacrament Church) and the Metropolitan Trenton African-American Chamber of Commerce (where he helped lead the establishment of a New Jersey statewide African-American Chamber of Commerce).

Michael and his wife Rhonda primarily reside in Bucks County, Pennsylvania, but enjoy spending as much time as possible at their condo in downtown Madison on the Capital Square.

Exhibit B



Ryan Dionne

A recognized expert in the hospitality field with more than 15 years of successful operational experience, Ryan has led several businesses to financial successes, both as a chef and food & beverage executive. Ryan currently serves as Director of Operations for Food, Beverage, Hospitality and Lodging for PGA Tour Golf Course Properties' Tournament Players Club at Jasna Polana in Princeton, New Jersey. In his current role, Ryan oversees a multi-faceted operation that spans both fine dining options and "upscale pub" food, an extremely successful/respected beverage and wine program, the area's most prestigious banquet & private party venue and the club's first-class lodging operation.

Ryan earned a B.A. in Hospitality Management and an A.O.S. degree in Culinary Arts from The Culinary Institute of America.

Ryan's expertise includes:

- Proven track record of managing operations with revenues in excess of \$15,000,000.
- Design, fit out and creation of nationally acclaimed (Wine Spectator) wine cellars and beverage programs.
- Design and implementation of inventory management/cost tracking systems for all areas of food and beverage operations
- Extensive knowledge of local liquor laws and health department regulations.
- Human resource, payroll and P&L management.

Ryan's career highlights include:

- Jasna Polana recognized as TPC Food and Beverage Operation of the Year (out of 25 sites) in 2004, 2005 and 2008.
- Consultant for design and build out of 4 food and beverage operations in the past 3 years.
- Received national acclaim as a private chef in Robb Report magazine.
- Served as private chef to Barbara Piasecka Johnson.
- Chef host to HRH Prince Albert of Monaco's 50th birthday celebration at Children's Bay Cay, Exuma, Bahamas.
- Increased Net Operating Income 66% in a single fiscal year.
- Reduced variable expenses by \$212,000 in fiscal year 2007.
- Reduced payroll expenses (\$115,000) in fiscal year 2008.

In his leisure time, Ryan is an accomplished triathlete, competing in several races annually.

EXHIBIT C

1ST DRAFT

SEPTEMBER 29, 2009

SUBJECT TO CHANGE

**SEGREDO-MADISON
BOUTIQUE BOWLING LOUNGE
EMPLOYEE HANDBOOK**

**624 UNIVERSITY AVENUE
MADISON, WISCONSIN 53715**

NOTE: THE FIRST 10
PAGES OF THE HANDBOOK
ARE NOT INCLUDED BECAUSE
THOSE PAGES DO NOT RELATE
TO ALCOHOL SERVICE + SECURITY
ISSUES.

RICK PETRI

the Madison Police Department and document the fight and/or incident in detail before they leave the premises at the end of their shift in the Segredo Madison shift summary log.

Madison City Ordinances

Liquor Laws

This section of your employee handbook has to do with Chapter 38 of the Madison General Ordinances, which regulate alcoholic beverages. It is mandatory that you familiarize yourself with the ordinances which follow. Each ordinance, or the corresponding violation of an ordinance, could result in a very serious consequence for the establishment Segredo Madison, and could ultimately affect your job.

It is your responsibility to learn the laws and be a part in applying and enforcing them. Any time you observe behavior or practice that is contrary to the letter of the law, it is your responsibility to bring your observations to the attention of the supervisor on duty.

Attached to your employee handbook is a copy of Wisconsin Alcohol Beverage and Tobacco Laws for Retailers. It is your responsibility to familiarize yourself with these laws. If you have any questions regarding any law please address them to your supervisor.

Mandatory Training

All employees are required to take the safety in bars course offered by the Madison Police Department. The police have agreed to give this course on premise once or twice a year. If any employee cannot attend the scheduled training session on premise, you must attend a session being given at another location. Management will assist you on times and locations of such sessions.

All bartenders are required to complete the beverage server training course. This course is available on line at a very reasonable price and can be taken at your convenience within the first 30 days of your employment.

Alcohol Beverages Regulated

Proof of Age

- a. Definition. In this section, "official identification card" means a valid operator's license issued under Ch. 343, Wis. Stats. That contains the photograph of the holder, an identification card issued under sect. 125.08, 1987 Stats.
- b. Use. No card other than the identification card authorized under this Section may be recognized as an official identification card in the state. In place of an official identification card, documentary proof under sect. 125.07 (7), Wis. Stats., may be substituted.
- c. No person may make, alter or duplicate an official identification card, provide an official identification card to an underage person or knowingly provide other documentation to an underage person purporting to show that the underage person has attained the legal drinking age. No person may possess an official identification card or other documentation

used for proof of age with the intent of providing it to an underage person. Except as provided in subdivisions (d) and (e), any person who violates this subsection may forfeit not less than \$300 nor more than \$1250

- d Any person who violates subdivision (c) for money or other consideration may forfeit not more than \$10,000
- e Subdivisions (c) and (d) do not apply to a person who is authorized to make an official identification card under Ch 343, Wis. Stats (sect. 38.04 Am By Ord. 10,178, Adopted 1-8-98)

~~Segredo-Madison~~Segredo Madison is equipped with electronic identification scanners. If there is any question as to the age of a patron, the I.D. should be run through the scanner. All security employees shall be trained on proper use of this scanner. In addition, we will also supplement the scanners with the use of a black fluorescent light as an extra security measure.

If the doorman or bartender checking an I.D. has an I.D. fail our scanner or blacklight, or has a strong suspicion that the I.D. is false, altered, or belongs to someone other than the person presenting the I.D., the doorman or bartender should confiscate the I.D. and turn it in to management, to be presented to the police later. If your patron expresses concern, offer to call the police, or have him or her contact the owner the following day.

In addition to complying with the law, you have additional responsibilities in ensuring that ~~Segredo-Madison~~Segredo Madison customers can be assured of a safe and enjoyable place to enjoy food and drink. Keep a watchful eye on any customers who begin to display inappropriate behavior (loud, rude, and threatening). A problem can often be avoided if caught early. If you observe an individual, or a group, "picking up steam," or "getting out of hand", give them a warning. Continue to watch them. If their behavior continues to be unacceptable, give a second warning. At this juncture, give notice of your concerns to the manager on duty and the bartender on duty. The manager may indicate to the individual or group that he/she is "on notice", and if the offensive behavior does not change, they will no longer be served and will be asked to leave. If the individual or group does not heed the repeated warnings, gather the staff available and walk the individual or group out of the building. Polite but firm early intervention is an expected practice.

While it is everyone's responsibility to be diligent in early intervention, there may be rare occasions when it is necessary to call for help from the Madison Police Department. If a situation becomes volatile, if an individual (or group) becomes physically aggressive, if any person(s) becomes violent toward staff or toward other customers do not hesitate to dial 911. If trouble starts up inside the building, as directed earlier, try to move the disturbance outside. If you are made aware of trouble outside the building, again try to intervene nonviolently. If the disturbance involves numbers of people, or a level of agitation that cannot be reasonably managed by our staff, call the police. Do not put yourself, other staff members, or customers in any kind of physical danger. Call 911.

Be watchful of customer behavior, not only from the bar area, but as you are on the floor (clearing tables, walking through, etc.) Your observation of high risk behavior in its early stages will avoid more difficult interactions later.

Our security staff has at its disposal a couple of great tools which should be used often when reasoning with unruly patrons. First, we have a camera system installed which has monitored all customers coming in through the front door. ~~Second, Working with this,~~ we have our I.D. scanner system which is a key element of our security system. One great reason to scan all patrons coming through the door is we will now have a picture of the customer ~~an~~ with all their information. Explaining this to an unruly patron will almost always deter his/her inappropriate behavior.

Unruly Patron

It is unlawful for any person who has engaged in violent, abusive, profane, boisterous, unreasonably loud or otherwise disorderly conduct under circumstances in which such conduct tends to cause or provoke a disturbance and who has been ordered by a Madison Police Officer not to enter or remain on a licensed premise, to so enter or remain during any period after having been ordered not to enter or remain by a Madison Police Officer. Such order prohibiting entry may be for up to six months. Upon conviction, the person is subject to a forfeiture of not less than twenty five dollars (\$25) not more than two hundred dollars (\$200). (Cr. By Ord. 10,638, 4-30-93)

“under the influence” means not only all the well known and easily recognized conditions and degrees of intoxication, but any abnormal mental or physical condition which is the result of indulging to any degree in alcohol beverages and which tends to deprive a person of the clearness of intellect and control of himself or herself which he or she would otherwise possess. (Cr. By Ord. 8894, 6-12-86)

38.04 Underage and Intoxicated Persons, Presence On Licensed Premises; Misuse of Identification; Penalties

Sale of Alcohol Beverages to Underage Persons

(a) Restrictions

1. No person may procure for, sell, dispense or give away any alcohol beverages to any underage person not accompanied by his or her parent guardian or spouse who has attained the legal drinking age
2. No license or permittee may sell, vend, deal or traffic in alcohol beverages to or with any underage person not accompanied by his or her parent guardian or spouse who has attained the legal drinking age

3. No adult may knowingly permit or fail to take action to prevent the illegal consumption of alcohol beverages by an underage person on premises owned by the adult of under the adult's control. This paragraph does not apply to alcohol beverages used exclusively as a part of a religious service
 4. No adult may intentionally encourage or contribute to a violation of Sect 38 04 (a) or (b).
- (b) Penalties and License Suspension for Sale to Underage Person
1. A person who commits a violation is subject to forfeiture of:
 - a. Not more than \$500 if the person has not committed a previous violation within 30 months of the violation
 - b. No more than \$500 if the person has committed a previous violation within 30 months of the violation
 - c. Not more than \$1000 if the person has committed two previous violations within 30 months of the violation
 - d. Not more than \$10,000 if the person has committed three or more previous violations within 30 months of the violation
 2. A court shall suspend any license or permit issued under this chapter to a person for:
 - a. Not more than 3 days, if the court finds that the person committed a violation within 12 months after committing one previous violation; or
 - b. Not less than 3 days nor more than 10 days; if the court finds that the person committed a violation within 12 months after committing 2 other violations; or
 - c. Not less than 15 days nor more than 30 days, if the court finds that the person committed the violation within 12 months after committing 3 other violations
 3. The court shall promptly mail notice of a suspension under this paragraph to the department and to the clerk of each municipality which has issued a license or permit to the person
 4. For purposes of determining whether or not a previous violation has occurred, if more than one violation occurs at the same time all those violations shall be counted as one violation.

Intoxicated Guests

Those guests who exhibit obvious signs of intoxication such as slurred speech, stumbling, or staggering while walking, hostility, severe drowsiness or others may not be served alcohol or admitted into the venue. Keep an eye on unruly customers, as well as intoxicated customers, regardless of where they became intoxicated. It is illegal to furnish alcohol beverages to an intoxicated person. The penalty for this violation is \$100-\$500 fine, imprisonment for not more than 60 days, or both. You are expected to not only abide by the law, but also to use your own good judgment.

Bartending Duties

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New bartenders shall be trained in the details of all his or her duties behind the bar by management and our senior bar staff. Most importantly staff should pay particular attention to the following:

- a. Your primary duty is customer service. You will learn to prioritize your set up and other duties around the customers. Don't hesitate to ask for help when necessary. After serving the customer, the next priority is to "clean up after" the customer and get your station ready for the next customer. There is always something to do! If the bar area is slow, wipe down your station, clean debris off the floor, clear off tables, etc. You are expected to stay moving. Do not spend all your time in one area or with one group of customers. You cannot make your job about your social life or personal needs. You will make a fair wage with the strong possibility of good tips. Charge according to the price lists provided and attend well to all the customers in all areas.
- b. Always keeps an eye out for problems starting in the early stages. If you notice a situation developing point it out to the manager or security personnel.
- c. Pay close attention to not over serve any patron. If you suspect at all someone has had too much to drink, do not serve them and inform the manager.
- d. Remember, you are responsible for the accuracy of your till. The bar area as well as the cash registers will be under the added scrutiny of security cameras. Do not allow off duty employees behind the bar. Do not allow guests behind the bar. No one goes behind the bar to serve themselves! We will be reviewing our security tapes from time to time. Work practices which deviate from what is described in this handbook will be documented and discussed with employees and lead to disciplinary action, if necessary. On the other hand, your excellent work practice will be also be observed, and will result in positive recognition and employee rewards as well.
- e. Under no circumstances may a bartender or door staff decide to "buy one on the house". Only the GM or Owner is qualified to make the decision to buy a drink for a guest.
- f. Enforce the NO SMOKING Ban. Only patrons with a 21 and over bracelet along with a stamp shall be served alcohol beverages. There must be a customer present with a stamp and bracelet for each alcohol beverage served.
- g. Customers will be very conscious of the level of alcohol they see you pour into their drink. To avoid over pouring and disputes with the guests, ALWAYS pour your alcohol and mixer into the drink at the same time. Late in the evening with concerns of over serving, alcohol levels can be easily adjusted. This is training you will be given by management during your first 90 day employment period.

Security Personnel

Our new door staff will be trained personally as to the details of their job by management and our senior door staff. The most important duties for our door staff are to check identification for age verification and providing security to the establishment Segredo Madison, watching for problematic,

intoxicated patrons behaving inappropriately within our venue. Some of the most important tasks of our door staff will be to enforce and monitor the following:

- a. Our capacity shall be 700 persons in ~~Segredo-Madison~~Segredo Madison. Counters will be given to front door staff in order to monitor capacity numbers.
- b. An orderly line must be kept at the entrance to the venue. The line must start away from the door in order for patrons to exit freely. The key to keeping an orderly line is to be on top of the line constantly before it becomes too congested. As soon as any number of patrons begin coming to the entrance, the line needs to be formed and maintained. Adequate numbers of door staff will be outside to insure the line is kept properly. Management and senior door staff will walk through with all door personnel on how to achieve proper door and line management.
- c. An incident log will be kept for ~~Segredo-Madison~~Segredo Madison. At the end of each shift all the door personnel shall convene to discuss any and all incidents which have occurred throughout the night. Any issues which have occurred during the night shall be noted on the incident log. If the night has gone off incident free, note this as well. Note the date, time, description, name and info on any patrons involved in an altercation or incident such as stolen property, physical altercation, disputes, etc. This log shall be faxed to the Madison Police Dept on a monthly or bi-monthly basis.
- d. Crowd watch and control. As already discussed door staff should be constantly watching the crowd for suspicious or potentially problematic patrons or groups of patrons.
- e. Age Verification / I D Checking. Along with security this is going to be the most important task assigned to the door staff. Our door staff must be as diligent and responsible as possible in verifying the age of the patrons coming to our venues. We have added many tools to assist the staff in correctly identifying patrons of legal drinking age. First and foremost we will have a pc based electronic I D scanner available to the door staff to check identification. The scanner is very easy to use and all door staff will be trained on the proper use of this device. The scanner has many more benefits than just verifying age. Each patron scanned will have a picture taken of them along with their info to be stored on the hard drive. This will help with problematic patrons as well as those claiming to have attained entrance without showing I.D. or giving authorities a different I D to attain entrance into the venue. As mentioned earlier, any I D failing the scanner or believed to be fake, should be confiscated and handed over to the manager to be given to police later. All patrons should have their I D run through the scanner. The process is very quick. The scanner stores pictures and information on each patron which may end up valuable later. As mentioned earlier, if a patron is becoming unruly, simply the mention of his picture and information being available to us as well as law enforcement will often instantly curtail his or her negative behavior. Along with the scanner, the I D checking station will also have a permanent black light as well as a hand held flashlight style black light, a tape measure, a current I D. guide for all the states as well as a guide to markings on identification card which show up under the black light. Door staff will be trained by management on how to

use all these tools available. If you have any questions on any method of checking an I.D., do not hesitate to ask management. Enforce the NO SMOKING Ban

f. Trash removal

Security shall be responsible for throwing out the trash and recyclables. The dumpsters are located out the west exit doors. Make sure that all trash or recyclables are placed INSIDE the dumpster, not on the ground next to them or on them.

g. Sweep the sidewalk as part of the closing duties.

h. ~~Segredo Madison~~ Segredo Madison

~~Segredo Madison~~ Segredo Madison presents a unique set of issues in dealing with I.D. checking, underage drinking, along with security and control over these issues in that we have a performing arts license. A performing arts license allows patrons ages 18-20 to be on premise without being allowed to consume alcoholic beverages. We must use every tool and due diligence to maintain security and control over the venue with respect to our performing arts license. Each security staff will be personally trained by senior door staff and management with regards to the performing arts license and the following guidelines shall be used:

1. As discussed earlier, an orderly well managed line must always be maintained at the entry to the venue. This line must begin away from the entrance door to allow full exiting in the event of an emergency.
2. All patrons entering the venue shall present a valid I.D. card to the front door checker verifying they are over the age of 18. Any applicable cover charge shall be collected at the front door. Anyone under the age of 21 will get a permanent X on their hand. This will make them more identifiable to security personal that are doing bar checks throughout the establishment ~~Segredo Madison~~.
3. ~~Segredo Madison~~ Segredo Madison will have an "I.D. checking station" set up when you first enter the night club. This area will be determined by management. Part of the challenge of checking to make sure patrons are ages 21 and over is having enough time to fully and diligently check identification. On nights of expected large crowds, having this station inside and away from the front entrance will allow this time.
4. A black light fixture will be installed at this station along with a portable black light flashlight. A guide to ultraviolet marking on all state DL's will be present for staff to reference.
5. A tape measure will be affixed to the wall for staff to easily reference and compare heights on I.D.'s to actual patron height.
6. An electronic I.D. scanner will be used at this station which will quickly identify any I.D. that has been altered or fake. Training on use and applications of this scanner will be given by senior door staff and management.
7. Any customer deemed to be of age to consume alcohol beverages shall be given a wristband along with a stamp, identifying them to be of age.

8. Along with designated members of our staff, when necessary Segredo-Madison Segredo Madison will employ an outside security company to supplement our own staff either on door duty or to whose main job will be to help constantly monitor the club and its patrons to make sure only customers with a 21 and over bracelet and a stamp will be consuming alcohol beverages. Segredo-Madison Segredo Madison will have a Zero Tolerance policy on anyone violating our underage consumption policy and the law. These customers will be immediately asked to leave and face possibly law enforcement action. In addition, patrons who pass alcoholic beverages to underage customers will be immediately asked to leave the premises and will forfeit their right to enjoy the hospitality of Segredo Madison in the future.

I.D./D.L. Checking Guide

1. Ask pertinent questions about the I D presented. For example, if an I D card is presented as proof of age, ask how the driving was on the way to the establishment Segredo Madison. If the person was driving, ask to see the D.L.
2. Check the card's expiration date. If the DL has expired, maybe it really does not belong to the holder, but to an older sibling who has already got a replacement for it. How did he/she get to the establishment Segredo Madison .drive, using an expired DL?
3. Watch for stamp of "duplicate" on the card. If they have a duplicate, maybe someone else has the original, and one of them is lying.
4. People with fake I.D.'s rarely carry backup documentation, whereas most people have several forms. When confronted with a possible false I D , ask for further documentation.
5. Question the carrier as to some basic information on the card, such as address, exact birth date, middle initial, or spelling of last name. Astrological sign is always a good one. If they don't answer to your satisfaction, refuse service and request that they leave immediately.

Every customer entering the establishment Segredo Madison must show a valid ID Card. The last thing we want to hear is that an underage person was allowed into the establishment Segredo Madison because they "knew the bouncer and didn't get checked". Allowing underage friends in will result in disciplinary action including termination.

Listed below are things to look for when checking for a false ID card. As mentioned earlier, our ID scanner will catch any ID that has been altered but not ID's that are real but the wrong person. This scanner will be a tremendous help at the door eliminating all the false ID's that have been altered which allows you to concentrate on just making sure it is the person on the

ID. Occasionally some ID's will not scan. Some helpful tips on detecting a false ID are listed below:

1. Glue lines
2. Bumpy surfaces by the picture of birth date -- any surface inconsistent with the rest of the ID usually indicates tampering.
3. Overlay of reprinted numbers (and a shadowy or cloudy image). Obviously the holder has gotten inside to make some necessary changes.
4. Pinholes in the surface -- an indication that bleach may have been inserted to white out certain aspects of a date.
5. Missing spots on the state logo -- ID alterers often forget to pay attention to one of the most obvious clues on the card.
6. Comparison to legitimate DL or ID -- letters and numbers; size of lettering; format of the card. How many digits for expiration and date of birth?
7. Use a blacklight to check for security features such as ultraviolet/micro-printing on the DL/ID.
8. Check reverse side lettering. Often time's counterfeiters will spend great amounts of time on reproducing an authentic-looking photoboard, but will merely photocopy the reverse side. These are often blurred, a sure sign of photocopying.
9. Bend the card, feel it. How does it feel compared to the authentic card?
10. What is the color of the card?
11. Check the size of the DL -- how does it compare to a genuine one?
12. Check the color/thickness and clarity of lettering.
13. Check the thickness of the card.
14. Check the corners of the card. Are they well rounded and smooth or uneven and jagged? This is one of the best methods for detecting counterfeit cards.
15. Is there shading or glare on the picture or redness in the eyes? Most driver licensing stations have their cameras set to avoid these problems.
16. Use an I.D. Checking Guide, especially in areas where there is a heavy out of state population. We will have a book available at the ID checking station for reference.
17. Consistency with the numbers. These are often targets for alteration experts. Look closely, because they may really be altered.
18. Always check the reverse side. Some states, such as Minnesota, use plastic "credit card" type DL's. Upon heating the plastic, the numbers can be altered on the front, but a check of the reverse side will often reveal the true numbering.

Doorman/Other Duties

Although the doorman's primary duty at the door may be checking I.D.'s, you are also expected to keep a watchful eye on the general behavior of customers in and around the bar, as well as the entire floor area available to customers. As stated earlier in the manual it is the responsibility of all employees to prevent unruly patrons from affecting the pleasure and safety of all customers. Early, appropriate action will avoid a more difficult situation later. Also, keep an eye out for any unusual traffic in and out

of the bathrooms or front door. Let the manager know if you observe suspicious behavior. The manager may choose to inform customers engaged in suspicious behavior that all entryways are monitored by security cameras as well as their picture and information is stored on our ID scanner. The Madison Police Department has the right to do an on premise visit at any time, as well as the right to view the tapes from security cameras. Licensed premises may be inspected by law enforcement officers during all reasonable hours, including all business hours. All rooms connected to the building or storage areas may be inspected as part of the licensed premise. Refusing to permit such an inspection is grounds for revocation or suspension of the license. Door personnel should always remain at the entrance. Do not sit on tables or at tables with friends.

Front door person should always be sure no one is leaving with open intoxicants, glassware, venue property, etc. Please be polite at the front door! Use "thank you", and "good night" often. You are the customers first and last contact with our establishment; we want those contacts to be a pleasant one.

Leaving the Building

It is expected that all night staff will leave at the same time out of the main entrance for safety and security. It would be advisable for employees to seek safe and available parking (together, if possible) as well. Please look out for your fellow workers, don't leave or walk anywhere alone.

Employee name

Employee Signature

Date

Supervisor/Manager

Date

By signing above, you the employee, agree to abide by all policies and procedures contained herein. In addition, you ~~And~~ understand that any violation of said policies are cause for disciplinary action, up to and including termination.

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Michael Hierl, officer/member for Wisconsin Ventures, Inc.
(Corporation/LLC), doing business as Segredo Madison, authorize and appoint
Jon Okonek (Name) as the liquor/beer agent for the premise
located at 624 University Avenue

Subscribed and sworn to before me this

25 Day of Sept, 20 09

Rebecca L Herman
Notary Public, Dane County, Wisconsin

My Commission Expires 7/3/13

Michael Hierl
Signature of Officer/Member

President

NOTARIAL SEAL
REBECCA L HERMAN
Notary Public
DOYLESTOWN BORO. BUCKS COUNTY

To be completed by appointed Liquor/Beer Agent

I, Jon Okonek, appointed liquor/beer agent for
Wisconsin Ventures, Inc. (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 Landlord %.

Subscribed and sworn to before me this

28 Day of September 20 09

Rebecca L Herman
Notary Public, Dane County, Wisconsin

My Commission Expires 1-9-11

Jon Okonek
Signature of Agent

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

Center for Visual and Performing Arts License Application

1. Name Wisconsin Ventures, Inc. dba Segredo Madison
Individuals give last name, first, middle; corporations/limited liability companies give registered name; partnerships give the name of each partner, including limited partners.

2. Name, permanent address, and date of birth of sole proprietor, each partner, officer, director, agent, and designated manager, as applicable.

Title	Name	Date of Birth	Home Address	City	Zip Code
President	Michael Hient	10/1/56	3056 Durham Road, PO Box 565	Buckingham	PA 18912
Vice President	Ryan Dionne	6/4/73	29 York Road	Princeton	NT 08540

3. Trade name Segredo Madison

4. Address of premise 624 University Avenue

5. List all convictions, including ordinance violations, of the licensee, any member, officer, director, manager or agent.

Name	Nature of Conviction	Jurisdiction
None		

5. Planned hours of operation M-Th 5pm - 2am Sat 3pm - 230am
Fri 5pm - 230am Sun 3pm - 11pm

6. Legal occupancy 605

7. Number of off-street parking spaces available at premise N/A

8. List any other licensed premises attached to premise Johnny O's (University Sports, Inc.)
622 University Avenue

9. List any other liquor licenses held by applicant None, although agent
Jon Okarek owns Johnny O's (University Sports, Inc.) located next door at 622 University Avenue

10. Will your establishment make use of sound amplification equipment? Yes No

If so, what kind? Sound systems & speakers are located in all 3 main rooms. These systems are used for both live & recorded music.

11. Describe how underage persons will be identified to ensure they are not served alcohol beverages and do not consume alcohol beverages at the premise.
See the Segredo Madison Business Plan (security section) as well as the Segredo Madison Employee Handbook for additional detail

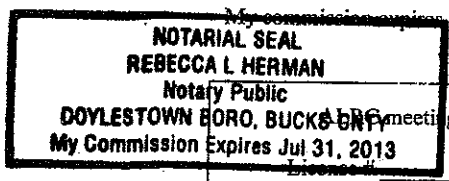
12. Describe how you will provide security for the premises.
Again, please see the Segredo Madison Business Plan (Security Section) as well as the Segredo Madison Employee Handbook for additional information.

13. How will you maintain orderly appearance and operation of premise with respect to litter and noise?
Our intent is to create a safe & fun entertainment venue that is a credit to the City of Madison as well as the neighborhood. Litter & noise outside of our establishment will be monitored/managed on a daily basis.

Read carefully before signing. Upon 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.

Subscribed and Sworn to Before Me
this 25 day of Sept, 2013
Rebecca L. Herman
(Clerk/Notary Public)

Michael Tierl President
(Officer/Member/Manager/Partner/Individual)
Michael Tierl
(Officer/Member/Manager/Partner/Individual)



My commission expires 7/31/13
meeting of _____ and Common Council meeting of _____
Licenses # _____ Legistar # _____ Aldermanic District _____
Routed: Madison Police Department City Attorney
 Alderperson _____ City Assessor