



Liquor/Beer License Application

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

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

(Agenda Item Number)

63494

(Legistar file number)

L1CLIB-2020-00855

(License number)

6

(Alder District #)

408

(Police Sector)

Office Use Only

Section A – Applicant

1. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

I/O Arcade Bar, LLC

2. Trade Name (doing business as) I/O Arcade Bar

3. Address to be licensed 924 Williamson St, Madison WI 53703

4. Mailing address 924 Williamson St, Madison WI 53703

5. Anticipated opening date Spring 2021

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Section B—Premises

8. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

6300 sqft main floor with central bar. Alcohol stored behind bar and in locked basement room. Kegs and canned beverages kept in walk-in cooler on main floor in kitchen.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 300 Outdoor: _____

10. Describe existing parking and how parking lot is to be monitored.

24-stall parking lot, 12 of which are leased. Parking lot has two overhead lights and security cameras. Towing available.

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to _____ (name of licensee)

Section C—Corporate Information

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

12. Name of liquor license agent Mitchell Turino

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 29 years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed 7/7/2017

16. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin, 04/06/2016

17. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Member	Mitchell Turino	Madison, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Mitchell Turino

19. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No Yes (explain) We are moving, so we have a current license at our old location. LICLIB-2018-00078

Section D—Business Plan

21. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other Video Arcade
22. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? No Yes
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am- 2am	3:30pm - 12am	3:30pm- 12am	3:30pm- 12am	3:30pm- 2am	3:30pm- close	11am - close
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
10pm - 2am	10pm - 12am	10pm - 12am	10pm - 12am	10pm - 2am	12am - 2am	12am - 2am

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

24. Indicate any other product/service offered. Video arcade, pinball machines, skeeball
25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:
75 % Alcohol 15 % Food 10 % Other
- If applicable, describe "Other": Income from arcade games

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

26. Do you plan to have live entertainment? No Yes—what kind? We'd like to keep the door open for trivia and possibly DJ's on weekends

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

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? No Yes

Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 2021.
38. State Seller's Permit 4 5 6 - 1 0 2 9 6 7 1 0 2 6 - 0 2
39. Federal Employer Identification Number 82-0872897
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Mitchell Turino

Business phone 608 354 6092 Business e-mail address mitchell@ioarcade.bar

Preferred language English

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?
 Sí, lenguaje: _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name _____
 Phone _____ E-mail _____

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

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

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

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

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

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

12/10/2020
(Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input type="checkbox"/> Background investigation form(s)	<input type="checkbox"/> Floor Plans
<input type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input type="checkbox"/> Written description of premises	<input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
	<input type="checkbox"/> *Appointment of Agent	<input type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only

Upon Application Submission, the Clerk's Office issued to the application:

- Orange sign Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____

I/O Arcade Bar Sample Menu

Beer

- 20 taps available, all craft, mostly local. \$5-6. One dedicated line each for a sour, a cider, and a gluten free option.
- Craft & domestic tallboys (16oz cans). Domestic \$3-4, craft \$5-6.
- Craft NA beer from Wellbeing Brewing. \$5.50.

Liquor

- Whiskey: Jack Daniels, Bulleit Bourbon, Bulleit Rye, Tullamore Dew, Jameson, Maker's Mark, Crown Royal, Crown Apple, Seagram's 7, Fireball, Skrewball, rail (we currently use Old Crow bourbon). \$6-8.
- Vodka: Ketel One & Ketel One Botanicals, Tito's, Stoli, Stoli Blu, Stoli Raz, rail (currently Karkov) \$6-9.
- Gin: Tanqueray, Bombay Sapphire, State Line, rail (currently English Guard) \$6-9.
- Rum: Captain Morgan, Bacardi, Malibu, Gosling's, rail (currently Castillo) \$5-6.
- Tequila: Espolon Silver, Centenario Plata, Patron Silver, rail (currently Jose Gold) \$5.50-9
- Brandy: Korbel, rail (currently North 40) \$5.50
- Cordials/Liqueurs: Rumpel Mintz, Jagermeister, Amaretto, Campari, Fernet Branca, Malort, Bailey's, Kahlua, Cherry McGillicuddy's, Midori, Green Chartreuse. \$4.50-6.
- All rails are \$4.50.

Specialty Cocktails

- Quarterly cocktail list of 6 specialty cocktails and an NA cocktail option (total of 7). Cocktails are done in paired themes based on pop culture/nerd stuff. Past pairings have been Lord of the Rings vs Harry Potter, Star Wars vs Star Trek, and X-Files vs Men in Black. It's a fun way for us to promote our drinks. NA cocktails use NA spirits like those made by Arkay, Borrigo, and Seedlip. ~\$7 for NA, ~\$9 for alcoholic cocktails.

Wine

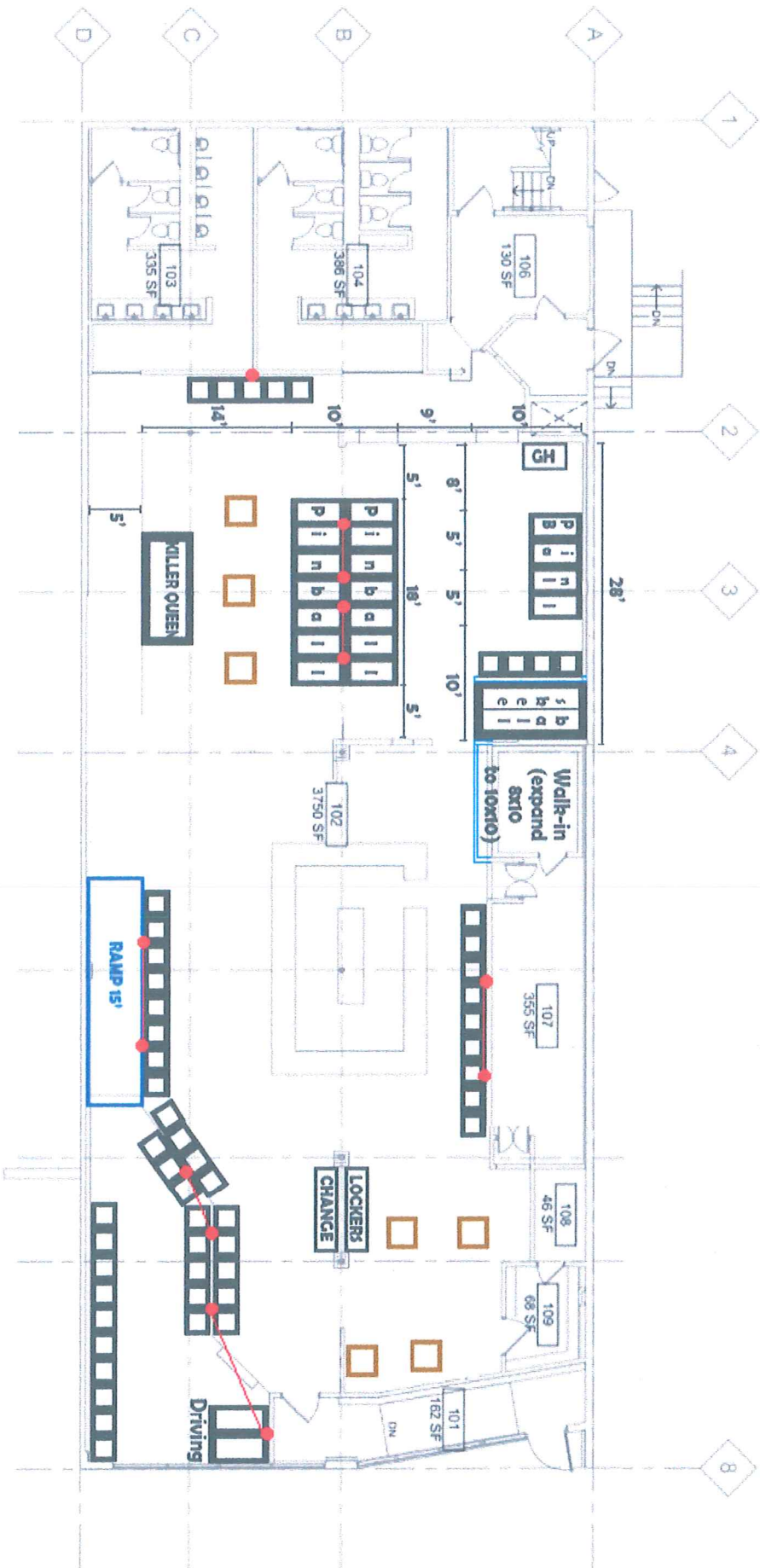
- Canned wine from Lila: pinot grigio, red blend, and moscato.

NA

- Lagunitas Hop Refreshers (Hop soda)
- Sprecher root beer & cream soda
- Coke products on the gun
- Lemonade
- Red Bull
- NA cocktail featured on each quarterly cocktail menu

Food

- Frozen pizzas
- Jumbo pretzels with pepperjack cheese sauce
- Wraps (turkey & swiss, chicken bacon ranch, hummus veggie)
- Pita pockets
- Meat & cheese trays
- Chips
- Consulting with chef Adam Haen of Little John's for direction on our food options, maintaining a kitchen with no hood (cold prep options primarily)



② FIRST FLOOR (EXISTING/NEW)
 1/8" = 1'-0"

● Structural Changes in Blue ● New outlets

Business Plan

I/O Arcade Bar

Vision

I/O Arcade Bar is Madison's place for drinkers with a gaming problem. With 50 arcade games, 18 pinball machines, skeeball, board games, and live esports viewing, we aim to continue to be Madison's premier destination for gaming & entertainment.

Business Overview (or Mission)

Most of our income comes from our bar: With 20 taps, a full liquor selection, wine, and specialty cocktails, we can provide for any 21+ patrons. We also intend to expand our NA drink selection in the new space. The rest of our business comes from our quarter-operated games, and our new addition of a kitchen (menu pending).

Pricing Strategy

While we are a unique destination, we find a lot of value in keeping our prices comparable to other bars in the area. This puts our domestic beers around \$3-4, tap beers around \$5-6, and our specialty cocktails around \$9. Rail liquor drinks we charge \$4.50. All of the games run on quarters. We hope to keep food options in the \$10-15 range for entrees and \$6-10 for apps.

Advertising and Promotion

Our most effective promotional avenue so far has been social media – we typically get strong responses on Facebook and Instagram. We also get strong marketing pushes through working with the Cap Times and Isthmus. We work with Destination Madison to be included in visitor's guides to the city.

Objectives

We run events each month, including our Beat the Brewer event where you can play games with brewery reps, and a monthly pinball tournament. Realistically, we'd like 2021 to reach 70% of our 2019 numbers, and we'd like 2022 to reach 150% of our 2019 numbers. We see great opportunities for our expansion here with a higher capacity, more games, a proper kitchen, a potential economic boom post-COVID, and potentially even outdoor seating in the future.

Action Plans

- Begin construction January 30th.
- Complete construction February 28th.
- Have all appropriate licenses and permits by March 7th.
- Operate on a rental model until Dane County Public Health approves 50% bar capacity again.
- Fully reopen in Summer 2021.