

36985



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

A-4
P-403

Section A – Applicant

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

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 20 15.
3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

620 University LLC

4. Trade Name (doing business as) The Double U
5. Address to be licensed 620 University Ave. Madison, WI. 53715
6. Mailing address 116 Winston Way. Wausau, WI. 53597
7. Anticipated opening date May 1, 2015

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) MAD TOWN VENTURES LLC
aka Chasers Bar & Grille

Section B—Premises

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

The Double U will have Alcohol beverages Stored and
SERVED in MAIN Bar Area, Remote Bar Area, Locked
Storage Area AS well AS Sidewalk Patio (Front)
and ROOFTOP PATIO - Behind Bar and Deck.
10,900 Sq. Feet Per Plan and Previous space.

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 300

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

No Parking Lot - NA.
City Parking Ramps and Street Parking

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

No Yes, license issued to University Sports Inc. (name of licensee)
John Oconeck

15. Attach copy of lease.

Section C—Corporate Information

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

16. Name of liquor license agent William T. Rudy

17. City, state in which agent resides WAUNAKEE, WI.

18. How long has the agent continuously resided in the State of Wisconsin? 55 YEARS

19. Appointment of agent form and background check form are attached.

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

No, but will complete prior to ALRC meeting Yes, date completed May 2013

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

Wisconsin, JAN, 2015

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

Attach background check forms for each director/member.

Title	Name	City and State of Residence
<u>Owner/President</u>	<u>William T. Rudy</u>	<u>WAUNAKEE, WI.</u>

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

William T. Rudy

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) MAD TOWN VENTURES LLC.
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) MAD TOWN VENTURES LLC.

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other BAR SERVING FOOD - PER MENU ATTACHED
27. Business description The Double U will be a Traditional Sports BAR offering Craft Beers, Full Liquor Menu, And Food. Menu will feature Appetizers and Pizzas as well as Daily Specials.
28. Hours of operation Monday - FRIDAY (3pm. to Wis. State Statue Close)
SATURDAY, SUNDAY (11am to WIS. STATE STATUE CLOSE)
29. Describe your management experience 34+ Years of Varied Management levels with a Fortune 500 Company, AS well as 6 years Chasers Bars & Grille and other various Bars/Restaurants during this period.
30. List names of managers below, along with city and state of residence.
William Rudy - Waunakee, WI Matt Dennin - Madison, WI.
Chase Rudy - Madison, WI Micah Witkowski - Madison, WI.
31. Describe staffing levels and staff duties at the proposed establishment The Double U will maintain Full Staffing in all areas in alignment with Business - Bartenders, Servers, Kitchen, Security.
32. Describe your employee training Training will be continual for all employees and many will come fully trained with multiple years of experience from Chasers to support.

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

21 and up U.W. College Students and Grad Students.
As well as All Adults 21+ For Badger Game Day Events
At Kohl Center and Camp Randall.

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

Social Media / Facebook / other
Print Materials
Food and Beverage Specials

35. Are you operating under a lease or franchise agreement? No Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?
 No Yes

Section E—Consumption on Premises

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

37. Do you plan to have live entertainment? No Yes, what kind? _____

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

39. What type of food will you be serving, if any? _____
 Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? Continue to Close

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. _____

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? 40+

During what hours do you anticipate they will be on duty? All hours open for business.

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

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? 6+
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 40-50%
54. If your business plan includes an advertising budget.
 What percentage of your advertising budget do you anticipate will be related to food? _____
 What percentage of your advertising budget do you anticipate will be drink related? _____
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
90 % Alcohol 10 % Food _____ % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

The Double U

Starters

WINGS

Description. This is a perfect place to describe the item and give as many details as possible.

NACHOS

Description. This is a perfect place to describe the item and give as many details as possible.

MOZZARELLA STICKS

Description. This is a perfect place to describe the item and give as many details as possible.

WI CHEESE CURDS

Description. This is a perfect place to describe the item and give as many details as possible.

HOUSE FRIES

Description. This is a perfect place to describe the item and give as many details as possible.

QUESADILLA

Description. This is a perfect place to describe the item and give as many details as possible.

CHICKEN TENDERS

Description. This is a perfect place to describe the item and give as many details as possible.

Salads

HOUSE

Description. This is a perfect place to describe the item and give as many details as possible.

CAESAR

Description. This is a perfect place to describe the item and give as many details as possible.

Consuming raw or undercooked meats, poultry, seafood or eggs may increase your risk of food borne illness.

The Double U

Pizza

CLASSIC

Description. This is a perfect place to describe the item and give as many details as possible.

SIGNATURE

Description. This is a perfect place to describe the item and give as many details as possible.

PEPPERONI

Description. This is a perfect place to describe the item and give as many details as possible.

BADGER BBQ

Description. This is a perfect place to describe the item and give as many details as possible.

BUFFALO

Description. This is a perfect place to describe the item and give as many details as possible.

THE WORKS

Description. This is a perfect place to describe the item and give as many details as possible.

VEGGIE

Description. This is a perfect place to describe the item and give as many details as possible.

BUCKY'S PICK

Description. This is a perfect place to describe the item and give as many details as possible.

Consuming raw or undercooked meats, poultry, seafood or eggs may increase your risk of food borne illness.

The Double U

University Sports LLC.

- Executive Summary -

Business Structure

LLC, University Sports. DBA:
The Double U

License Requirements

- Class B Liquor License
- Certificate of Occupancy
-

Hours of Operation

Monday - Thursday	5pm-2am
Friday	3pm-2am
Saturday	11am-2am
Sunday	11am-10pm

Products and Services

The Double U is a full service Wisconsin sports bar with a limited food menu offering select pizzas and appetizers. We uniquely offer a rooftop patio, vast selection of tap beer, bottled beer and spirits.

Owners Duties & Responsibilities

- Bookkeeping and Banking
- Monitoring COG
- HR Management/ Payroll
- Developing and implementing marketing plan
- Developing and refining system efficiencies
- Budgeting/ Managing operational functions and direction
- Monitoring insurance planning (commercial, work comp)
- Menu & product development/implementation

Labor Force

Approximately 45-55 part time employees with 4-6 full time employees. Key employees and duties listed below.

General Manager (full time) –

- Maintain inventory levels (bar, food, & product)
- Coordinating and negotiating vendor relationships
- Monitoring COG
- Implementing promotional efforts
- HR management (training, retaining, administrative)
- Daily cash management and deposit reconciliation
- General maintenance, cleanliness, and organization of business
- Opening/closing procedures of establishment
- Refining and improving system efficiencies
- Customer engagement on all levels

Shift Manager (full time) –

- Schedule management
- Social media management (facebook, twitter, instagram, etc.)
- Coordinating promotional and advertising efforts
- HR management (hiring and administrative)
- Implementing procedures and duties with all departments
- Training: opening and closing responsibilities
- Daily cash management and deposit reconciliation
- General maintenance, cleanliness, and organization of business
- Opening/ closing procedures of establishment
- Customer engagement on all levels

Shift Supervisor (part time) –

- General maintenance, cleanliness, and organization of business
- Opening/ closing procedures of establishment
- Customer engagement on all levels

Lead Cook (full time) -

- General maintenance, cleanliness, and organization of BOH
- Monitoring COG
- Managing inventory levels (food, products, and supplies)
- Overseeing menu prep
- Quality control of products
- Coordinating and negotiating vendor relationships

Prep Cook (full time) -

- Assisting lead cook in all daily operational functions
- Directing and training staff in service operations
- Quality control of products
- Maintaining cleaning and sanitary standards

Inventory Levels

	<u>Food</u>	<u>Beverage</u>	<u>Total</u>
January 2015			
February 2015			
March 2015			

Equipment

All equipment will be brand new. Estimated value of equipment is between \$200,000 and \$250,000.

- | | | |
|--------------------------------|----------------------------------|------------------------|
| ▪ Walk in coolers (2) | ▪ Bar coolers (4) | ▪ Furniture & fixtures |
| ▪ Walk in freezer (1) | ▪ Hood & fire suppression system | ▪ TVs (20) |
| ▪ Grill | ▪ Beer tap system (26) | ▪ |
| ▪ Fryers (2) | ▪ Sprinkler suppression system | ▪ |
| ▪ Deli prep table (1) | ▪ Service stations (6) | ▪ |
| ▪ Impinger convection oven (1) | ▪ Ice maker (3) | ▪ |
| ▪ | ▪ Dishwasher (3) | ▪ |

Total Sales by Food & Bar

	2015	2016	2017	2018	2019
Food Sales					
Bar Sales					
Total Sales					

Business Value

Location- University, 1 block from Kohl Center

Space- 10,000 square feet with expansive roof top patio

Reputation/Relationships- Strong relationships with MFD, MPD, & city

Competition- 40k+ undergrads with 32% between 18 and 24

Core Vision

To continually invest in our people, product, and process to provide an exceptional environment with great service.

For Further Information Contact:

University Sports LLC.

P: 608-628-5226

E: chase@chasersmadison.com

Website Coming Soon