



# 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  Class A Cider

## 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, 2016.
- 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.

DAHMEN ENTERPRISES LLC

4. Trade Name (doing business as) DAHMEN'S at HAWKS LANDING

5. Address to be licensed 88 HAWKS LANDING CIR, VERONA 53593

6. Mailing address 5 N WOODMONT CIR, MADISON WI 53717

7. Anticipated opening date 3/1/16

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

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

## Section B—Premises

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

SOLD AND SERVED IN BAR, DINING RMS, DECK/PATIO + GOLF COURSE. STORED IN BAR, COOLERS, STORE ROOMS, CARTS.

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 374

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

PARKING LOT IS ACROSS DRIVEWAY FROM CLUB HOUSE,  
LIGHTED

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

No  Yes, license issued to THE TAP ROOM at HAWKS LANDING (name of licensee)

15.  Attach copy of lease.

**Section C—Corporate Information**

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

16. Name of liquor license agent TYLER DAHMEN

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

18. How long has the agent continuously resided in the State of Wisconsin? ENTIRE LIFE

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 12/28/15

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

WISCONSIN MARCH, 2010

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
AGENT/MEMBER	TYLER DAHMEN	MADISON WI
PRES/MEMBER	JUSTIN DAHMEN	MADISON WI

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

TYLER DAHMEN

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) \_\_\_\_\_
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
 No  Yes (explain) CURRENTLY RUNNING DAHMEN'S PIZZA PLACE  
LEASE EXPIRES 6/15/16

**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 \_\_\_\_\_

27. Business description GOLF COURSE RESTAURANT + BAR WG  
WILL CONTINUE TO MAKE OUR PIZZAS + ADD MORE  
SANDWICHES + SALADS TO OUR MENU.

28. Hours of operation 11 AM - 10 PM

29. Describe your management experience OWNERS OF DAHMEN'S PIZZA PLACE  
SINCE APRIL 2010, MANAGER OF PIZZA OVEN WEST  
FROM APRIL 2009 - APRIL 2010

30. List names of managers below, along with city and state of residence.  
TYLER DAHMEN MADISON, WIS  
JUSTIN DAHMEN MADISON, WIS

31. Describe staffing levels and staff duties at the proposed establishment KITCHEN: 8-10 COOKS  
+ FOOD PREP + KITCHEN CLEANUP BARTENDERS & SERVICE + WAIT,  
BAR AREA CLEANUP (6-8) WAITSTAFF: SERVE + CLEAN DINING  
AREAS (10-15)

32. Describe your employee training EMPLOYEE HANDBOOK + IND. TRAINING  
IN EACH AREA - KITCHEN, BAR, SERVICE + CARTS

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

GOLFERS + NEIGHBORHOOD RESIDENTS

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

WORD OF MOUTH, SIGN AT ROAD, DADMEN'S PIZZA PLACE

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? 21-80, FAMILIES

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 FISH FRIDAYS

41. During what hours of operation do you plan to serve food? 11 AM - 9 PM

42. What hours, if any, will food service not be available? WILL STOP TAKING FOOD ORDERS @ 9 PM

43. Indicate any other product/service offered. CATERING, DELIVERY, CLOTHING

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? 10-15 SEASONAL  
During what hours do you anticipate they will be on duty? 11:00 AM - 10:00 PM

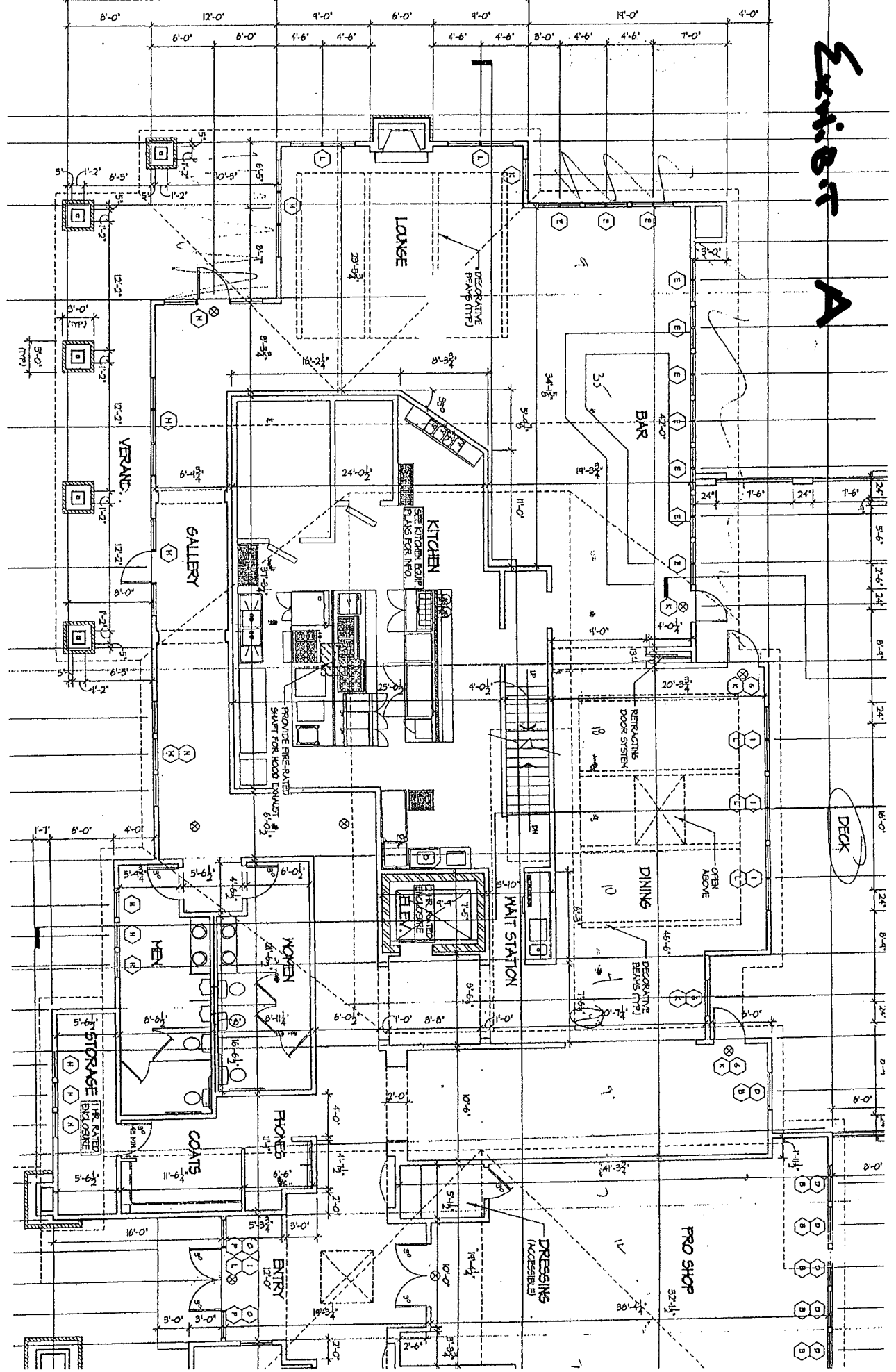
47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? 12-20  
 How many bartenders do you anticipate having work at one time on a busy night? 2
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 PIZZA OVEN
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? 80%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 0  
 What percentage of your advertising budget do you anticipate will be drink related? 0
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  No  Yes MAYBE
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  No  Yes MAYBE
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:  
28 % Alcohol      68 % Food      4 % 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

# Exhibit A



# DRAFT Menu for Dahmen's at Hawks Landing

## THE TEE BOX

### Dallas' Smoked Wings 12

12 of Dallas' famous smoked wings. Get them plain or in his southern dry rub. Served with a side of homemade hot sauce or whiskey sauce as well as Alabama White Sauce.

### Traditional Deep Fried Wings 10

12 of our traditional deep fried wings. They come plain with sauce on the side or tossed in any of our homemade sauces (barbeque, buffalo, ranch or hot).

### The Dahmenator Jumbo Pretzel 12

Over a pound of delicious soft pretzel made to be shared. Served with warm nacho cheese, spicy mustard and sweet cinnamon dipping sauces.

### Nachos Grande 10

Tri-colored nachos smothered in cheese, with black beans, jalapenos, black olives, and tomatoes. Served with sour cream and salsa. Add chicken, pulled pork or beef for 3

### Quesadilla 9

A blend of cheeses, black beans, jalapenos, black olives, and tomatoes melted into a flour tortilla. Served with sour cream and salsa. Add chicken or pulled pork for 3

### Wisconsin Cheese Curds 7

A dairyland delicacy. Wisconsin cheddar, lightly battered and deep fried. Served with homemade ranch dressing

### Chicken Tenders 8

Crispy chicken tenders served with french fries and your choice of homemade ranch, spicy mustard or barbecue sauce.

## PIZZA

### Margherita Pizza

**S 11 M 13 L 15**

Traditional pizza sauce topped with mozzarella cheese, sliced tomatoes and fresh basil.

### Chicken Bacon Ranch Pizza

**S 12 M 14 L 17**

A ranch base topped with mozzarella cheese, cheddar cheese, diced chicken and bacon crumbles.

### BBQ Chicken Pizza

**S 11 M 13 L 15**

Mozzarella cheese topping a BBQ sauce base and then covered in diced chicken and drizzled with more BBQ sauce.

### Buffalo Chicken Pizza

**S 11 M 13 L 15**

Buffalo sauce mixed into our traditional pizza sauce and covered with mozzarella cheese, diced chicken and more buffalo sauce

### Classic Pizza

**S 14 M 16 L 20**

Traditional pizza sauce topped with mozzarella cheese, Italian sausage, pepperoni, mushrooms, onions, green peppers and black olives

### Meat Deluxe Pizza

**S 13 M 15 L 18**

Italian sausage, pepperoni, Canadian bacon and bacon piled onto a base of traditional sauce and mozzarella cheese

### Veggie Deluxe Pizza

**S 13 M 15 L 18**

A garden delight! Sliced tomatoes, mushroom, onions and green peppers and house seasoning on a traditional

sauce with mozzarella cheese.

**Dahmen Deluxe Pizza**

**S 13                    M 15                    L 18**

The famous Dahmen favorite! Traditional pizza sauce topped with mozzarella cheese, Italian sausage, pepperoni, mushrooms and onions.

**Hawaiian Pizza**

**S 11                    M 13                    L 15**

A surfers favorite pizza. Traditional sauce and mozzarella topped with Canadian bacon and pineapple.

**Gyro Pizza**

**S 13                    M 15                    L 18**

A ranch base topped with mozzarella cheese, gyro meat, onions, tomatoes and diced cucumbers

**Volcano Pizza**

**13                    M 15                    L 18**

Hot sauce mixed with our traditional pizza sauce and topped with mozzarella cheese, Italian sausage, pepperoni, jalapenos and crushed red pepper.

**White Pizza**

**S 11                    M 13                    L 15**

A garlic sauce base topped with mozzarella cheese, sliced tomatoes and fresh basil.

**Greek Pizza**

**S 14                    M 16                    L 20**

Kitchen Cory's specialty! A traditional pizza sauce topped with mozzarella cheese, feta cheese, sliced tomato, mushrooms, red onion and spinach

**BUILD YOUR OWN**

## **SANDWICHES**

**Pulled Pork 9**

Our special pork roast, slow smoked until it's fork-tender, shredded and piled high on a toasted bun. Served with homemade spicy or whiskey barbeque sauce on the side. Top with coleslaw for 1

**Grilled Fish Tacos 12**

Three flour tortillas stuffed with grilled tilapia, cabbage, black beans, avocado, pico de gallo and finished with our \_\_\_\_\_ sauce.

**House Club Sandwich 10**

Sliced turkey breast, \_\_\_\_\_ ham, smoked bacon, cheddar and Swiss cheese, lettuce, tomato and mayo packed between two pieces of Texas Toast.

**Classic Grilled Cheese 7**

A childhood favorite. Thick slices of cheddar and mozzarella cheese grilled between two pieces of Texas Toast.                    Add any meat for 2                    Add any veggie for 1

**Chef's Cubanos 10**

Two pieces of fresh baguette brushed to perfection with butter and mustard and then packed with two slices of ham, four slices of marinated pork, Swiss cheese and thinly sliced dill pickles.

**Traditional Corned Beef Reuben 10**

Corned beef and Swiss cheese topped with sauerkraut and 1000 island dressing and served on rye bread.

## **ON THE GREEN**

Add grilled chicken or crispy chicken to any salad for 3

**Chef Salad 8**

A bed of iceberg lettuce topped with ham, bacon, hard boiled egg, cucumber, carrot, tomato and cheddar cheese.

**Asian Salad 9**



Mixed greens tossed with red onion, carrot, ramen noodles, sunflower seeds, soy sauce and sweet tangerine slices

**Caesar Salad 8.5**

Fresh romaine lettuce with grated Parmesan cheese, crushed black pepper, crunchy croutons, celery, and our signature Caesar dressing

## FROM THE GRILL

Our hamburgers are 1/3 lb and are delivered fresh daily by Knoche's Old Fashioned Butcher Shop in Middleton, WI. Each burger is served with your choice of side and can be grilled to your liking. Substitute a gluten free bun for 2

### **Dahmen's House Burger 9**

Topped with sautéed onions and cheddar cheese and served with lettuce and tomato on a toasted bun

### **The Bunker Burger 10**

Sauteed garlic and onions with tomato and a special house aioli on a cream cheese toasted bun.

### **Eggstraordinary Burger 9**

Fried egg with bacon and cheddar cheese served with lettuce and tomato on a toasted bun.

### **Cowboy Burger 11**

1/4 lb burger with 2 oz of pulled pork, bacon, onion straws, cheddar cheese, drizzled barbeque sauce on a toasted bun.

### **Jalapeno Cheddar Burger 9**

Topped with jalapenos and cheddar cheese then drizzled in a spicy ranch sauce on a toasted bun.

### **Mushroom and Swiss Burger 10**

A heaping pile of fresh mushrooms topped with melted swiss cheese on a toasted bun.

## KID' MENU

All items include a kids fries. Substitute baby carrots with ranch for 1. Substitute apple slices for 2

**Hot Dog 6**

**Kid's Burger 7**

**Mac & Cheese 6**

**Chicken Strips 6H**

## Dahmen's at Hawks Landing Business Plan

Dahmen's at Hawks Landing will be based on the principle of authentic thin pizza in a family atmosphere. Our menu will primarily offer pizza as well as appetizers, sandwiches/wraps/burgers, and soups and salads. Our family oriented atmosphere will allow adults to enjoy a beer or glass of wine while relaxing and watching their favorite team while their children enjoy a variety of games. We're hoping to have occasional music, such as our grandfather playing his accordion for a group of seniors, friends playing guitar, or the occasional karaoke at a private party. In the summer, we hope neighbors will stroll over and be able to meet friends on our patio to enjoy good food and company. We're hoping Dahmen's at Hawks Landing will become the neighborhood hangout..