



City of Madison Liquor/Beer License Application

P 409
A 2

LICLIB-2017-00274
46594

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, 2018.
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.

Gallery 1444

4. Trade Name (doing business as) Maria's
5. Address to be licensed 1444 E. Washington Ave, Madison WI 53704
6. Mailing address 1444 E. Washington Ave, Madison WI 53704
7. Anticipated opening date 7-1-2017
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.

Multi-use building houses gallery space, event space, museum, artist studios and other

tenants. Proposed space for Maria's includes dedicated spaces for patrons on the

main floor, storage space in basement, and access to the art gallery space on main floor.

Proposed space includes entrance and large windows on E. Washington Ave.

- 11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
- 12. Applicants for on-premises consumption: list estimated capacity 49
- 13. Describe existing parking and how parking lot is to be monitored.
Street parking available.
- 14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Gallery 1444, LLC (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 John Henry Chandler
- 17. City, state in which agent resides Waunakee, WI
- 18. How long has the agent continuously resided in the State of Wisconsin? 39 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 July 2015
- 21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin, 12/10/2015

- 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
Member	John H. Chandler	Waunakee, WI
Member	Obasi U. Torti	Madison, WI
Member	Alice C. Torti	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.
Alice C. Torti

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) _____

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 Beer and wine for patrons of events at Art In and Maria's.

28. Hours of operation event based, no later than 11pm

29. Describe your management experience John currently operates Art In, LLC. Alice has an MBA with extensive management experience. Obasi is currently in a management role.
John has experience as a security person for the Annex on Regent St.

30. List names of managers below, along with city and state of residence.
John H. Chandler, Waunakee WI Alice Torti, Madison WI
Obasi Torti, Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment _____
Part time bartender with owners managing.

32. Describe your employee training Orientation upon hire and trial of 1-3 events.

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

Existing patrons of Art In and Maria's events.

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

All advertising will be onsite during Art In events or in co-op with Art In and Maria's online presence.

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? In association with
Art In and Maria's events.

38. What age range do you hope to attract to your establishment? 30+

39. What type of food will you be serving, if any? prepackaged foods
 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? event based

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

43. Indicate any other product/service offered. none

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? none

During what hours do you anticipate they will be on duty? n/a

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? 7
 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
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? n/a
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? none
 What percentage of your advertising budget do you anticipate will be drink related? none
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

Taps \$5.00

Karben4

Champagne Tortoise English Mild Ale 5.4%

House of Brews w/ Vintage

My Own Private IPL 7.6%

Bottle List \$4.00

Karben4

NightCall Porter 6.5%

Fantasy Factory IPA 6.3%

Dragon Flute APA 5.3%

Block Party Amber 5.6%

Lady Luck Imperial Red 7.5%

Next Door Brewing

Bubbler Blond Ale 4.5%

Kaleidospoke APA 6.0%

Luminous IPA 6.8%

One Barrel Brewing

Commuter Kolsch 4.8%

Tiny Giant Citra Sasion 6.1%

Penguin Pale Ale 6.2%

Banjo Cat Black IPA 6.2%

Ale Asylum

Hopalicious APA 5.7%

Unshadowed Hefeweizen 6.0%

Ambergeddon Amber 6.7%

Madtown Nutbrown Brown Ale 5.5%

New Glarus

Spotted Cow Farmhouse Ale 4.8%

Cans \$3.00

PBR American Lager 4.7%

Miller Lite Pilsner

Taps \$5.00

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Cans \$3.00

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Miller Lite Pilsner

Non-Alcoholic Craft Soda \$3.00

Wisco Pop Soda

Ginger
Strawberry
Cherry

“The beer tastes good to my throat, cold and bitter, and the three boys and the beer and the queer freeness of the situation makes me feel like laughing forever.”

-Sylvia Plath

“Fill with mingled cream and amber,
I will drain that glass again.
Such hilarious visions clamber
Through the chambers of my brain.
Quaintest thoughts — queerest fancies,
Come to life and fade away:
What care I how time advances?
I am drinking ale today.”

-Poe

Maria's
★

Non-Alcoholic Craft Soda \$3.00

Wisco Pop Soda

Ginger
Strawberry
Cherry

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Maria's
★



1.1A

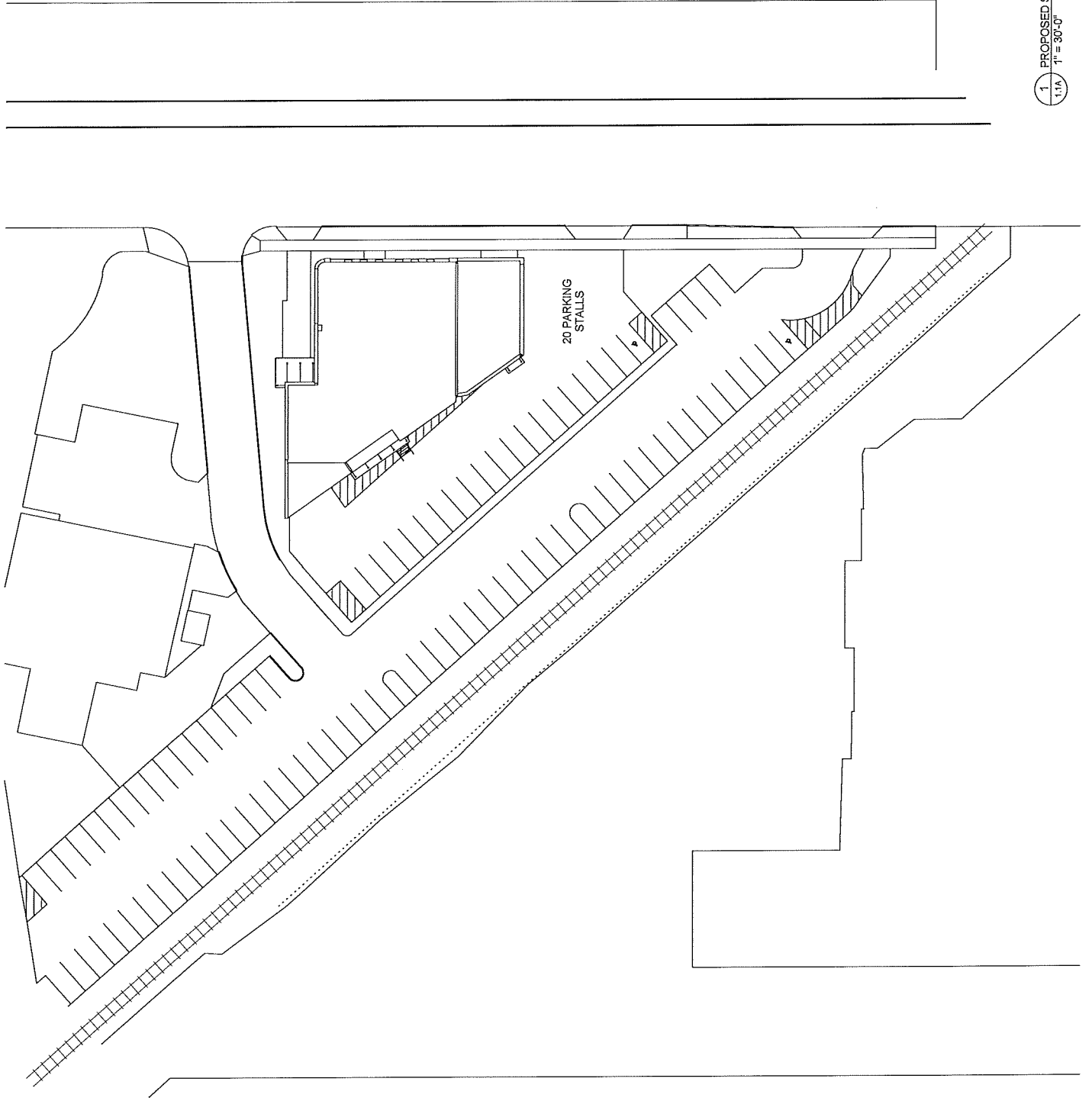
ARCHITECT:
ARCHITECTURE | CSG, INC.
107 NORTH HAMILTON STREET
MADISON, WI 53703 608/251-4402

PROJECT:
EXTERIOR RENOVATION
1444 EAST WASHINGTON STREET
MADISON, WI 53703

ISSUE AND REVISIONS:
11/20/08



1 PROPOSED SITE PLAN - OPTION A
1.1A 1" = 30'-0"





2.1A

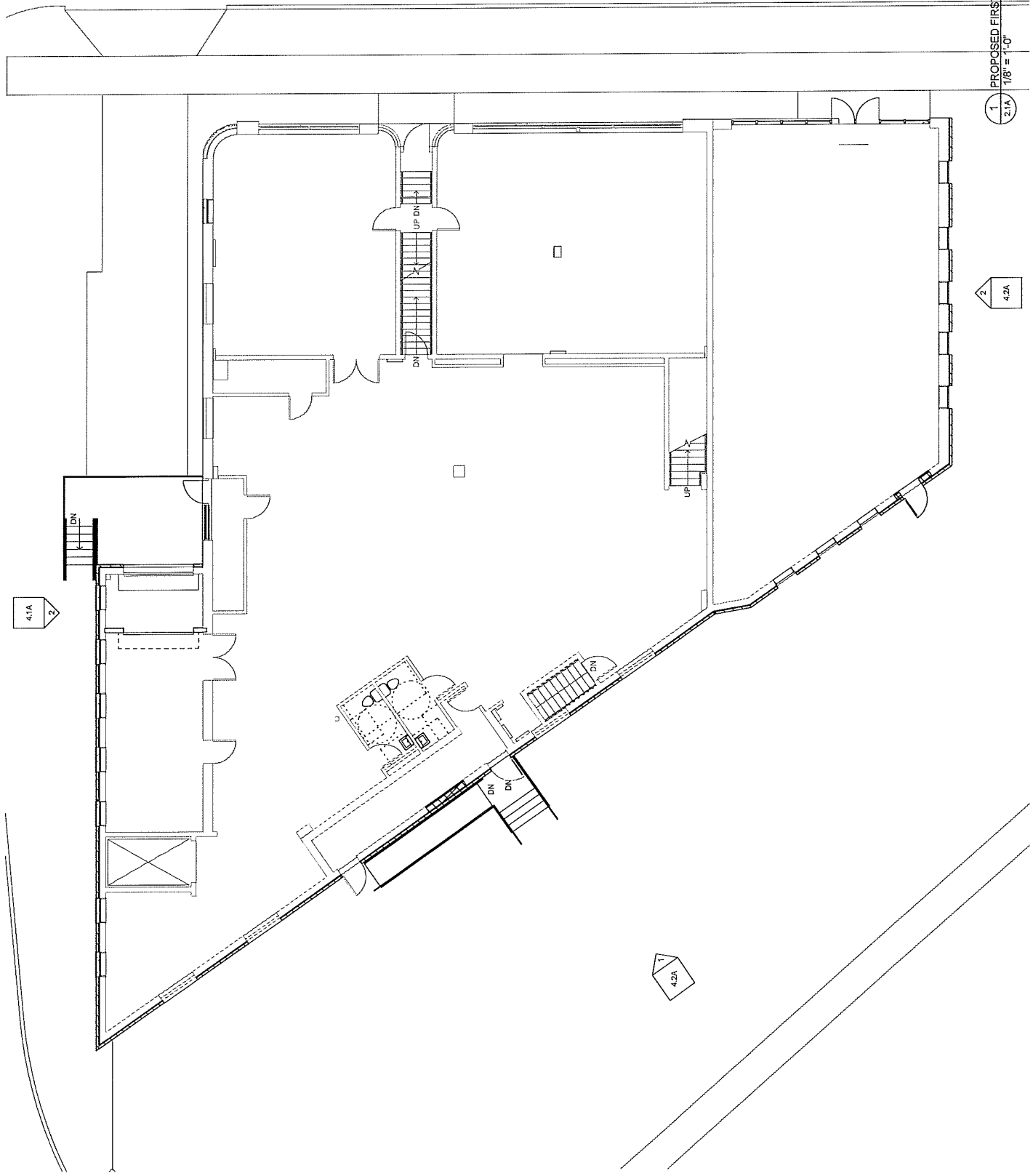
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1444 EAST WASHINGTON STREET
MADISON, WI 53703

ISSUE AND REVISIONS
1:1/2/2008



1. PROPOSED FIRST FLOOR PLAN - OPTION A
2.1A 1/8" = 1'-0"



4.1A

4.2A

4.1A

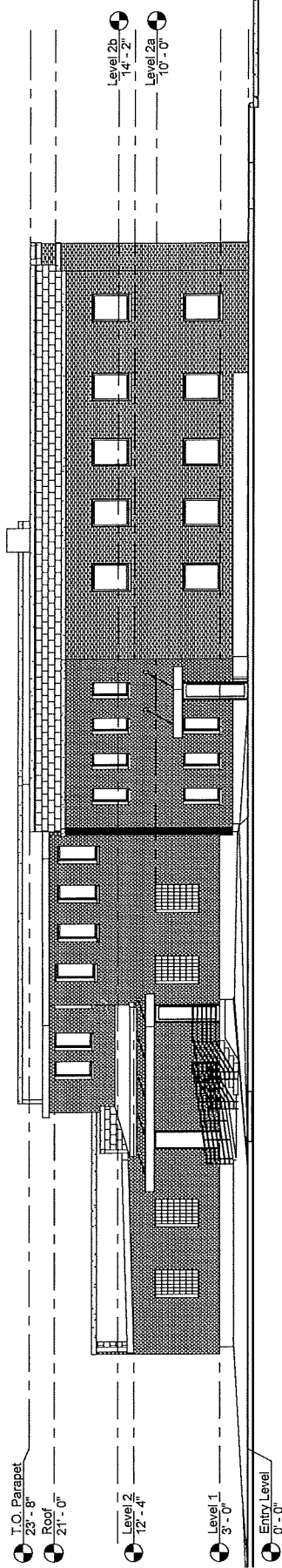
4.2A



PROJECT:
EXTERIOR RENOVATION
 1444 EAST WASHINGTON STREET
 MADISON, WI 53703

ISSUE AND REVISIONS:

11/22/08

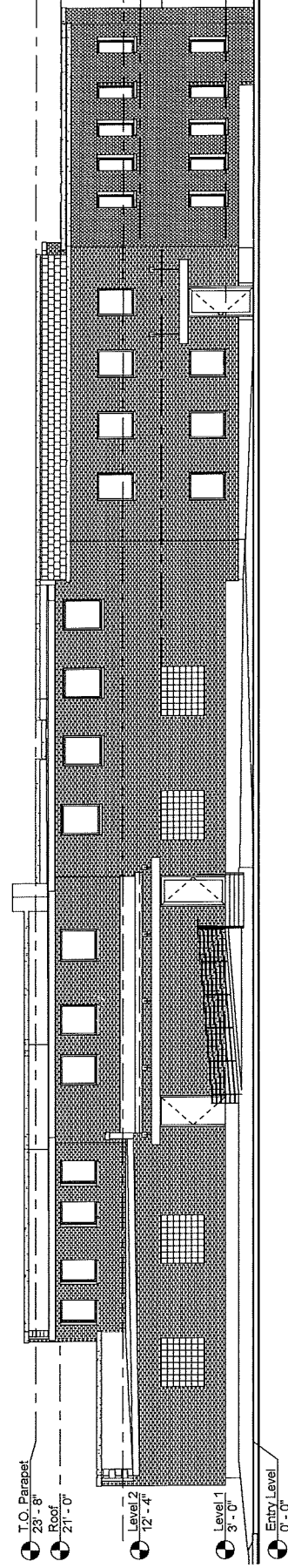


2 PROPOSED WEST ELEVATION - OPTION A
 4.2a 1/8" = 1'-0"

ARCHITECT:
ARCHITECTURE CSG, INC.
 107 NORTH HAMILTON STREET
 MADISON, WI 53703 608/251-4402



4.2A



1 PROPOSED NORTHWEST ELEVATION - OPTION A
 4.2a 1/8" = 1'-0"