



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

64719	
(Agenda Item Number)	
(Legistar file number)	
HCLIB-2021-00080	
(License number)	
4	403
(Alder District #)	(Police Sector)
Office Use Only	

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

Section A – Applicant

- 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.
BRICKHOUSE BARBEQUE LLC
- Trade Name (doing business as) ~~Rally's Bar & Grill~~ Riley's Bar + Grill
- Address to be licensed 408 W GORHAM ST MADISON, WI 53703
- Mailing address 402 W GORHAM ST MADISON, WI 53703
- Anticipated opening date 05/10/2021
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 No Yes (explain)

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

Section B—Premises

- 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.

1st floor bar & seating area with backyard patio, 2nd floor bar & seating area, 3rd floor bar & seating area with rooftop patio. Storage of keg beer in basement walk-in cooler. Storage of wine & spirits in 1st floor bar in stock room.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):
 Indoor: 300 Outdoor: 100
10. Describe existing parking and how parking lot is to be monitored.
No on site parking
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 Adam Bents
13. City, state in which agent resides Madison, WI
14. How long has the agent continuously resided in the State of Wisconsin? 40 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 11/6/19
16. State and date of registration of corporation, nonprofit organization, or LLC.
09/02/2008
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
Owner / Sole-Member	Jongyeon Lee	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.
Jongyeon Lee
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) Samba Grill, Riley's Wines, Badger Liquor, Vineyard Liquor, Church Key Bar

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 _____
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
CLOSED -	CLOSED -	12PM 1:30AM	12PM 1:30AM-	12PM 1:30AM	12PM 1:30AM	12PM 1:30AM
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

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. Full Restaurant Menu
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:
40 % Alcohol 60 % Food _____ % Other
- If applicable, describe "Other": _____
- 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? _____

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 6 7 4 0 3 6 9 - 0 4
39. Federal Employer Identification Number 27-0204057
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Adam Bents

Business phone 608-257-0400 Business e-mail address adam@rileyswines.com

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.

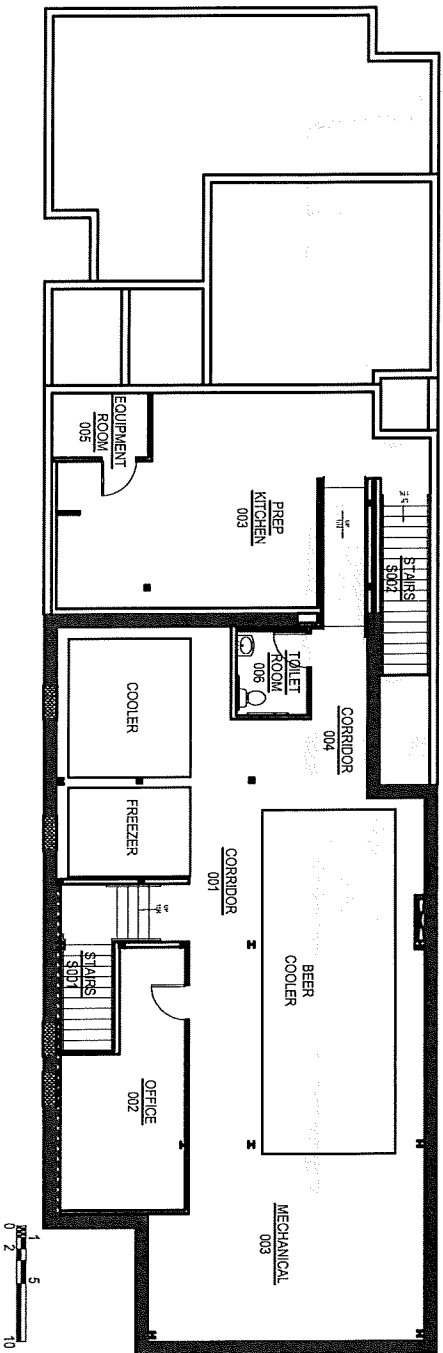
Jongyeon Lee
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

03/12/2021
 (Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "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 _____		

BRICKHOUSE BBQ

408 WEST GORHAM
MADISON, WI

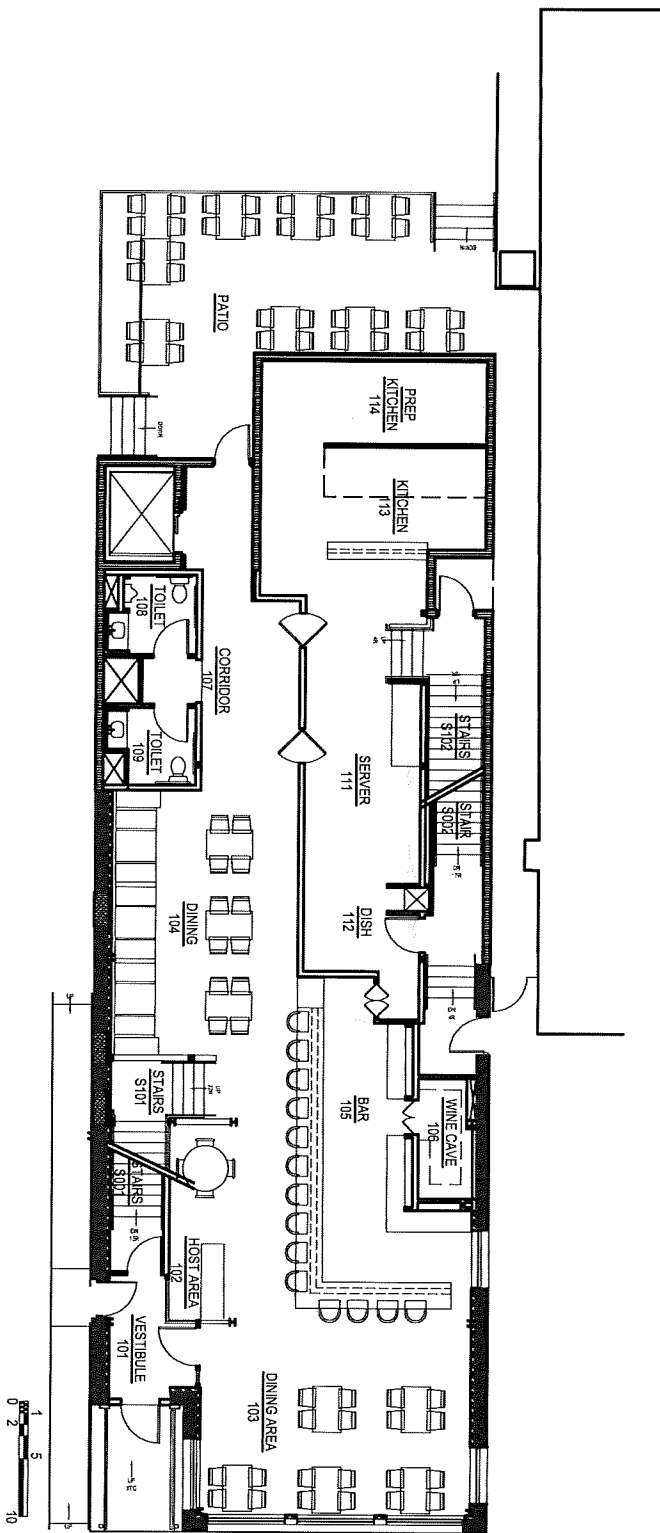


BASEMENT PLAN
1/16" = 1'-0"

SQUARE FOOTAGE
BASEMENT ≈ 2,779 SF

BRICKHOUSE BBQ

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MADISON, WI

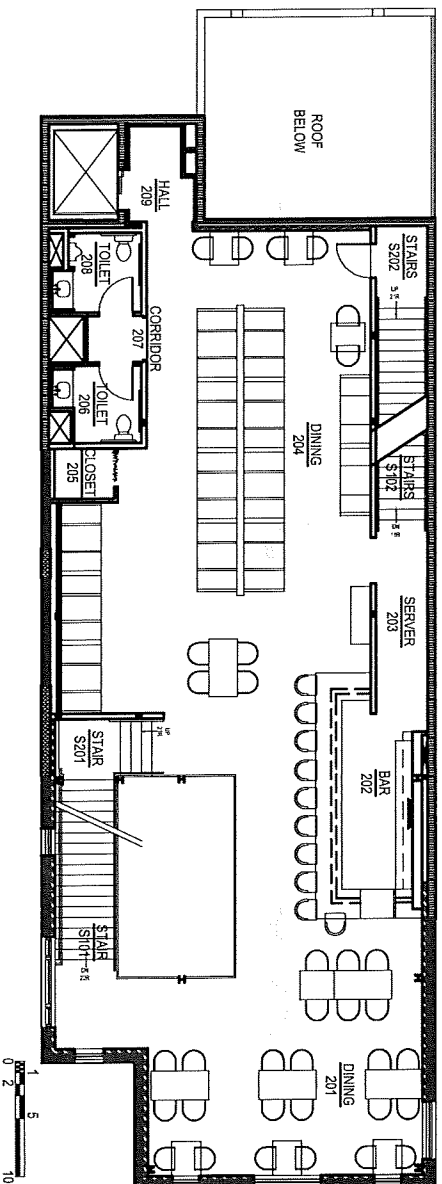


FIRST FLOOR PLAN
1/16" = 1'-0"

SQUARE FOOTAGE
FIRST FLOOR = 3,299 SF

BRICKHOUSE BBQ

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MADISON, WI

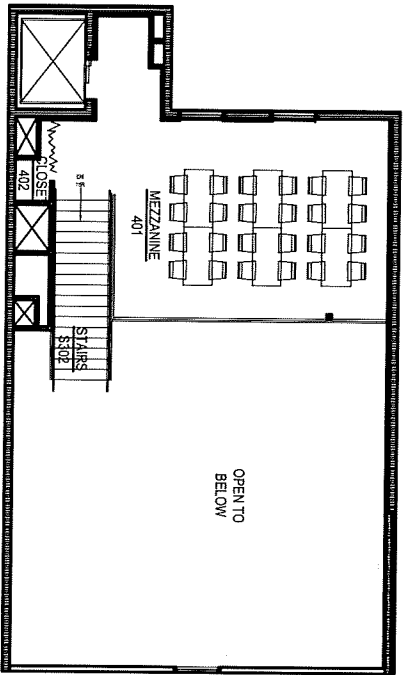


SECOND FLOOR PLAN
1/16" = 1'-0"

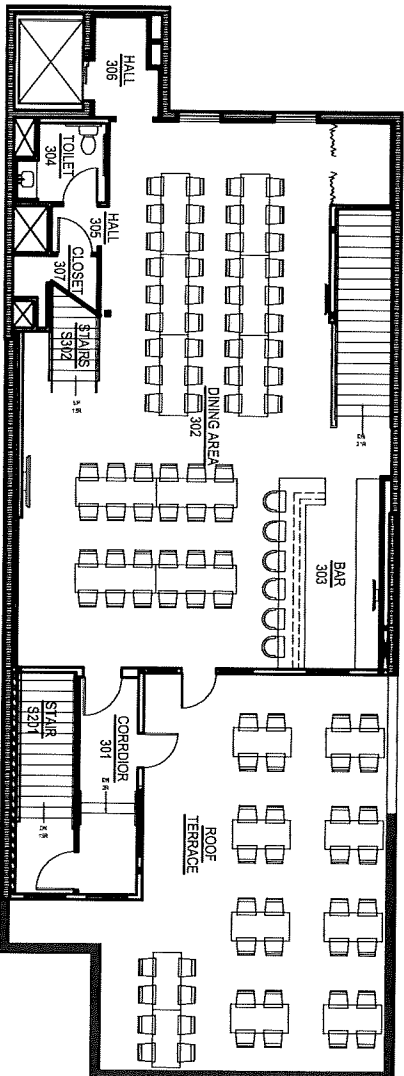
SQUARE FOOTAGE
SECOND FLOOR = 2,926 SF

BRICKHOUSE BBQ

408 WEST GORHAM
MADISON, WI



MEZZANINE PLAN
1/16" = 1'-0"



THIRD FLOOR PLAN
1/16" = 1'-0"

Riley's

Rally's Bar & Grill

FOOD MENU

APPETIZERS

CHICKEN TENDERS

Hand breaded, fried, and served with your choice of sauce. BBQ, Buffalo(mild or spicy), Rally Sauce(Chipotle Ranch), Ranch or Blue Cheese

\$7.99

NACHOS

Crisp-fried corn tortilla chips topped with nacho cheese, shredded lettuce, sour cream, and salsa. Served with your choice of beef or chicken.

\$9.99

RALLY SMOKED CHICKEN WINGS

Seasoned, smoked, fried, and served with the sauce of your choice: BBQ, Buffalo(mild or spicy) or Rally Sauce Served with celery and bleu cheese.

\$8.99

CHEESE CURDS (Regular or Spicy)

Fried Wisconsin Cheese curds served with Ranch Sauce. Spicy curds use Jalapeno Cheddar.

\$8.99

RALLY FRIES

Straight cut fries tossed in our special Parmesan Garlic pepper Seasoning

\$7.99

SOUP AND SALAD

RALLY SALAD

Mixed greens with cucumbers, tomatoes, onions and herbed croutons. Served with your choice of dressings.

Ranch, Blue Cheese, or French \$5.99

Add chicken +\$2.00

RALLY CHILI

Wisconsin-style chili made with beef and beans and Simmered for hours. Served with or without noodles.

Cup - \$2.99

Bowl - \$4.99

BASKETS

*All baskets served with choice of:
Straight Cut Fries, Seasoned Curly Fries, or side salad
Add Rally Fries for \$1*

RALLY BURGER

Ground Beef patty seasoned with Rally Rub, served with your choice of cheese and lettuce, tomato, and onion..

\$9.99

Add bacon \$2

RALLY JUICY BURGER

Rally burger served "Juicy Lucy" style. Two seasoned patties with melted American cheese inside. CAUTION! Melted cheese is HOT!

\$11.99

Add bacon \$2

BBQ BACON CHEESE BURGER

Ground beef patty seasoned with Rally Rub, crispy bacon, Fried onion ring and BBQ sauce with your choice of cheese.

\$12.99

CRISPY CHICKEN WRAP

Crispy chicken strips, with shredded lettuce, bacon, diced tomatoes, and your choice of sauce.

(Buffalo, Rally Sauce, Ranch, BBQ

\$9.99

CHICKEN TENDER MELT

Crispy chicken tenders with your choice Of melted cheese, bacon, tomato served on Texas toast.

\$9.99

GRILLED CHEESE

Goey melted cheese (your choice) with a tomato slice served on Texas Toast.

\$6.99

Add bacon \$2

***Consuming raw or undercooked meats, poultry, eggs, shellfish, or seafood may increase your risk of foodborne illness. Orders for rare or medium-rare meats may be undercooked and will only be served upon request.**

Riley's



Riley's

Rally's Bar & Grill

BUSINESS PLAN

408 West Gorham Street

(608) 257- 7675

Introduction

Rally's Bar and Grill is a casual restaurant aiming to provide a safe and fun atmosphere for its customers. Specializing in burgers and comfort food we will provide a slightly different twist on classic pub fare. Due to many restaurants in the area that have closed recently we feel there is an opportunity to provide good quality food to the residents and students in the area.

Mission Statement

The mission of Rally's Bar and Grill is to provide people with high-quality fast casual food at reasonable prices. We pledge to provide a clean and fun ambiance that is pleasing to the senses overall. Customers can rely on the fact their food will be tasty and the service to be fast and friendly.

Business Description

Products

Products for sale are listed on our menu. A large portion of the menu will be burgers and sandwiches along with other appetizer type items and chili. Most menu items will be made fresh to order with minimal prep work needed beforehand. We will also listen closely to our customers in hopes of expanding the menu upon recommendations from them.

Location

The location we will use is 408 West Gorham formally Nomad Restaurant. Rally's Bar and Grill will operate of this location and this location is owned by the restaurant proprietor, Jongyeon Lee

Market Analysis

The location of Rally's is in a densely populated downtown district with many young adults living within 4 blocks. Although there are several similar restaurants with that region that are comparable, Rally's stands out because of its size and space along with 2 outdoor patios for customers to utilize.

Safety Procedures

Due to current health and safety regulations we will be offering food for sale from a front counter where customers will order their food and take a number to a table of their choosing. Food and drink orders will then be delivered to them at their table. We are hoping to utilize our patio spaces for safe outdoor dining along with having all indoor seating safely spaced out as well.

