



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, 2017.
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.

Encore Adventure LLC

4. Trade Name (doing business as) Tiny's Tap House

5. Address to be licensed 308 S. Paterson Street, Madison, WI 53703

6. Mailing address 852 Williamson Street, Madison, WI 53703

7. Anticipated opening date June 1, 2017

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 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.

Alcohol beverages will be served inside the building at 308 S. Paterson Street, on the terrace in front of the building and in the courtyard behind the building. Alcohol beverages will be stored in a storage room on the main floor of the build and in the cooler, also on the main floor. Records of shipments received will be kept in the storage room.

Roughly 935 sq Ft

X

X 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 30 People

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

Parking will be on the street.

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

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

15. Attach copy of lease. The owner of the Tiny's Tap House owns the building. Attached is a copy of the tax bill

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 Holly Alexander

17. City, state in which agent resides Cottage Grove, Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 40 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 10-16-15

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

September 1, 2017

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
Owner	Holly Alexander	Cottage Grove, 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.

Holly Alexander

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Owner of Gorham Enterprise dba The Wisco and Alex Enterprise.
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) Owner, Holly Alexander, holds a liquor license for Gorham Ent. dba The Wisco.

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 Tiny's Tap House will offer an intimate environment where customers can enjoy
seasonal and unique beers and spirits created by micro brewers mainly from Wisconsin. We will feature
seasonal non-alcoholic beverages, coffee and teas. Williamson Street restaurants will be featured as food
caterers along with occasional food cart nights. Beer will be sold in 32oz. and 64oz. growlers for carry out.
28. Hours of operation Sun Mon. Tues. Wed. Thurs. 3:00 - 11:00. Fri. and Sat. 3:00 - 2:00. Closed on Mon.
29. Describe your management experience Manager Brooks Jewells has worked at The Wisco for the past
13 years and managed the tavern for the past 3 years. Assistant Manager, Hannah Alexander, has worked
at the Wisco for 4 years and has been Assistant Manager for 1 year.
30. List names of managers below, along with city and state of residence.
Brooks Jewell _____ Madison, WI _____
Holly Alexander _____ Cottage Grove, WI _____
31. Describe staffing levels and staff duties at the proposed establishment The Tap Room will be staffed
by one experienced bartender. The bartender will check patron identification, serve customers, assemble and
present food orders. Security staff will walk the perimeter of the building.
32. Describe your employee training Beverage hosts will be experienced and knowledgeable. Staff will shadow
manager Brooks Jewell for one week. Bartenders will receive food prep instruction from Hannah Alexander.

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

Our target customer is between 32 and 60 years old. We will market heavily to people who live within walking and bicycling distance from the tap house.

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

Our advertising will be electronic: Facebook, Twitter and the Tiny's Tap House web sight. We will run print ads

in the Marquette Neighborhood Gazette, Maximun Ink and The Isthmus.

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? We will have a piano in the tap

house and will have an occasional solo performer. We will use an in-house stereo to play jazz, blues, and rock music.

38. What age range do you hope to attract to your establishment? between 32 and 60 years old.

39. What type of food will you be serving, if any? Sandwiches and appetizers

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? Food will always be available at the tap house.

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. Cup cozies, tee shirts and sweat shirts.

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? 0

During what hours do you anticipate they will be on duty? _____

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? _____
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? 10 %
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 20%
 What percentage of your advertising budget do you anticipate will be drink related? 80%
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:
75 % Alcohol 20 % Food 5 % 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 Deputy Clerk prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
65. I intend to operate under the alcohol license within 90 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

66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
67. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776] No Yes
68. 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

69. State Seller's Permit 456-1029825232-02

70. Federal Employer Identification Number 82-2877024

71. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Holly Alexander

E-mail address allalex@hotmail.com

Phone 608-445-1867 Preferred language English

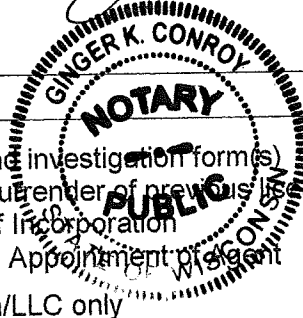
72. Corporate attorney, if applicable: Name _____

Phone _____ E-mail _____

Read carefully before signing in front of a notary: 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.

Subscribed and Sworn to before me:
 this 10th day of November, 2017
Ginger K. Conroy
 (Clerk/Notary Public)
 My commission expires 2/12/2018

Holly Alexander
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)



Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		