



Application Date: 2-14-07

Proof of WI Seller's Permit No. 004-0003164767-01

Name of Corporation, Limited Liability Company, Individual Owner, Private Club or Partner(s) <i>El Pescador INC</i>		Liquor/Beer Agent <i>Martha Hernandez</i>	
Mailing Address <i>2810 E Washington</i> <del>909 Twin Pine Drive</del> <i>INC</i>		Liquor/Beer Agent Address <i>909 Twin Pine Drive</i>	
City/State/Zip Code <i>Madison WI 53704</i>		Liquor/Beer City/State/Zip Code <i>Madison WI 53704</i>	
Name of Registered Agent or General Partner <i>Humberto Macias</i>		Local Contact Person Phone Number <i>Humberto Macias 608 241-2213</i>	
Trade Name <i>El Pescador</i>		Estimated Opening Date <i>March 2007</i>	
Business Address <i>2810 E. Washington</i> <i>Madison WI 53704</i>		Signature of Owner/Operator	
Type of Business <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Tavern <input type="checkbox"/> Grocery Store <input type="checkbox"/> Caterer <input type="checkbox"/> Cafeteria <input type="checkbox"/> Other _____			
Food and Drink License? Needed for: <i>Food Business Entertainment</i>			
Private Club? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
License Description	Type	Fee	Number
<i>Class B Combo pub. fee</i>	<i>108</i>	<i>20.00</i>	
<b>Pre-Inspection &amp; License Fees Non-Refundable</b>		<b>TOTAL</b>	<b>\$</b>

IT IS MANDATORY THAT ALL APPLICABLE INFORMATION BE COMPLETED. INACCURATE INFORMATION MAY RESULT IN SUSPENSION OR REVOCATION OF LICENSE.

# City of Madison Liquor/Beer Original Supplemental Form

Office Use Only	
<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification Number <input checked="" type="checkbox"/> Notarized Original Application Form (AT-106) <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Description of Licensed Premise <input checked="" type="checkbox"/> Notarized Auxiliary Questionnaire(s) (AT-103) <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> Floor Plans	<input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Notarized Transfer of Ownership Letter <input checked="" type="checkbox"/> *Schedule of Appointment of Agent (AT-104) <input checked="" type="checkbox"/> *Notarized Agent Appointment/Acceptance Form <input checked="" type="checkbox"/> *Articles of Incorporation/ Organization <input type="checkbox"/> Sample Menu, if possible <input checked="" type="checkbox"/> Business Plan, if one exists * Forms required of Corporation/LLC only

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs. **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer.
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

**Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.**

① ✓ Alderperson Larry Palmes can be reached at 284-1508 at the Common Council Office (266-4071), or via e-mail at [council@cityofmadison.com](mailto:council@cityofmadison.com).

② ✓ The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at [www.ci.madison.wi.us/neighborhoods/contacts.htm](http://www.ci.madison.wi.us/neighborhoods/contacts.htm)

③  Police Department Central District Captain Mary Schauf (Sector 400) can be reached at 266-4316.  
 Police Department East District Captain Jill Klubertanz (Sector 600) can be reached at 267-2100.  
 Police Department North District Captain Richard Bach (Sector 500) can be reached at 245-3652.  
 Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 288-6152.  
 Police Department South District Captain James Wheeler (Sector 300) can be reached at 267-8687.

④ ✓ Alcohol Policy Coordinator Joel Plant can be reached at 264-9295.

1. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate?  Yes  No

2. Are there any special conditions desired by the neighborhood?  Yes  No

Explain. \_\_\_\_\_

3. Name of Applicant/Partner/Corporation/LLC Martha Hernandez El Pescador Inc

4. Telephone Number: (608) 241-2213

⑤ ✓ 5. Address of Licensed Premise 2810 E Washington Avenue, Madison WI 53704

6. Anticipated opening date: March -2007

7. Mailing address if not opening immediately 909 Twin Pine Drive Madison

8. What type of establishment is contemplated?  Tavern  Nightclub  Restaurant  
 Liquor Store  Grocery Store  Convenience Store - Gas Pumps  Yes  No  
 Other Please explain \_\_\_\_\_

9. Business Description including hours of operation and if entertainment is part of your venue, what type:  
11-9 pm Sun - Sat.

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

SQUARE FOOTAGE 2000 SF, SEATING FOR 80 PEOPLE MAX, THE LIQUOR WILL BE IN A STORAGE ROOM WITH A LOCK. IN DINE ROOM OUT IN PATIO 4 TABLES 20 FT X 8 FT FOOD AND DRINKS WITH ~~STAFF~~ SERVICE OF DRINKS.

11. Are any living quarters directly or indirectly accessible and under control of the applicant?  Yes  No  
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. 30 2 handicapped bicycle sections 10 lights (parking lot)

13. Describe your management experience, staffing levels, duties and employee training,  
5 YEARS IN RESTAURANTS. I HAD THE BARTENDER LICENSE BEFORE. AND DINE RE

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your liquor/beer agent. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation. Humberto Macias

909 Twin Pine Drive Madison WI 53704  
 Address City State Zip

15. Excluding pre-packaged snacks, how late will food be served? 9 pm every night

16. What type of food will you be serving, if any? Hispanic - Latino - Tex-Mex

17. Indicate any other product/service offered: Take out

18. Describe your target market: Local neighborhoods - Professionals - University Students - Families "All people"

19. What is your estimated capacity? 80 people

20. Are you operating under a lease or franchise agreement?  Yes  No (If yes, attach a copy)

21. Owner of building where establishment is located: Renaissance Property Group Michael  
Address of Owner: 1 Sherman Terrace Suite 102 Phone Number 608 301 0000  
Madison WI 53704 Matty

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course?  Yes  No If Yes, indicate names: Martha Hernandez, Humberto Macias Rafael Escamilla  
**License cannot be issued until proof of Beverage Server Training completion is shown.**

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting?  Yes  No

24. Corporation/LLC: Agent must disclose interest held in business: 7.5 %

25. Corporation/LLC: Has agent completed the Beverage Server Training Course?  Yes  No  
**License cannot be issued until proof of Beverage Server Training completion is shown.**

26. Corporation/LLC: List Directors, Stockholders, and Managers below.

Director(s) Name	Home Address
Humberto Macias	909 Twin Pine Drive Madison WI 53704
Rafael Escamilla	1016 <del>A</del> North Gammon Rd Madison <sup>WI</sup> 53717

Stockholder's Name	Address	Extent of Ownership%

Manager's Name	Address	Business Phone	Home Phone
Humberto Macias	909 Twin Pine Drive Madison, WI 53704	608 217 6918	608 244-2213

27. 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?  Yes  No
28. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. **For new establishments, the percentage will be an estimate.**

Calendar/fiscal year:  January 1 – December 31  July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	15 <del>20</del> %
Percent Gross Receipts from Food	85 %
Percent Gross Receipts from Other	%
<b>Total Gross Receipts</b>	<b>100 %</b>

Do you have written records to document the percentages shown?  Yes  No

**You may be required to submit documentation verifying the percentages you've indicated.**

29. What type of establishment are you? (Check all that apply)  Tavern  Restaurant  Nightclub

Other Please explain: \_\_\_\_\_

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

31. Will your establishment be a member of the Wisconsin Restaurant Association?  Yes  No

32. How many wait staff will be employed at the establishment? 7

33. What hours, if any, will food service not be available? NONE

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

Coupons, Radio Magazine Food / Restaurant provisions

**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 signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. (Individual applicants and each member of a partnership must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

*Notary*  
SUBSCRIBED AND SWORN TO BEFORE ME:

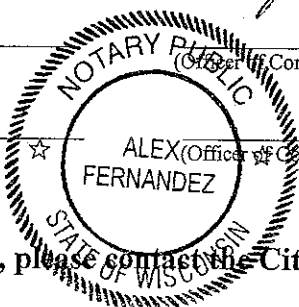
this 19th day of February, 2007

[Signature]  
(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

[Signature]  
(Clerk/Notary Public)

(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

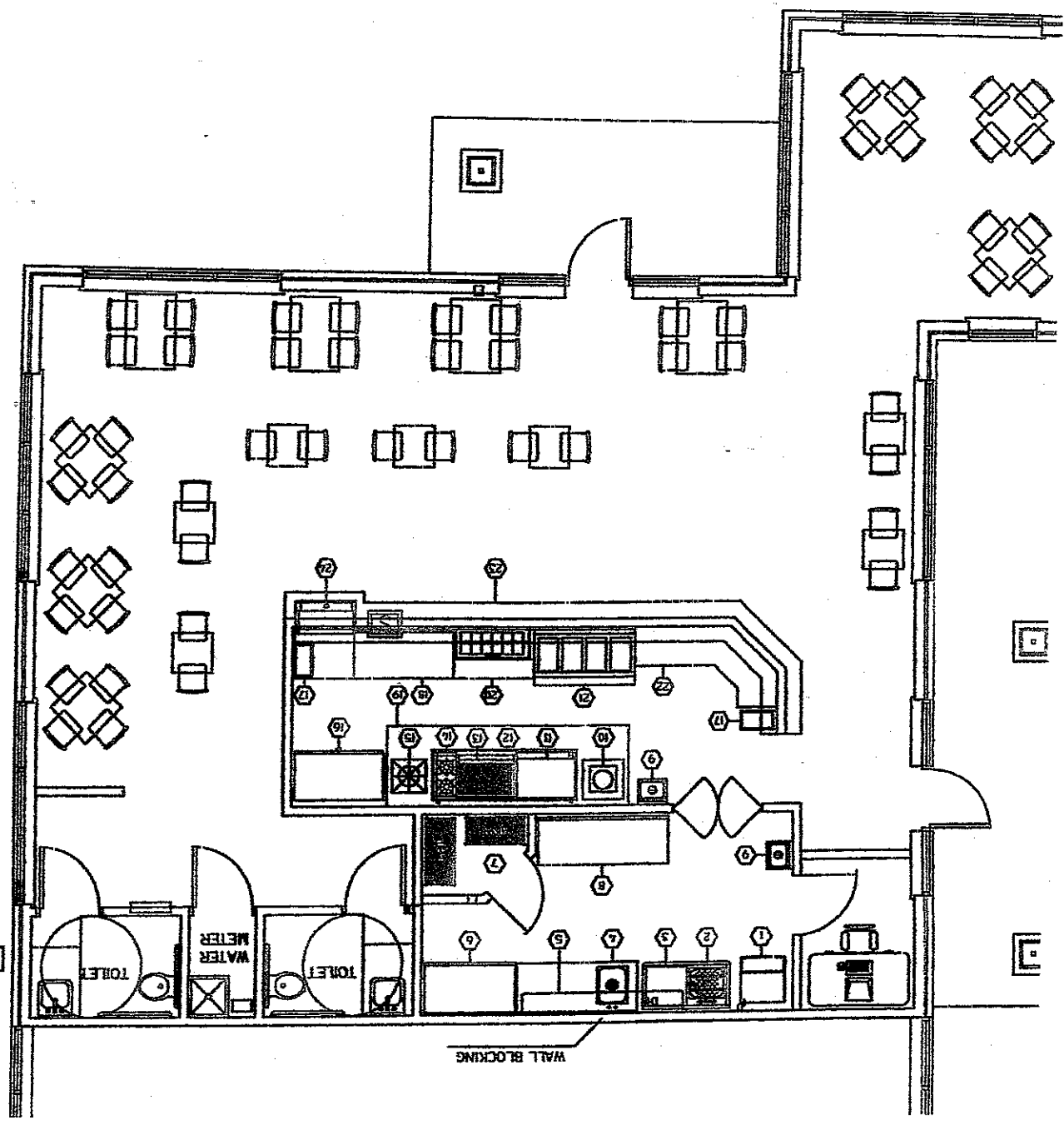
My commission expires 10/24/10



(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

If you have any questions, please contact the City Clerk's Office at (608) 266-4601.

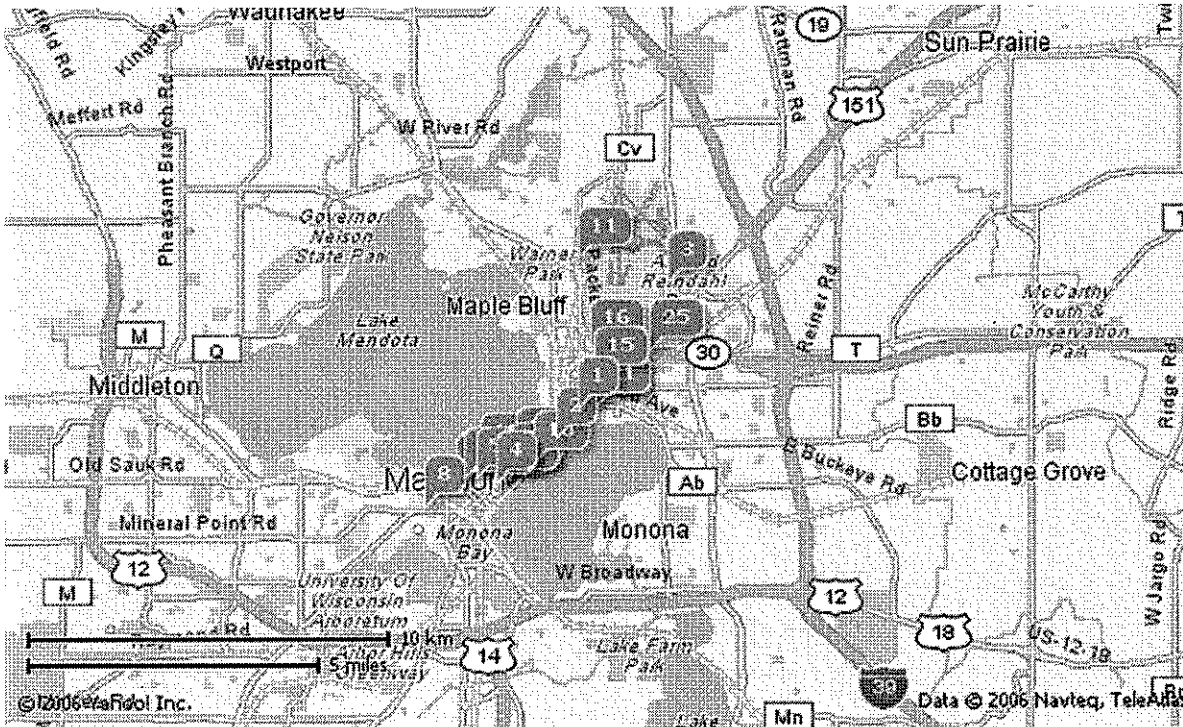
- EQUIPMENT LIST**
1. ICE MACHINE
  2. PRE-GRIND TABLE
  3. UNDER COUNTER WARMWASHER
  4. PREP TABLE W/SINK
  5. WALL SHELF
  6. REACH-IN FREEZER
  7. SHELVING UNITS
  8. REACH-IN REFRIGERATOR
  9. HAND SINK
  10. DOUGH PRESS W/STAND
  11. PLAT GRILL
  12. REF. EQUIPMENT STAND
  13. CHAR. GRILL
  14. HOT PLATE
  15. STOCK POT RANGE
  16. MERCHANTS COOLER
  17. TRASH COMPACTOR
  18. REFR. TOP COOLER
  19. REFR. TOP COOLER
  20. SALAD / SANDWICH TOP
  21. HOT FOOD WELL
  22. CUSTOM UNDERCOUNTER (BY C)
  23. CUSTOM COUNTER TOP (BY OT)
  24. BEVERAGE MACHINE (BY OT)
  25. OPEN NUMBER



COBA



**EASTWOOD, AL**



**Your Points of Interest**

- |   |   |
|---|---|
| <p>1. Wonders Pub ★★★★★<br/>1980 Atwood Ave, Madison, WI<br/>Phone: (608) 244-8563</p> <p>2. Crystal Corner Bar ★★★★★<br/>1302 Williamson St, Madison, WI<br/>Phone: (608) 256-2953</p> <p>3. Sports Pub ★★★★★<br/>1902 Bartillon Dr, Madison, WI<br/>Phone: (608) 241-0147</p> <p>4. Brocach Irish Pub ★★★★★<br/>7 W Main St, Madison, WI<br/>Phone: (608) 255-2015</p> <p>5. Irish Pub<br/>317 State St, Madison, WI<br/>Phone: (608) 256-6071</p> <p>6. Pub ★★★★★<br/>552 State St, Madison, WI<br/>Phone: (608) 256-2464</p> <p>7. Gennas Lounge ★★★★★<br/>105 W Main St, Madison, WI</p> | <p>14. High Noon Saloon ★★★★★<br/>701 E Washington Ave, Madison, WI<br/>Phone: (608) 268-1122</p> <p>15. Ray's Bar &amp; Grill<br/>2526 E Washington Ave, Madison, WI<br/>Phone: (608) 241-9335</p> <p>16. Grieg Club<br/>610 North St, Madison, WI<br/>Phone: (608) 242-0741</p> <p>17. Church Key Pub &amp; Grill ★★★★★<br/>626 University Ave, Madison, WI<br/>Phone: (608) 259-0444</p> <p>18. King Club Incorporated<br/>114 King St, Madison, WI<br/>Phone: (608) 251-5464</p> <p>19. Lemon Elmer J Cert Pub Acctnt<br/>2 E Gilman St, Madison, WI<br/>Phone: (608) 238-1324</p> <p>20. Lions Club Madison Central<br/>7 N Pinckney St, Madison, WI</p> |
|---|---|



Phone: (608) 255-4770

Phone: (608) 442-5814

- 8. **Big Ten Pub** ★★★★★  
1330 Regent St, Madison, WI  
Phone: (608) 251-6375
- 9. **Madison Avenue**  
624 University Ave, Madison, WI  
Phone: (608) 257-1122
- 10. **Willy Street Pub & Grill**  
852 Williamson St, Madison, WI  
Phone: (608) 256-8211
- 11. **The Runway Pub & Grille**  
3302 Packers Ave, Madison, WI  
Phone: (608) 249-4401
- 12. **Great Dane Brew Pub** ★★★★★  
123 E Doty St, Madison, WI  
Phone: (608) 284-0000
- 13. **Kens Bar & Grill**  
117 S Butler St, Madison, WI  
Phone: (608) 257-1176

- 21. **Harmony Bar & Grill** ★★★★★  
2201 Atwood Ave, Madison, WI  
Phone: (608) 249-4333
- 22. **Slipper Club**  
121 W Main St, Madison, WI  
Phone: (608) 268-0909
- 23. **Nick's Restaurant** ★★★★★  
226 State St, Madison, WI  
Phone: (608) 255-5450
- 24. **Wilson's Bar** ★★★★★  
2144 Atwood Ave, Madison, WI  
Phone: (608) 241-2226
- 25. **Brothers Three Bar & Grill**  
614 N Fair Oaks Ave, Madison, WI  
Phone: (608) 244-6818

When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning.