



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

Section A – Applicant

- This application is for the license period ending June 30, 20 16.
- 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.
Next Door Brewing, LLC
- Trade Name (doing business as) Next Door Brewing Company
- Address to be licensed 2439 Atwood Avenue, Madison, WI 53704
- Mailing address 2439 Atwood Avenue, Madison, WI 53704
- Anticipated opening date change effective Nov 1, 2015
- State Seller's Permit 456-1027905531-02
- Federal Employer Identification Number 46-1894162
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
Beverages will be served as they are currently under the Combination license. They will be sold and served with the bar and restaurant areas at 2439 Atwood Avenue.
@ 4K sq. ft.
- Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.
- Applicants for on-premises consumption: list estimated capacity same as current 99 interior

14. Describe existing parking and how parking lot is to be monitored.
 There 18 parking spaces, off-street, for the property. 5 spaces are reserved for the apartments ~~—upstairs from the restaurant.~~ The remaining spots are well lit and will be patrolled as part of the responsibility of the manager, bartenders and security personnel.
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15. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Next Door Brewing Company (name of licensee)
16. 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.

17. Name of liquor license agent Aric Dieter - same as current
18. City and state in which agent resides Edgerton, Wisconsin
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 March 2013
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin, January 17, 2013

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	Aric Dieter	Edgerton, WI
Member	Crystal Dieter	Edgerton, WI
Member	Keith Symonds	Madison, WI
Member	Peter Stebbins, Jr.	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.
Aric Dieter

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 BrewPub / Restaurant
27. Business description NDBC is a brewpub – a restaurant with a nano-brewery (3 barrels) to produce beer on premises. NDBC will have a casual, full-service restaurant serving food during all hours of operation. The menu features appetizers, many of which are appropriate for sharing, as well as sandwiches, salads and simple entrée dishes.
28. Hours of operation Weekdays 11am to 11pm; Weekends 11am to 12am.
29. Describe your management experience Aric Dieter has held the position of Managing Director at Next Door Brewing since its inception in 2013 and will continue to do so.
30. List names of managers below, along with city and state of residence.
Aric Dieter, Managing Director, Edgerton, WI Ben Spoehr, General Manager, Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment Kitchen – 6-8 personnel, prepare food, manage food inventory, recipe planning. Front of the House – 15-20 personnel (bartenders, wait-staff, hosts) take food and drink orders, deliver food and drink, clear tables, manage seating. Brewery – 1-2 personnel, all aspects of producing beer from raw materials to finished product, as well as line cleaning and staff training.
32. Describe your employee training all personnel are trained by the management team listed above. Training includes service expectations (including how to deal with problematic patrons), money handling and reporting, kitchen expectations – including sanitation and safety and other topics specific to function.
33. Utilizing your market research, describe your target market.
Target market is age 30-60, many with families. Craft Beer and Food enthusiasts

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

We advertise in local newspapers, craft beer papers and internet sites as well as state and local tourism fliers.

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.

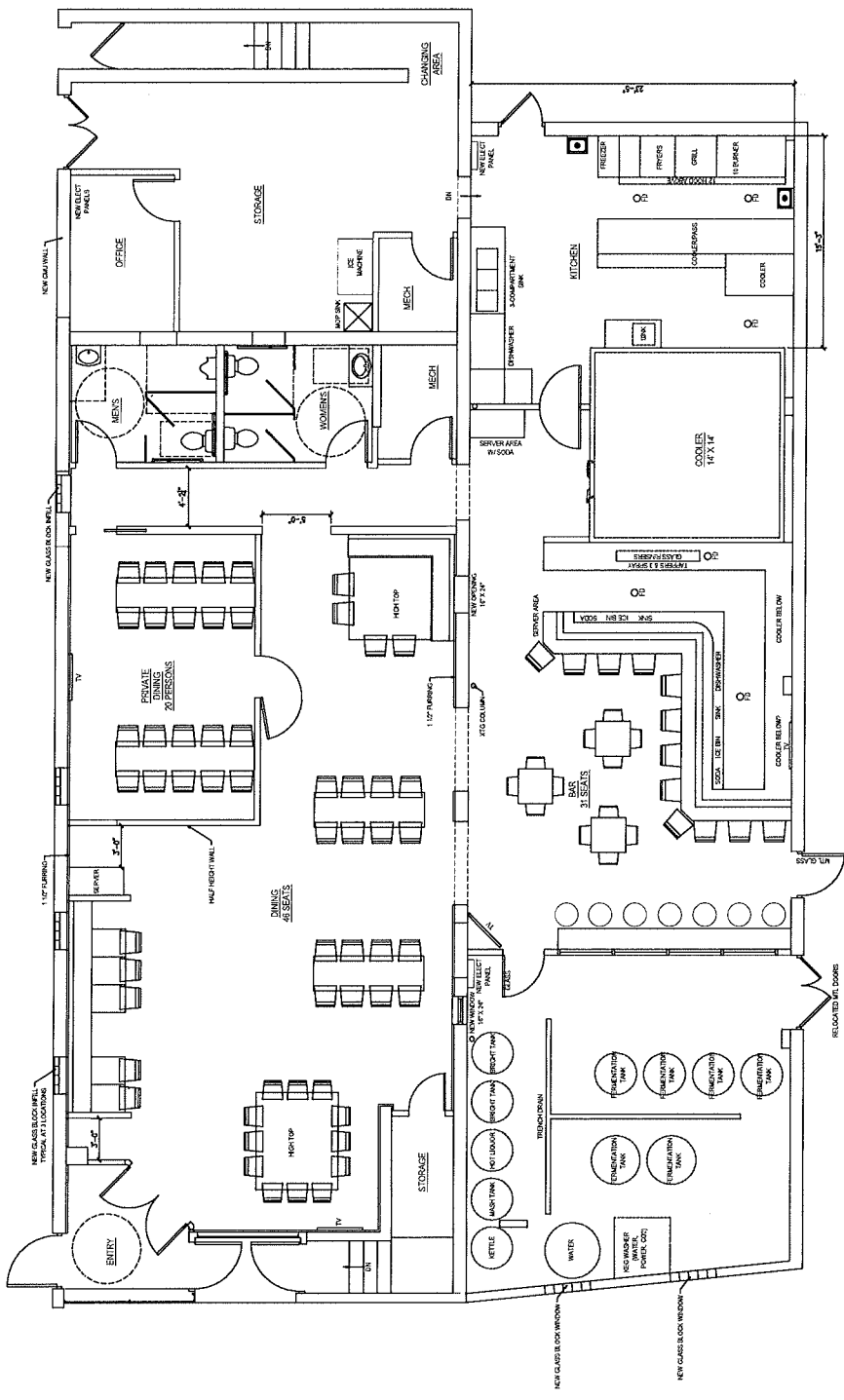
37. Do you plan to have live entertainment? No Yes—what kind? _____
Yes, occasional acoustic music, lectures, debates and art installations. Same as current
38. What age range do you hope to attract to your establishment? 30-60
39. What type of food will you be serving, if any? Casual, full-service for Brunch, Lunch, Dinner and late-
 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? Primarily all hours of operation
42. What hours, if any, will food service not be available? 1-2 hours prior to close daily
43. Indicate any other product/service offered. Retail items (clothing / growlers / 6 packs)
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? 15-20
During what hours do you anticipate they will be on duty? All
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? 15
How many bartenders do you anticipate having work at one time on a busy night? 2-3
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 70
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? 60%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? n/a
 What percentage of your advertising budget do you anticipate will be drink related? n/a
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:
40 % Alcohol 55 % 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 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
65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. 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
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

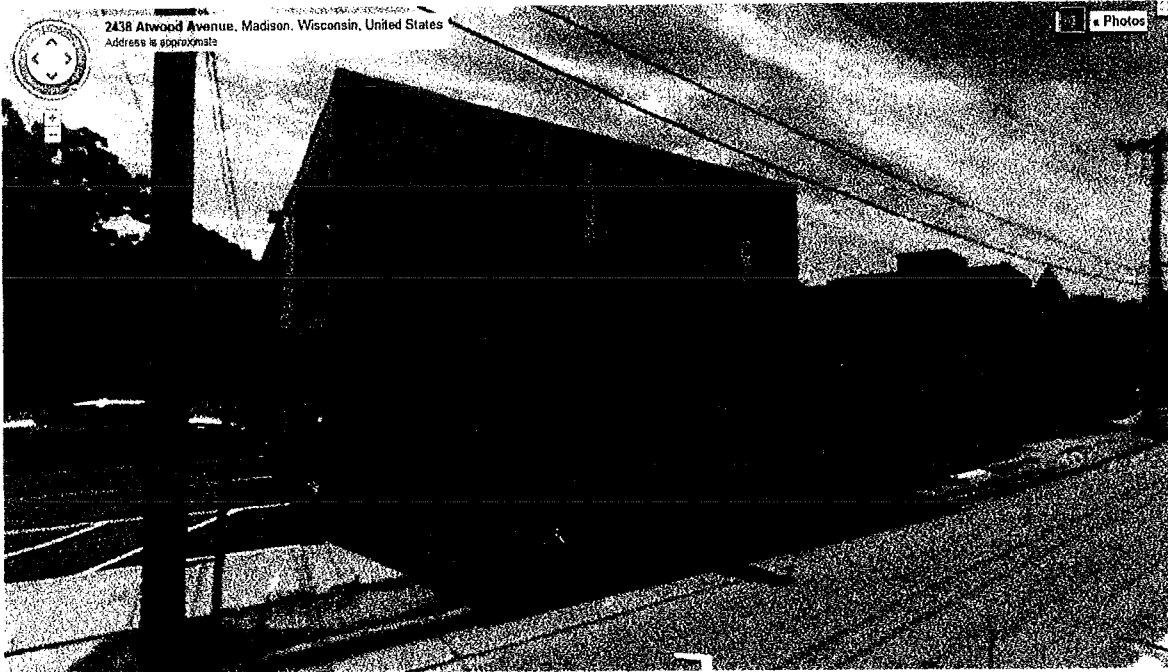
ISSUANCES:	
PROJECT:	130007.00
NUMBER:	05.14.13
DATE:	
REV:	
SHEET:	A100



1 FLOOR PLAN
 1/4" = 1'-0"

EXHIBIT A

Premises



~~10~~ 20 AWO
2/14/11

EXHIBIT B

Landlord Buildout and Facade Improvement Items

Note: Facade improvement designs attached at time of execution of the Lease; build out plans will be attached upon completion per Section 26 of the Lease.

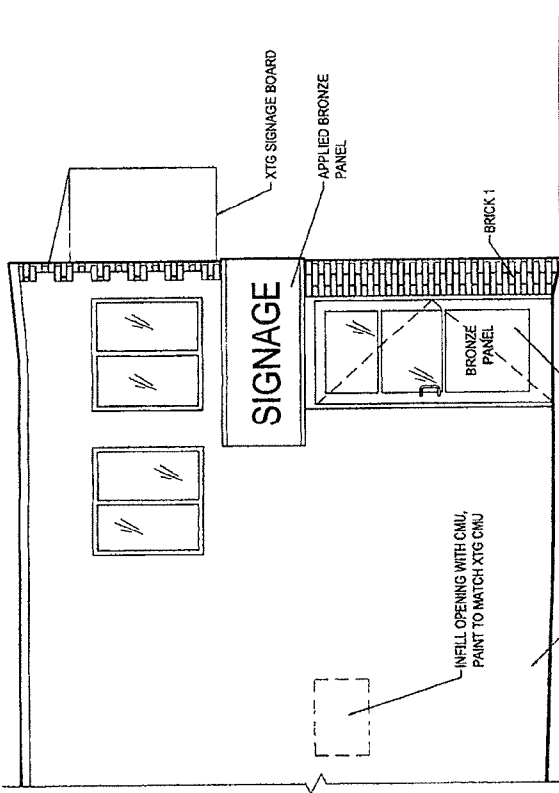
~~21~~ AWD 4/21/11

2439 ATWOOD AVE FACADE RENOVATION

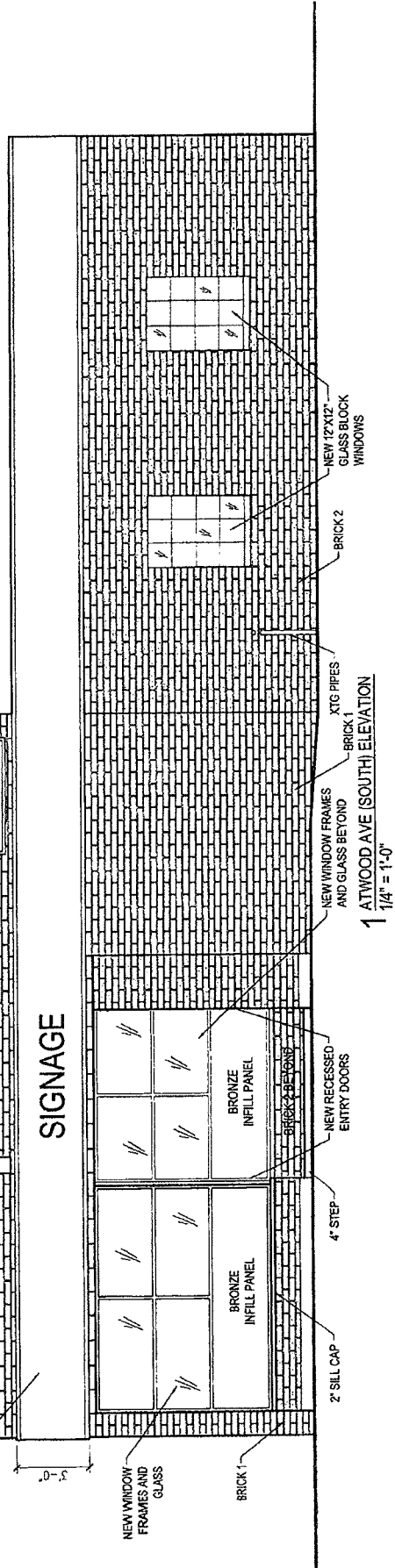
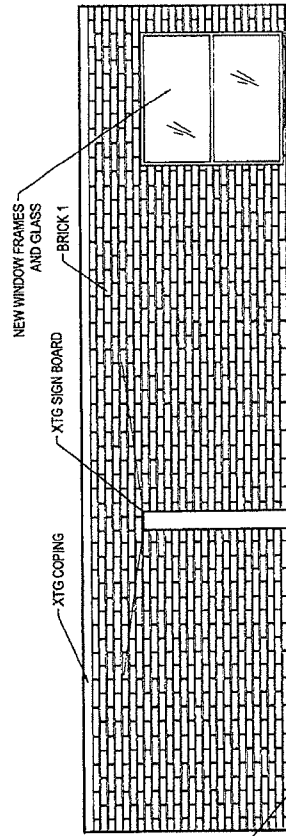
PROPOSED ELEVATIONS

EXTERIOR MATERIALS

- BRICK 1 - CREAMTAN BRICK
- BRICK 2 - DARK BROWN BRICK
- PAINT CMU - CREAM COLOR PAINT
- XTG COPING - PAINTED BRONZE
- NEW WINDOW FRAMES - BRONZE
- NEW GLASS BLOCK WINDOWS - PATTERNED BLOCK
- NEW ENTRY DOORS - BRONZE
- SIGNAGE BOARD - BRONZE EDGE BANDING
- XTG COPING - PAINTED BRONZE
- NEW WINDOW FRAMES - BRONZE



2 PARKING LOT (EAST) PARTIAL ELEVATION
1/4" = 1'-0"

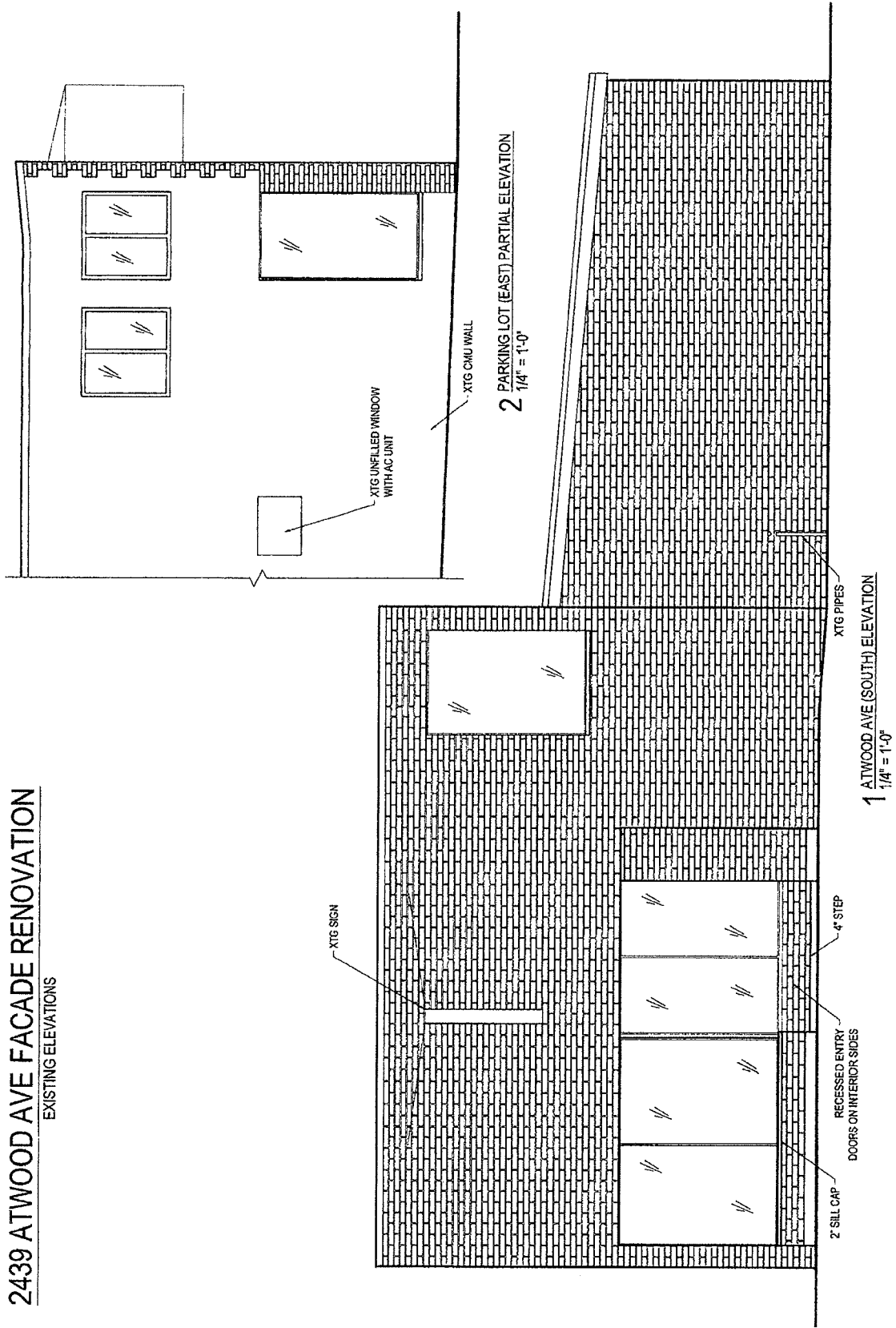


1 ATWOOD AVE (SOUTH) ELEVATION
1/4" = 1'-0"

22 AWD yff

2439 ATWOOD AVE FACADE RENOVATION

EXISTING ELEVATIONS



23 AWD
EJA