



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

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, 2016.
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.

Lucille Madison, LLC

4. Trade Name (doing business as) _____ Lucille

5. Address to be licensed _____ 101 King St. Madison, WI 53703

6. Mailing address _____ 101 King St. Madison, WI 53703

7. Anticipated opening date _____ November 2015

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?

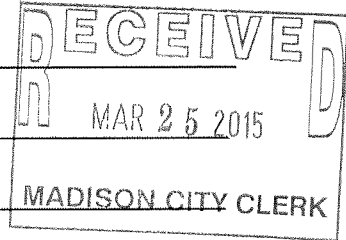
- No Yes (explain) _____

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.

Alcohol beverages will be sold in the basement, main and mezzanine levels as well as a possible sidewalk café.

Storage of alcohol products will be in the basement and main level respectively.



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 150-175 Seats. Final
Occupancy according to
fire code is TBD
13. Describe existing parking and how parking lot is to be monitored.

There is no on-site parking. Parking for the building will be accessible via nearby ramps including Urban Land Interest's Block 89, The US Bank Building's Parking Ramp, Government East and the Brayton Lot.

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.

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 Tom Dufek, Dir of Ops & Beverage
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 3 Years and 8 months
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 2008
(Agent will complete new course by ALRC meeting)
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin, Lucille Madison, LLC, 3/19/2015

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
<i>Proprietor</i>	<i>Joshua Berkson</i>	<i>Madison, WI</i>
<i>Proprietor</i>	<i>Patrick Sweeney</i>	<i>Madison, WI</i>
<i>Managing Partner</i>	<i>Tom Dufek</i>	<i>Madison, WI</i>
<i>Managing Partner</i>	<i>Maddy Van Elzen</i>	<i>Madison, WI</i>

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.

Joshua Berkson, Proprietor

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Lucille Madison, LLC is a subsidiary of Rise Up Lights Hospitality, LLC, a newly created management entity overseeing Merchant, Lucille and other operational entities.
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) Proprietors Patrick Sweeney and Joshua Berkson also have an alcohol license for Merchant, located at 121 S. Pinckney Street Madison, WI 53703

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 Lucille is a 175-seat restaurant and bar concept that we consider to be the younger sibling to our flagship – Merchant. Featuring a huge tiled artisanal Neapolitan dome pizza oven in the middle of a beautiful wrap-around bar and mezzanine, Lucille is inspired by our world-class farmer’s market and old-school Wisconsin tavern culture. Lucille manages to break all the rules, yet when you are here, it all feels good...
28. Hours of operation Open for Lunch 11am-3pm, Brunch 9am – 3pm, Happy Hour 3-6pm Dinner 6-10pm and Late Night Everyday 10pm - Bartime
29. Describe your management experience Lucille is managed by a core team of front of house, culinary and bar professionals with a proven track record of excellence. We have best practices in our organization to ensure full accountability and oversight to make our environment safe for our staff and guests.
30. List names of managers below, along with city and state of residence.
Tom Dufek, Director, Operations and Beverage Evan Dannels, Executive Chef
Maddy Van Elzen, Director, Hospitality & Events Sean Davis, Manager, Bar
- All managers reside in the City of Madison -
31. Describe staffing levels and staff duties at the proposed establishment Staffing levels will be established according to best practices for a full-service restaurant with the highest degree of customer service. Duties for staff range from chef, sous chefs, line cooks, prep cooks and dishwashers in the kitchen; bar management, bartenders, bar prep, and back bar in the bar; and FOH management, shift lead, servers, back wait, runners, hosting in the FOH. Security staff will be used during high peak times.
32. Describe your employee training Staff training is ongoing via extensive orientation to the company, shadowing staff, reviewing and knowledge testing on menus, weekly department courses led by management, and encouragement of industry functions, competitions, trade organizations and travel opportunities. There is a keen emphasis on instilling proper alcohol service for staff and customer safety. Security staff and bartenders will be trained in a security program called HAP, and stands for Help, Assist & Protect. This program, used widely in the Minneapolis area in bars is rooted in security detail being anticipatory, unprovocative, and customer-focused. (See enclosed Safety Plan)

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

King Street currently attracts the perfect mix of "psychographics" of culture-, design- and technology-savvy individuals seeking a unique experience instead of a cookie-cutter one. This includes independent-minded young professionals, educated baby boomers, urban empty-nesters, industry folk, hipsters and late night patrons.

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

Very little traditional advertising with ads in dining guides and local papers. Most promotion will be through word of mouth, neighborhood events, wine, beer and farm dinners, and live music events.

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? Local DJs, occasional live music

38. What age range do you hope to attract to your establishment? Lunch / Dinner/ Brunch – All Ages. Late Night 21+

39. What type of food will you be serving, if any? _____
 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? All hours of operation

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? 20+

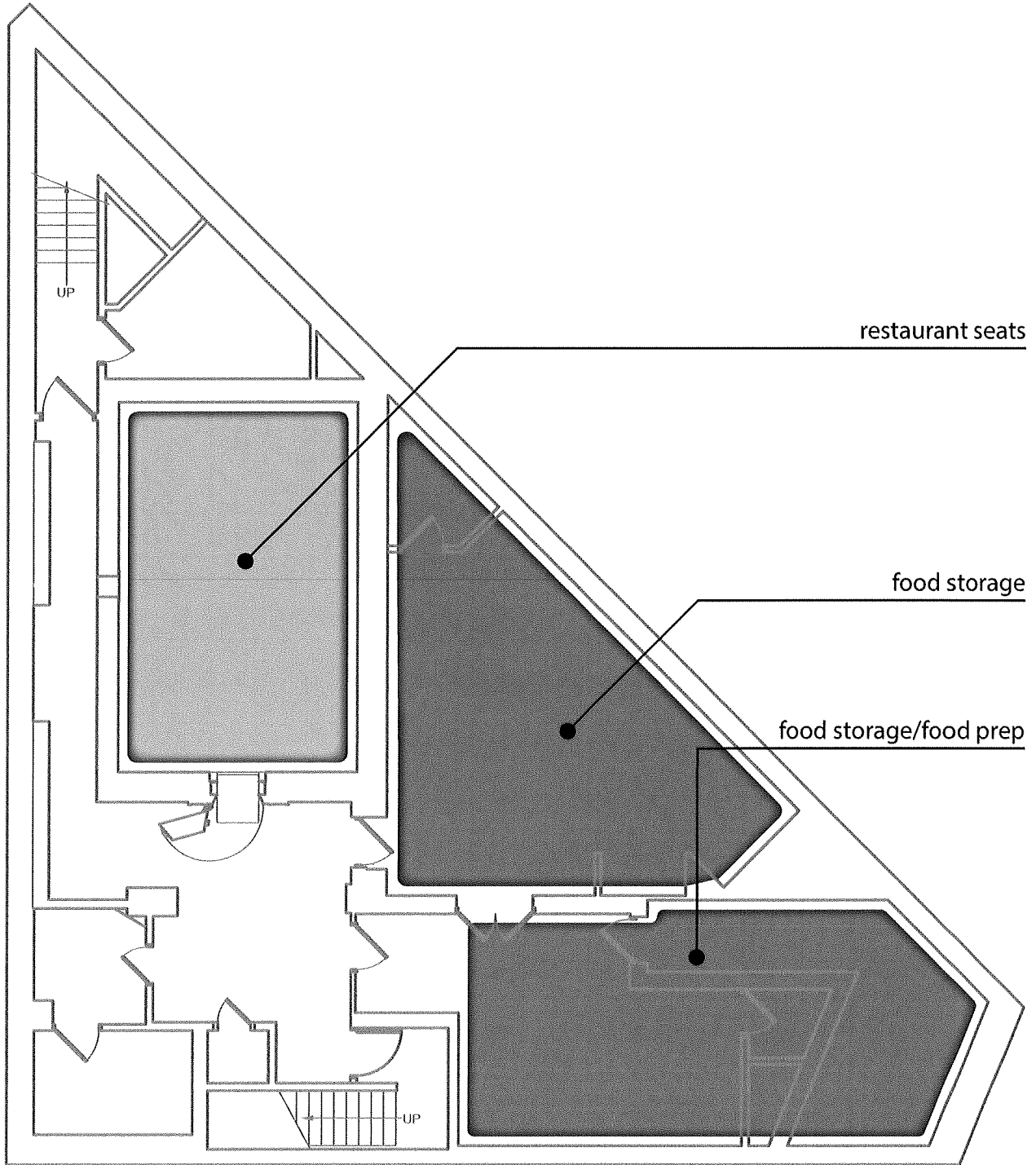
During what hours do you anticipate they will be on duty? All Operating Hours

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? 25-30
 How many bartenders do you anticipate having work at one time on a busy night? 4-6 with bar support staff
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 Roughly 150-Seats
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 Roughly 50% of total hourly labor goes to the kitchen. Kitchen management salaries are above market rate.
53. What percentage of payroll do you anticipate devoting to food operation salaries? the kitchen. Kitchen management salaries are above market rate.
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 50%
 What percentage of your advertising budget do you anticipate will be drink related? 50%
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:
50% % Alcohol 50% % 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

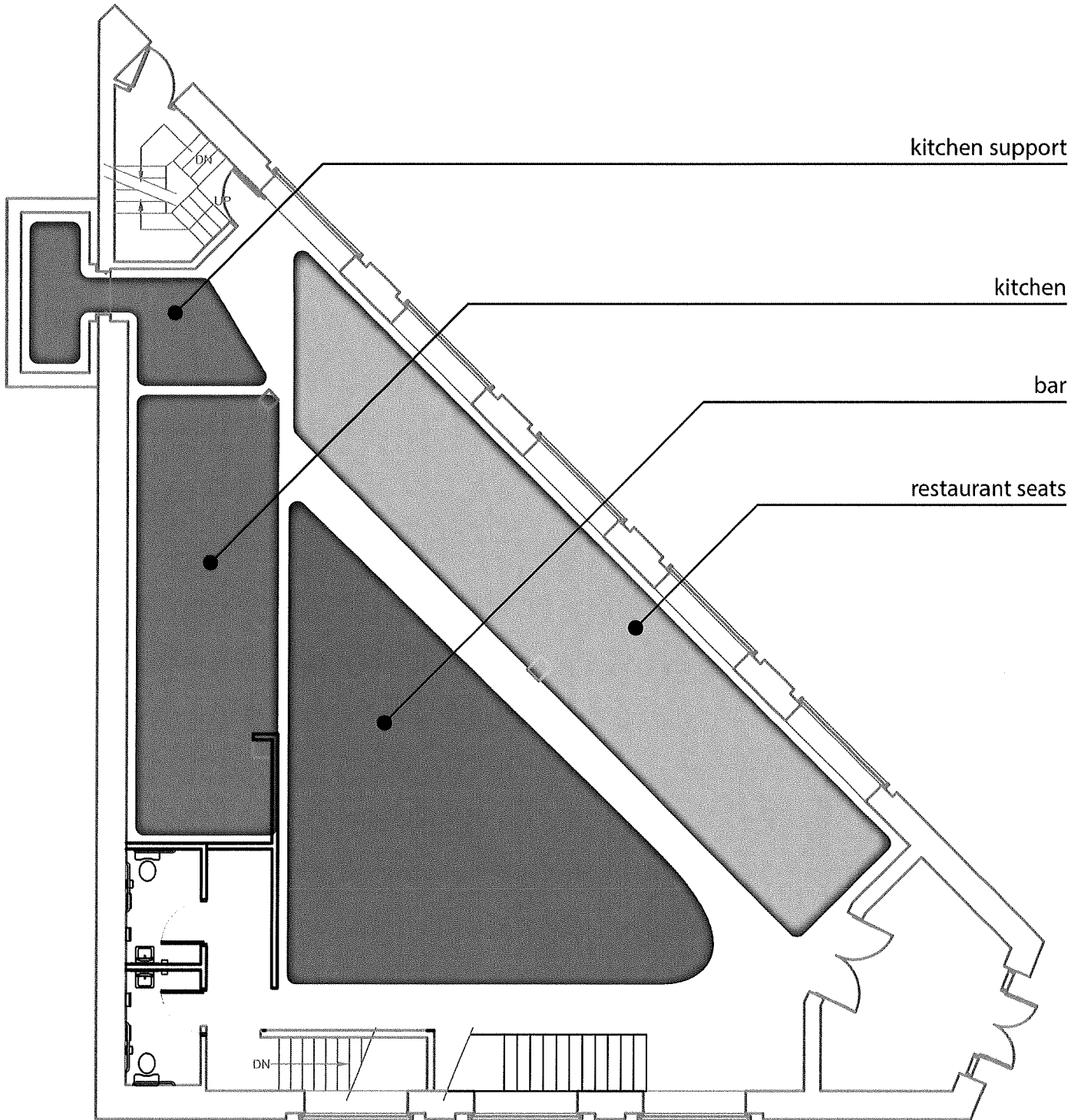
59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson 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



BASEMENT LEVEL FLOOR PLAN

ADDRESS: 101 KING STREET, MADISON, WI

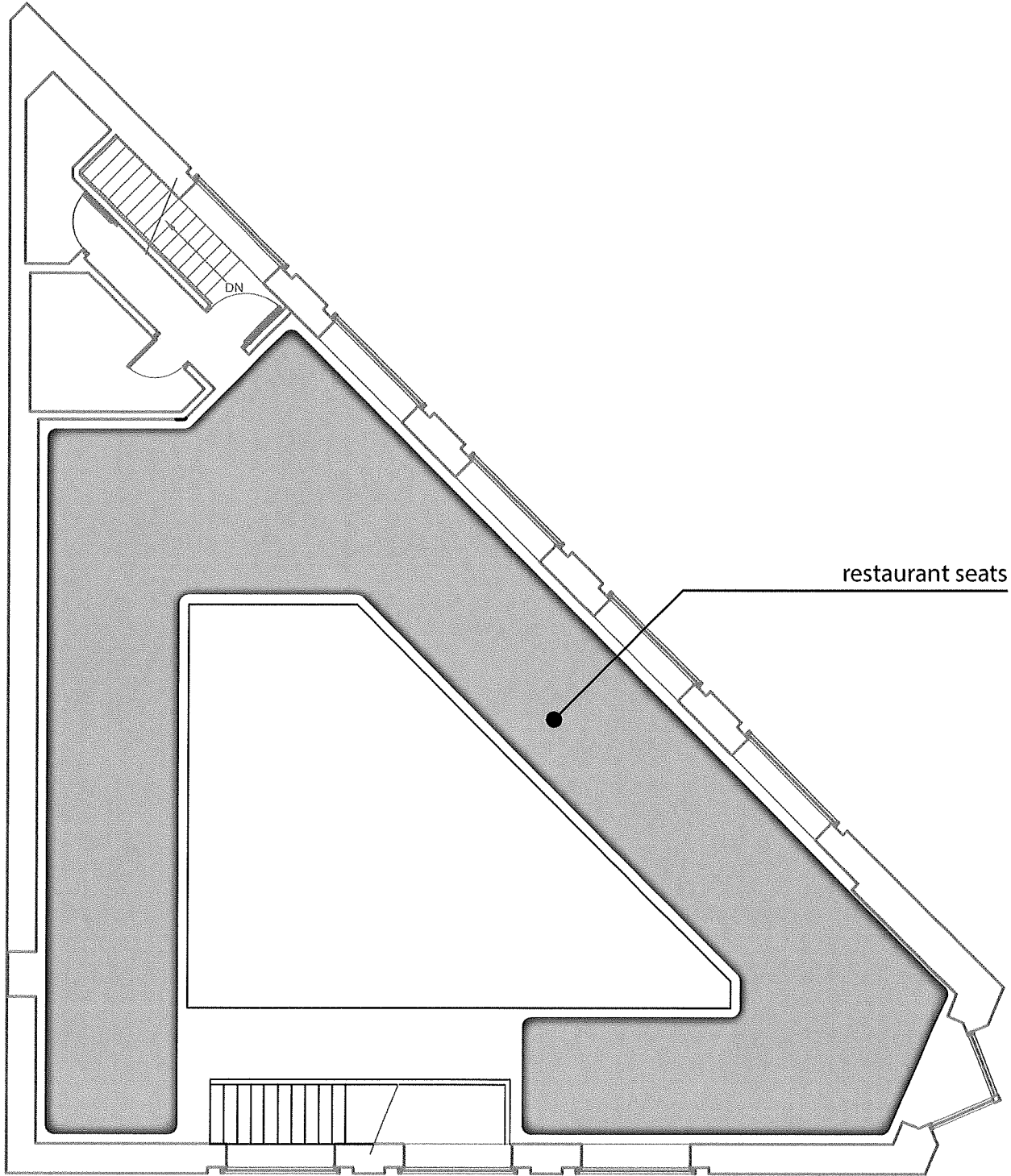




MAIN LEVEL FLOOR PLAN

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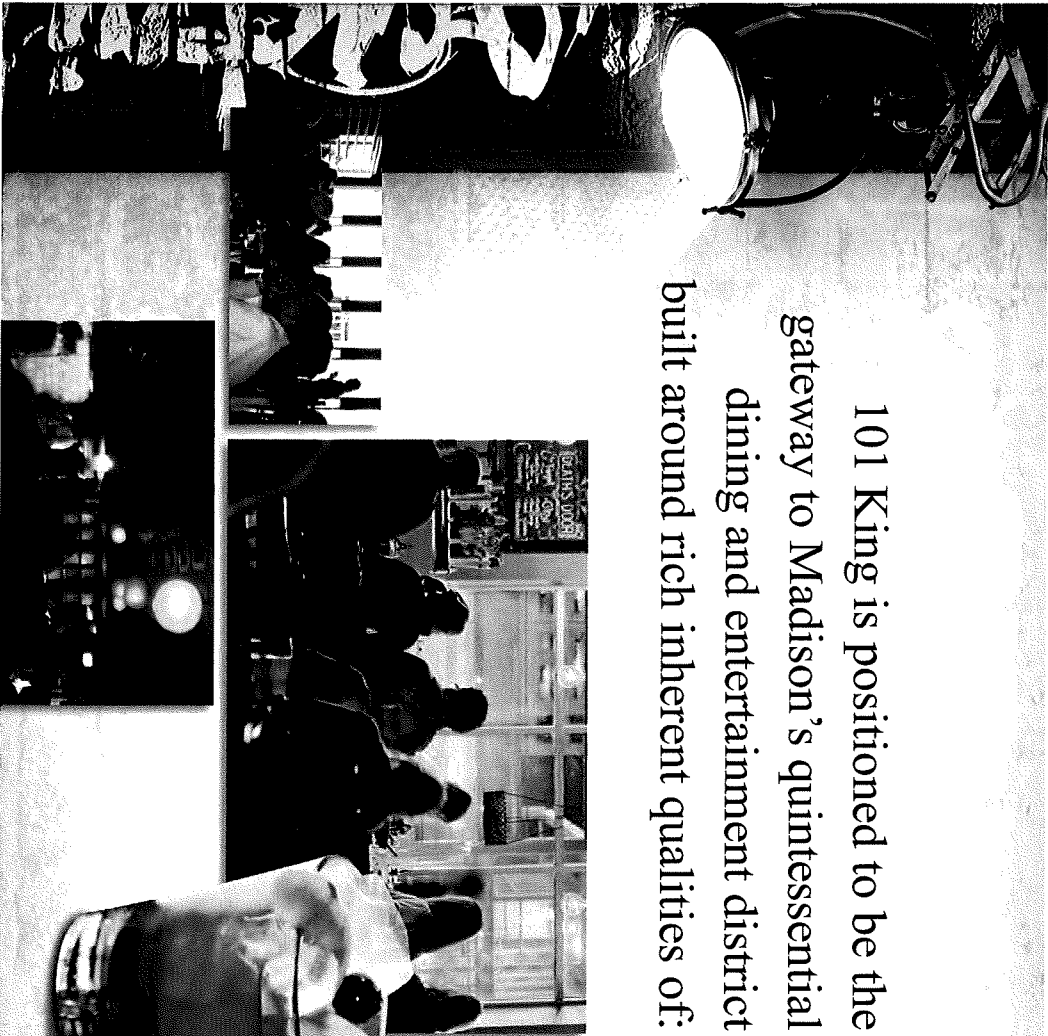




MEZZANINE LEVEL FLOOR PLAN

ADDRESS: 101 KING STREET, MADISON, WI





101 King is positioned to be the gateway to Madison's quintessential dining and entertainment district built around rich inherent qualities of:



HISTORY

QUALITY

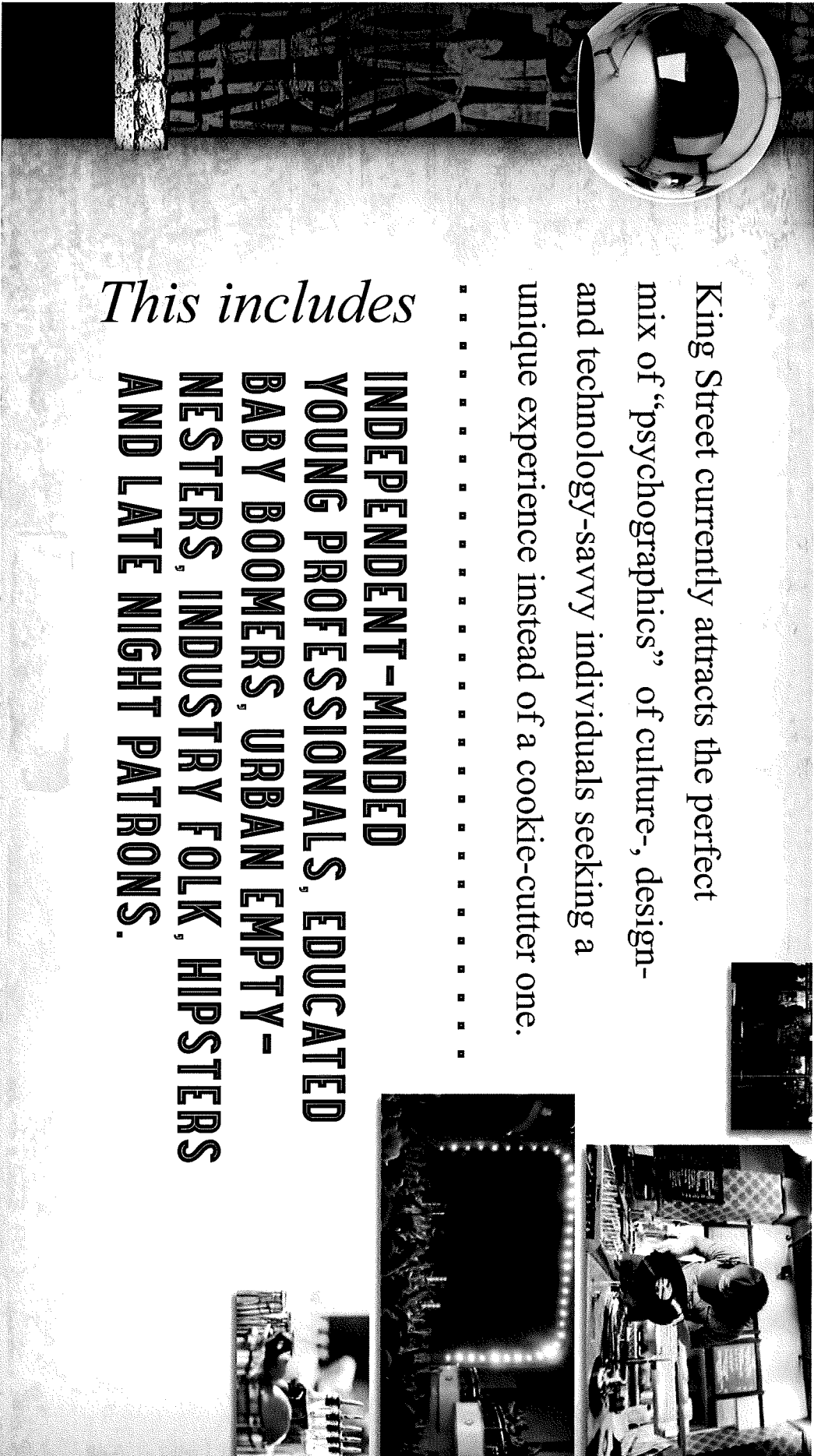
AUTHENTICITY

STYLE

APPROACHABILITY

& FUN

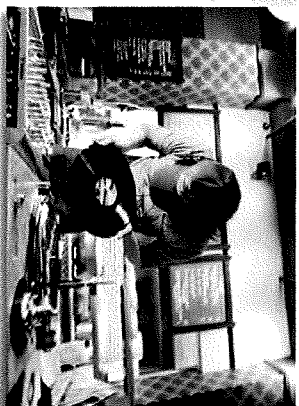
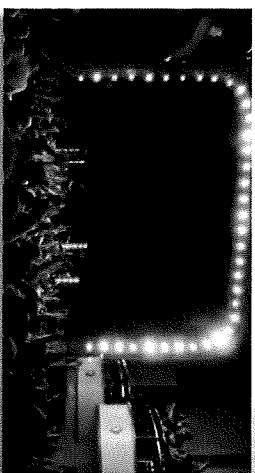




King Street currently attracts the perfect mix of “psychographics” of culture-, design- and technology-savvy individuals seeking a unique experience instead of a cookie-cutter one.

This includes


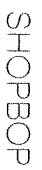






**INDEPENDENT-MINDED
YOUNG PROFESSIONALS, EDUCATED
BABY BOMBERS, URBAN EMPTY-
NESTERS, INDUSTRY FOLK, HIPSTERS
AND LATE NIGHT PATRONS.**



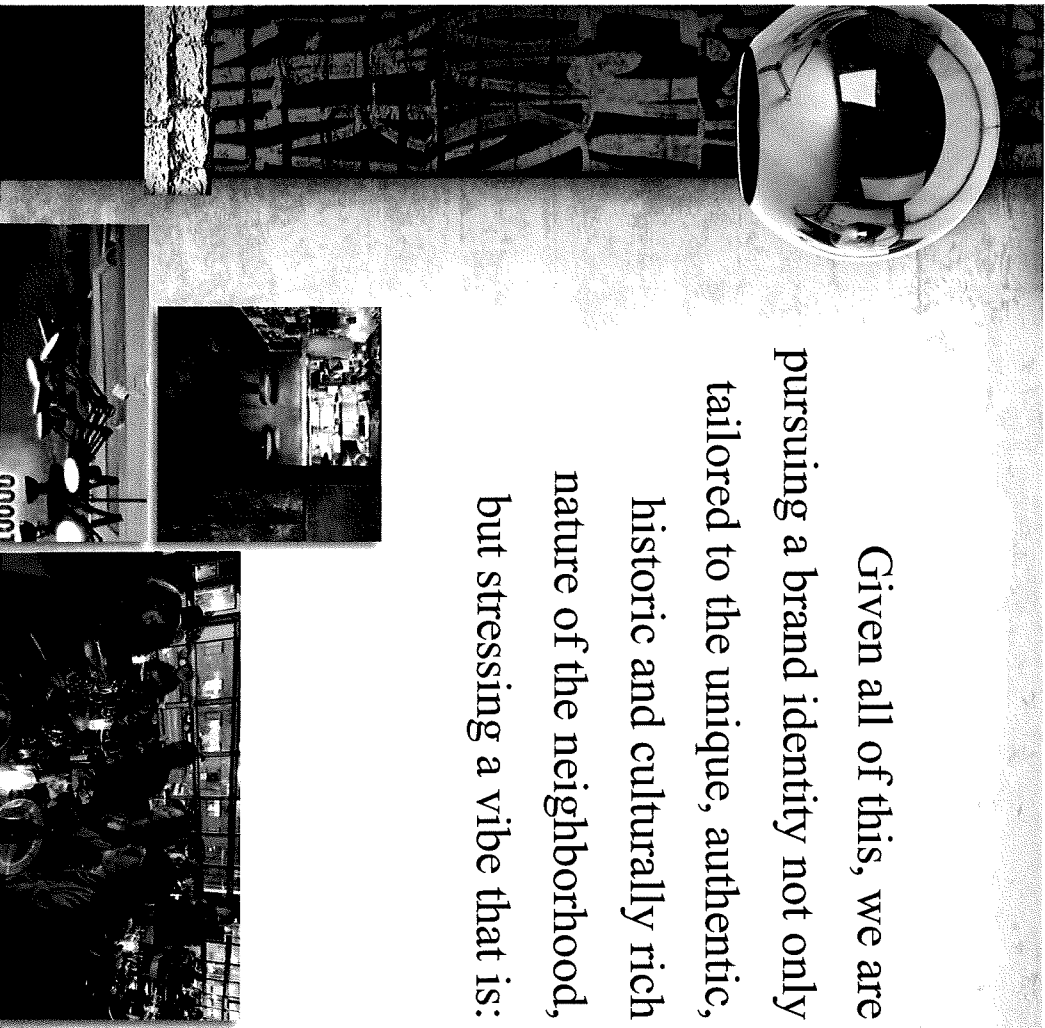


Brought here by forward leaning businesses
 such as **EPIC SYSTEMS, UW, TREK, PROMEGA,**
GOOGLE, LANDS' END, SHOPBOP and others and
 increasingly living in and around King Street
 and the Capitol Square



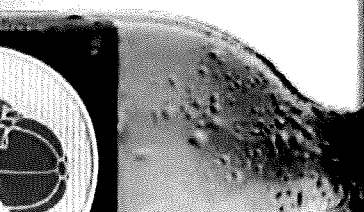
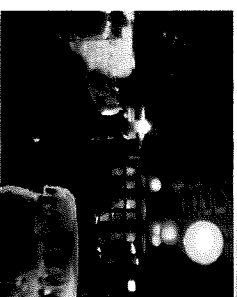
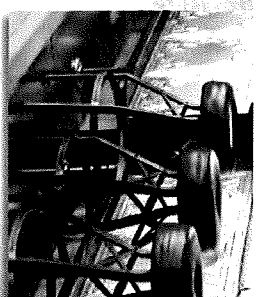




Given all of this, we are pursuing a brand identity not only tailored to the unique, authentic, historic and culturally rich nature of the neighborhood, but stressing a vibe that is:

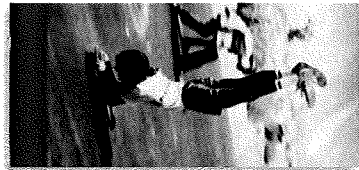
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RELAXED
FUN
POSITIVE
EDGY
RAW
HIPSTER
PUNK
& STYLISH



INTRODUCING LUCILLE, a 175-seat

restaurant and bar concept the we consider to be the younger sibling to our flagship – Merchant. Featuring a huge tiled artisanal Neapolitan dome pizza oven in the middle of a beautiful wrap-around bar and mezzanine, Lucille is inspired by our world-class farmer's market and old-school Wisconsin tavern culture. Lucille manages to break all the rules, yet when you are here, it all feels good...



LUCILLE

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