



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.

3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company **Federally Recognized Indian Government** exactly as it appears on your State Seller's Permit.

Ho-Chunk Nation, A federally recognized Indian Government

4. Trade Name (doing business as) **Ho-Chunk Gaming Madison**
5. Address to be licensed **4002 Evan Acres Road, Madison WI 53718**
6. Mailing address **4002 Evan Acres Road, Madison WI 53718**
7. Anticipated opening date: **August 1, 2016**
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.

The facility is a recreation premises that will service guest's requests to purchase alcoholic beverages on the gaming floor, and in addition, will host an 18'x23' service bar that will warehouse beer, wine, and liquor in a walk-in cooler housed in the same location. Additional supplies will be housed in a locked dry storage area within the building.

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 **Casino has capacity for 2,700**
13. Describe existing parking and how parking lot is to be monitored.

There are 970 typical parking spaces, 44 handicapped accessible spaces, 9 semi parking slots, 4 Ho-Chunk Elder spaces. The parking lot is well lit and monitored by surveillance cameras which are monitored live 24 hours a day in addition to being periodically patrolled by Security Officers, either on foot or in a marked patrol vehicle. The Security staff are equipped to control traffic should the need arise to do so.

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. **N/A—the building is owned by the Ho-Chunk Nation**

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 **Daniel M Brown**
17. City, state in which agent resides **McFarland, WI**
18. How long has the agent continuously resided in the State of Wisconsin? **23 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
21. State and date of registration of corporation, nonprofit organization, or LLC.

Tribe was formally organized in 1962.

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
N/A		

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.

Daniel M Brown

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) **The Ho-Chunk Nation holds liquor licenses for their Ho-Chunk Nation Gaming Enterprises at Black River Falls, Nekoosa, Wittenberg, and Wisconsin Dells.**

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 **Recreation Premises**

27. Business description

Ho-Chunk Gaming Madison is a recreation premises located on the East side of Madison, near I39, at the end of the Beltline, and provides Class II gaming for its guests. Alcohol sales are proposed at the service bar described above, and from portable bar carts or trays on the gaming floor, depending on business demands. All liquor will be locked away and service will be suspended between the hours of 2—6 AM

28. Hours of operation

The casino is open 24/7, but alcohol sales are only proposed between 6AM and 2AM. The serving areas will be closed and secured between 2AM and 6AM.

29. Describe your management experience

Daniel M Brown has managed Ho-Chunk Gaming Wisconsin Dells and Ho-Chunk Gaming Madison, for a combined total of over 17 years management experience.

30. List names of managers below, along with city and state of residence.

Daniel M Brown, McFarland, WI

31. Describe staffing levels and staff duties at the proposed establishment

We currently employ approximately 300 employees in our gaming facility, including Executive Manager Daniel M Brown, and various department managers and staff. Specific to alcohol sales, we currently have a Food & Beverage Department staffed by a Sr. Manager, a Dining Room Services Manager, 6 Supervisors, and 30-35 food service staff, including cooks, cashiers, servers, and dishwashers. We estimate that we will need 2 bartenders and 3-4 servers on staff while open. We have a 24/7 Security staff that includes a Security Director, 6 Supervisors, and 36 full time officers. Each entrance is manned by Security, and all IDs of persons appearing to be under-age are checked. Each public area of Ho-Chunk Gaming Madison is under continuous camera coverage monitored live by 24/7 Surveillance staff.

32. Describe your employee training

Currently, each employee receives a standard orientation training that includes OSHA Hazardous Materials and safety awareness, Sexual Harassment awareness training, and Title 31 Anti-money laundering training. Following standard orientation, employees receive training on their specific job duties from their department. Employees that require special licenses are required to have at least a provisional license from the proper licensing authority prior to being allowed to perform any job duties that require said license (example, Class II Gaming license for Security staff).

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

We do not plan to target market our alcohol service, but to offer it as an amenity to our existing customers. Our casino target market is adults ranging from 45-65 years old.

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

We currently advertise via direct mail, billboards, newspapers, television, and radio advertisements, as well as sponsorship agreements with local organizations. The majority of our advertisement focuses on our gaming machines, with references to our menu at the Grill as an amenity. We expect future advertisements to refer to alcohol as an amenity as well.

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 occasionally feature live music, live remote DJ broadcasts, and/or themed characters to promote specific game titles.

38. What age range do you hope to attract to your establishment?

Our target demographic is aged 45-65; however, we currently allow any persons aged 18 and over on the premises. If granted a liquor license, we would change the age allowed on the casino floor to 21. Persons under 21 would have to be accompanied by an adult over the age of 21, and would only be permitted in the dining area. There are no plans to serve alcohol in the dining area.

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? **Food is available 24/7**

42. What hours, if any, will food service not be available? **N/A**

43. Indicate any other product/service offered. **Class II Gaming Machines; ATM service, check cashing, debit card advance.**

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?

Food service—approx 15-20 Cashier/servers; Alcohol service—approx 8-10 beverage servers, total.

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

Cashier/servers are on duty 24/7; Alcohol servers would be on duty from open until 2:00AM. At this time, we are anticipating 4:00 PM to 2:00 AM weekdays; noon to 2:00 AM weekends.

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? **None at this time. The facility does not have space for seating at the bar, so beverage service would be walk-**

up or via servers. Depending on demand, we may be able to add approx. 12 bar stools, and possibly 4-6 tables for 4, but our main goal is to service customers seated at gaming machines.

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 **Approx 75—we add tables for special events, so seating can fluctuate.**
51. What type of cooking equipment will you have?
X 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? **12%**
54. If your business plan includes an advertising budget:

What percentage of your advertising budget do you anticipate will be related to food? **2%**

What percentage of your advertising budget do you anticipate will be drink related? **2%**

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:
1 % Alcohol 1% Food 98 % 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

Section G—Information for Clerk's Office

68. State Seller's Permit **456-0000173231-03**
69. Federal Employer Identification Number **39-1140880**
70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

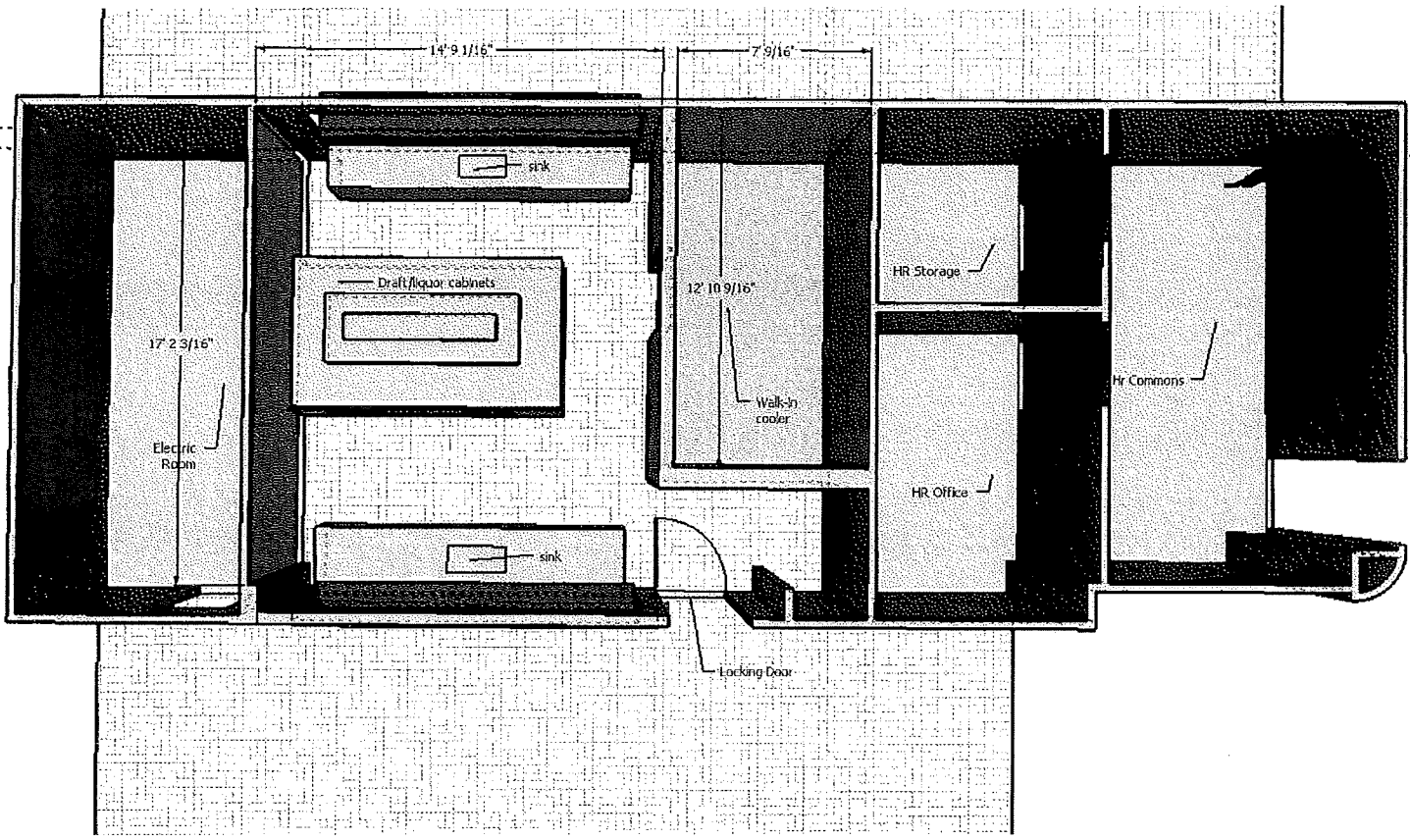
Contact person **Chris Dreeves**

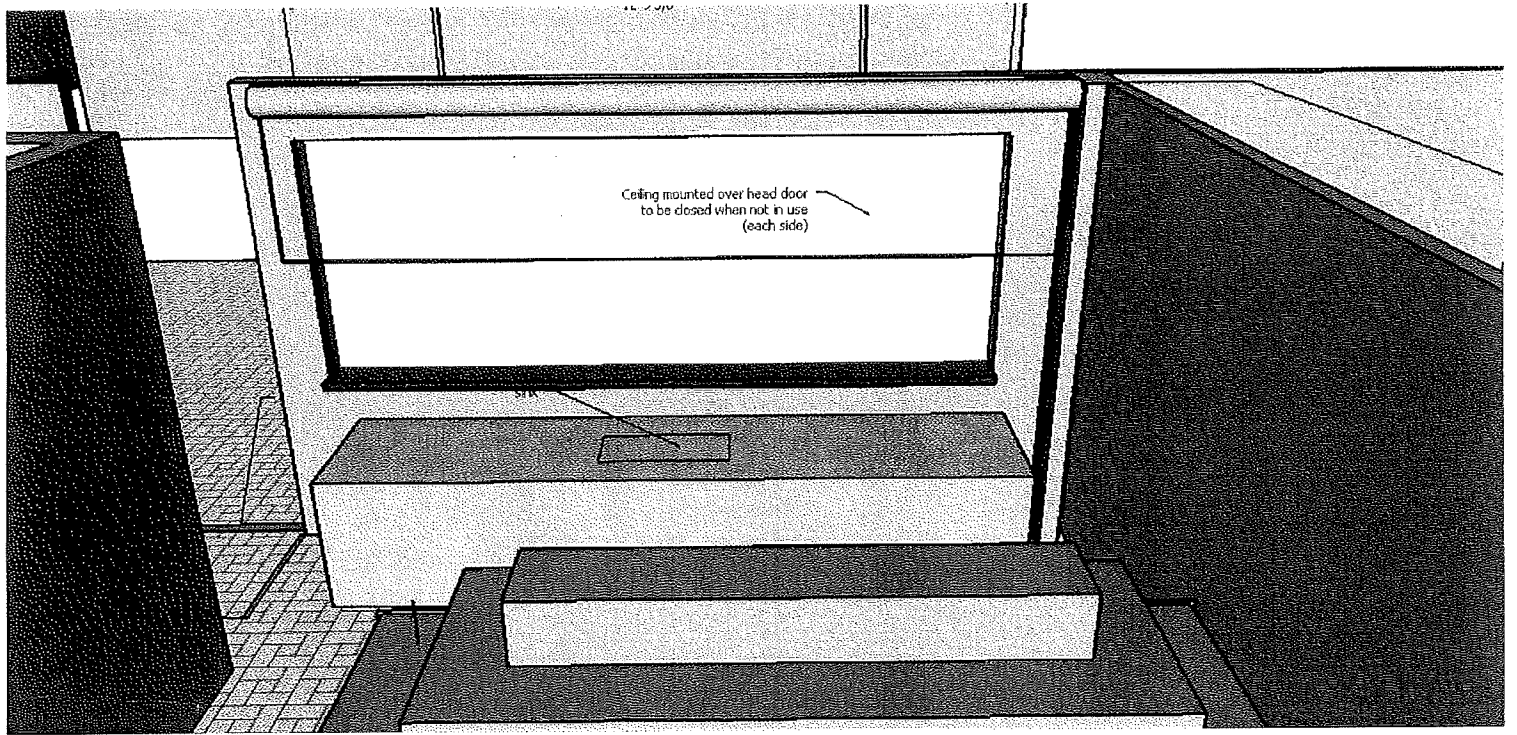
E-mail address Chris.Dreeves@ho-chunk.com

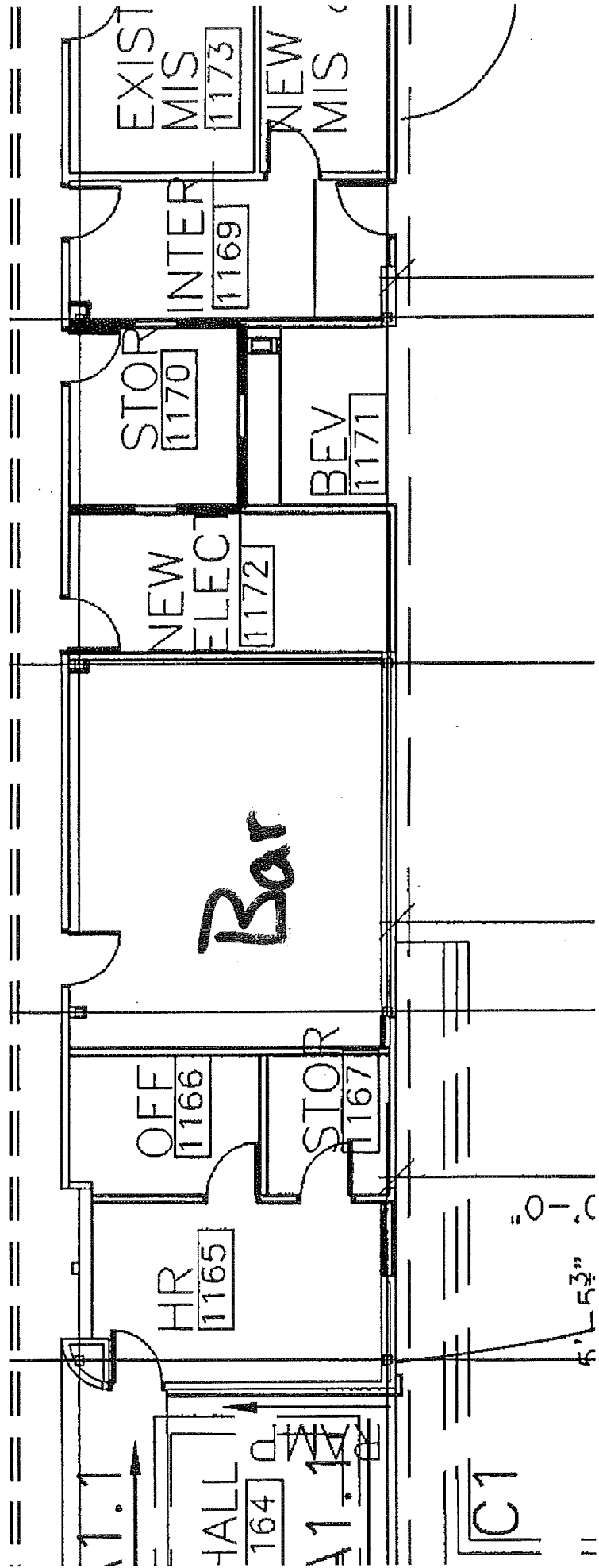
Phone **715-284-1660 x 1219** Preferred language **English**

71. 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









KITCHEN
1126

OFF
1118

HALL
1116

*Add'l
Storage*

OFF
1121

HALL
1122

DELI
1123

BEV
1108

JAIN
1109

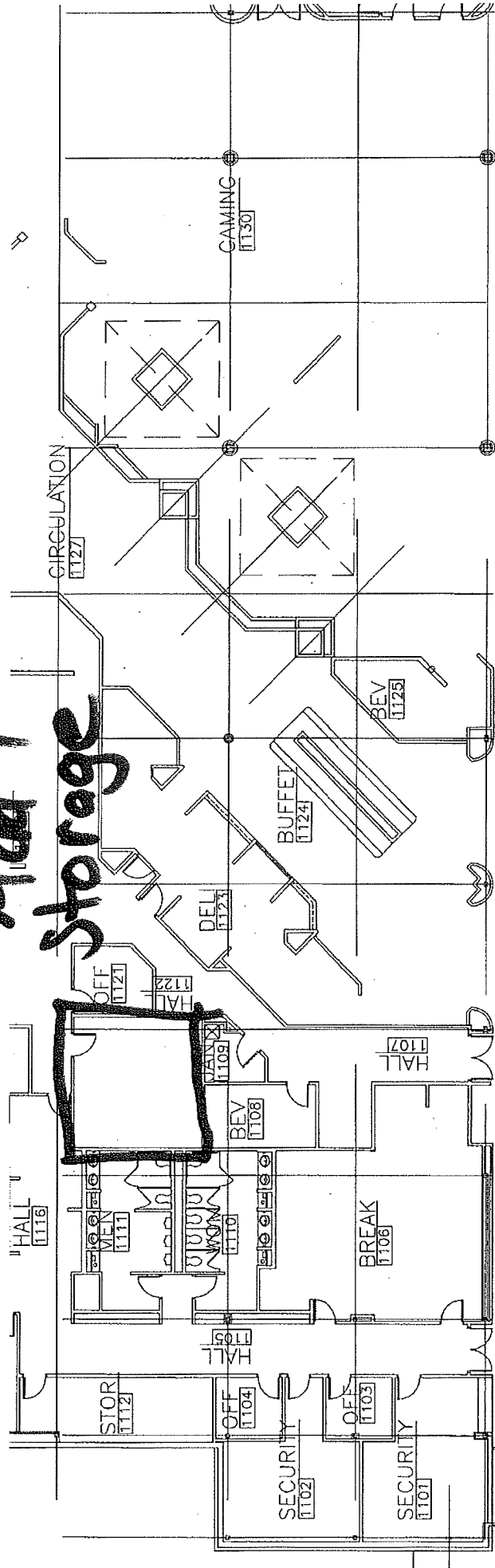
MEN
1111

WOMEN
1110

HALL
1105

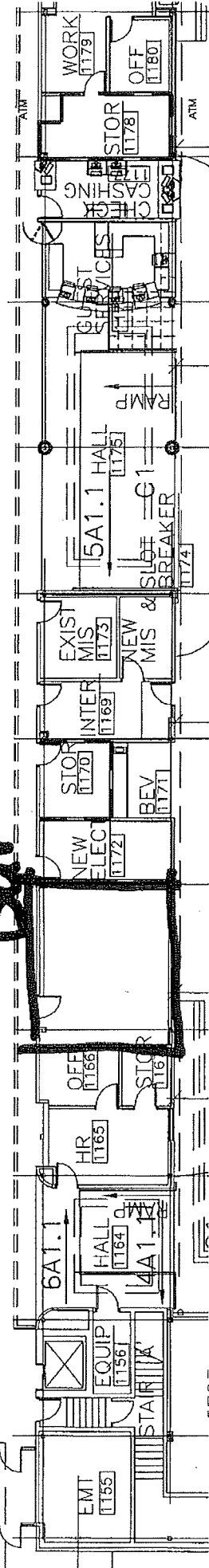
RIFFET

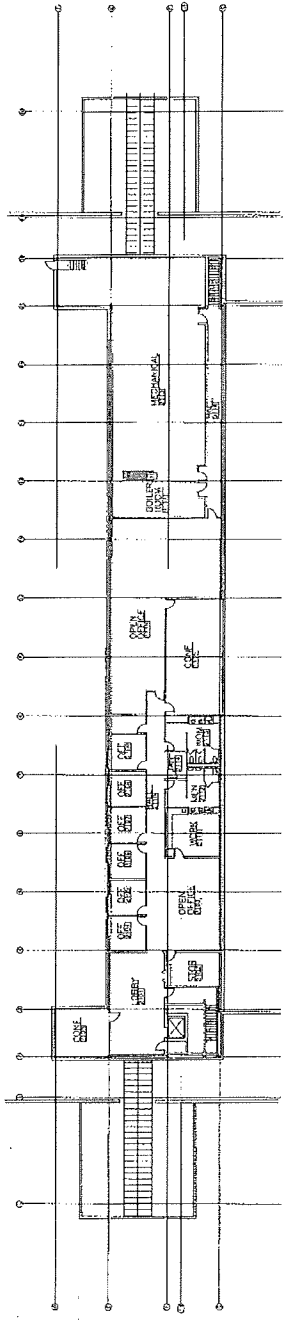
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Storage**



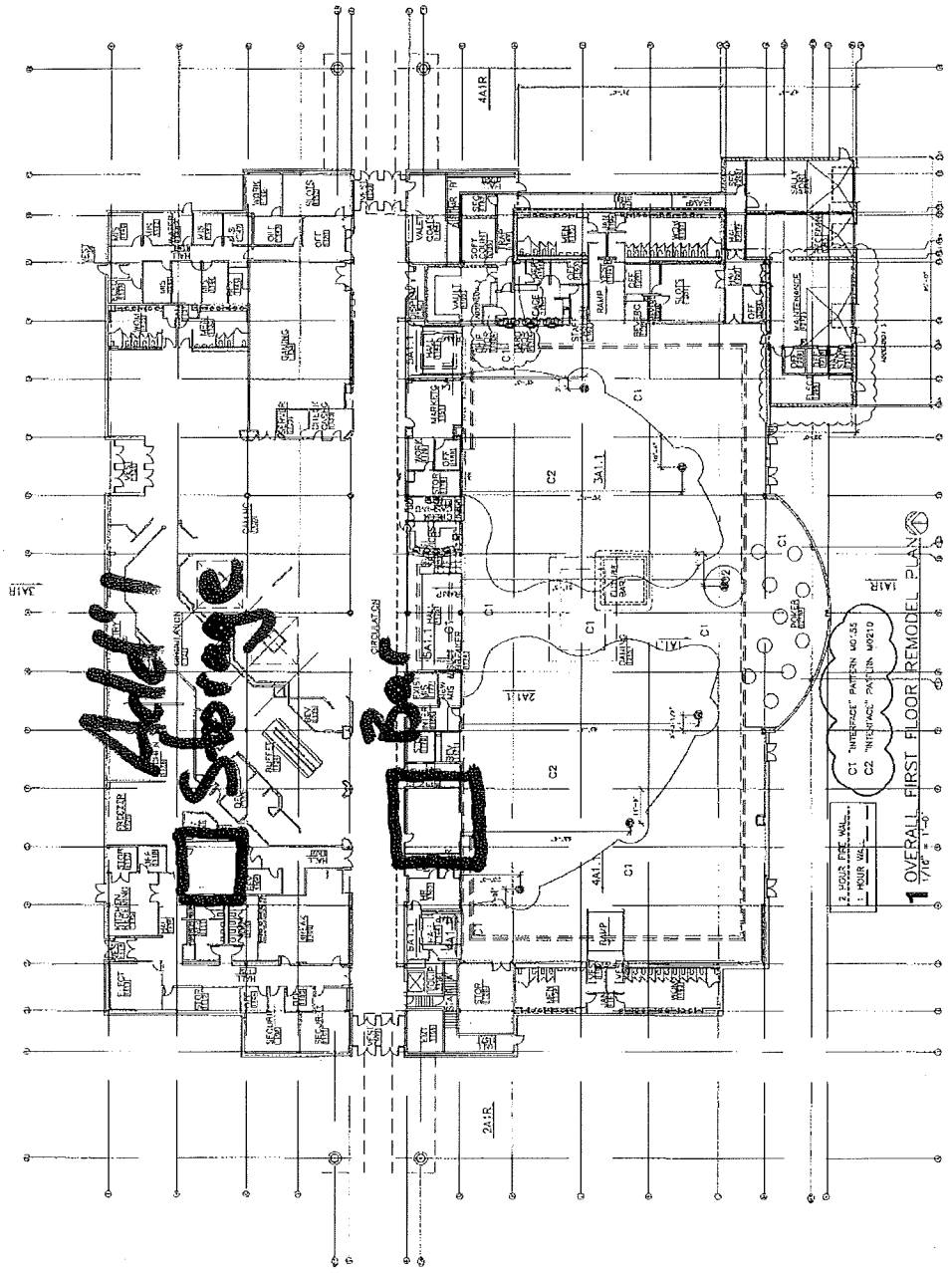
Bar

CIRCULATION
1154





2 OVERALL SECOND FLOOR REMODEL PLAN
 1/8" = 1'-0"



1 OVERALL FIRST FLOOR REMODEL PLAN
 1/8" = 1'-0"