

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1st 20 10 ;  
 ending June 30th 20 11 ;

TO THE GOVERNING BODY of the:  Town of } Madison  
 Village of }  
 City of }

County of Dane Aldermanic Dist. No. 4 (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>456-1027165441-03</u>	
Federal Employer Identification Number (FEIN): <u>27-3247478</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
<b>TOTAL FEE</b>	<b>\$ 600</b>

1 The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ 89 WEST, LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Shinji Muramoto</u>		
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	<u>Shinji Muramoto</u>		

3 Trade Name ▶ 43 North Business Phone Number 608-658-1083  
 4 Address of Premises ▶ 108 King St. Post Office & Zip Code ▶ 53703

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No
- 8 (a) **Corporate/limited liability company applicants only:** Insert state Wisconsin and date 8/12/10 of registration.  
 (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
 (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) 2 Dining Rooms, two outside patio spaces and a small bar

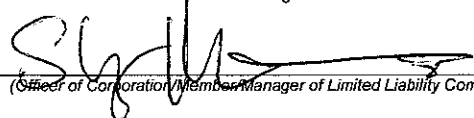
- 10 Legal description (omit if street address is given above): \_\_\_\_\_
- 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
 (b) If yes, under what name was license issued? Bee's Tavern Inc. (DBA Cafe Continental)
- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864]  Yes  No
- 13 Does the applicant 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]  Yes  No
- 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered 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 applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a 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 19 day of August, 2010  
  
 (Clerk/Notary Public)

My commission expires 3-18-2012

  
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)  
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk <u>8-19-10</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

# City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input checked="" type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC SHINJI MURAMOTO / 89 WEST LLC

2. Address of Licensed Premise 108 KING ST.

3. Telephone Number: 608-658-1083 4. Anticipated opening date: 10/15/10

5. Mailing address if not opening immediately 546 N. MIDVALE BLVD

6. 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

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

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

8. Business Description, including hours of operation: FINE DINING RESTAURANT  
SERVING ~~LUNCH~~ + DINNER + WEEKEND BRUNCH (SUNDAY)

9. Do you plan to have live entertainment?  No  Yes—What kind? \_\_\_\_\_

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.**

90'x35'. 3 DINING AREAS FOR A TOTAL OF 29 TABLES (58 SEATS)  
AND A BAR WITH 9 STOOLS. CAPACITY OF 80 PEOPLE.  
2 PATIO SIDEWALK SEATING AREAS (ONE ON KING + ONE ON MAIN)  
ALCOHOL STORED BEHIND BAR + IN TWO LOCKED ROOMS DOWNSTAIRS

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. STREET PARKING.

13. Describe your management experience, staffing levels, duties and employee training.  
7 YEARS OF OWNING + OPERATING RESTAURANTS IN  
MADISON. POLICY IS TO ALWAYS HAVE A MANAGER ON PREMISE.

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.  
SHINJI MURAMOTO 8540 GREENWAY BLVD MIDDLETON, WI 53562

Name Address #216

15. Utilizing your market research, who would you project your target market to be?

DOWNTOWN PROFESSIONALS

16. What age range would you hope to attract to your establishment? 21-65

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

WORD OF MOUTH INITIALLY. FINE DINING DOWNTOWN.

18. Are you operating under a lease or franchise agreement? Yes (attach a copy)  No

19. Owner of building where establishment is located: NICK SCHIAVO

Address of Owner: 108 KING ST. Phone Number 608-251-4880

20. 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? NA Yes No

21. List the Directors of your Corporation/LLC

SHINJI MURAMOTO 8540 GREENWAY BLVD. #216 MIDDLETON 53562

Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

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

Other Please Explain. \_\_\_\_\_

24. What type of food will you be serving, if any? \_\_\_\_\_

Breakfast  Lunch  Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?

Appetizers  Salads  Soups Sandwiches  Entrees  
 Desserts Pizza  Full Dinners

26. During what hours of your operation do you plan to serve food? 5pm - 10pm

27. What hours, if any, will food service not be available? NONE
28. Indicate any other product/service offered. \_\_\_\_\_
29. Will your establishment have a kitchen manager?  Yes No
30. Will you have a kitchen support staff?  Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 10  
During what hours do you anticipate they will be on duty? 3pm - 11pm
32. Do you plan to have hosts or hostesses seating customers?  Yes No
33. Do your plans call for a full-service bar?  Yes No  
If yes, how many bar stools do you anticipate having at your bar? 10  
How many bartenders do you anticipate you would have working at one time on a busy night? 2
34. Will there be a kitchen facility separate from the bar?  Yes No
35. Will there be a separate and specific area for eating only?  Yes No  
If yes, what will be the seating capacity for that area? \_\_\_\_\_
36. What type of cooking equipment will you have?  Stove  Oven  Fryers  Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
70.0%
39. 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? \_\_\_\_\_
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes  No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes  No

42. What is your estimated capacity? 80 people

43. 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.

Gross Receipts from Alcoholic Beverages	25 %
Gross Receipts from Food and Non-Alcoholic Beverages	75 %
Gross Receipts from Other	0 %
<b>Total Gross Receipts</b>	<b>100%</b>

44. 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.

**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 signer. Signer agrees 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. 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.

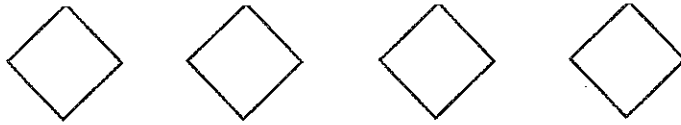
Subscribed and Sworn to before me:

this 19 day of August, 2010  
[Signature]  
(Clerk/Notary Public)

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

My commission expires 3-18-2012

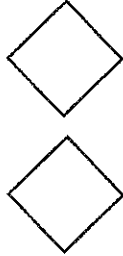
KING STREET



SIDEWALK PATIO

"89 WEST" @ 108 KING STREET

FRONT DINING ROOM (10'x10')

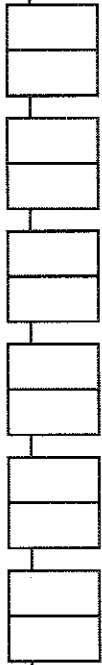


DOOR

OFFICE

BAR (12'x6')

MIDDLE DINING ROOM (34'x12')



KITCHEN

RESTROOMS

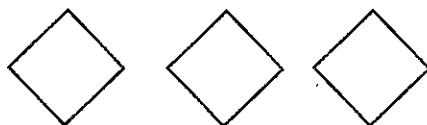
REAR DINING ROOM (10'x8')



DOOR

29 TABLES  
58 SEATS  
28 OUTDOOR SEATS  
9 BAR STOOLS  
CAPACITY 80 PEOPLE  
OVERAL DIMENSIONS:  
(90'x35')

MAIN STREET



SIDEWALK PATIO