



# 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.

2. This application is for the license period ending June 30, 20 16.
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.

Gallery 1444 LLC

4. Trade Name (doing business as) The Blind Pig
5. Address to be licensed 1444 E. Washington Ave, Madison WI 53704
6. Mailing address 1444 E. Washington Ave, Madison WI 53704
7. Anticipated opening date 1st quarter 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.

Multi-use building houses gallery space, event space, museum, artist studios and other

tenants. Proposed space for The Blind Pig includes dedicated spaces for patrons on the

main floor, storage space in basement, and access to the art gallery space on main floor.

Proposed space includes entrance and large windows on E. Washington Ave.

A-2  
P-409

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 49

13. Describe existing parking and how parking lot is to be monitored.

Street parking available.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to Urban Spoken Word (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 John Henry Chandler

17. City, state in which agent resides Wauwaukee, WI

18. How long has the agent continuously resided in the State of Wisconsin? 38 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 July 2015

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin, 12/10/2015

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
Member	John H. Chandler	Wauwaukee, WI
Member	Obasi U. Torti	Madison, WI
Member	Alice C. Torti	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.

Alice C. Torti

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 \_\_\_\_\_
27. Business description Beer and wine for patrons of events at Art In and Maria's.  
\_\_\_\_\_  
\_\_\_\_\_
28. Hours of operation event based, no later than 11pm  
\_\_\_\_\_
29. Describe your management experience John currently operates Art In, LLC. Alice has an MBA with extensive management experience. Obasi is currently in a management role.  
John has experience as a security person for the Annex on Regent St.  
\_\_\_\_\_
30. List names of managers below, along with city and state of residence.  
John H. Chandler, Waunakee WI Alice Torti, Madison WI  
Obasi Torti, Madison, WI  
\_\_\_\_\_
31. Describe staffing levels and staff duties at the proposed establishment \_\_\_\_\_  
Part time bartender with owners managing.  
\_\_\_\_\_
32. Describe your employee training Orientation upon hire and trial of 1-3 events.  
\_\_\_\_\_  
\_\_\_\_\_

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

Existing patrons of Art In and Maria's events.

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

All advertising will be onsite during Art In events or in co-op with Art In and Maria's  
online presence.

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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? In association with  
Art In and Maria's events.

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38. What age range do you hope to attract to your establishment? 30+

39. What type of food will you be serving, if any? prepackaged foods  
 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? event based

42. What hours, if any, will food service not be available? none

43. Indicate any other product/service offered. none

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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? none

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

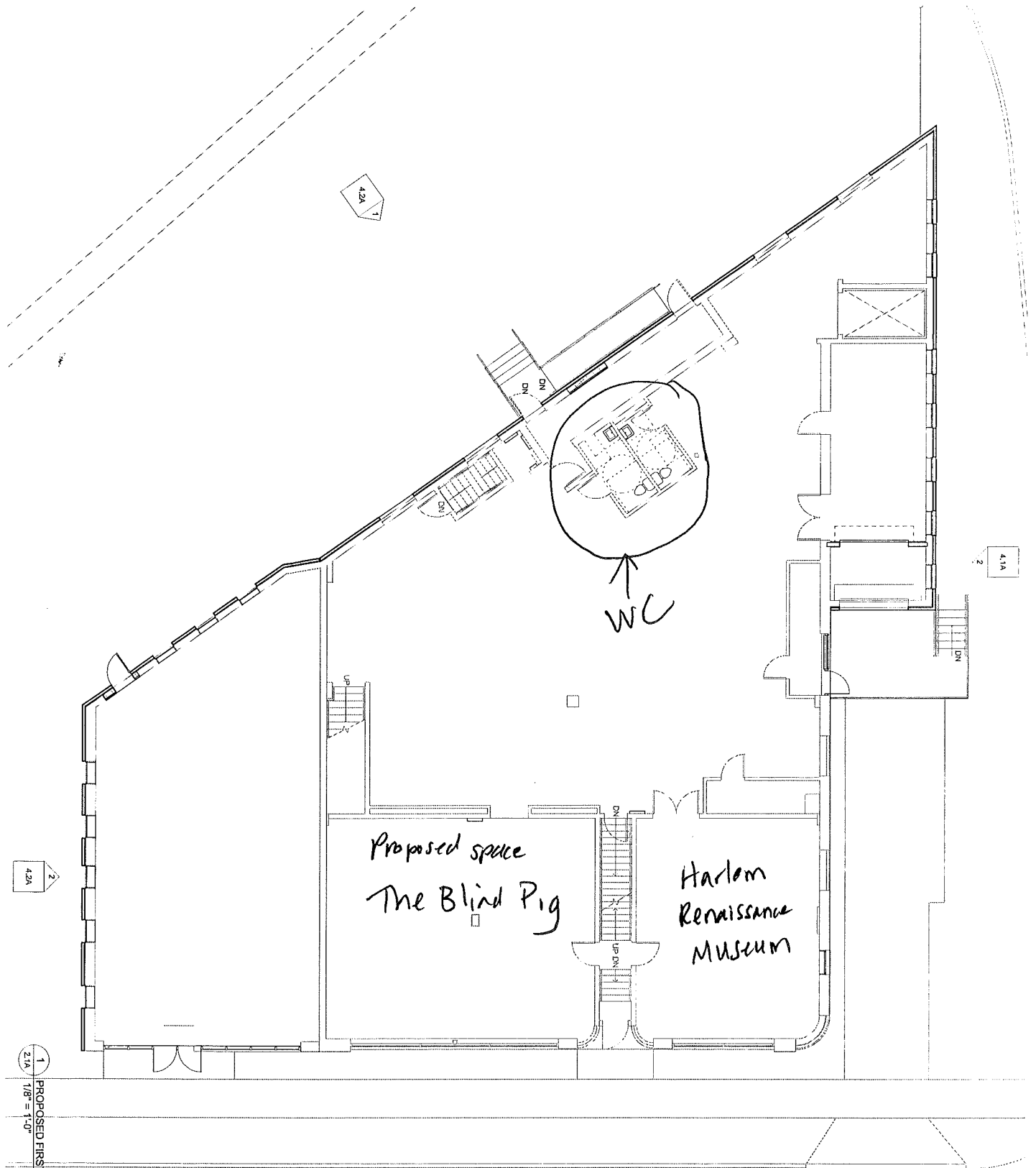
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47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? \_\_\_\_\_  
 How many bartenders do you anticipate having work at one time on a busy night? 2
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 \_\_\_\_\_
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? n/a
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? none  
 What percentage of your advertising budget do you anticipate will be drink related? none
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:  
90 % Alcohol 10 % 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



1  
2.1A  
1/8" = 1'-0"

PROPOSED FIRST FLOOR PLAN - OPTION A

**2.1A**



ARCHITECT:  
**ARCHITECTURE | CSG, INC.**  
 107 NORTH HAMILTON STREET  
 MADISON, WI 53703 608/251-4402

11/2008	ISSUE AND REVISIONS:
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PROJECT:  
**EXTERIOR RENOVATION**  
 1444 EAST WASHINGTON STREET  
 MADISON, WI 53703



Owners:

Jack Chandler, Obasi Torti, Alice Torti

Projected opening date: early Feb, 2016

Proposed name: The Blind Pig

Our family has owned the building at 1444 E Washington Ave since 1953. At various times, the space has housed our grandfather's engineering firm, our uncle's plumbing design firm, our family printing business, and tenants from a wide variety of business and industries.

Currently, the building houses Art In, an art collective and gallery space. As part of Art In's community offering, we have formed a pop-up jazz and performance venue called Maria's (which is named for one of the members of our family's youngest generation). More information of the history of the building can be found here:

<http://www.tenneylapham.org/web-data/news/newspdfs/spring%202015.pdf>

We have recently had a tenant give notice to vacate one of the front gallery spaces. Our plans are to open a new space for the community.

Phase 1: open 5-10 nights a month. We plan to serve beer and wine, along with pre-packaged snacks. The Blind Pig will be open on the nights when Art In or Maria's is already holding an event. Guests will be welcomed into The Blind Pig before, during and after events. Events are required to conclude by 10pm each night the space is used. We plan to keep The Blind Pig open until 11pm on event nights.

Phase 2: open Fri-Sun mornings. Once we have established the bar space, we plan to invest in coffee equipment to open on weekends as a specialty coffee shop.

Phase 3: apply for a full liquor license and start offering specialty drinks. At this point, the plan is to start opening a few nights a week apart from event nights. Some of these standalone openings will revolve around specialty foods or drinks as a theme - for example, a bourbon tasting or a local ice cream sampling night.

Phase 4: Invest in a small kitchen area to serve sandwiches as a regular offering.

Throughout all openings at The Blind Pig, guests will be welcomed to walk through the art gallery space. Virtually all the art exhibited and sold in the gallery space is from local artists with strong ties to the Madison art community. The Blind Pig will honor the space's commitment to local art with pieces displayed through the space, art themed events, and overall support of the local art scene.

Security Plan for proposed bar/nightclub The Blind Pig

Location: 1444 E. Washington Ave

We expect the establishment to offer beer & wine sales to existing Art In LLC guests at structured events. The live entertainment will consist of music, spoken word and performance art.

We expect not to need any security services as our clientele has never required it. We do not expect to have people lined up outside the entrance. All entrances and exits will be monitored by staff during events.

If there was an issue with security or parking situation during an event, a member of the LLC will be present to facilitate timely resolution of the issue. Our plans call for each member of the LLC or staff to wear lanyards identifying themselves.

Unruly or intoxicated patrons will be asked to leave immediately, and a member of the LLC will assist in resolving any issue with a patron.

We expect to check photo IDs upon sales of any alcohol. All staff selling alcohol will have completed the bartender license requirements.

If any fight or disturbance happens on the premises, we will maintain the safety of the other patrons and facilitate removal of the unruly patron(s) from the premises. If the situation escalates, we expect to summon the police. No Art In event in 4 years has required police contact.

At closing time a member of staff will do a perimeter walk of the building, pick up any litter, and notify any remaining guests that they are required to leave the property.

Managers:

John Chandler, DOB 01/10/1978

Obasi Torti, DOB 08/27/1975

Alice Torti, DOB 09/17/1976