

A = 16
P = 619



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

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: spanish)
 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.
- This application is for the license period ending June 30, 2019.
- 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.
MADISON UNITED SOCCER LLC
- Trade Name (doing business as) United Football Association
- Address to be licensed 5018 Blazing Star, Madison, WI 53718
- Mailing address 5018 Blazing Star, Madison, WI 53718
- Anticipated opening date June 01, 2018
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) An existing license was transfered to Laura Calderon Portillo personally

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.
Existing Indoor Soccer Facility that may hosts karaoke and other entertainment too. The soccer season is from the middle of September through the winter month to end of May. In the shoulder season, the facility may hosts karaoke night and other music venues. An Entertainment License has been applied for karaoke night and other venues. There is a kitchen serving hot food and dining areas, where beer is consumed. No beer serves or consumed outside of the facility. All beer is stored in the kitchen area and purchased at the food counter.

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 200 for Soccer / 300 for Banquet
13. Describe existing parking and how parking lot is to be monitored.
Approximately 60 parking spots. There are cameras in the parking lot and there is a security plan for non-soccer events. Security personnel shall report to the parking lot to establish a uniformed presence and maintain order.
-
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Ignacio Sobrevilla (deceased) (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 Laura Calderon Portillo
17. City, state in which agent resides Madison, Wisconsin
18. How long has the agent continuously resided in the State of Wisconsin? 22
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 11/13/2013
21. State and date of registration of corporation, nonprofit organization, or LLC.
04 / 23 / 2018

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
Sole Member	Laura Calderon Portillo	Madison, WI 53713

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.
William Abbott, Attorney, Bell, Moore & Richter SC, 345 W Washington, Ste 302, Madison, WI 53703

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 Existing Indoor Soccer Facility that also hosts karaoke and other entertainment during the off-season.

27. Business description United Football Association (UFA) is an indoor soccer field that provides recreation

opportunities for Madison area soccer enthusiasts. Its season is from the middle of September through the winter
month to end of May. UFA is seeking opportunity to generate revenue during the end of the season (May) and
through the off-season from June through the beginning of September. UFA also has a restaurant that serves
cooked food and beer for spectators and players alike.

28. Hours of operation Typically, 4:00 pm - 2:00 am Monday - Sunday. NOTE: Soccer games are played
after midnight.

29. Describe your management experience Laura Calderon Portillo has operated this business since 2013.
Her and her husband, Ignacio Sobrevilla (now deceased), leased the facility in 2013 and purchased it in 2015.

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

Laura Calderon Portillo, Owner, Madison, WI

Melissa Calderon, Assistant Manager, Madison WI

Brandon Ramirez, Soccer Manager, Madison, WI

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

Laura Calderon, Owner / Manager - Oversees the entire operations and on-site every single day.

Brandon Ramirez, Soccer Manager - Manage league's schedules for 98 teams, Assist the owner, as needed.

Melissa Calderon, Assistand Manager, Vanessa Calderon, General Labor.

32. Describe your employee training _____

Laura Calderon Portillo has completed the food safety course and completed Beverage Server Training.

Melissa Calderon has completed the Beverage Server Training. On-Site training for all employees.

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

Latino community in Madison / Greater Madison area and other soccer enthusiasts.

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

Word of mouth: 98 teams x 15 players = 1,470 people and their families / friends know about the facility.

35. Are you operating under a lease or franchise agreement? No Yes Property is owned by another LLC and Laura Calderon Portillo is the sole member.

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? Karaoke Night and other music venues entertainment may start this summer. An Entertainment License has been submitted.

38. What age range do you hope to attract to your establishment? Small kids, teenagers and adults in every age group.

39. What type of food will you be serving, if any? Mainly Tacos, and Snacks (No Menu).
 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? Kitchen closes just before the last game played.
Food is always available when Beer is served.

42. What hours, if any, will food service not be available? Typically, food shall be always available during business hours.

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? None

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

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? N/A
 How many bartenders do you anticipate having work at one time on a busy night? Two (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 100 -150
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? 75 Percent
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 60 % Food N/A % 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 Deputy Clerk 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 intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes

66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
67. 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
68. 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

69. State Seller's Permit 4 5 6 - 1 0 2 9 5 0 3 6 6 7 - 0 2

70. Federal Employer Identification Number 82-5277249

71. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Tom Sanford

E-mail address Tom@SEICommercial.com

Phone 608-347-8299 Preferred language english

72. 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 to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of 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 16th day of May, 2016

Katie Pfeiffer
 (Clerk/Notary Public)

My commission expires 2-23-2020



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

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		