

City of Madison Supplemental Class A License Application

<input type="checkbox"/> Seller's Permit Certificate- (Entity must match Articles of Incorporation) <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC Kovall Market, LLC

2. Address of Licensed Premise 515 S. Midvale Blvd., Suite 3, Madison, WI 53711

3. Telephone Number: 608-833-2027 4. Anticipated opening date: 04/01/2013

5. Mailing address if not opening immediately 3589 Mathias Way, Verona, WI 53593

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. What type of establishment is contemplated? Liquor Store Grocery Store
 Convenience Store – Gas Pumps Yes No Other—Explain _____

9. **Business Description:** A neighborhood market that offers items typically found in a small grocery or neighborhood market. The Market will offer a range of fresh produce, staples, packaged foods, drinks, pre-packaged meals and pastries, etc. A modest selection of wine and craft beers will be featured. The Market will also offer prepackaged deli sandwiches, soups, and other self-serve food products. A small amount of seating will be available at the front of the store.

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.**

The Market will occupy 1622 sq. ft. of retail space located within Phase II of Sequoya Commons. The front door opens onto the sidewalk and parking area. At the back of the store is an access door which opens to a common hallway/restrooms and fire exit which is shared with 2 other retail spaces. There will be a work/storage room at the back of the premises where records and additional stock will be stored. The alcohol for purchase will be located at the rear of the store on shelves, wine racks and in a cooler.

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. The parking lot is in the center of Sequoya Commons
The parking lot is not monitored, and there are no dedicated parking spaces.

13. Describe your management experience, staffing levels, duties and employee training. I have a wide range of experience in office and business management, along with excellent administrative and customer service skills. My excellent organizational skills will ensure that details are kept in order. A manager will be hired for day-to-day operations of The Market, but I will be involved on a regular basis. All employees will be trained in store policy regarding liquor sales, and on-line training courses will be utilized where applicable.

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.

Cynthia K. Kovall 3589 Mathias Way, Verona, WI 53593

Name

Address

15. Utilizing your market research, who would you project your target market to be?
The typical customer will be white collar and over 25 years of age. Couples and families will also be a key market segment due to the neighborhood demographics.

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

The location of the store means we will do little, if any above line advertising. At this time we have no plans to advertise specific products.

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

18. Owner of building where establishment is located: Sequoia Commons, LLC
c/o Avante Properties, LLC

Address of Owner: 120 East Lakeside St., PO Box 258130 Phone Number 608-294-4080
Madison, WI 53725-8130

19. 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? Yes No

20. List the Directors of your Corporation/LLC

Cynthia K. Kovall 3589 Mathias Way, Verona, WI 53593

Name Address

Name Address

Name Address

21. List the Stockholders of your Corporation/LLC

Cynthia K. Kovall 3589 Mathias Way, Verona, WI 53593 100%

Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

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.

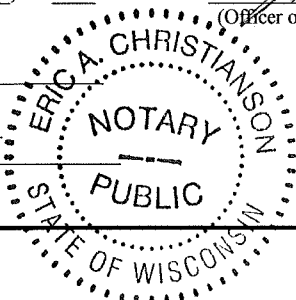
Subscribed and Sworn to before me:

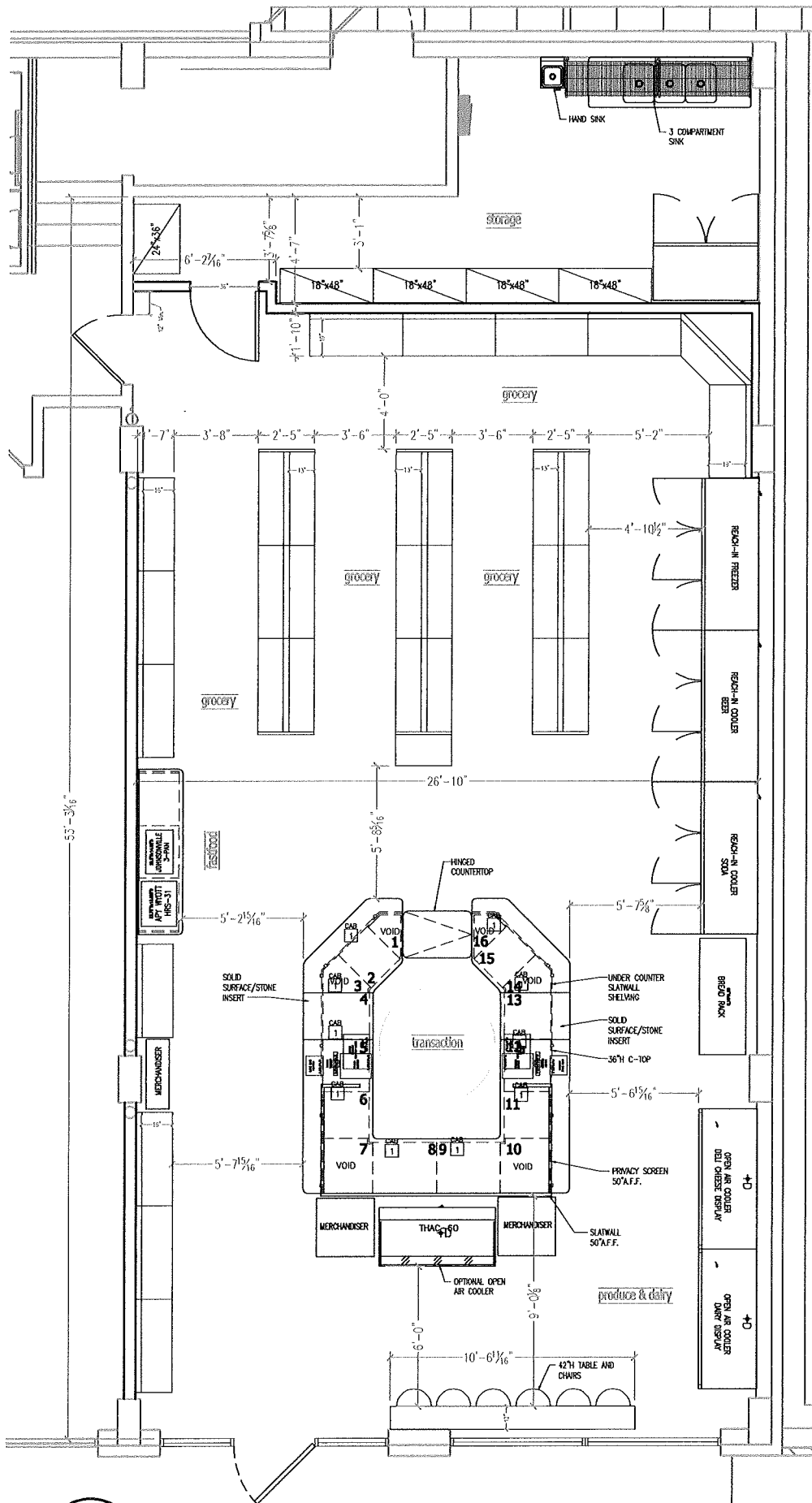
this 22nd day of January, 2013

Cynthia K. Kovall
(Officer of Corporation/Member of LLC/Partner/Individual)

(Clerk/Notary Public)

My commission expires 6/29/2014





1
A301

Store Layout Concept 2

scale: NTS



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Consultants

- Revisions
 12/19 Drawing Created
 1/04 Drawing Revised
 1/11 Backroom Door

Project
 Sequoia Market

Owner

Date 01.11.2013
 Job No. 214

Drawing

A301-2
 Floorplan Layout

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Consultant

Notes

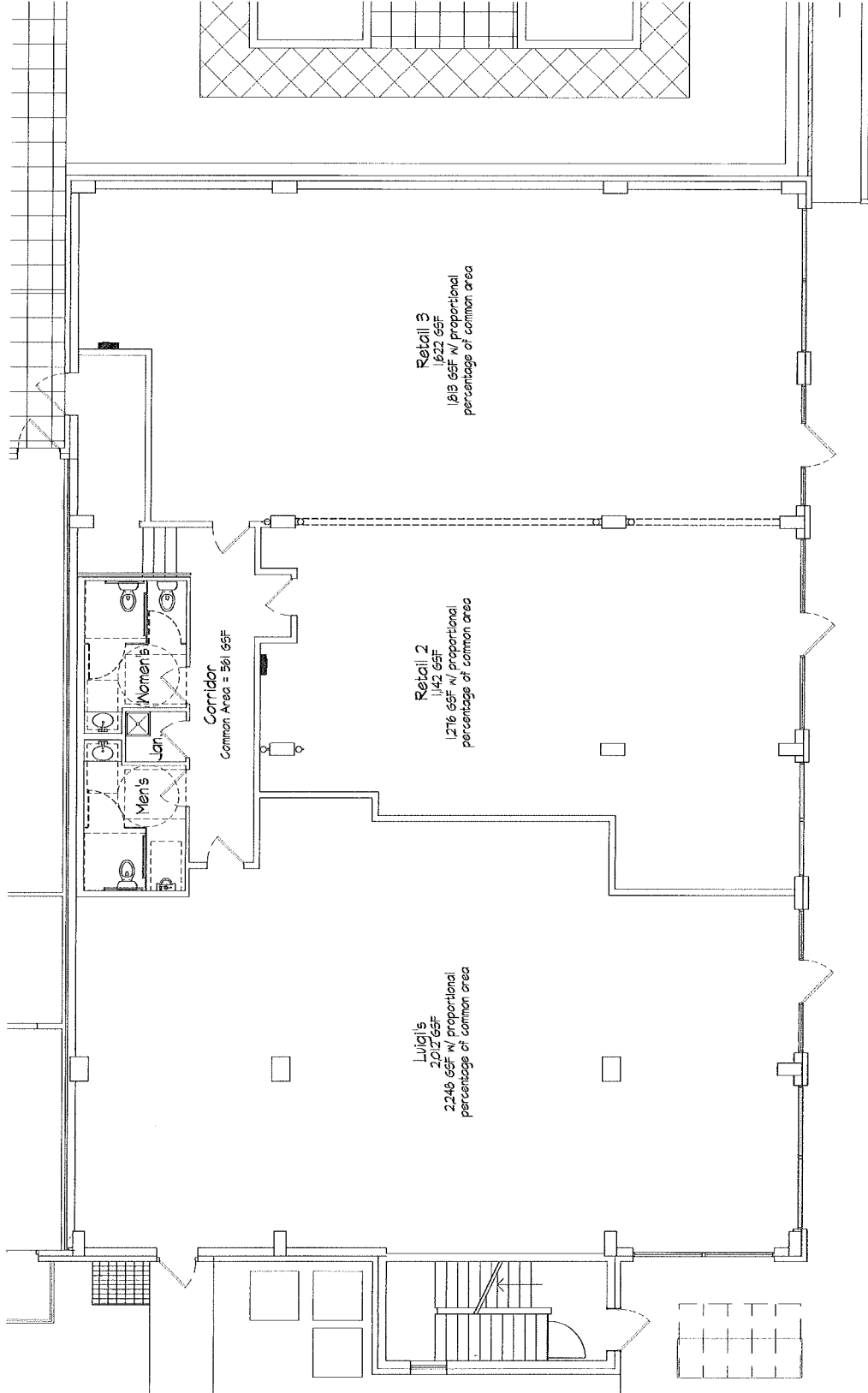
Revision
October 24, 2002

Project Title
Retail Space 2 & 3

Sagevya Commons
Madison, Wisconsin
Floor Plan

Project No.
1235

Drawing No.
A-10



FLOOR PLAN
10/24/02

