

42235

LICLIB-2016-00184

P-303

A-13



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 17.
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.

SCONNIE BAR, LLC

4. Trade Name (doing business as) SCONNIE BAR

5. Address to be licensed 1421 REGENT ST., MADISON, WI 53711

6. Mailing address 1042 FAIRCHILD ST., SUN PRAIRIE, WI 53590

7. Anticipated opening date 9/1/16

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.

2 STORY BRICK BUILDING; 1ST FLOOR - BAR ROOM, SEATING SECTIONS, BART
BOARDS, REST ROOMS, BAR AREA, KITCHEN/GRILL, SOUP+SALAD AREA, WALK-IN COOLER
DISH CLEANING AREA AND OFFICE; BASEMENT - WALK-IN COOLER AND STORAGE;
OUTDOOR - BEER GARDEN WITH SERVING AREAS, PORTABLE COOLERS, FOOD PREPARATION
AREA FOR SPECIAL EVENTS APPROVED UNDER A CONDITIONAL USE PERMIT.
APPROX 3,500 SQ FT.

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above. ATTACHED

12. Applicants for on-premises consumption: list estimated capacity INSIDE - 160

13. Describe existing parking and how parking lot is to be monitored. OUTSIDE - 1160
GAME DAY

13 STALLS MONITORED PERIODICALLY BY EMPLOYEES

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

No Yes, license issued to LUCKYS MADISON LLC (name of licensee)

15. Attach copy of lease. ATTACHED.

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 THOMAS J. VAN WIE

17. City, state in which agent resides SUN PRAIRIE, WI

18. How long has the agent continuously resided in the State of Wisconsin? 44 years

19. Appointment of agent form and background check form are attached. 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 original license - March 2005 (071021)
current license thru 6/30/16

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

WISCONSIN, JANUARY 2016

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. Attached

Title	Name	City and State of Residence
MANAGING MEMBER	THOMAS J. VAN WIE	SUN PRAIRIE, WI
MEMBER	WILLIAM R. VAN WIE	WAUNAKEE, WI
MEMBER	CORTNEY L. WATERMAN	WIS. DELLS, 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.

THOMAS J. VAN WIE

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 A CASUAL NEIGHBORHOOD SPORTS BAR MARKETING TO ALL

WISCONSIN SPORTS FANS FROM HIGH SCHOOL TO THE PROS. IT WILL FEATURE
A FULL SERVICE BAR AND RESTAURANT. THE CURRENT LAYOUT AND OPERATIONS
WILL STAY RELATIVELY THE SAME, INCLUDING 30+ TV'S AND 20 TAP BEER LINES.

28. Hours of operation 11:00am - 2:00am SUNDAY-THURSDAY, 11:00am - 2:30am FRIDAY-SATURDAY
EARLIER ON GAME DAYS + SPECIAL EVENTS.

29. Describe your management experience WILLIAM + THOMAS WERE INVOLVED WITH THE

MANAGEMENT OVERSIGHT OF LUCKYS BAR + GRILLE FROM 2004-2010. CORTNEY HAS BEEN INVOLVED
WITH THE MANAGEMENT OVERSIGHT OF KNUCKLEHEADS, BUFFALO PHILS AND THE MOOSE JAW.
CUMULATIVE EXPERIENCE OF CURRENT MANAGEMENT TEAM IS IN EXCESS OF 40 YEARS.

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

THOMAS J VAN WIE 1042 FAIRCHILD ST., SUN PRAIRIE, WI 53590

CORTNEY L WATERMAN 5847 CLARA AVE.
WIS DELLS, WI 53965

SHAYNE MILLER 2985 CRINKLE ROOT DR, FITCHBURG, WI 53911
KELLY JORDAN 1330 REGENT ST MADISON, WI 53715

31. Describe staffing levels and staff duties at the proposed establishment SLOW DAY - COOKS - 2-3,

BARTENDERS - 2-3, SERVERS - 4-5 AND BouncERS - 1; BUSY DAY - COOKS - 4-5, BARTENDERS 4-6,
HOSTESS - 1, SERVERS - 8-9 AND BouncERS - 2-3. DUTIES ARE TO PREPARE FOOD, SERVE FOOD, PREPARE
AND SERVE DRINKS AND ID CUSTOMERS AND CLEAN UP.

32. Describe your employee training EACH EMPLOYEE WILL GO THROUGH TRAINING RANGING

FROM A FEW DAYS TO A COUPLE WEEKS, DEPENDING ON THE POSITION.

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

NEIGHBORS, STUDENTS, AREA EMPLOYEES AND SPORTS CROWD (AGES 21-65)

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

WEBSITE, SOCIAL MEDIA, EMAIL, RADIO, NEWSPAPER, DIRECT MAIL,

35. Are you operating under a lease or franchise agreement? No Yes ATTACHED.

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 NIA

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? DJ, KARAOKE,
SMALL BANDS

38. What age range do you hope to attract to your establishment? 21-65

39. What type of food will you be serving, if any? SANDWICHES, SALADS, WRAPS, BURGERS, SOUP,
 Breakfast Brunch Lunch Dinner FISH FRY, FRIED FOOD

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners
↳ SPECIAL OCCASIONS/EVENTS + GAME DAY

41. During what hours of operation do you plan to serve food? 11am - 12:30am; earlier on game

42. What hours, if any, will food service not be available? 12:30am - 2:30am days + special occasions

43. Indicate any other product/service offered. DARTS, VIDEO GAMES, JUKE BOX

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? 15

During what hours do you anticipate they will be on duty? 10am - 10pm

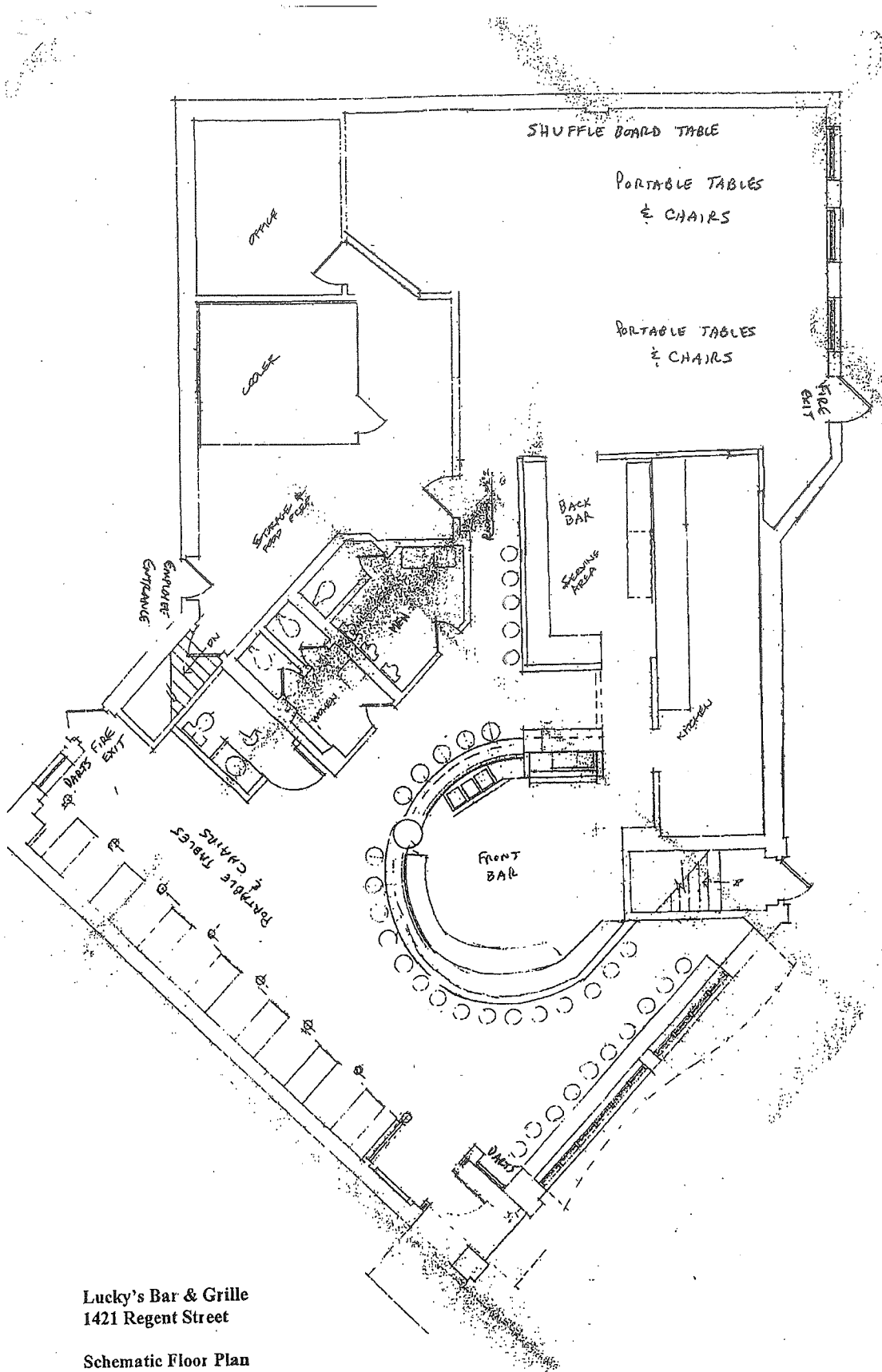
47. Do you plan to have hosts or hostesses seating customers? No Yes

↳ ONLY ON BUSY NIGHTS

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 25
 How many bartenders do you anticipate having work at one time on a busy night? 4-6
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 _____
CUSTOMERS CAN DRINK AT TABLES WITHOUT EATING.
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? 25%-30%
54. 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? 25%
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:
16% % Alcohol 33% % Food 1 % Other
58. Do you have written records to document the percentages shown? No Yes *ESTIMATES FOR NEW ESTABLISHMENTS*
 You may be required to submit documentation verifying the percentages you've indicated. *NEW*

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



Lucky's Bar & Grille
1421 Regent Street

Schematic Floor Plan
(1/8" = 1')

Seating Capacity = 160
Drawing as of 2006

NOTE: DRAWING AS OF
2006 REPRESENTS THE
CURRENT FLOOR PLAN,
AND SCONNIE BAR, LLC
PLANS ON MAINTAINING THE
FLOOR PLAN.

APPETIZERS AND BASKETS

SAMPLE MENU

Appetizers to start off the big meal!

GINORMOUS NACHOS

Holy cow they're huge! Tortilla chips served with loads of cheese, tomatoes, onions, olives, guacamole, jalapenos and sour cream.

\$9.49

Beef, chicken or BBQ pork Add \$2.00

WINGS

Six wings tossed in your choice of buffalo, BBQ, cajun rub, sweet chili, teriyaki, or garlic parmesan sauce. Served with blue cheese or ranch dressing and celery sticks.

\$6.99

12 Wings - 10.99

16 Wings - 12.99

CHICKEN STRIPS BASKET

Served with ranch or BBQ sauce and fries.

\$6.99

BUFFALO CHICKEN STRIPS BASKET

Served with Bleu Cheese dressing and fries.

\$7.49

QUESADILLA

Onions, mushrooms, jalapenos, tomatoes and cheese in a grilled tortilla

\$5.99

Beef, chicken or BBQ pork Add \$2.00

WISCONSIN CHEDDAR CHEESE CURDS

A Wisconsin tradition! Fresh White Cheddar cheese curds deep fried in a crisp batter.

\$6.49

SWEET POTATO PIE FRIES

Sweet potato waffle fries drizzled with our homemade sweet sauce and topped with roasted marshmallows

\$8.99

PAPAS GRANDE

Waffle fries loaded with beef, tomatoes, jalapenos, and green onions smothered in cheese and topped off with sour cream

\$8.99

SPINACH ARTICHOKE DIP

Our homemade dip served in a bread bowl with chips and celery.

\$8.99

MAC N' CHEESE BITES

Bite sized globs of mac n' cheese, deep fried until golden and sizzling hot inside.

\$7.99

SHRIMP BASKET

Breaded shrimp and fries, served with our homemade cocktail sauce.

\$7.99

BRAT BASKET

Klements brat with fries

\$6.99

GYRO BASKET

All natural gyro meat with tzatziki sauce, onions, tomatoes and fries

\$6.99

SLAM DUNK SOUPS & SALADS

Dressings include: Ranch, French, Honey Mustard, Italian, Bleu Cheese, Balsamic Vinaigrette, 1000 Island, Oriental Sesame and Raspberry Vinaigrette.

SOUP & SALAD COMBO \$6.49

A bowl of our Chef's homemade soup served with your choice of Lucky's house salad or caesar salad and a warm breadstick.

BUFFALO CHICKEN SALAD \$8.99

Crisp greens with spicy buffalo chicken strips, red onion, tomatoes, cucumbers and Bleu Cheese crumbles. Served with Bleu Cheese dressing and a warm breadstick.

HOMEMADE SOUP OF THE DAY Cup - \$2.50 Bowl - \$3.50

TACO SALAD \$8.99

Your choice of seasoned ground beef or blackened chicken on a bed of shredded lettuce, with tomatoes, black olives, cheddar cheese and sour cream served in a "Sombbrero" shell.

CAMP RANDALL CHILI Cup - \$2.75 Bowl - \$3.99

GRILLED CHICKEN CEASER SALAD \$8.49

Romaine lettuce, grilled chicken breast, shredded Parmesan cheese and creamy caesar dressing topped with sourdough croutons and a warm breadstick.

CHICKEN CLUB SALAD \$8.99

Assorted greens with crispy chicken, smoked bacon, shredded cheese and tomatoes. Served with Ranch dressing and a warm breadstick.

CARIBBEAN SALAD \$8.99

Mixed greens with teriyaki grilled chicken breast, bell peppers, cucumbers, pico de gallo and shredded cheese topped with grilled pineapple and green onions. Served with chipotle ranch and a breadstick.

BIG PLAY BURGERS

All burgers are served with lettuce, tomato and onion on a bun.

Make it a basket with your choice of fries, cottage cheese, potato salad, pasta salad or coleslaw for an additional \$1.75

Add waffle fries, steamed broccoli or Pub chips for an additional \$2.25

Add sweet potato waffle fries or onion rings for \$3.50

CHEESEBURGER \$6.49

6 oz. burger made with fresh ground beef from Knoche's Food Mart. With cheese (Your choice of Swiss, American, Cheddar, Pepperjack or Provolone.)

BACON CHEESEBURGER \$7.49

Topped with Cheddar cheese and Applewood smoked bacon.

VEGGIE BURGER \$6.49

All the great taste with no beef.

MUSHROOM AND SWISS BURGER \$7.49

A mushroom Swiss burger.

ALL-AMERICAN BURGER \$6.99

Lucky's most popular burger... It's the "Old Favorite" with American cheese, mayo and pickle slices.

WILD WEST BURGER \$7.99

Just like Gene and Roy like it! A classic burger with zesty BBQ sauce, grilled onions, Cheddar cheese and Applewood smoked bacon.

THE BLACK & BLEU BURGER \$6.99

A blackened burger topped with Bleu Cheese dressing.

PATTY MELT \$6.99

Topped with swiss and american cheese and fried onions served on grilled marble rye

POPPER BURGER \$7.99

This burger is popping with cream cheese, jalapenos, and topped with cheddar

REUBEN BURGER \$7.99

Burger topped with corned beef, Swiss cheese, saurkraut and 1000 Island

SIDE DISHES

In the mood for a little something extra? Try one of our sides.

FRENCH FRIES	Small - \$1.99 Large - \$3.25
PUB CHIPS	Small - \$2.25 Large - \$3.50
WAFFLE FRIES	Small - \$2.50 Large - \$3.75
ONION RINGS	Small - \$3.99 Large - \$6.99
SWEET POTATO WAFFLE FRIES	Small - \$3.99 Large - \$6.99
PASTA SALAD	\$1.99
TOSSED SALAD	\$3.99
COLESLAW	\$1.99
POTATO SALAD	\$1.99
STEAMED BROCCOLI	\$2.25

SANDWICHES

Tasty specialty sandwiches made to satisfy!

Make any sandwich a basket with your choice of: fries, cottage cheese, potato salad, pasta salad or coleslaw for an additional \$1.75

Add waffle fries, steamed broccoli or pub chips for an additional \$2.25

Add sweet potato waffle fries or onion rings for \$3.50

SMOKIN' CHICKEN	\$7.49
It's HOT! Grilled chicken breast with BBQ, Cheddar cheese and Applewood smoked bacon.	
GRILLED CHICKEN SANDWICH	\$6.99
Hand-trimmed chicken breast grilled or deep fried, served with lettuce, tomato and mayo, lemon pepper or cajun seasoning available.	
ULTIMATE GRILLED CHEESE	\$6.49
Swiss, American, Provolone, Cheddar Cheese, Bacon, and Tomato	
BLT	\$5.99
Crispy bacon, ripe tomatoes, crisp lettuce and mayo served on your choice of white, wheat light or dark rye bread.	
PULLED PORK SANDWICH	\$6.99
Hand-pulled pork smothered in tangy BBQ sauce, served with lettuce and tomato. Make it Southern Style for \$1.00 extra with buffalo sauce and coleslaw on top	
GRILLED BUFFALO CHICKEN SANDWICH	\$7.49
A breaded chicken filet sandwich smothered in our house buffalo sauce, topped with Bleu Cheese dressing and served with lettuce and tomato.	
TURKEY CLUB SANDWICH	\$8.49
Turkey breast topped with bacon, lettuce, tomato, Swiss cheese and mayo. Triple stacked served on toasted white bread.	
PHILLY SANDWICH	\$8.49
Madison's version of an old favorite. Your choice of steak or chicken grilled with green peppers, onions and mushrooms topped with Provolone cheese.	
REGENT STREET REUBEN	\$7.49
Your choice of corned beef or turkey breast topped with Swiss cheese, sauerkraut and 1000 Island dressing served on grilled pumpernickel rye.	
ITALIAN BEEF	\$7.99
Shaved Italian seasoned roast beef served on a toasted hoagie roll with au jus and giardiniera. Provolone cheese Add \$.50	
BLACKENED TILAPIA	\$7.99
Blackened tilapia filet topped with a corn poblano salsa, lettuce, tomato and chipotle mayo	
RANCH CHICKEN MELT	\$7.99
Montreal seasoned grilled chicken breast covered in melted cheddar and our homemade ranch dressing. Served on Texas Toast with lettuce, tomato and red onion	
TUSCAN CHICKEN	\$7.99
Chopped chicken breast with provolone cheese, lettuce, red onion and bruschetta served on Texas Toast	

RIPPER'S WRAPS

All wraps are served in a Tomato Basil tortilla with your choice of one of the following side dishes: fries, pub chips, pasta salad, potato salad or coleslaw.

KICKIN' CHICKEN WRAP

Chicken filet with spicy buffalo sauce, lettuce, tomato, shredded cheese and Bleu Cheese dressing.

\$8.99

TURKEY CLUB WRAP

Smoked turkey, shredded cheese, Applewood smoked bacon, lettuce, tomato and mayo.

\$8.99

CHICKEN CAESAR WRAP

Romaine lettuce, tomato, shredded Parmesan cheese and grilled chicken with caesar dressing.

\$8.99

CRISPY CHICKEN RANCH WRAP

Crispy chicken wrapped with lettuce, shredded cheese, tomato and Lucky's homemade ranch dressing.

\$8.99

SWEET & SPICY CHICKEN WRAP

Grilled chicken, pineapple, tomatoes, lettuce, shredded cheese, jalapenos and sweet chili sauce

\$8.99

"TGIF"-THANK GOODNESS IT'S FISH FRY

All dinners include rye bread, tartar sauce, coleslaw and a choice of fries, potato salad, baked potato. Lunch Fish Fry available 11am-4pm Dinner Served on Fridays after 4pm

LUCKY'S FAMOUS BEER BATTERED COD DINNER

Lightly beer battered Cod filets. A Wisconsin tradition.

\$9.95

BATTER FRIED PERCH DINNER

Tasty beer batter deep fried Perch.

\$10.95

BAKED COD DINNER

Baked tasty Cod fillets.

\$9.95

ALL YOU CAN EAT DEEP FRIED COD

Served with salad or soup

\$12.95

ALL YOU CAN EAT PERCH

Served with soup or salad.

\$13.95

MINOR LEAGUERS

We cater to all our little 'Lucky' ones! Includes your choice of fries or broccoli.

GRILLED CHEESE

\$4.49

SLIDER CHEESEBURGER

\$4.49

SLIDER HAMBURGER

\$4.49

CORN DOG

\$4.49

MACARONI & CHEESE

\$4.49

CHICKEN STRIPS

\$4.49

BEVERAGES

Proudly serving Pepsi products.

SOFT DRINKS

Bottomless cup with purchase of a meal.

\$2.00

DRAFT BEER LINEUP

Miller Lite, Bud Light, Coors Light, Blue Moon, Leinies IPL, Fat Tire, Dogfish Head Brown Ale, Capital Dark Voyage, Capital Seasonal, Ale Asylum Hopalicious, Ale Asylum Bedlam, Karben 4 Lady Luck, New Glarus Spotted Cow, New Glarus Moon Man, Potosi Stingy Jack Pumpkin Ale, Lagunitas IPA, Johnny Appleseed, Lake Louie Warped Speed, Left Hand Milk Stout, Guinness.

* Subject to change *