



Liquor/Beer License Application

(Agenda Item Number)

57109

(Legistar file number)

4CLIB-2019-00771

(License number)

4

(Alder District #)

405

(Police Sector)

Office Use Only

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,

Class C Wine

City of Madison Clerk

210 MLK Jr Blvd, Room 103

Madison, WI 53703

licensing@cityofmadison.com

608-266-4601

Section A – Applicant

1. 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.

SETTLE DOWN LLC

2. Trade Name (doing business as) SETTLE DOWN TAVERN

3. Address to be licensed 117 SOUTH PINCKNEY ST MADISON, WI 53703

4. Mailing address 117 SOUTH PINCKNEY ST MADISON, WI. 53703

5. Anticipated opening date 12.1.19

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?

No Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Section B—Premises

8. 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

1300 SQ FOOT SPACE THAT IS PART OF THE HISTORIC MADISON HOTEL BUILDING. THE FRONT OF HOUSE AREA IS 1000 SQ. FEET WITH BAR & BACK BAR, AND THE REMAINING 300 SQ. FEET WILL BE LOCKABLE STORAGE.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 120 Outdoor: —

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

STREET PARKING & NEARBY RAMP

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

No Yes, license issued to _____ (name of licensee)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent SAMUEL J PARKER

13. City, state in which agent resides MADISON, WI

14. How long has the agent continuously resided in the State of Wisconsin? 51 YEARS

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed _____

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

WISCONSIN

17. 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	SAMUEL J PARKER	MADISON WI
MEMBER	RYAN HUBER	MADISON WI
MEMBER	BRIAN BARTELS	

18. 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.

SAMUEL J PARKER

19. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

20. 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

21. What type of establishment is contemplated?

- Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10AM - BAR TIME	11AM - BAR TIME	11AM - BAR TIME	11AM - BAR TIME	11AM - BAR TIME	11AM - BAR TIME	10AM - BAR TIME
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

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.

24. Indicate any other product/service offered. _____

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

55 % Alcohol 45 % Food _____ % Other

If applicable, describe "Other": _____

Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment? No Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
33. 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
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. 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

37. This application is for the license period ending June 30, 20 20.
38. State Seller's Permit 4 5 6 - 10 3 0 2 0 8 5 6 2 - 0 2
39. Federal Employer Identification Number 89-2566162

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

Contact person SAMUEL J PARKER

Business phone 608 209 2910 Business e-mail address SAMUELS.PARKER@GMAIL.COM

Preferred language ENGLISH

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.

41. Corporate attorney, if applicable: Name _____

Phone _____ E-mail _____

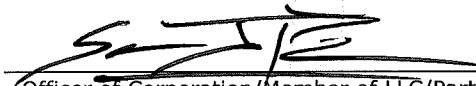
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate), Appointment of Agent (if Corp/LLC),
- Member background investigation forms, Articles of Incorporation (if Corp/LLC), Floor Plans,
- Copy of Lease, Business Plan, and Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

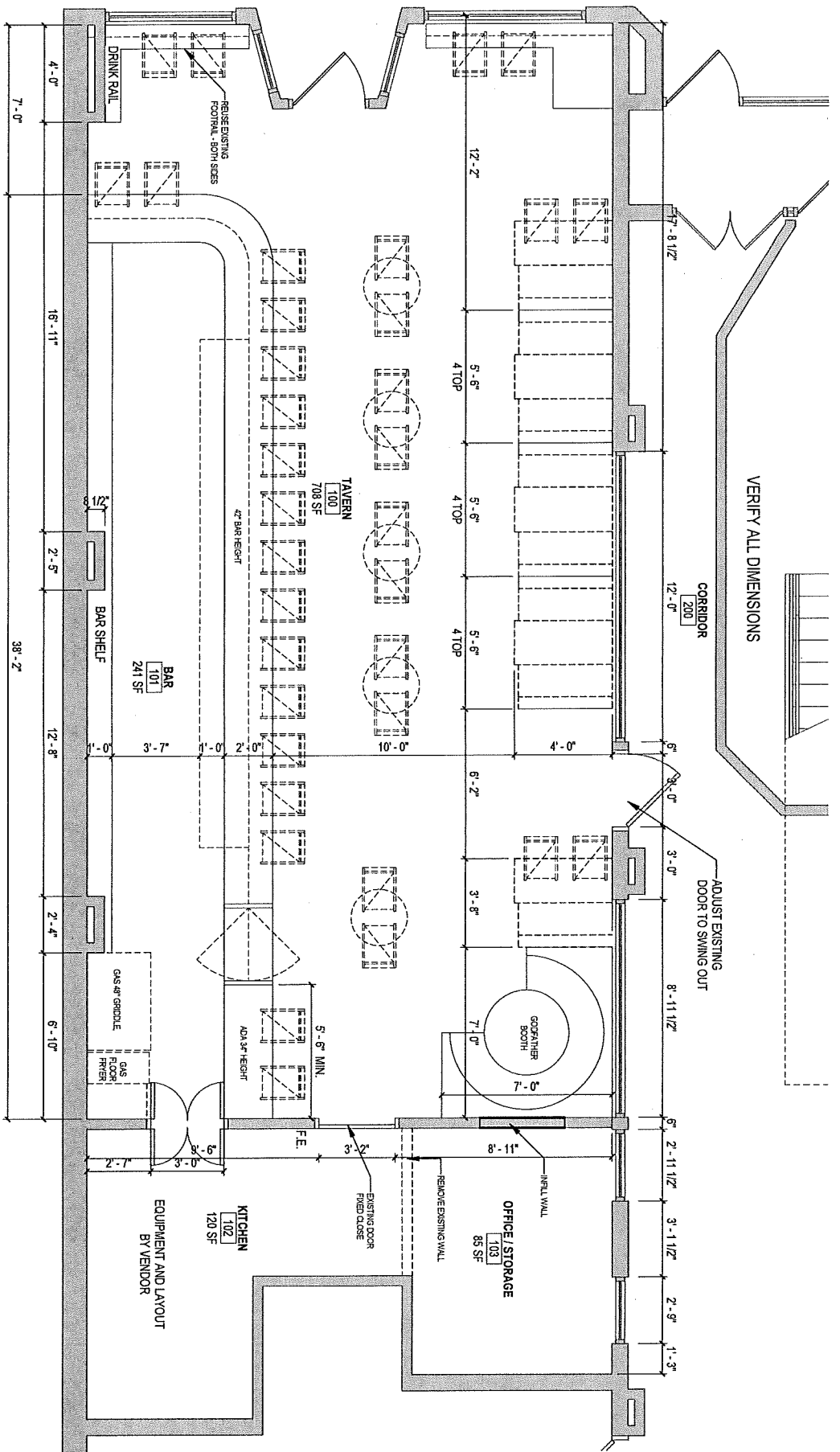


 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

8.15.19

 (Date)

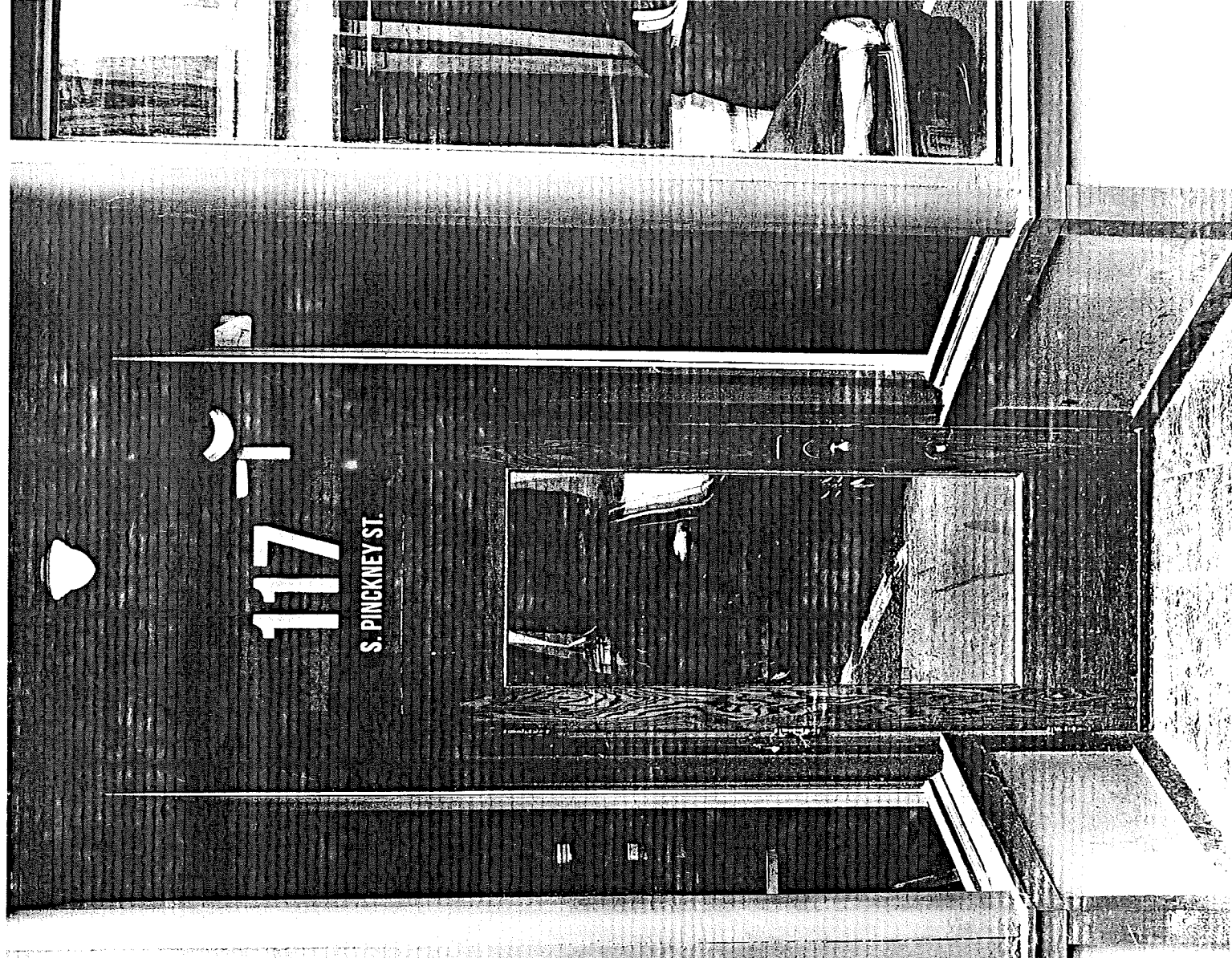
Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____		



1 TAVERN PLAN
1/4" = 1'-0"

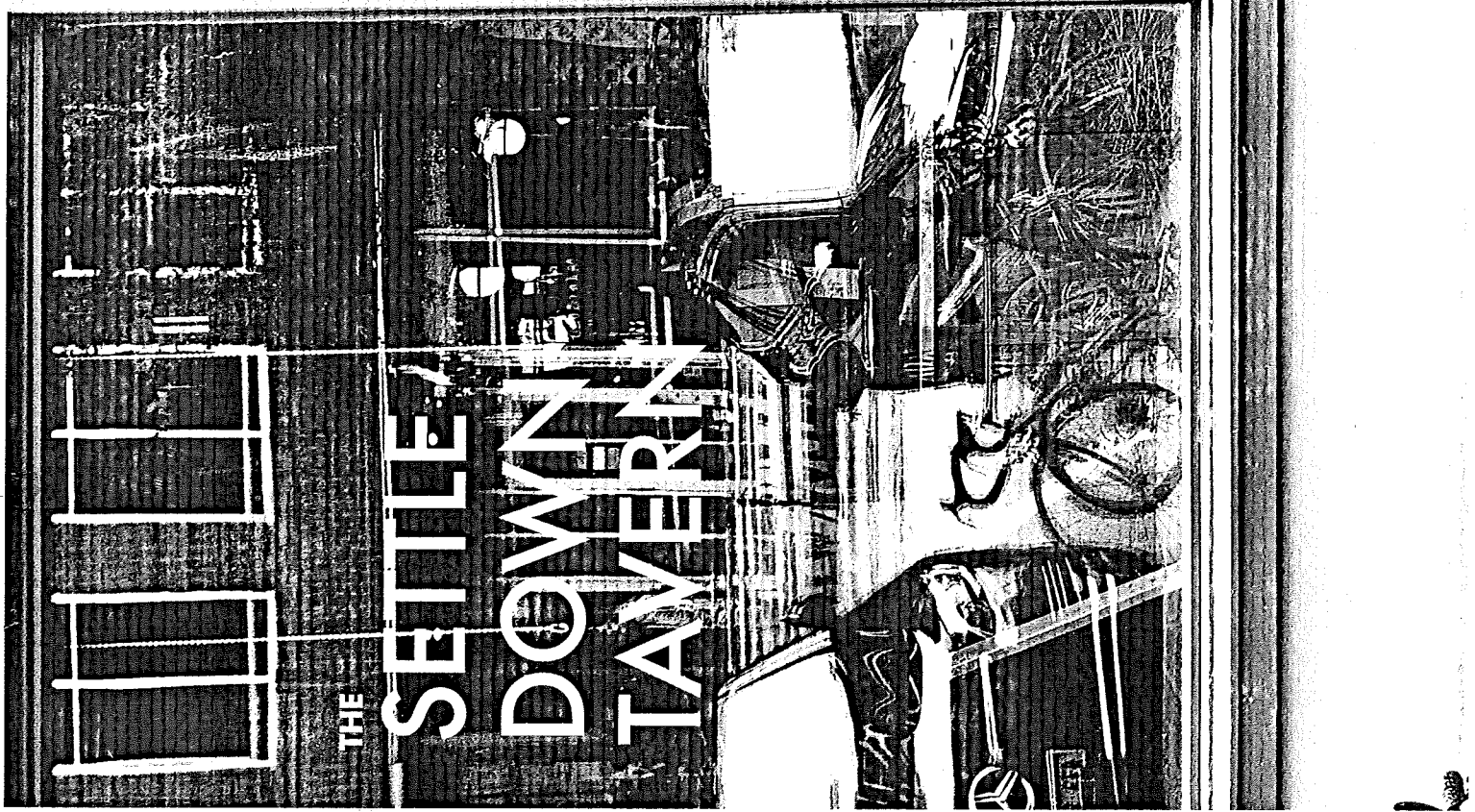
TAVERN
117 PICKNEY
Kahler Slater

FLOOR PLAN
A101 | 01/31/19



117

S. PINGKNEY ST.

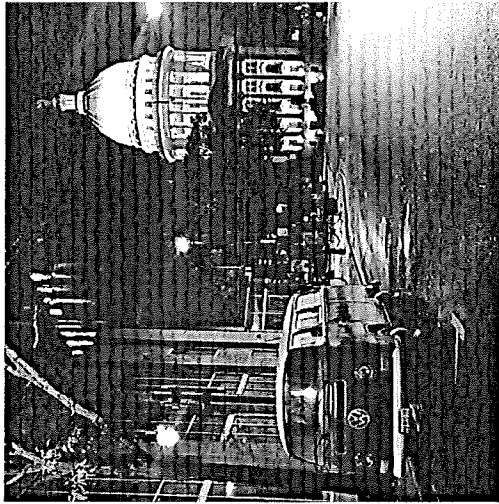


THE SETTLE DOWNS TAVERN

EXECUTIVE SUMMARY

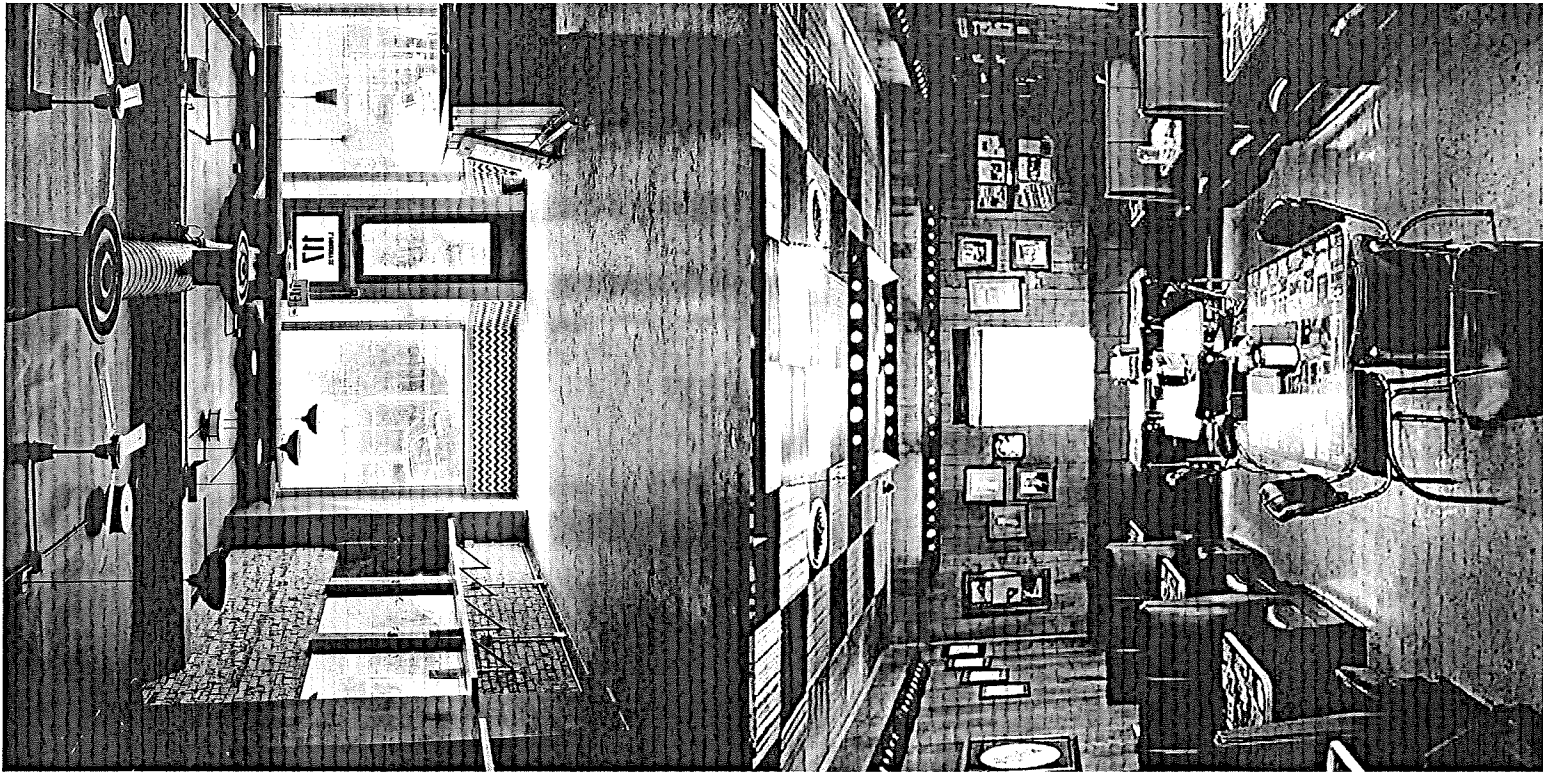
The Settle Down Tavern will be a special gathering place located in the heart of downtown Madison, Wisconsin, located at 117 South Pinckney Street. The tavern will be the premier destination for the locals to frequent in and around the downtown Capital Square, the veritable heartbeat of Madison, located half a block away. The goal of this new business venture is to build one of the best bars in America, offering an unforgettable house burger, cold drinks, warm hearts, exemplary service, and the reputation of being a "can't-miss" neighborhood destination should one ever be passing through Madison, Wisconsin.

The bar's reputation and success will be influenced by the owner-operators – three longtime friends with decades of experience running well-known and successful restaurant and bar programs. As owner-operators, we will be committed to making this operation a successful one. Employees will be hand-selected and undergo rigorous training with the goal of keeping the customer happy. Proper employee training assures repeat business, and keeping extra eyes on the costs and labor margins ensures a healthy, happy business model.



The tavern is located in a historic building, surrounded by independent cafes, bars and retail shops, with consistent foot traffic. With prosperous neighborhood development and sustained cultural growth, the site was primarily selected because of its location, and the need for a friendly tavern with a warm, comfortable ambience.

"Settle Down" is a reference to the First Settlement Neighborhood, southeast of the Capital Square, the home of Madison's first residential and commercial settlement. This historic property has been a common area for retail shops, restaurants, hair salons and offices since the 1850s. Through today, the First Settlement District is Madison's premiere entertainment district, with Madison's best restaurants, cafes, hotels, and the farmer's market all within walking distance. The opportunity to open a business in this neighborhood is a source of civic pride for the owners, who understand and deeply value the need for a cozy, service-minded neighborhood tavern.



BUSINESS OBJECTIVES

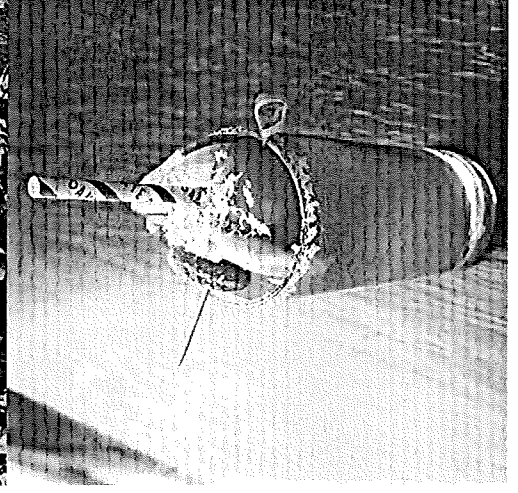
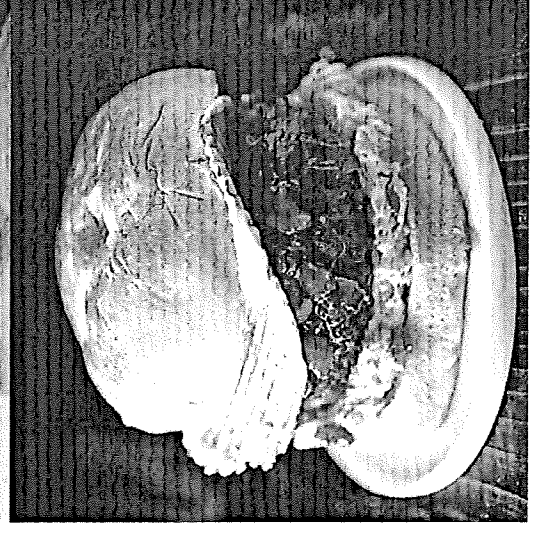
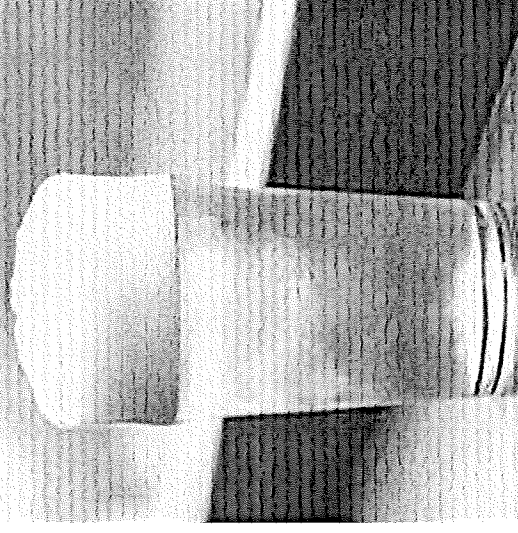
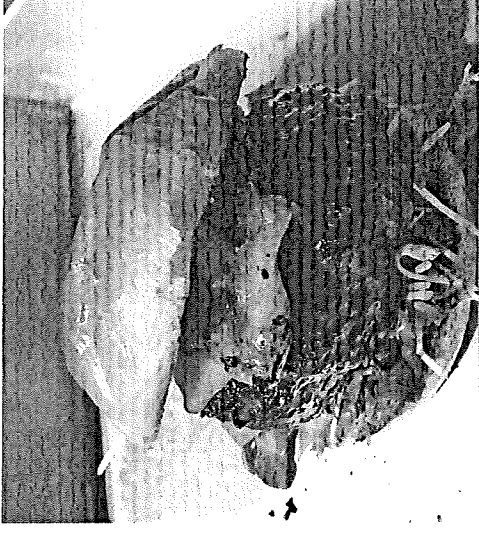
The Settle Down will be a bar and grill located in downtown Madison, Wisconsin (pop. 250,000). Operating hours will be lunch through dinner and late night on the weekdays, with brunch on the weekends. The tavern will cater to state capital government employees, office workers, local residents, families, and college faculty, and weekend farmer's market attendees during the day. At night, it will serve many of the same clientele, along with local patrons coming home from work for some relaxation – an important demographic, as downtown Madison has seen significant growth in residential buildings in the last five to ten years.

The food menu will feature traditional tavern fare, along with health-conscious, veggie options, and daily specials. Our goal is to serve "The Burger to end all other burgers," "The Best Fries in Madison," and "Food so good you want to go back the same day." The bar menu will provide top-notch beer selections, affordable, diversified wine options, and classic cocktail selections, as well as house originals. (One of the owners is the author of *The Bloody Mary Book* and *The United States of Cocktails*, so the libations will be Insta-tasty.) On weekends the tavern will feature a rotating brunch menu celebrating items from the nearby Farmer's Market and classic egg and breakfast selections. Not to mention, if the Green Bay Packers are playing on Sunday, one better try to "Settle Down" for a seat early on.

The tavern plans to generate a profit within the first 12 to 24 months of operations and repayment of all financial obligations within the first 3 to 5 years of operations.

MISSION STATEMENT

The Settle Down will provide a comfortable place for locals to come and gather for relaxation, and quickly earn it's place as the tavern of choice for the locals in the downtown neighborhood of Madison, offering creative selections of beer and wine, classic cocktails and award-winning Bloody Marys, while elevating guests expectations through consummate hospitality and quality-driven bar fare, all in an exciting environment designed to make patrons return. It will be a comfortable, warm, welcoming environment available to all living human beings, who understand we are here on earth to live, laugh and love each other, and will not stand for marginalized attitudes, social indifferences or offensive temperament. The tavern is based on the guiding principles that life is to be enjoyed and this is reflected in its vast selection of beverages, delicious food offerings and professional, hospitable team members.



KEYS TO SUCCESS

- The Settle Down Tavern's key to success will be based on:
 - The principles. The managing members bring a deep passion and practice of integrity, service and hospitality to the tavern, along with exemplary work ethic, trustworthy business relations, and civic pride in their community.
 - Outstanding customer service. All team members are hand selected and love what they do. The staff will be trained to work the entire room and embrace the "community" philosophy of service.
 - Comfort. The tavern will be an ever-engaging yet relaxed environment, where friends can meet and unwind, and where kindness is never unwelcome.
 - Quality food selections. The food selections served will be picked based on their merit, known for their ability to be value-driven, consistent and, above all else, unforgettably tasty.
 - Provide a balanced offering of specialty beers, unique wines, and creative classic cocktails – catering to the public's increased requirement for variety and sophistication in alcoholic beverages.
 - Owner-operator attendance. The principal owner-operators will not only run the day-to-day operations, but frequently work services on the floor, behind the bar, flipping burgers, etc., wherever and whenever they are needed, establishing a consistent work ethic and decorum for everyone else chosen to be part of the Settle Down family.

The tavern's philosophy is simple: enjoy this life and treat others as you'd want to be treated. These principles will be equally applied to management, employees, suppliers and customers. Strangers are friends, and friends always get the benefit of the doubt, and will not be judged or discriminated by their age, gender, race, color, religion, creed, or sexual orientation.

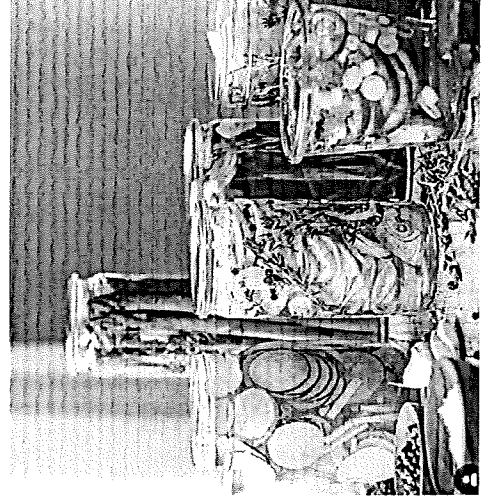
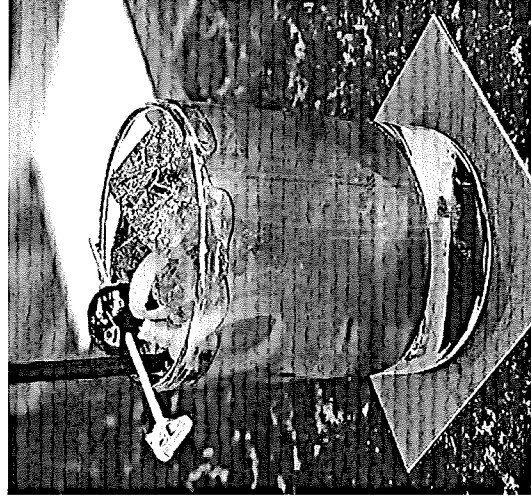
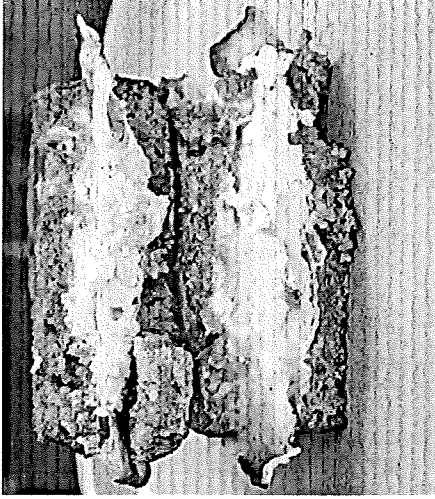
GUIDING PRINCIPLES

Settle Down hits the sweet spot between modern and vintage, conjuring feelings of nostalgia in the hearts of anyone who's been to an old tavern. The vibe will be warm, inviting and dynamic: soft globe lighting, natural wood, brass, colored tile and proper brand signage, along with a Wall of Glory, featuring images of each investor and their unbridled attempts at childhood championship glory (a Little League photo, or a karate pose, or golf swing, holding a football while still in diapers, etc.)

Consistently engaging service, feel-good music, and warm lighting are all paramount to Settle Down's vibe – and being a reliable source for watching Wisconsin sports. Game days are big days for the tavern. Burrowed inside the Settle Down Tavern is a tongue-in-cheek reference to the "Sett," which is the scientific name for a badger's den, an homage to the University of Wisconsin's famed mascot – though we will most likely (ahem) settle with "The Settle."

The Settle Down will be an escape from the large loud club-style venues nearby. Locals are encouraged to pop in and chat about current events while snacking on a flat-top sandwich, a side of pickled vegetables and an ice cold beer.

Life is to be enjoyed! In the spirit of all great service industry providers, integrity prevails. Treat each visitor with utmost respect and professionalism. The Settle Down bartenders, servers and kitchen staff will be trained to act professionally in all situations.



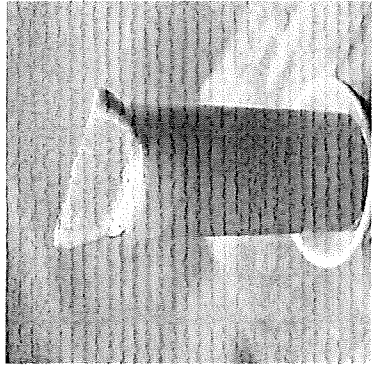
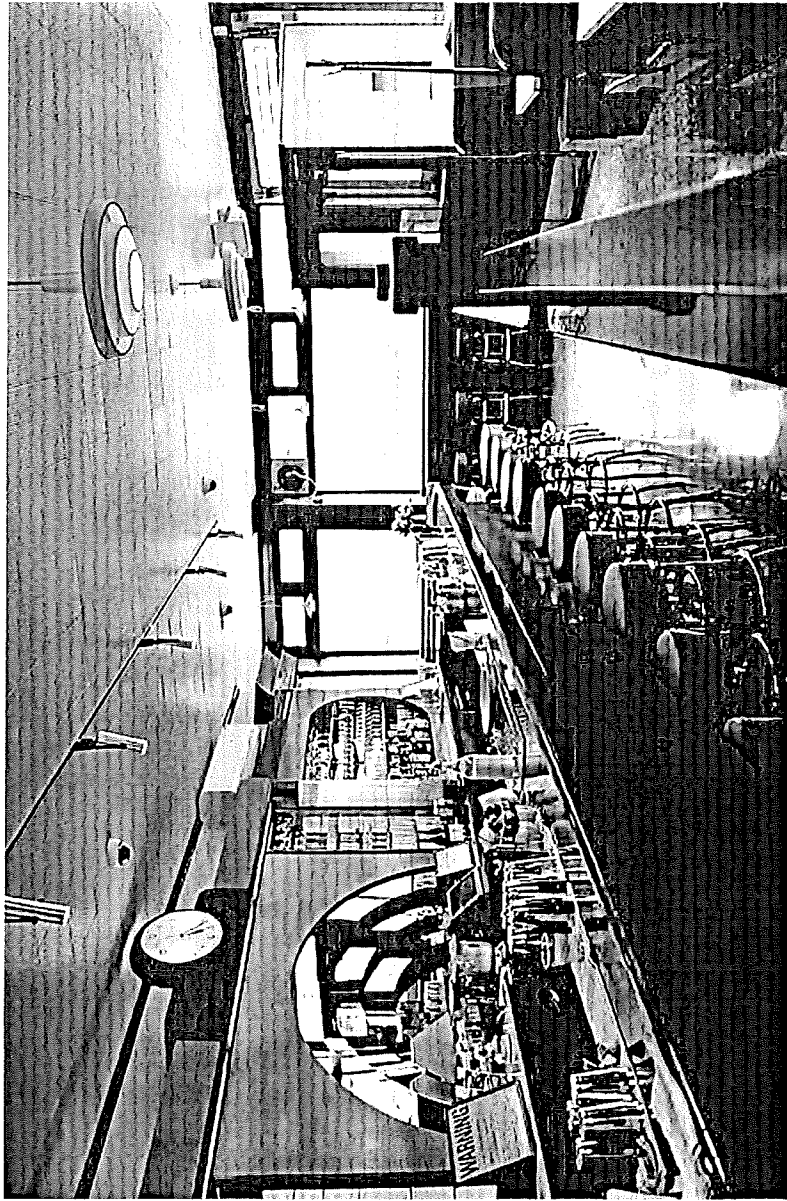
OWNERSHIP

The Settle Down Tavern will be owned and managed by Managing Members Ryan Huber, Sam Parker and Brian Bartels, who will oversee the dining, bar and service programs, each with 20% owner interest.

The Settle Down Tavern is registered by Settle Down, LLC.

General duties will include review of daily operations, inventory control, employee training, employee hiring and firing, ordering supplies, and routine maintenance and upkeep of the tavern, equipment and facilities management.

In addition to their annual salary, the Managing Members will be compensated with health insurance. The owners hope for an eventual platform to provide employee incentives, such as rewarding longstanding, hard-working staff with possible bonuses, or assistance with health benefits.



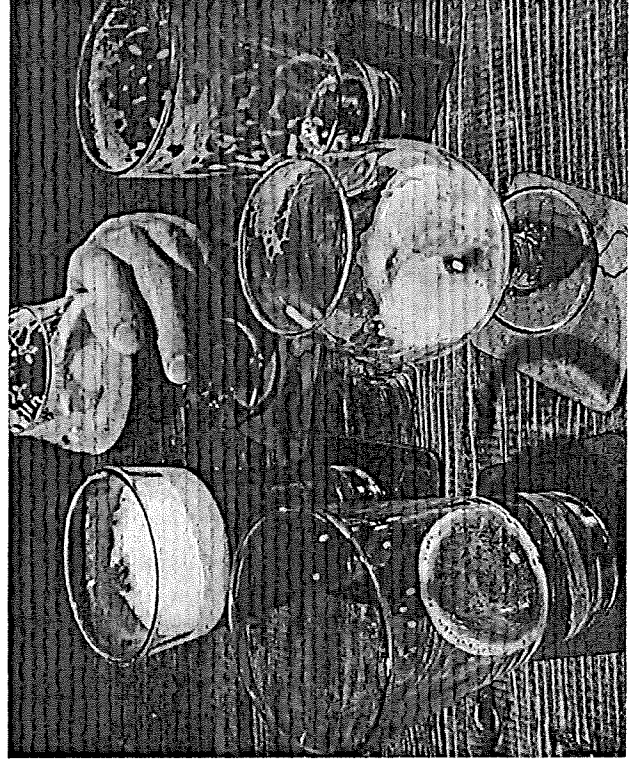
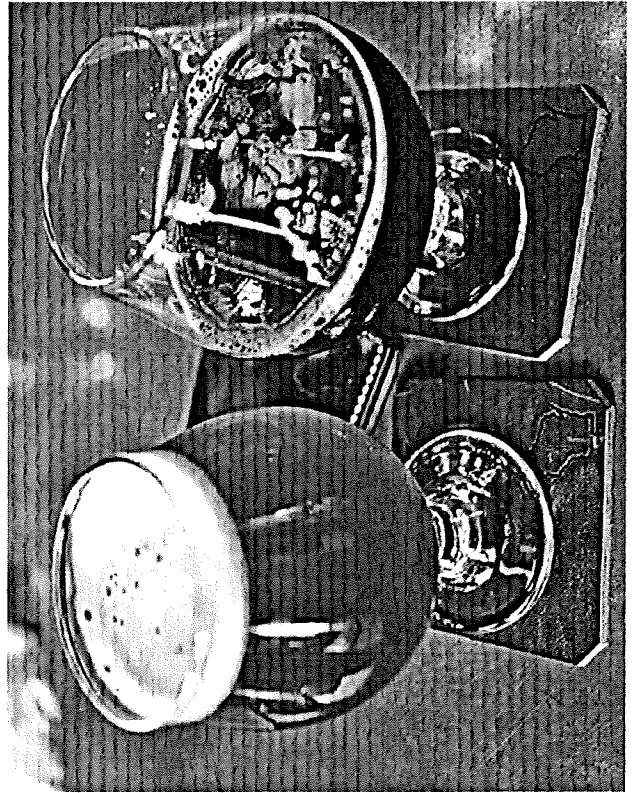
Management Team

Mr. Sam Parker, a Madison native, was the opening bartender and manager of The Great Dane Brewpub, training all new staff and overseeing day-to-day operations for over 10 years. Most recently, he has been a co-owner of Context Clothing for ten-plus years. Sam is gifted in many ways, but his greatest asset is a never-ending hospitality continuum: He enjoys taking care of the room, of all the people who inhabit the space, and ensuring everyone has what they need well before he thinks of himself. Though he claims many favorite words, one often associated with Sam is "quality."

Mr. Ryan Huber was born in Kenosha, Wisconsin, and brings over twenty years of restaurant and bar experience to the tavern. While attending UW Madison, he worked at the legendary Doty's Dumpling Downy, famous for its must-have burgers, and eventually worked with Mr. Parker and Mr. Bartels at the Great Dane Brewpub, where he bartended and managed for years, eventually opening the trailblazing Context Clothing retail men's clothing shop with Mr. Parker. Mr. Huber is one of the most creative people who walks into any room, and in his spare time, he manages to be the unofficial Mayor of Madison. A word often associated with Ryan is "classic."

As previously mentioned, Mr. Huber and Mr. Parker currently own Context, a retail clothing shop opened in 2005 and located at 113 King Street, directly behind the Settle Down Tavern. Mr. Huber and Mr. Parker served on the Business Improvement District board and have been actively engaged in promoting the vitality of Madison's First Settlement District for over a decade. They know the downtown community inside and out.

Mr. Brian Bartels, a Reedsburg, Wisconsin native, brings over twenty years restaurant and bar experience. Brian worked with Ryan and Sam at the Great Dane for years before moving to New York City, where he worked with decorated restaurateur Gabriel Stulman as Managing Partner and Bar Director of Happy Cooking Hospitality (aka "Little Wisco"), owning and operating five noteworthy West Village neighborhood restaurants (Fedora, Jeffrey's Grocery, Joseph Leonard, Fairfax and Bar Sardine) over ten years. Brian has been featured in *The New York Times*, *Wine Enthusiast*, *GQ*, *Food & Wine*, *Time Out*, *Liquor.com*, *Punch* and *Imbibe*. He is the author of *The Bloody Mary Book*, with Ten Speed Press (Random House 2017), and the forthcoming *The United States of Cocktails*, arriving in Spring 2020 with Abrams Publishing. Brian is bringing his extensive background as bartender, service guru, general manager and bar consultant to the tavern. He eats, sleeps and breathes quality, attention to detail, efficiency and neighborhood hospitality. His favorite word is "engage."



MILESTONE PLATFORM

The Settle Down Tavern will be seeking the following milestones in order to open and operate as a new business:

- Secure space and negotiate lease terms
- LLC and DBA, Liquor license and (EIN)
- Obtain legal counsel, accounting and bookkeeping
- Initiate and complete build-out
 - The bar and kitchen are entering a new space
- Furnish dining and bar areas
- Finalize opening menu
- Obtain and meet necessary licensing requirements
- Hire a consulting culinary professional to assemble menu and assist kitchen design, hire and educate staff, coupled with opening and working in the space the first 3-4 months.
- Purchase inventory, kitchen equipment and POS system
- Interview and hire staff
- Grand opening

RENT, LEASE TERMS & EXIT STRATEGY

Our goal is to acquire a three to five year lease with the option of renewing for another five years at the end of said lease. This is subject to negotiations with the landlord.

Current asking rent is \$2,800.00 / month plus electric.
Square feet: 1,300

Should the business not meet its ideal goals after extended attempts to re-stabilize, an exit strategy will be implemented. Depending on the terms of the lease, our hopes will be to seek an opt-out clause (aka "good guy guarantee") of three months notice.

PROFIT & LOSS

The operating projections included herein are intended as, and represent, only an estimate of the results for the operating years in question, based upon assumptions believed to be reasonable at the time of preparation. These projections cannot be relied upon as a promise, guarantee, representation, warranty or assurance of actual results which may be experienced during or for such operating years. Settle Down, LLC and its principals and affiliates do not make any warranties or representations in connection with the projections or profitability of the tavern.

