

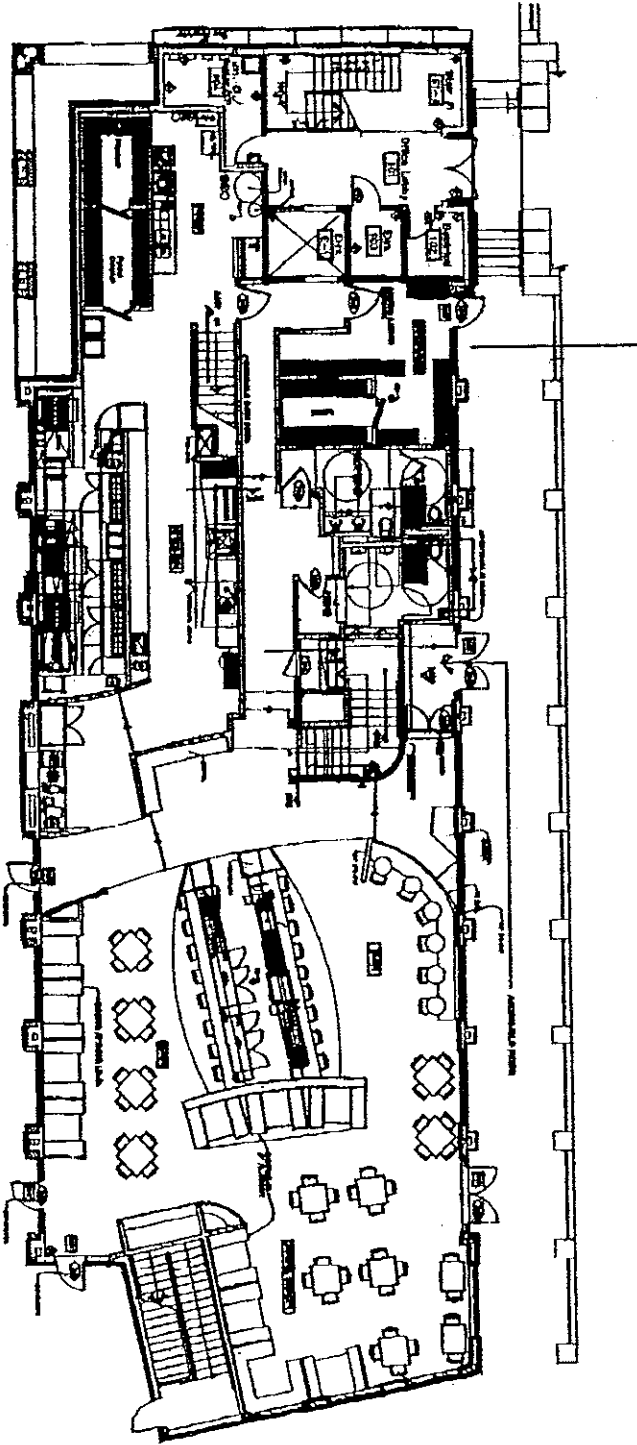


# Attachment - Alcohol Storage

876 Jupiter Drive, Madison, Wisconsin 53718

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Alcohol to be stored under lock and key here.

<p>876 JUPITER DRIVE MADISON, WISCONSIN 53718</p>	<p>The R.G. Harrison Co. 10 E. Doty Street Madison, Wis. 53703</p>	<p>876 JUPITER DRIVE MADISON, WIS.</p>	<p>REVISION CENTER DATE BY REVISION</p>
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## **Attachment**

**876 Jupiter Drive, Madison, Wisconsin 53718**

**Hours of Operation:** We will be open daily from 3 to 11 p.m. during the week (Sunday through Thursday) and 3 to midnight on Friday and Saturday. We plan on opening for lunch as the market place fills in with adjacent daytime businesses and retail. We close on Christmas and New Years Day each year.

**Design:** Design of the restaurant is modern casual. The lower level maintains an inspirational sports motif that is supported by historic black and white photography and inspirational wall art. Seating is a mix of fixed booths, open soft seating in the lounge, tables and chairs and stand up tables with stools. The second floor is more formal supports a great scenic view of the downtown Madison skyline. Seating consists of fixed banquets and open tables and chairs. The motif is black and white historic photography of Wisconsin at work and play.

**Venue Size:** The restaurant is a freestanding two story building with operations on the each floor with patios on the west and east side of the building. The first floor consists of a bar, lounge and dining area of 18 bar stools, 27 table groups and 101 seats, for a total of 119 available seats. The main dining room on the second floor consists of 22 table groups and 80 seats. The Private dining room on the second floor consists of 11 table groups and 48 seats. Seasonal patio seating is available on the west and east side of the building.

**Accessibility:** There is direct access to all parts of the restaurant to all clients regardless of physical disability. The second floor is accessible by an elevator from the main lobby. Accessible restrooms are available on each floor.

**Parking:** Grandview Commons main parking field of 49 parking spots is directly in front of the restaurant. Additional parking is available along Jupiter Drive and North Star Drive. North Star Drive has 12 parking spots adjacent to the restaurant and 22 more within a block to the north. Jupiter Drive has 20 parking spots just to the east side of North Star Drive and another 46 adjacent and within one block of restaurant; total number of parking stalls available is 149.

**Security:** Number of staff is 50: 35 front of house servers, wait staff and bartenders, and 15 back of house staff for food preparations.

### **Experience of Management:**

**Jason Kinslow, General Manager:** Jason has 17 years of experience in the restaurant industry. He has held the position of Bar and Safety Manager in various locations and concepts nationwide. In addition to Trezo Vino and Trezomarae, he has worked at Old Chicago, Rusty Duck, Talk of the Town and On the Border.

**Attachment**

**876 Jupiter Drive, Madison, Wisconsin 53718**

**Experience of Management Operations:**

**Mark Walker, Walker Development Services:** Mark has been involved since 1985 in the development and operations of restaurants nationwide. He spent 15 years at Houlihans Restaurant Group as the Senior Vice President of Development and has owned Walker Development Services since 2000. Mark is the acting-operating partner of Trezomare and Trezo Vino restaurants in Kansas City.

**John Hildebrand, Executive Manager of Operations:** John has over 20 years of managerial experience with national chain and independent restaurant operations. John is responsible for the day-to-day operations of two Kansas City and one other Madison operation

**Food to Alcohol Percentages:** Our new concept will likely fit into the national casual dining averages of food to alcohol mix of roughly 70% to 30% to 80% to 20%. The concept has a craft beer based beverage program with a minimal cocktail and wine list. Our food pricing will be competitive with the market place and affordable to a wide range of clientele. Being dinner only will have a higher degree of alcoholic beverage than with a lunch mix, but we still expect the average to be as stated.

**Food Service:** We are a casual family and business entertainment restaurant with a variety menu including appetizers, soups, salads, sandwiches, entrees and desserts. Our full menu is available from opening until 10:00 p.m. Sunday through Thursday with a limited menu available to closing. On Friday and Saturday, our full menu will be available to 11:00 p.m. with limited menu to closing.



15. Utilizing your market research, who would you project your target market to be?

Suburban professionals, dual income families, business travelers and families with children

16. What age range would you hope to attract to your establishment? Late 20s, 30s, 40s, and 50s

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

Radio, print media, direct mail, and the internet.  
Food specials and special occasions.

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

19. Owner of building where establishment is located: Dave Simon, VH Commercial, LLC

Address of Owner: 858 Jupiter Drive, Madison, Wisconsin Phone Number 608-222-8074

20. 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

21. List the Directors of your Corporation/LLC

James E. Hovde 1314 Manassas Trail, Madison, Wisconsin 53718  
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

James E. Hovde 1314 Manassas Trail, Madison, Wisconsin 53718 100%  
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply)  Tavern  Nightclub  Restaurant

Other Please Explain. \_\_\_\_\_

24. What type of food will you be serving, if any? See attachment - Menu

Breakfast  Lunch  Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?

Appetizers  Salads  Soups  Sandwiches  Entrees  
 Desserts  Pizza  Full Dinners \*Menu attached

26. During what hours of your operation do you plan to serve food? See attachment - Food Service

27. What hours, if any, will food service not be available? N/A - Food will be available ALL hours
28. Indicate any other product/service offered. N/A
29. Will your establishment have a kitchen manager?  Yes  No
30. Will you have a kitchen support staff?  Yes  No
31. How many wait staff do you anticipate will be employed at your establishment? 30  
During what hours do you anticipate they will be on duty? All hours of operation
32. Do you plan to have hosts or hostesses seating customers?  Yes  No
33. Do your plans call for a full-service bar?  Yes  No  
If yes, how many bar stools do you anticipate having at your bar? 18  
How many bartenders do you anticipate you would have working at one time on a busy night? 4
34. Will there be a kitchen facility separate from the bar?  Yes  No
35. Will there be a separate and specific area for eating only?  Yes  No  
If yes, what will be the seating capacity for that area? 200
36. What type of cooking equipment will you have?  Stove  Oven  Fryers  Grill  Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  Yes  No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
30%
39. 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? 30%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  Yes  No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  Yes  No
-

42. What is your estimated capacity? 320 persons

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

See attachment - Food to Alcohol Percentage

Gross Receipts from Alcoholic Beverages	35 %
Gross Receipts from Food and Non-Alcoholic Beverages	65 %
Gross Receipts from Other	%
<b>Total Gross Receipts</b>	<b>100%</b>

44. Do you have written records to document the percentages shown?  Yes  No

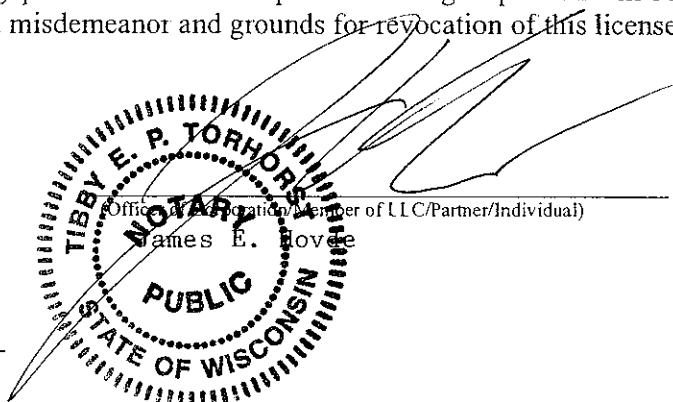
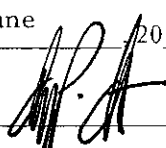
You may be required to submit documentation verifying the percentages you've indicated

New entity - we can show dinner sales from Trezomare which is a similar percentage mix of food to alcoholic beverages..

**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 June 2009



(Clerk/Notary Public)  
Tibby E.P. Torhorst

My commission expires 03/03/2013



# Attachment - Menu

876 Jupiter Drive, Madison, Wisconsin 53718

Drinks 38	Appetizers	Entree Salads	Soups	Entrees
<b>Old Fashioned</b> Don Julio Silver Tequila, Patron Citronage, House-Made Sour. <b>Bourbon Cocktail</b> Fresh Squeezed Orange Juice & Sweetened Rim <b>Classy Intoxed Vodka</b> , Patron Citronage, Fresh Lime Juice & Cranberry Juice <b>Cosmo</b> House Intoxed Strawberry Vodka, Muddled Strawberries, Patron Citronage & Domaine St. Michelle Blanc de Blancs <b>Daiquiri</b> Tivoli Citrus Liqueur, Stuy Passionfruit Vodka & Fresh Squeezed Lemonade <b>Gin Cocktail</b> Godiva Dark Chocolate, Trangeloco, Toffee Liqueur & Vanilla Milk <b>Fruit Cocktail</b> Svedka Vodka, X-Rated Passionfruit Liqueur, Fresh Squeezed Lemonade & White Cranberry <b>Lemonade Cocktail</b> Lemon Intoxed Vodka, Patron Citronage, House Made Sour & a splash of Soda <b>Margarita</b> Bacardi Silver, Muddled Mint, Muddled Lime & Soda <b>Molito</b> Santitas Blueberry Vodka Muddled Mint & fresh Squeezed Lemonade <b>Moscow Mule</b> Sauza Blanco Tequila, Patron Citronage, Muddled Limes, Muddled Lemons & House Made Sour	<b>Wisconsin Sampler Tray</b> \$12 asiago cheese, garlic aioli & house made ketchup, cheese, garlic aioli & house made <b>Fried Pickles</b> \$4 asiago cheese, garlic aioli & house made ketchup <b>Fried Mushrooms</b> \$6 asiago cheese, garlic aioli & house made <b>Cheese Curds</b> \$7 asiago cheese, garlic aioli & house made ketchup <b>Hand Cut Fries</b> \$6 asiago cheese, garlic aioli <b>Calamari</b> \$9 asiago cheese, garlic aioli & house made ketchup <b>Spinach Dip</b> \$7 asiago cheese, garlic aioli <b>Quesadilla</b> \$9 cheese, chicken, shrimp, steak, asiago cheese, garlic aioli & house made ketchup <b>Rock Shrimp</b> \$8 asiago cheese, garlic aioli & house <b>Chicken Artichoke Dip</b> \$8 asiago cheese, garlic aioli & house made ketchup <b>Crab Cakes</b> \$11 asiago cheese, garlic aioli <b>Short Rib Sliders</b> \$11 asiago cheese, garlic aioli & house made ketchup <b>Chicken Wings</b> \$9 asiago cheese, garlic aioli & house made ketchup	<b>Crispy Chicken Salad</b> \$11 asiago cheese, garlic aioli & house made without chicken \$8 <b>Salmon Salad</b> \$13 asiago cheese, garlic aioli & house made ketchup <b>Shrimp Salad</b> \$12 asiago cheese, garlic aioli & house made ketchup	<b>Beer Cheese Soup</b> \$3 cup <b>Seasonal Soup</b> \$3 cup <b>Salmon Dish</b> \$16 asiago cheese, garlic aioli & house made ketchup <b>Mac and Cheese with Bacon</b> \$11 asiago cheese, garlic aioli <b>Chicken Pasta</b> \$13 asiago cheese, garlic aioli & house made ketchup <b>Rigatoni with sausage</b> \$12 asiago cheese, garlic aioli <b>Seasonal Chicken Dish (TBD)</b> \$14 asiago cheese, garlic aioli & house made ketchup <b>Meatloaf</b> \$11 asiago cheese, garlic aioli & house <b>Braised Wisconsin Pork Shoulder</b> \$16 asiago cheese, garlic aioli & house made ketchup <b>Beef Short Ribs</b> \$18 asiago cheese, garlic aioli <b>Grilled Flat Iron Steak</b> \$17 asiago cheese, garlic aioli & house made ketchup <b>Filet</b> \$22 asiago cheese, garlic aioli & house made ketchup <b>Combo Shrimp, Salmon, Crab Cake</b> \$27 asiago cheese, garlic aioli & house made ketchup <b>Bone In Rib eye</b> \$24 asiago cheese, garlic aioli & house made ketchup	<b>Beer Battered Fish and Chips</b> \$11 asiago cheese, garlic aioli & house made ketchup <b>Potato Crusted Walleye</b> \$15 asiago cheese, garlic aioli & house made <b>Salmon dish</b> \$16 asiago cheese, garlic aioli & house made ketchup <b>Mac and Cheese with Bacon</b> \$11 asiago cheese, garlic aioli <b>Chicken Pasta</b> \$13 asiago cheese, garlic aioli & house made ketchup <b>Rigatoni with sausage</b> \$12 asiago cheese, garlic aioli <b>Seasonal Chicken Dish (TBD)</b> \$14 asiago cheese, garlic aioli & house made ketchup <b>Meatloaf</b> \$11 asiago cheese, garlic aioli & house <b>Braised Wisconsin Pork Shoulder</b> \$16 asiago cheese, garlic aioli & house made ketchup <b>Beef Short Ribs</b> \$18 asiago cheese, garlic aioli <b>Grilled Flat Iron Steak</b> \$17 asiago cheese, garlic aioli & house made ketchup <b>Filet</b> \$22 asiago cheese, garlic aioli & house made ketchup <b>Combo Shrimp, Salmon, Crab Cake</b> \$27 asiago cheese, garlic aioli & house made ketchup <b>Bone In Rib eye</b> \$24 asiago cheese, garlic aioli & house made ketchup
		<b>BLT Salad</b> \$5 Daily Vegetable <b>Caesar Salad</b> \$5 Creamed Spinach <b>Baby Spinach</b> \$5 House Fries <b>Seasonal Risotto</b> \$5	<b>Beer Battered and deep fried cod served with fries,</b> choice of side and house made tartar sauce. <b>FRIDAY FISH FRY</b> \$15 two pieces <b>SATURDAY PRIME RIB</b> \$22 10 oz Served with smashed potatoes and your choice of side	<b>Berry Pie Item</b> \$5 <b>Cream Pie Item</b> \$5 <b>Brownie/Alamode</b> \$5 <b>Cheese Cake Item</b> \$5
				<b>Sides</b> <b>Mac and Cheese</b> \$5 <b>Smashed Potatoes</b> \$5 <b>Seasonal Risotto</b> \$5

# Appointment of New Liquor/Beer Agent

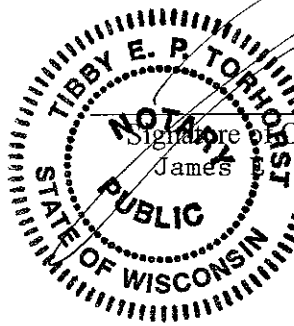
## To be completed by Corporate Officer or Member of LLC

I, James E. Hovde, officer/member for Cityview Restaurant Partners, LLC,  
(Corporation/LLC), doing business as TBD, authorize and appoint  
James E. Hovde (Name) as the liquor/beer agent for the premise  
located at 876 Jupiter Drive, Madison, Wisconsin 53718

Subscribed and sworn to before me this

22nd Day of June, 20 09

Notary Public, Dane County, Wisconsin  
Tibby E. P. Torhorst  
My Commission Expires 03/03/2013



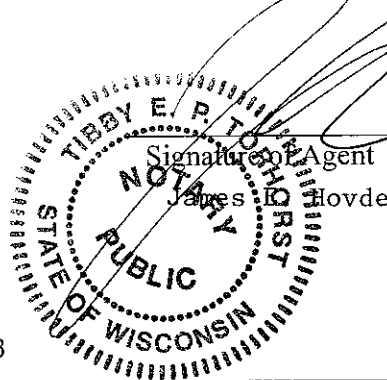
## To be completed by appointed Liquor/Beer Agent

I, James E. Hovde, appointed liquor/beer agent for  
Cityview Restaurant Partners, LLC (name of Corporation or LLC), being first duly sworn  
say I have vested in me, by properly authorized and executed written delegation, full authority  
and control of the premise described in the license of such corporation or limited liability  
company, and I am involved in the actual conduct of the business as an employee, or have a  
direct financial interest in the business of the licensee, therein relating to the intoxicating  
liquor/fermented malt beverage. The interest I have in the business is 100 %.

Subscribed and sworn to before me this

22nd Day of June, 20 09

Notary Public, Dane County, Wisconsin  
Tibby E. P. Torhorst  
My Commission Expires 03/03/2013



The appointed Liquor/Beer Agent must complete the other side of this form.