

WCLIB 2014.00371
A-13 (Daily)
P-303



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

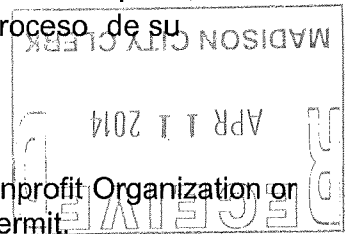
34301

Section A – Applicant

- 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.



- This application is for the license period ending June 30, 20 15.
- 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.
Henry Vilas Park Zoological Society
- Trade Name (doing business as) Henry Vilas Park Zoological Society
- Address to be licensed 606 South Randall Ave, Madison WI 53715
- Mailing address Same as above
- Anticipated opening date already open
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

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.
All alcohol will be stored in the dry storage area in our upper food stand. Alcohol will be served in various locations around the zoo for special events. The location of the event will determine where the alcohol will be served.

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

12. Applicants for on-premises consumption: list estimated capacity 400

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

The parking lot is owned by the City of Madison and monitored by the Madison Parking Authority.

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

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

15. ~~Attach~~ 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 Sarah Murphy

17. City, state in which agent resides POynette, Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 12 years

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 01/07/2014

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

Wisconsin 12/21/1964

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
Board Member	Mark Markel	Middleton, WI
Board Member	Nancy Acker-Skolaski	Waunakee, WI
Board Member	Keith Oleson	Waunakee, WI
Board Member	Thomas Hanson	McFarland, WI
Board Member	Karrie Julian	Madison, WI
Board Member	Freya Bowen	Madison, WI
Board Member	Daniel Olszewski	Middleton, WI

Board Member
Thomas DOTT
Verona, WI

Board Member Jeff Bonner Merrimac, 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.

Brent Walter

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 Zoo
27. Business description The ~~Zoo~~ ^{Zoological Society} hosts several catered events through out the year. We would like to be able to serve beer and wine at these events
28. Hours of operation 9:30am - 12:00am
29. Describe your management experience ~~Twelve years~~ Twelve years working in the food and beverage and hospitality field
30. List names of managers below, along with city and state of residence.
Sarah Murphy Paynette, WI
31. Describe staffing levels and staff duties at the proposed establishment There is a year round, full-time staff of eight and a seasonal part-time staff of 30-40.
32. Describe your employee training Employees are trained by the food service manager and supervisors.

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

The food facilities on grounds target all zoo guests

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

Advertising for food and beverage locations will be primarily on zoo grounds through posters and table tents. We will also advertise on our web site

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

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 N/A

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? At certain

events there might be small local bands.

38. What age range do you hope to attract to your establishment? Families & all age groups

39. What type of food will you be serving, if any?

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? 9:30am - 5pm

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. N/A

44. Will your establishment have a kitchen manager? No Yes N/A

45. Will you have a kitchen support staff? No Yes N/A

46. How many wait staff do you anticipate will be employed at your establishment? N/A

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

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

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? No Yes *N/A*
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
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? 99%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 90%
 What percentage of your advertising budget do you anticipate will be drink related? 10%
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:
2 % Alcohol 98 % Food — % 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 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

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

68. State Seller's Permit 004-0000375412-01

69. Federal Employer Identification Number 39-6077008

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

Contact person Sarah Murphy

E-mail address Sarah@vilas200.org

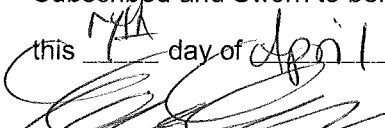
Phone 608-257-1036 Preferred language English

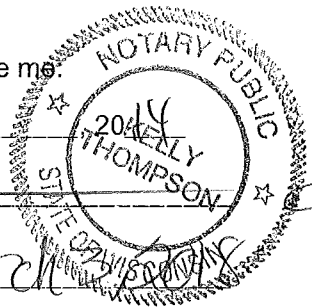
71. Corporate attorney, if applicable: Name _____

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 17th day of April

 (Clerk/Notary Public)



Karrie Julian, Treasurer
 (Officer) of Corporation/Member of LLC/Partner/Sole Proprietor

My commission expires March 2015

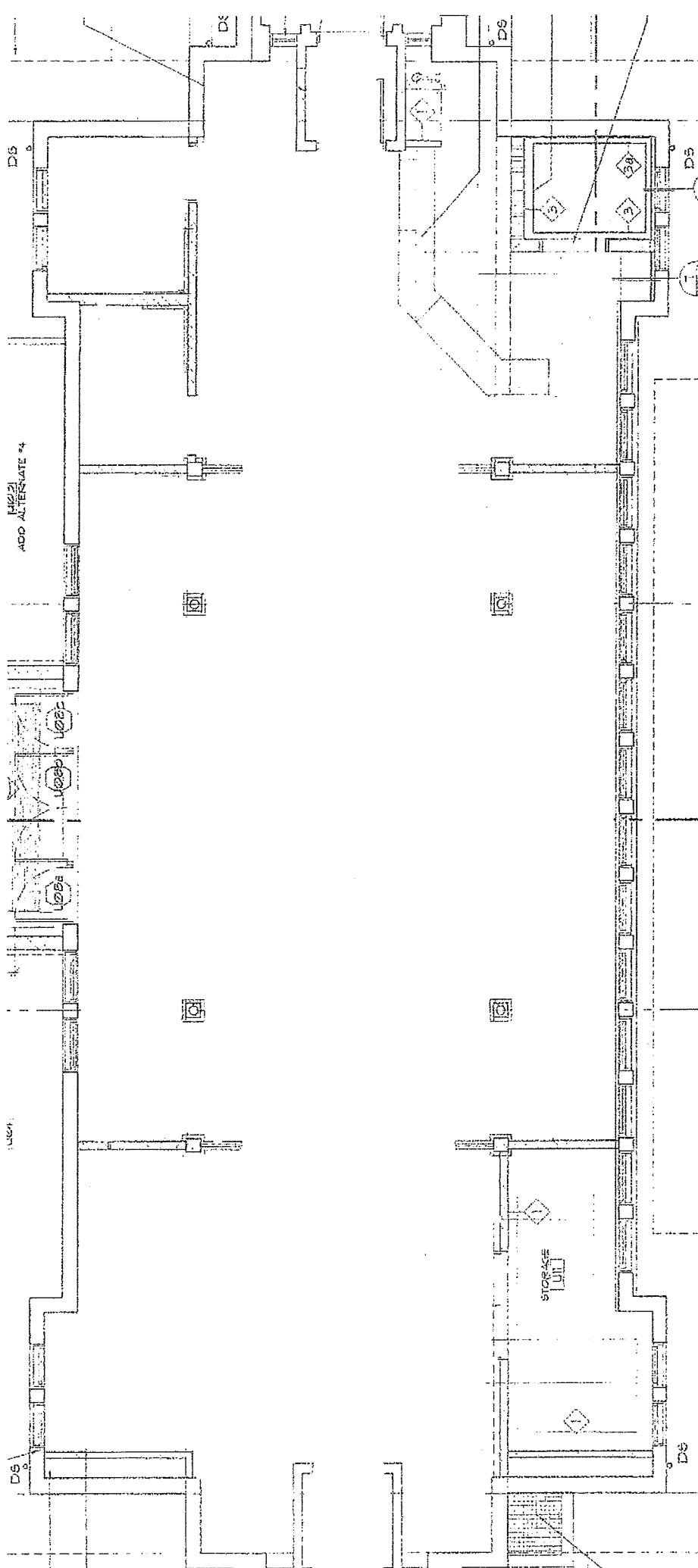
Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description 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 _____		

Henry Vilas Park Zoological Society Business Plan for Class B Beer and C Wine Liquor License

The Henry Vilas Park Zoological Society hosts several catered events throughout the year. The majority of these events are fundraisers for the zoo. The money that's generated through these fundraisers help us maintain the zoo, provide for the animals and continue to carry on the tradition of keeping the zoo free for families and friends to enjoy. In hopes to generate more money for the zoo the society would like to be able to serve beer and wine during a few of our events.

There are several people on our staff that have completed the responsible beverage server training course. During times when beer and wine are available they will be responsible for serving all alcohol and monitoring our guests for any safety issues.

All alcohol inventories will be monitored and controlled by the Foodservice Manager. Since we will only be serving beer and wine during special events there will be a limited amount on hand. There is a storage area in the basement of the gift shop where we plan to keep the beer and wine locked up. Other storage areas may include the dry goods area of the upper food stand.



WATERFALL
WEIR BOX

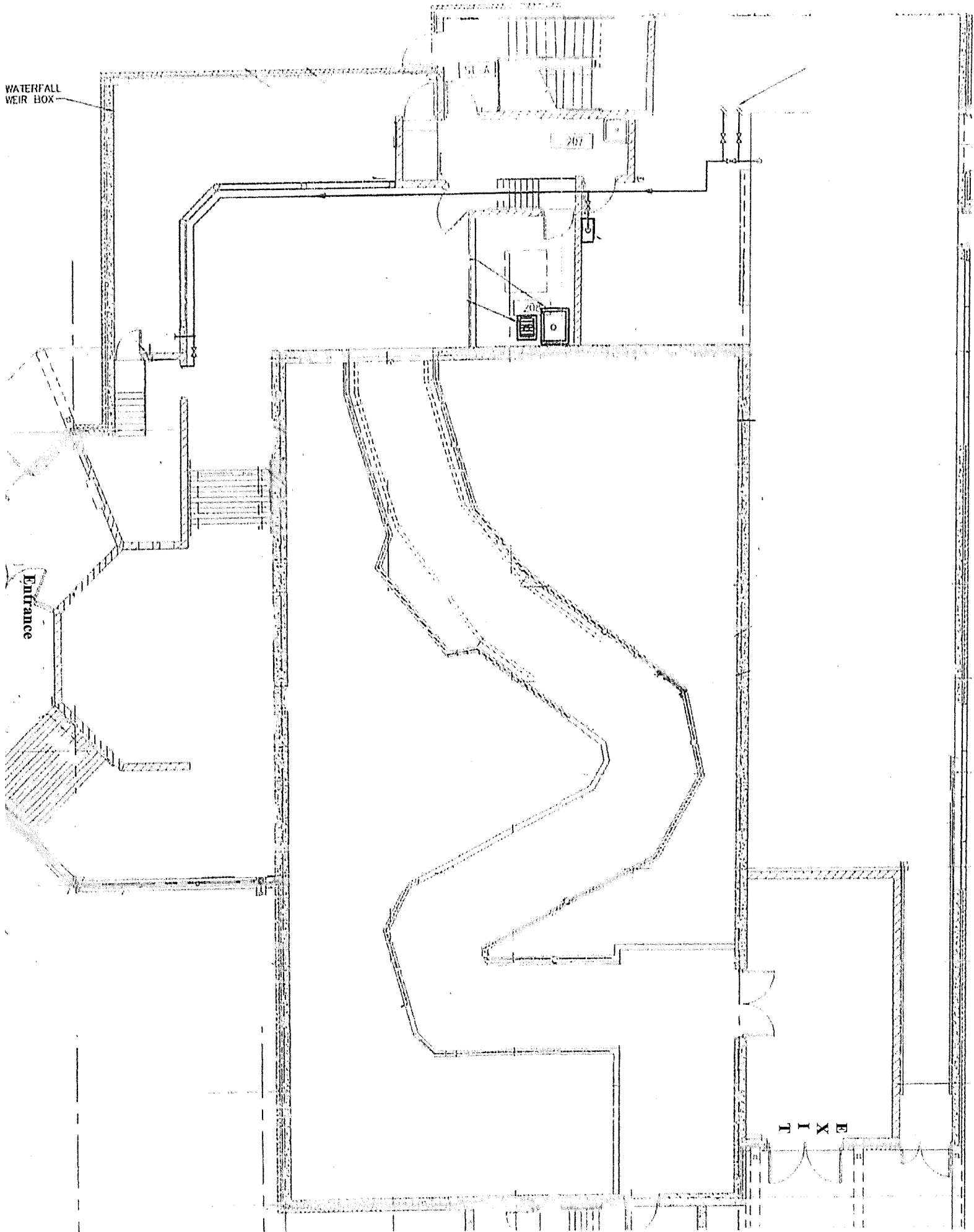
Entrance

51 A

207

206

E
X
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Service area

Door

Door

Wall

Storage

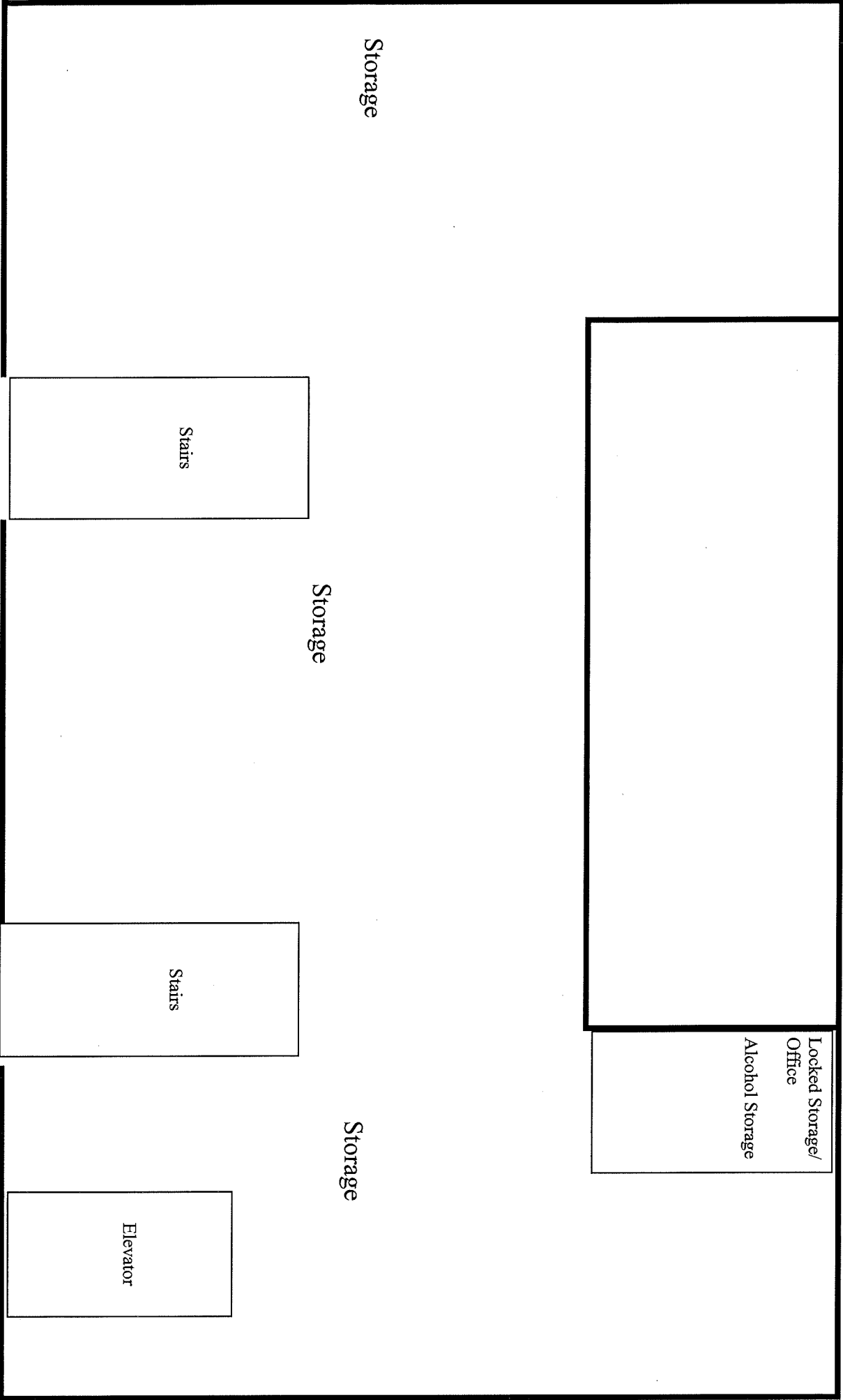
Door

Storage

Door

Storage

Primate Building



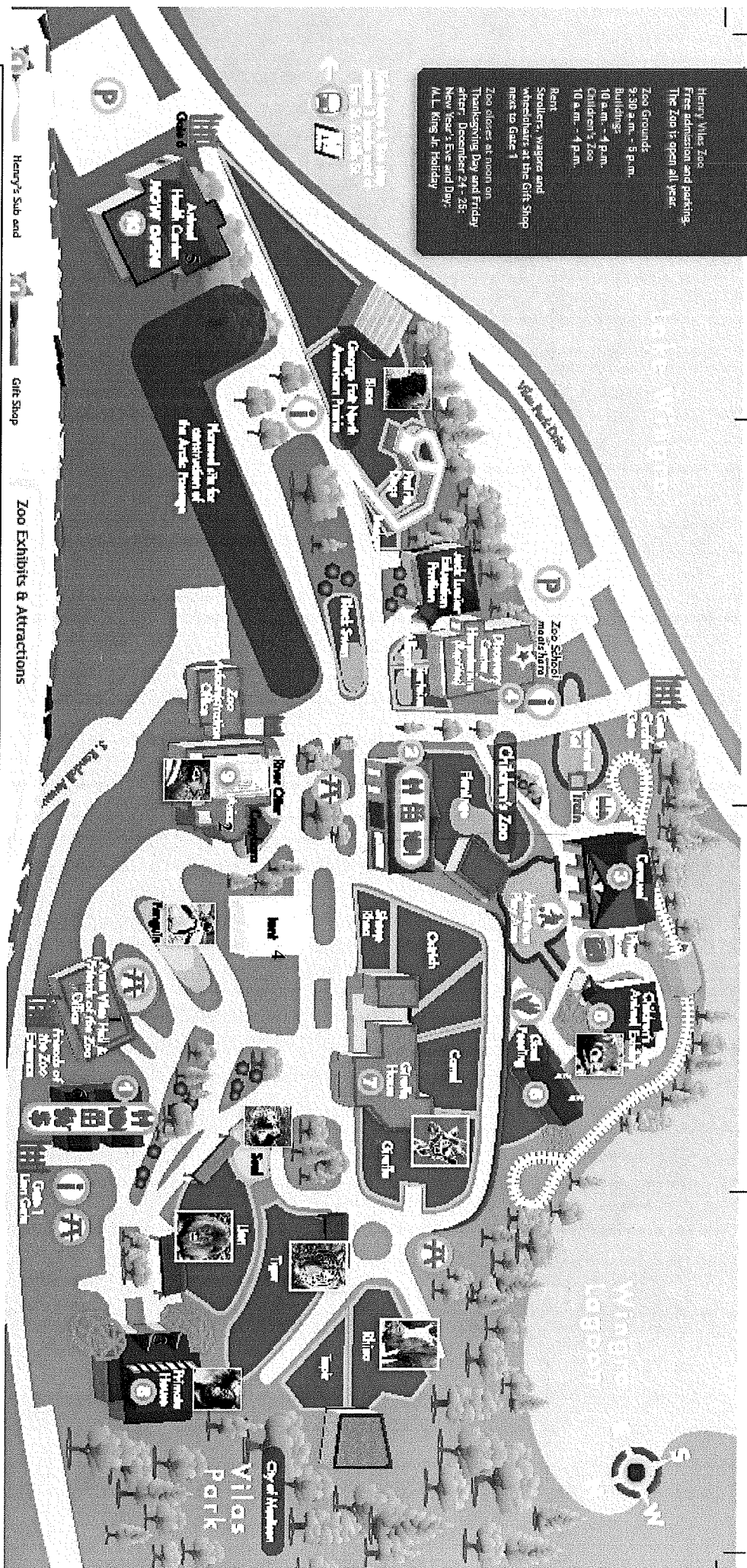
Food service Storage Building

Henry Wilks Zoo
 Free admission and parking.
 The Zoo is open all year.

Zoo Grounds
 9:30 a.m. - 5 p.m.
 Buildings
 10 a.m. - 4 p.m.
 Children's Zoo
 10 a.m. - 4 p.m.

Rest
 Strollers, wagons and
 wheelchairs at the Gift Shop
 next to Gate 1

Zoo closes at noon on
 Thanksgiving Day and Friday
 after, December 24 - 25;
 New Year's Eve and Day;
 W.L. King Jr. Holiday



1. Alcohol receipts stored
2. Alcohol possibly served
3. Alcohol possibly served
4. Alcohol possibly served
5. Alcohol possibly served
6. Alcohol Stored

Alcohol is being serve only at special events. Entire grounds are surrounded by 8' containment fence.