



Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

- Class A: Beer, Liquor, Cider
 Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number)	85808
(Legistar file number)	UCLIB.2024-00963
(License number)	4 405
(Alder District #)	(Police Sector)
Office Use Only	

Section A – Applicant

- 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.
ONE 09 Retail LLC
- Trade Name (doing business as) ONE Social
- Address to be licensed 109 E Wilson Street, Madison WI 53703
- Mailing address 115 Depot Street, Ann Arbor, MI 48104
- Anticipated opening date September 1, 2025
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
The building is a mixed-use apartment/retail building at 109 E Wilson Street. Alcohol will be served in two spaces on the ground floor - an approximately 8,900 SF restaurant and an approximately 9,385 SF food hall with a bar.
The restaurant will have one bar in the primary dining area and a second bar in a smaller adjacent lounge.
The restaurant and food hall have adjacent outdoor dining areas with alcohol service. Alcohol will be stored at the bars, in secure back-of-house areas, and possibly some decorative wine racks in dining areas.

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

Indoor: 500 Outdoor: 100

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

The building does not have public parking. The City's 600-stall Wilson Street garage is a block from this location.

Further, the location is well-served by transit and has excellent bike/ped accessibility.

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 Daniel Kennelly

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

14. How long has the agent continuously resided in the State of Wisconsin? 17 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 10-16-24

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

Delaware - May 2, 2024

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
sole member	William Seth Martin	Wilmette, IL

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.

Daniel Kennelly

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

No Yes (explain) ONE 09 Retail LLC is wholly owned by QCP Fund I, LP

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 food hall
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
8am -- 12a	8am -- 12am	8am -- 12am	8am -- 12am	8am -- 12am	8am -- 12am	8am -- 12am
<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. Food prepared and served, catering service, event rental fees
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:
35 % Alcohol 62 % Food 3 % Other

If applicable, describe "Other": private room rentals, occasional event fees, sponsorships

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? _____
small and occasional events including trivia nights, small live musical performances, DJs for private events, etc.

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 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 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_____.
38. State Seller's Permit 4 5 6 - 1 0 3 1 8 3 1 2 8 7 - 0 2
39. Federal Employer Identification Number 99-3644589
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Dan Kennelly

Business phone 608-217-7470 Business e-mail address dkennelly@quadcp.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.



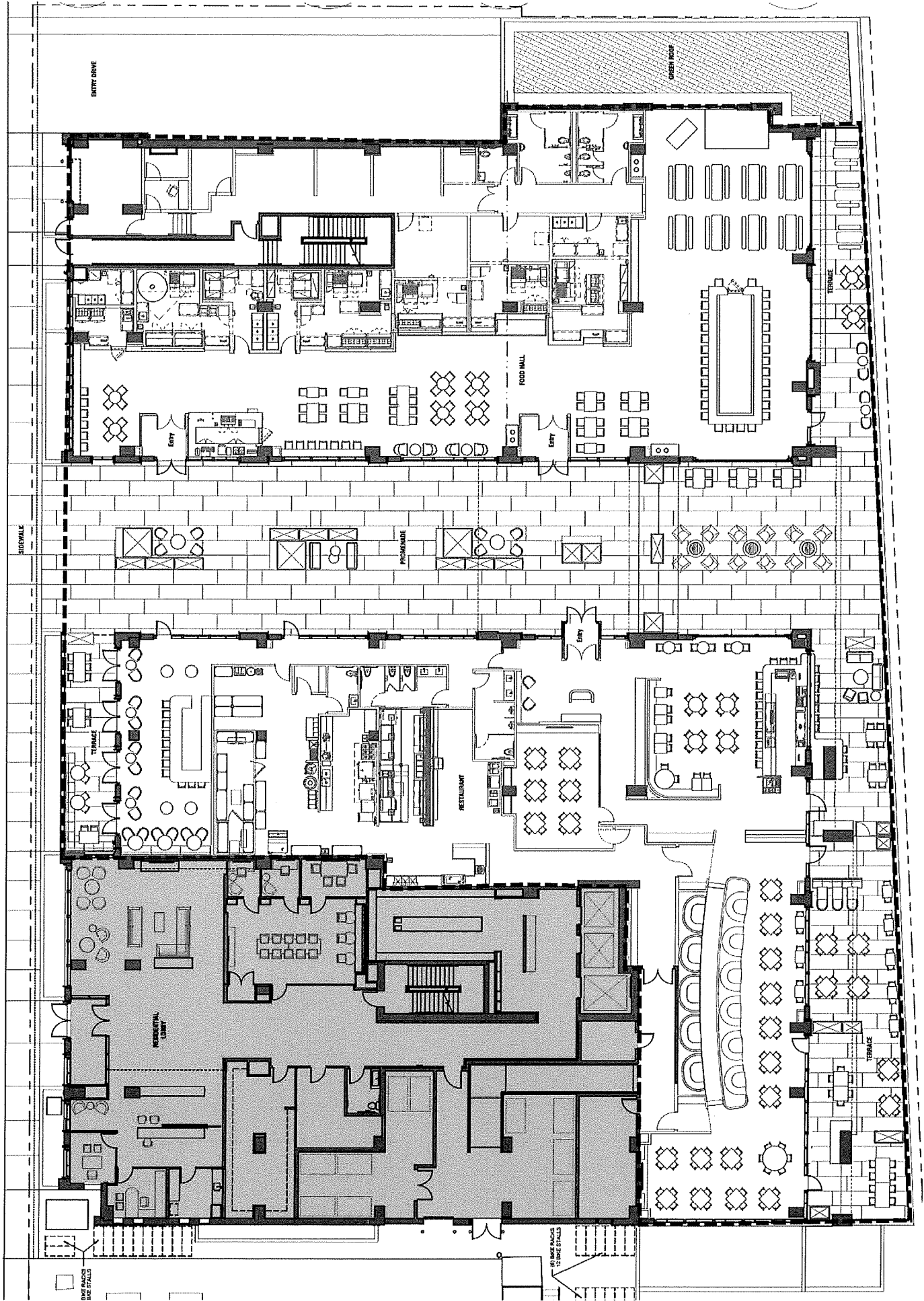
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

10/18/2024

(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 _____		

ONE 09 Retail LLC (dba: ONE Social)
109 E Wilson St.



Prepare To Be Pampered

THE CHOP HOUSE ANN ARBOR

322 S Main Street
Ann Arbor, MI 48104

Savor. Delight. Experience.



General Manager: Xander Gudejko

Chef de Cuisine: Adam VanBerkum

Cash Discount: We value your preference for cash transactions! Enjoy a special discount when you choose to pay with cash instead of a credit card. Ask your server for more details.

STARTERS

Jumbo Shrimp Cocktail <i>cocktail sauce, fresh lemon</i>	\$20.99	*Chilled Oysters on the Half Shell <i>served with our housemade oyster dipping sauce</i>	\$25.99
Crab Stuffed Jumbo Shrimp <i>herb vinaigrette, lemon butter, roasted pepper coulis</i>	\$24.99	Point Judith Calamari <i>served flash fried with sriracha aioli</i>	\$22.99
Cheese Plate <i>seasoned crustini, crackers, and whipped honey butter with chef's selection of meat and cheeses served with house made jam, sweet pickles, spicy almonds, and fruit</i>	\$17.99	*Pan Seared Diver Scallops <i>with creamy leek and truffle ragout</i>	\$25.99
Lump Blue Crab & Lobster Cakes <i>two crab and lobster cakes, served over roasted red pepper coulis and basil oil, topped with leeks and a lemon wrap</i>	\$25.99	*Lollipop Lamb Chops <i>served with mint salsa verde and arugula salad</i>	\$24.99
Maine Lobster Bites <i>with Sriracha aioli and crunchy vegetables</i>	\$23.99	*Seafood Tower <i>lobster claws, lobster tail, jumbo shrimp, oysters, and lump blue crab</i>	\$90.99

SOUP + SALAD

Maine Lobster Bisque <i>fresh Maine lobster stock, brandy, cream, sherry, and chives</i>	\$15.99	House Salad <i>mixed greens, candied pecans, goat cheese, dried cherries, sherry vinaigrette</i>	\$13.99
Baked French Onion Soup <i>house made beef stock, caramelized sweet onions, French baguette, gruyere, Parmesan, and chives</i>	\$14.99	*Caesar Salad <i>romaine, croutons, Parmesan</i>	\$14.99
		Chopped BLT Salad <i>chopped iceberg lettuce, heirloom tomatoes, Roquefort bleu cheese dressing, bacon lardons</i>	\$16.99

PRIME STEAK

SPECIALTY		CLASSIC	
*Dry Aged New York Strip, 14 oz <i>dry aged 45 days</i>	\$63.99	*Filet Mignon <i>8 oz / 11 oz</i>	\$57.99 / \$67.99
*New York Strip Steak, 15 oz <i>roasted garlic, herbs, brown butter</i>	\$63.99	*Cowboy Steak, 22 oz <i>bone-in ribeye</i>	\$79.99
*Beef Wellington <i>mushroom duxelle, goose liver pate, served medium rare</i>	\$61.99	*Wagyu Ribeye, 16 oz <i>hand-cut, marble score 7-8</i>	\$99.99
*Surf & Turf <i>6 oz filet and butter-poached Maine lobster tail</i>	\$63.99	*Porterhouse Steak, 36 oz <i>serves two</i>	\$135.99

• RARE - cold, dark red center • MEDIUM RARE - cool, red center • MEDIUM - warm, red center
• MEDIUM WELL - warm, pink center • WELL DONE - hot center with a touch of pink • EXTRA WELL DONE - no pink

SAUCES

Béarnaise - Cabernet Demi Glace - Porcini Truffle Sauce - Cognac Peppercorn \$4.99

ADD-ONS

Au Poivre Style \$6.99 - Oscar Style \$15.99 - *Seared Scallops \$18.99
Crab & Lobster Cake \$17.99 - Crab Stuffed Jumbo Shrimp \$14.99

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* Notice: Contains raw or undercooked ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.



POULTRY + CHOPS

The Chop House Roasted Chicken <i>with roasted leeks, mushrooms and beurre-blanc</i>	\$37.99
*Chargrilled Berkshire Pork Chops <i>prized for its high marbling, broiled to perfection, Elijah Craig bourbon glaze</i>	\$40.99
*Australian Lamb Rib Chops <i>double cut, french boned</i>	\$50.99

SEAFOOD + SHELLFISH

Dover Sole <i>pan roasted, Amandine or Meuniere sauce</i>	\$59.99
Jumbo South African Lobster Tail <i>served butterflied over the half shell with drawn butter and lemon</i>	\$74.99
*Foley's North Atlantic Salmon <i>chargrilled with an Elijah Craig Bourbon glaze</i>	\$41.99
*Salmon Oscar <i>chargrilled salmon, lobster, asparagus, and bearnaise</i>	\$47.99
*Fruits de Mer <i>Florida black grouper, jumbo sea scallops and shrimp, Champagne lobster sauce, potato puree, and shaved asparagus salad</i>	\$48.99
Jumbo Lump Blue Crab & Lobster Cakes <i>with roasted pepper coulis and basil oil</i>	\$45.99

ACCOMPANIMENTS

Cheddar Au Gratin Potatoes <i>cheddar cheese, cream, leeks limited quantity prepared fresh daily!</i>	\$15.99	Grilled Asparagus <i>with salsa verde and beurre blanc</i>	\$14.99
Garlic Smashed Potatoes <i>garlic, butter, cream, chives</i>	\$13.99	Brussels Sprouts <i>honey dijon, bacon lardons</i>	\$14.99
French Fries <i>battered, fried crispy golden</i>	\$12.99	Sautéed Wild Mushrooms <i>shitake, cremini and oyster mushrooms, sherry</i>	\$13.99
One Pound Baked Potato <i>trio of butter, sour cream, and fresh chives</i>	\$12.99	Roasted Broccoli <i>spicy miso butter, carrots, and peppers</i>	\$13.99
Twice Baked Potato <i>leeks, cheddar, chives</i>	\$14.99	Sautéed Spinach with Garlic <i>healthy serving of greens with a kick of flavor</i>	\$13.99
Baked Three Cheese Macaroni <i>roasted poblano chiles</i>	\$13.99	Lobster Gnocchi <i>lobster claw meat and potato gnocchi paired with a rich truffle cream sauce and toasted breadcrumbs</i>	\$29.99

DECADENT DESSERT

Bananas Foster Bread Pudding \$12.99 <i>rum caramel sauce, brûléed bananas, vanilla gelato</i>	Amaretto Crème Brûlée \$12.99 <i>almond custard, caramelized sugar, whipped cream, fresh berries, almond tulle</i>
German Chocolate Cake \$13.99 <i>chocolate cake, dark chocolate fudge, coconut-pecan frosting, chocolate ganache, candied pecans, dark chocolate curls, brown sugar rum gelato</i>	Caramel Apple Pie \$11.99 <i>puff pastry, warm bourbon apple filling, dulce de leche sauce, oat streusel, salted caramel gelato, fresh apple</i>
Mudslide Cheesecake \$12.99 <i>chocolate cookie crust, Irish cream cheesecake, dark ganache, Kahlua coffee mousse, chocolate sauce, whipped cream, white chocolate curls, brownie bits, chocolate cigarette</i>	Toffee Blondie Sundae \$11.99 <i>warm coconut-pecan-butterscotch blondie topped with vanilla ice cream, oat streusel, white chocolate, and rum-toffee sauce poured tableside</i>
Candy Bar Bomb \$11.99 <i>chocolate brownie, peanut butter mousse, caramel filling, dark chocolate glaze, peanut pretzel crunch, caramel sauce, chocolate cigarette, whipped cream</i>	Affogato \$6.99 <i>double espresso, vanilla gelato, sweet cream, crispy pearls</i>
	Gelato & Sorbet Trio \$5.99 <i>Choose any three of today's options to create your perfect trio</i>

ONE SOCIAL FOOD HALL

Sample Menu

NOTE: ONE 09 Retail, LLC is in the process of identifying specific vendors who will operate in the ONE Social Food Hall. The menu below is based on the preliminary identification of prospective vendors. The space has been designed and kitchen equipment selected to accommodate this mix of cuisine categories. However, the specific food hall vendors and corresponding menu details are likely to change prior to opening.

Coffee Vendor

- Coffee
- Espresso.
- Latte
- Cappuccino
- Cold Brew
- Pastries

Sushi

- California Roll
- Spicy Tuna Roll
- Salmon Nigiri
- Vegetable Roll.
- Sashimi Platter

Taqueria

- Tacos
- Burritos
- Quesadillas
- Nachos
- Guacamole & Chips

Mediterranean Vendor

- Hummus with Pita Bread
- Greek Salad
- Tabbouleh
- Chicken Shawarma Wrap
- Vegetarian Moussaka
- Baklava
- Rice Pudding

Pizza

- Margherita Pizza
- Pepperoni Pizza
- Veggie Pizza
- BBQ Chicken Pizza
- Cheese Pizza
- Caesar Salad.
- Greek Salad

BBQ

- Pulled Pork Sandwich
- Brisket Plate
- Ribs
- BBQ Chicken
- Coleslaw

Asian Fusion

- Shoyu Ramen
- Miso Ramen
- Pho Bo
- Pad Thai
- Green Curry:

Bar

- Assortment of tap and bottled beer
- Variety of cocktails
- Red, white, and sparkling wine.
- Various soft drinks and non-alcoholic options

BUSINESS PLAN

ONE Social Food Hall and the Chophouse Restaurant

Located at the ONE 09 Building (109 E Wilson Street)

Executive Summary: The dining experiences at 109 E Wilson Street will include a unique combination of an upscale steakhouse (The Chophouse) and a diverse food hall (The ONE Social Food Hall). Located on the ground floor of the new 340-unit ONE 09 mixed-use apartment building in downtown Madison, the restaurant and food hall will be owned by ONE 09 Retail, LLC and operated by Main Street Ventures. This new dining experience in downtown Madison offering an upscale restaurant alongside a vibrant new food hall – both with ample outdoor seating and stunning views of Lake Monona – will be Madison’s next great culinary destination.

Business Concept:

- **Chophouse:** Building off Main Street Ventures’ proven track record of success in executing the Chophouse concept in other similar markets, the Chophouse at ONE 09 will be an upscale restaurant specializing in premium steaks and fine dining. The steakhouse features a full menu, sophisticated bar, and a secondary dessert/cocktail lounge for a complete dining experience.
- **ONE Social Food Hall:** A separate space within the ONE 09 building, the ONE Social Food Hall will feature six vendors, curated from Madison’s best local dining operators, to offer a variety of unique lunch/dinner experiences in a unified space. Each vendor will have a unique culinary focus, providing a diverse food selection. The food hall will also have its own bar overlooking Lake Monona, with flexible seating areas that can accommodate special events and other communal activities.
- **Outdoor Seating:** The Chophouse and ONE Social Food Hall will occupy the ground floor of the ONE 09 building and will be separated by an open-air paseo connecting Wilson Street to a plaza overlooking the Lake. Both the restaurant and food hall will offer outdoor seating with beautiful views of Lake Monona, enhancing the dining experience.

Market Analysis:

- **Location:** Situated in downtown Madison, the ONE 09 dining experience benefits from high foot traffic, as well as proximity to office buildings, residential areas, and tourist attractions.
- **Target Market:** The Chophouse will target diners seeking an upscale experience, business professionals, and special occasion diners. ONE Social Food Hall will attract a broader audience, including families, students, and casual diners. Both will draw from the nearby visitor attractions including the Monona Terrace Convention Center and Wisconsin State Capitol Building.
- **Competition:** The primary competitors include other upscale restaurants in the area. However, the unique combination of the Chophouse and ONE Social Food Hall, along with the prime location, provides a competitive edge.

Marketing Strategy:

- **Branding:** Emphasize the dual nature of the dining experience, highlighting the upscale Chophouse and the diverse ONE Social Food Hall.
- **Online Presence:** Develop a robust online presence through a dedicated website, social media platforms, and online reservation systems.
- **Promotions:** Offer grand opening promotions, loyalty programs, and special events to attract and retain customers.

Operations Plan:

- **Management Team:** Main Street Ventures (MSV) will operate the Chophouse and One Social Food Hall. MSV brings an experienced team of professionals in the restaurant and hospitality industry to the project.
- **Staffing:** MSV will hire skilled chefs, bartenders, and service staff to ensure high-quality food and service.
- **Suppliers:** MSV will use its existing network and establish relationships with local suppliers for fresh, high-quality ingredients.

Safety and Security Plan

- **Employee Training/Awareness:** Implement training program to ensure staff is aware of all safety and security requirements
- **Fire Safety:** Conduct all required regular equipment inspections, and maintain fire extinguishers
- **Customer Safety:** Maintain proper lighting, clear signage, security cameras, and other property controls to ensure an orderly environment and customer/staff safety

Financial Plan:

- **Revenue Streams:** Income will be generated from the Chophouse dining, ONE Social Food Hall vendors, bar sales, and special events. Individual vendors in the Food Hall will pay a fixed or percentage rent to the ownership entity.
- **Initial Investment:** ONE 09 Retail LLC is funding the interior design, kitchen equipment, initial inventory, and marketing to launch this enterprise.
- **Profitability:** The combination of an upscale steakhouse and a diverse food hall is expected to attract a wide customer base, ensuring steady revenue and profitability.

Conclusion: The ONE 09 building's Chophouse and ONE Social Food Hall aims to become a premier dining destination in downtown Madison, offering a unique blend of luxury and variety. With its prime location, diverse offerings, and exceptional service, it is poised for success in the competitive restaurant industry.

SECURITY PLAN

ONE Social Food Hall and the Chophouse Restaurant

Located at the ONE 09 Building (109 E Wilson Street)

- **Alcohol Management** – Management team and servers will be trained to serve alcohol responsibly, ensuring they check IDs to prevent underage drinking and monitor patrons for signs of intoxication. Alcohol will be stored in secure areas.
- **Handling Potential Disturbances** - Staff will be trained to verbally de-escalate conflicts and handle difficult situations calmly and professionally. Authorities will be called if needed.
- **Emergency Procedures:** The establishment will have a plan for clear emergency procedures for staff to follow in case of incidents including all required postings for exits and all required fire extinguishers. It will be a new building with a code-compliant fire suppression system.
- **Access Control:** All entrances will have an electronic access control system and be locked during closed hours. Back of house areas will be accessed by staff only via key or electronic access control system.
- **Video Surveillance:** Security cameras will be installed in key indoor and outdoor areas such as entrances, exits, kitchens, and dining areas to monitor activities and deter criminal behavior.
- **Lighting:** Indoor and outdoor space will have adequate lighting in all areas to enhance visibility and safety.
- **Employee Screening:** Management team will conduct background checks and review references for all employees.
- **Third Party Security** – As needed, the ownership will engage a third party security provider for the building.
- **Collaboration with Authorities:** Management team and staff will work with MPD Central District, MFD, and other City and State authorities as needed to address any security issues at the property.