

42229

LICUB-2016-00213

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

- 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 17.
- 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) Friends of the Zoo
- Address to be licensed 6006 South Randall Ave, Madison
- Mailing address Same
- 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 a locked storage "cage" in the basement of our upper food stand. Alcohol will be served in various locations around the zoo during special events. The location of the event will determine where the bar is set up.

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

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 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 Henry Vilas Park Zoological Society
Sarah Murphy (name of licensee)

15. 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 Paynette, Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 13 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	Thomas Hanson	McFarland WI
	Jeff Bonner	Merrimac WI
	Daniel Olszewski	Middleton WI
	Chase Inda	Cottage Grove WI
	Christine Senty	Verona WI
	Amy Supple	Verona WI
	Shirley Kubly	Madison WI
	Karen Julian	Madison 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 hosts several catered events through out the year. We would like to serve liquice, beer and wine at these events

28. Hours of operation 9:30am - 12:00 am

29. Describe your management experience Fifteen years working in the food and beverage, and hospitality industry

30. List names of managers below, along with city and state of residence.
Sarah Murphy Raynette, WI

31. Describe staffing levels and staff duties at the proposed establishment There is a year round full time staff of 8 and a seasonal part time staff of 40-50

32. Describe your employee training Employees are trained by shadowing a manager. There's a lot of hands on training. All staff go thru a customer service program as well.

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

The restaurant and other food locations target all 700 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 grounds through posters. we will also advertise on our website.

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 a small local band

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

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 - 5:00pm

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

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

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

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

Henry Vilas Park Zoological Society Business Plan for Class B Beer, Class B Liquor and C Wine 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, wine and liquor 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 alcohol is available they will be responsible for serving all alcoholic beverages 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, wine and liquor during special events there will be a limited amount on hand. There is a storage area in the basement of the upper food stand where we plan to keep the alcohol inventory locked up.

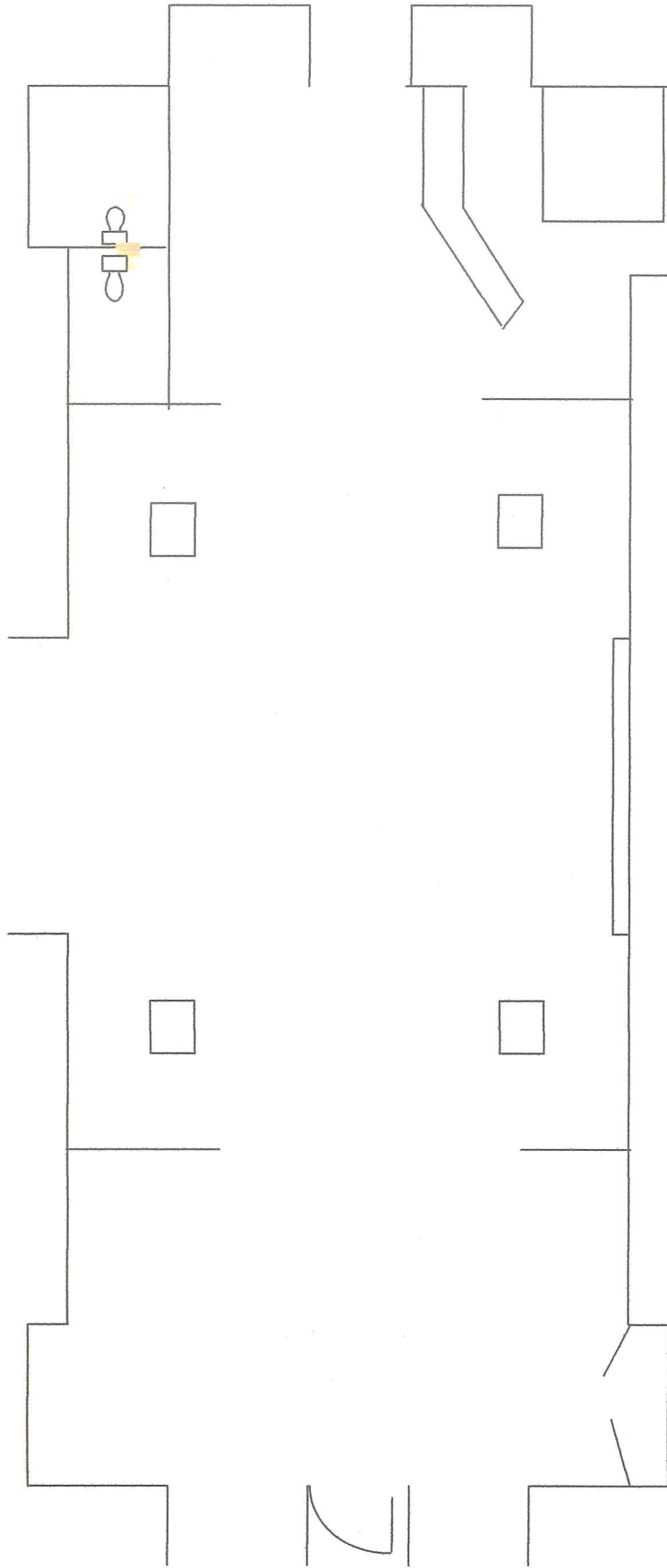
Henry Vilas Zoo

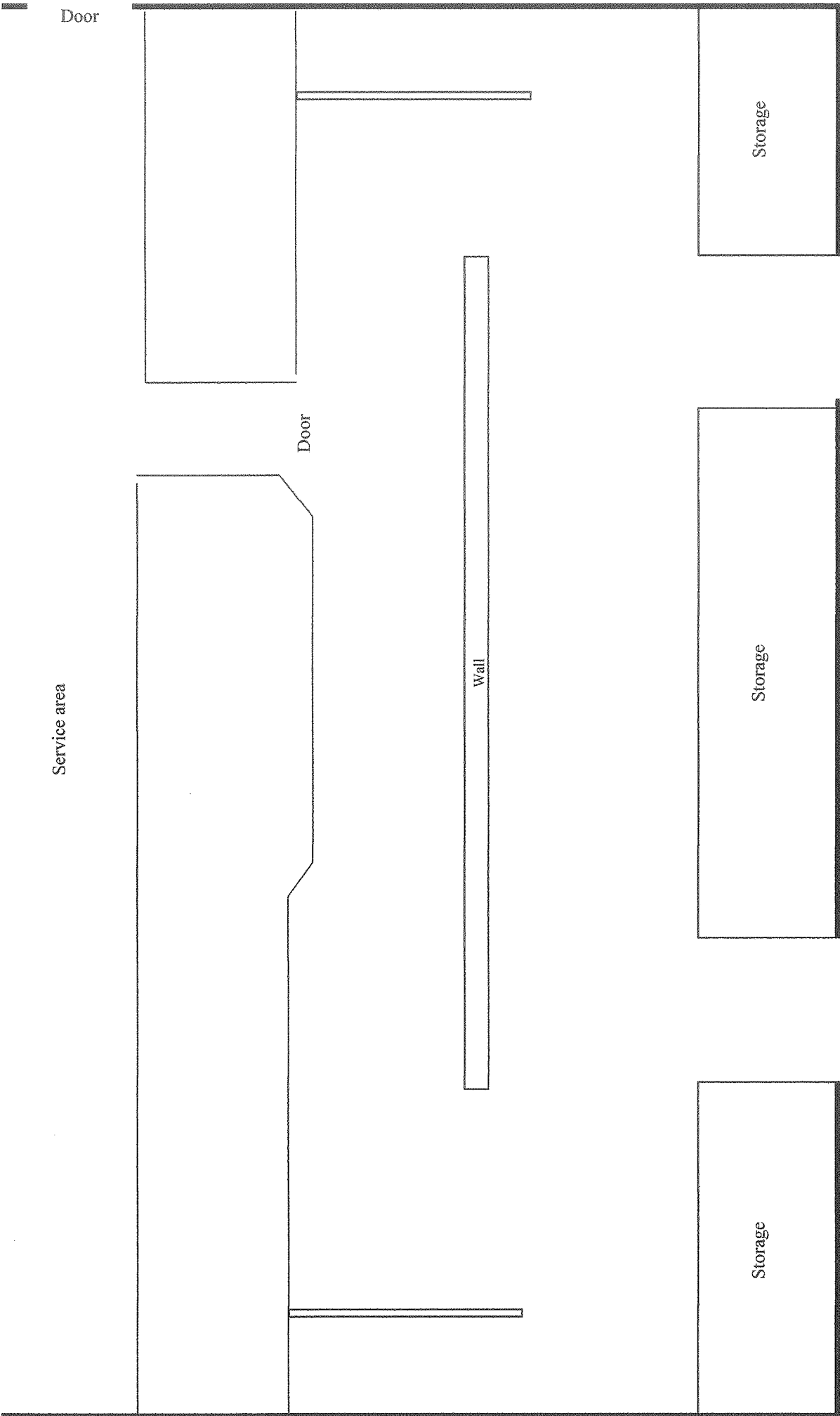
Concession Menuboards - 24"W x 36"H Full Menu
03.19.15

SANDWICHES		KID'S MENU	
Make it a Meal for \$4.00		Make it a Meal for \$3.00	
The Grizzly Burger	\$6.79	Turkey Sandwich	\$3.29
Portabella Mushroom Sandwich	\$5.99	Peanut Butter & Jelly Sandwich	\$2.99
Grilled Chicken Sandwich	\$6.29	Corn Dog	\$3.49
Turkey Wrap	\$4.29	Hot Dog	\$3.49
Hamburger	\$4.99	Chicken Tenders	\$3.99
Cheeseburger	\$5.29	Fresh Fruit Cup	\$4.49
Klement's Hot Dog	\$4.29	Veggie Cup with Ranch	\$2.49
Wisconsin Brat	\$4.49	Squeezeable Yogurt Tube	\$1.50
Corn Dog	\$3.49	Apple Sauce	\$1.50
PIZZA & MEALS		SIDES & SNACKS	
Pepperoni or Sausage Cheese Slice	\$4.29	French Fries	\$3.29
Whole Pie	\$18.99	Wisconsin Cheese Curds	\$4.29
Chicken Strips	\$5.29	Chips	\$1.49
Summer Salad	\$4.49	Chocolate Chip Cookie	\$1.49
Glacier Salad	\$4.49	Popcorn	\$2.49
Add chicken	\$1.50	Small	\$2.99
		Large	\$3.79
		Jumbo Soft Pretzel	\$3.79
		Add Cheese	\$1.59
		Nachos with Cheese	\$3.79
		Veggie Cup with Ranch	\$2.49
		Fresh Fruit Cup	\$4.49
BEVERAGES		ICE CREAM	
Fountain Soda	\$2.29	Cake Cone	\$2.99
Small	\$2.29	Waffle Cone	\$3.99
Large	\$3.99	Chocolate, Vanilla, Chocolate Chip Cookie Dough, Chocolate Brownie, Mint Chocolate Chip, Scooper Hero	
Bottled Water	\$3.00	Bomb Pop	\$1.42
Apple Juice	\$3.00	Sour Wower	\$1.42
Milk	\$1.49	Cookie Sandwich	\$1.90
Chocolate Milk	\$2.29	Ice Cream Sandwich	\$1.90
Coffee	\$2.29	Sundae Nut Cone	\$1.90
Frozen Slush	\$2.49		
16oz	\$4.29	SMOOTHIES	
12 oz		Arctic Chiller	\$5.29
		Frozen strawberry/lemonade	
		Funky Monkey	\$5.29
		Banana & ice cream flavors blended together & topped with crushed Oreo Cookies	
		Polar Fusion	\$5.29
		V8 V Fusion Peach Mango Smoothie, made with 100% fruit juice	

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Anna Vilas Hall Terrace Entrance

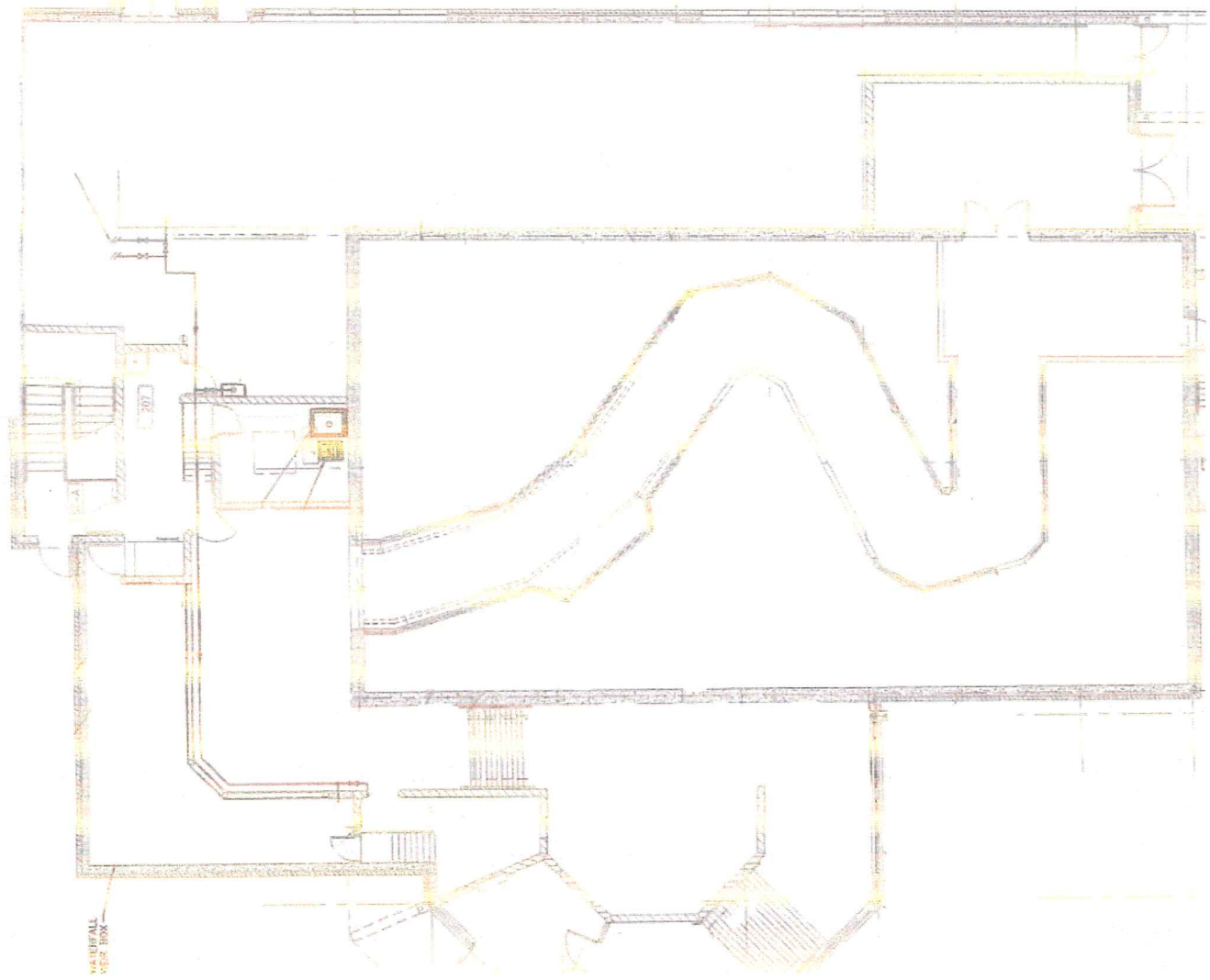




Door

Door

Primate Building



Equipment List

Item	Description	Quantity	Notes
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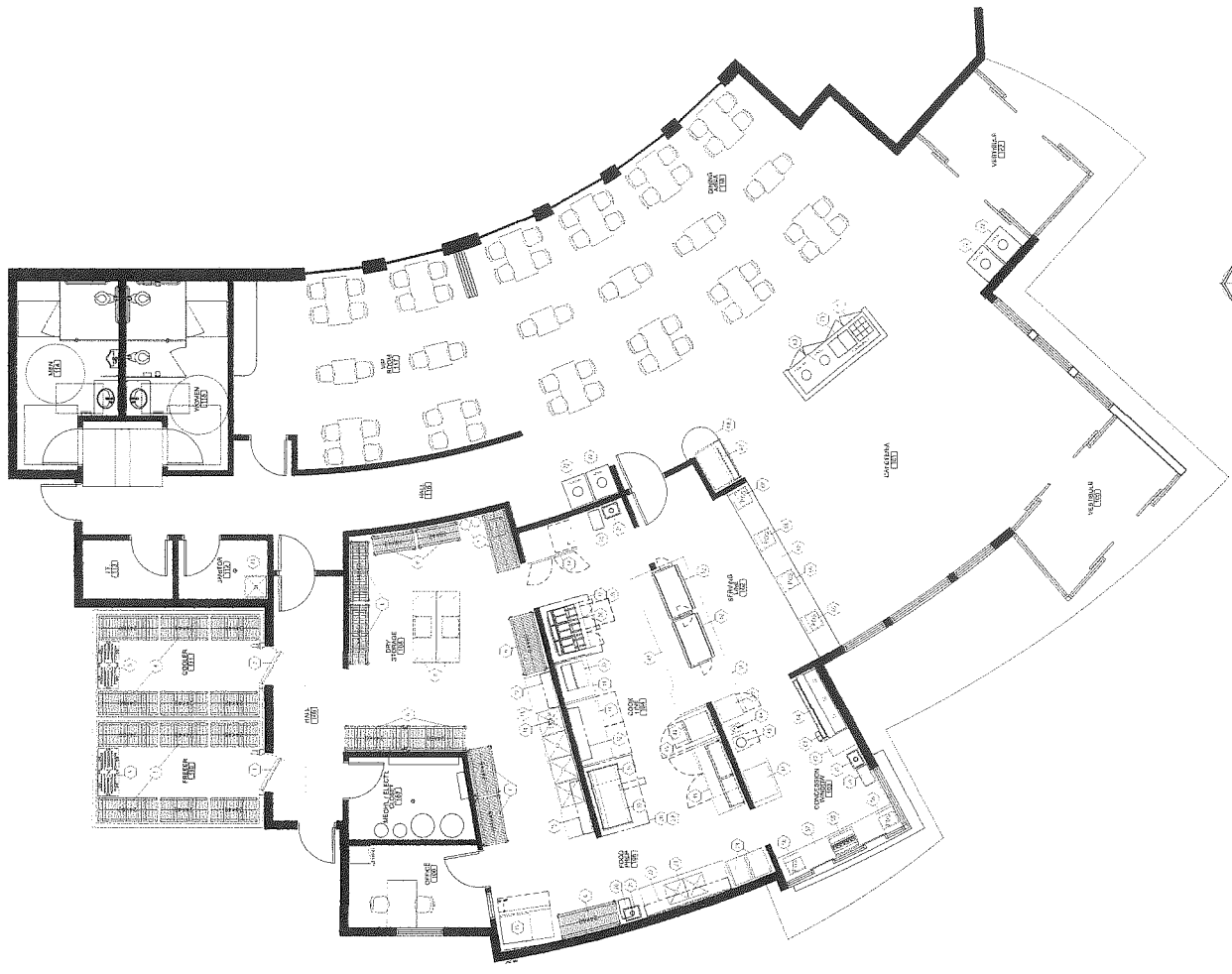
PROGRESS PRINT
 ARCHITECTS
 CONSTRUCTION

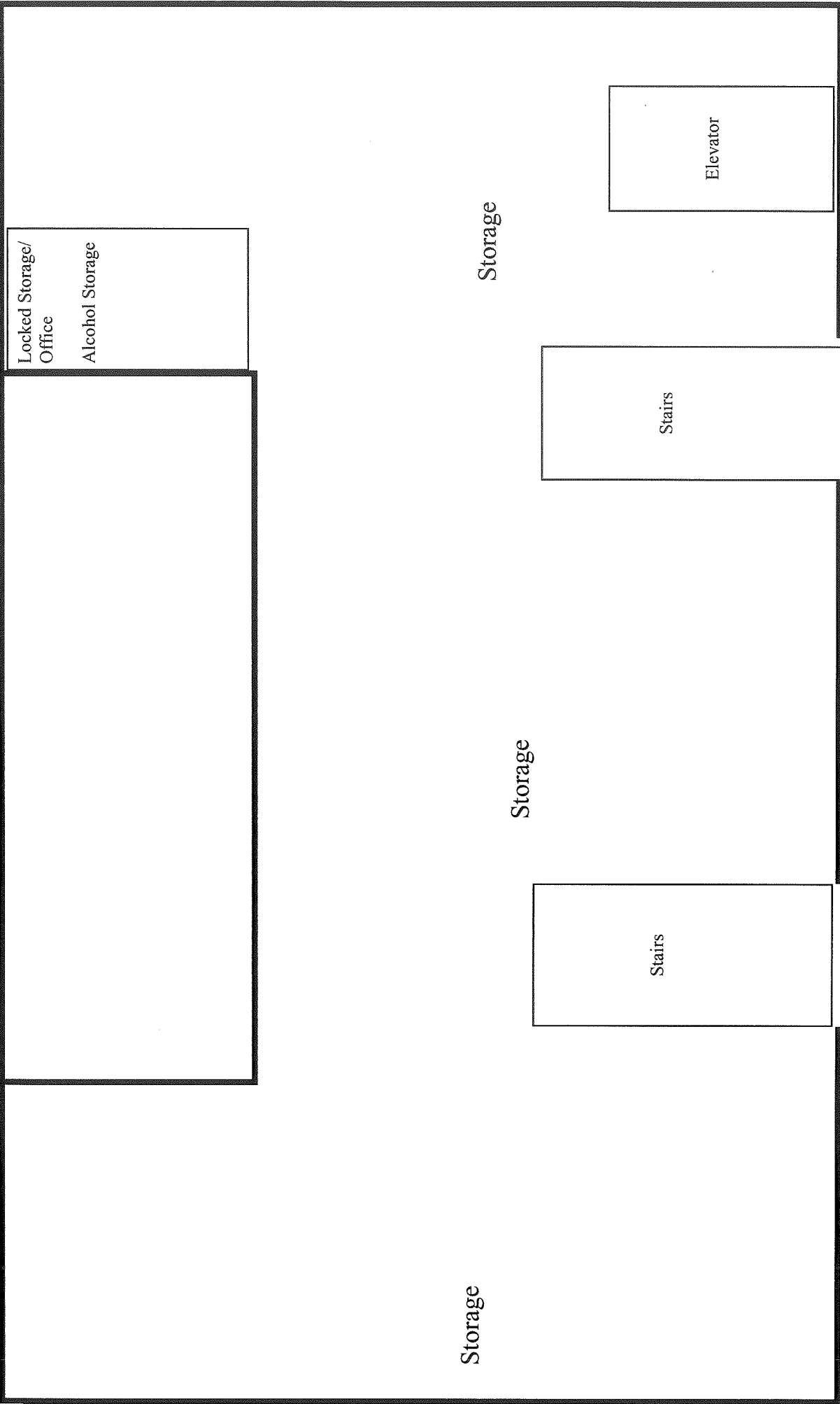
WVDM ARCHITECTS
 102 North Washington
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**HENRY VILAS ZOO
 Arctic Exhibit**

FS1.1

DATE: 05/13/19
 DRAWING NO: 13019
 PROJECT: HENRY VILAS ZOO
 SHEET: FS1.1





Food service Storage Building