

A-4
P-403



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

42647

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, 2017.
- 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.

~~OASIS CAFE, LLC~~ OASIS CAFE LLC

- Trade Name (doing business as) OASIS CAFE LLC - Paul's Pelmenj

- Address to be licensed 414 WEST Cullman St, madison WI 53703

- Mailing address 2690 research park DR. Fitchburg WI 53711

- Anticipated opening date June first 2017

- 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.

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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 80 indoor and 28 outside

13. Describe existing parking and how parking lot is to be monitored.
there is some short term metered parking along the street but there are no parking stalls available to the restaurant customers or employees.

14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Wooddragon, DBA MEZZE (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 Oasis Cafe LLC

17. City, state in which agent resides Fitchburg WI

18. How long has the agent continuously resided in the State of Wisconsin? 35 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 _____

21. State and date of registration of corporation, nonprofit organization, or LLC.
September first 2010

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 |
|--------------------|-----------------------|-----------------------------|
| owner | Paul Schwabner | Fitchburg WI |
| owner | Kim Schwabner | Fitchburg WI |
| manager | Josh Mandell | Fitchburg WI |
| manager | John Lyman | Mattison 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.

Paul Schwabner

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 _____

27. Business description _____

28. Hours of operation 11am - 10pm Sunday - Wed, 11am - 3am Thurs - Sat.

29. Describe your management experience I have owned and operated

a local coffee shop for 7 years and a small restaurant downtown that serves Russian Dumplings for 3 years.

30. List names of managers below, along with city and state of residence.

Paul Schuereker

Kim Schuereker

~~John [unclear]~~

Josh Mandell

31. Describe staffing levels and staff duties at the proposed establishment _____

32. Describe your employee training _____

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

Professional's, college students

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

We are an established business currently, so word of mouth has been working for us.

The only time we have advertized in the past is through donations.

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

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

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? Local Bands, and artists.

38. What age range do you hope to attract to your establishment? 21-45 y/o

39. What type of food will you be serving, if any? Pasta, salad, ~~soup~~ soup
 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? 11am - 3am

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. COFFEE, TEA, Dumplings, Salads, Soups, Sandwiches.

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? 1-2
During what hours do you anticipate they will be on duty? SUN-WED. 10-12^{PM} 10-12^{AM} THUR-SAT 10-3^{AM} 10-3^{AM}

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? 6-8
How many bartenders do you anticipate having work at one time on a busy night? 1-2

49. Will there be a kitchen facility separate from the bar? No Yes

50. Will there be a separate and specific area for eating only?

No Yes, capacity of that area NOT AT THE BAR counter. 80 people

51. What type of cooking equipment will you have?

Stove Oven Fryers Grill Microwave maybe

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? 75%

54. If your business plan includes an advertising budget: NOT AT THIS POINT

What percentage of your advertising budget do you anticipate will be related to food? ALL of it. 80%

What percentage of your advertising budget do you anticipate will be drink related? 20% if that.

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:

25 % Alcohol 75 % 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.

WE JUST A RECORDS FROM FOOD SALES HAVE

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

Sections B-Premises

10. The building on 414 west Gilman is a long but shallow restaurant with approximately 28 available out door seats and 80 indoor seating capacity. We intend to serve food and drinks until bar time Thursday through Saturday and only have the bar open until 12:00 midnight Sunday through Wednesday. Alcohol would be served in the bar area, dining area and outside. Alcohol and Beer will be stored upstairs in a three door cooler with a lock our liquor shelf will be secured in a lockable cage at the bar. There is a walk-in cooler down stairs that will store all the extra kegs and bottles of beer and all other bottles of alcohol will be stored in a gated and locked cage in the basement.

Section D- Business Plan

27. We currently own a small restaurant in downtown Madison just off of State Street on 203 West Gorham, we serve homemade dumplings that are similar to Pierogis or Wontons. We have been in business at that location for over three years now and we are looking to relocate to a bigger more casual space that potentially gives us a better opportunity to diversify our product and food options. We believe that 414 Gilman will give us the chance we need to be able to do that and we intend on using the space to its fullest capacity. Our current location holds about 18-25 people and we only have one rest room. Most Friday and Saturday nights we have upwards of 600 to 700 people coming in to eat. When are restaurant fills up with customers it becomes extremely difficult to sit down anywhere or even pick up your to go orders cause the place is so busy. We realize this is a good problem to have, but it's time to expand now!

Business description: a small quaint eatery that predominately serves one dish, Paul's Pel'meni, a strange variation of a Russian dumpling called Pel'meni, its basically beef wrapped in pasta or potato wrapped in pasta. We offer an alternative to the other quick and fairly inexpensive food options for people in the downtown area ex. cheese burgers, pizza, subs, and burritos. The space will be a relaxed and friendly atmosphere; it will be a welcoming place for everyone including families and children. Our main product (pel'meni) is an affordable dish that you can't find anywhere else. We make our dumplings fresh from scratch almost every day and there cooked to order. We hope this new location will provide us with the ability to expand our menu and seating capacity to help make it convenient and welcoming.

31. Describe staffing levels and staff duties at the proposed

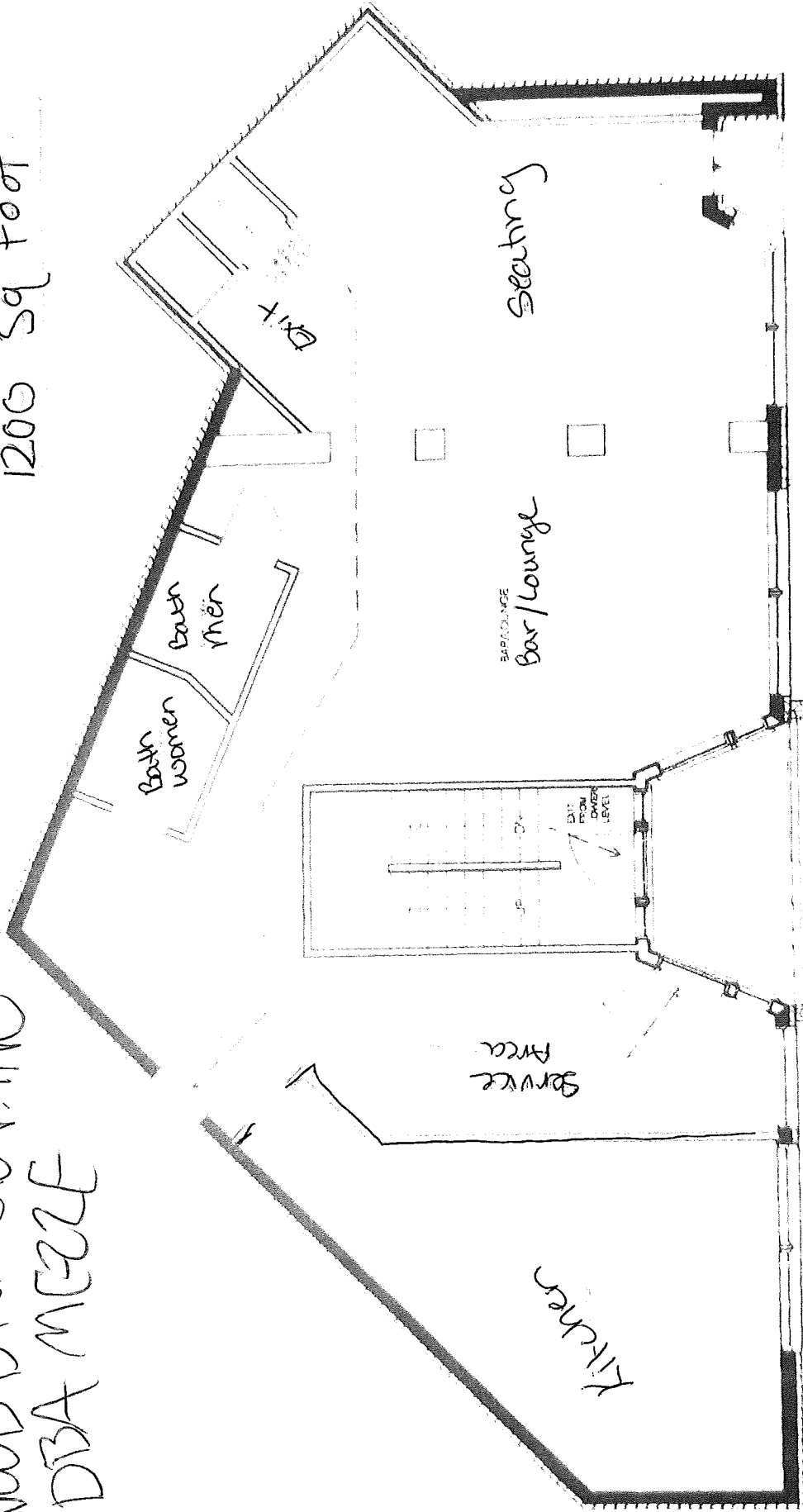
establishment: the staffing levels will fluctuate depending on the day of the week. Depending on the day and time, we will have one to three people for kitchen staff, there duties will be proper food handling/preparation, cooking, plating food, day to day cleaning and restocking of supply, greeting the customers, taking orders and washing dishes. Bar and wait staffing will fluctuate depending on day and time. Since this is our first time having a bar we intend to gradually grow that business. To start we will have a Bar manager and we will make the decision on shifts and how many are needed depending on the growth of the bar population.

32. Describe your employee training: The employee training process: all employees are to be trained by the owner Paul Schwoerer. Training is about two weeks, depending on the position. Training consists of proper food handling, food preparation, customer service, cleaning expectations and handling cash. We also encourage are fulltime staff to enroll in the food handlers serve safe certification class by offering to pay for the class and cover any missed work.

All Bar staff will be trained by our bar manager Josh Mandell. The expectation is that they would not work alone unless they have a bar license and there would a two month probationary period.

WOOD DRAGON, INC
DBA MERZLE

1200 Sq foot



STREET LEVEL FLOOR PLAN

1/8" SCALE



by

Arthur C.A.D. planning + design

8808 HIDDEN VALLEY ROAD CROSS PLAINS, WI 53092 PH 508.756.2872

Amy's Cafe

414 West Gilman Street Madison, WI 53703
Tom Paros PH 608-255-8112

EXIT PLAN

DRAFT BY: BOB ARTHUR
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