



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

Section A – Applicant

1. 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.

2. This application is for the license period ending June 30, 20 15.
3. 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.

Urban Spoken Word, Inc. aka The Harlem Renaissance Museum

4. Trade Name (doing business as) _____
5. Address to be licensed 1444 E Washington Ave, Madison, WI 53703
6. Mailing address PO Box 762 Madison, WI 53701
7. Anticipated opening date March 2015
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

10. 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.

The Harlem Renaissance Museum wishes to sell beer and wine in their exhibit space.
The wine and beer storage would be in a locked room in our office space. Sales, storage, and consumption would all occur at 1444 E Washington.
The rehearsal show space sq footage is about 900 sq feet

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 50

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

There is a parking lot behind the building, as well as street parking

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 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 Craig Spaulding

17. City, state in which agent resides 817 E Gotham St #2 Madison, WI 53703

18. How long has the agent continuously resided in the State of Wisconsin? 20 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.

Wisconsin, 2013

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
President	David Hart	Madison, WI
Creative Director	Caitlin McGahan	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.

~~David Hart~~ Caitlin McGahan

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 Museum or special events space

27. Business description The Harlem Renaissance Museum is an

evolution of a fine arts collective, which has existed for over a decade, and annually produces workshops, shows, and readings. A beer and wine license would allow our patrons to have a beer or glass of wine while enjoying the shows.

28. Hours of operation 10AM-2pm wed and thurs, Saturday 5pm-10:30pm

29. Describe your management experience The Harlem Renaissance Museum has

operated as a performing arts collective for over a decade.

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

Martel Chapman

McFarland, WI

Caitlin McGahan

Madison, WI

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

consist of a bartender or bartenders depending on size of event. The bartenders would be responsible for set-up sales of the beer and wine, and clean up.

32. Describe your employee training _____

All employees that would be selling the beer or wine would be required to complete the responsible beverage training course.

33. Utilizing your market research, describe your target market. We have a modest target market, as the space is suitable for jazz performances, art exhibits, and book and prose readings

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

We plan to advertise through email, direct mail, website, and social media

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

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? Entertainment will likely include lectures, prose readings, and jazz performances

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

39. What type of food will you be serving, if any? Varies based on event. We are not planning to sell food
 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? Depends on the event

42. What hours, if any, will food service not be available? NA

43. Indicate any other product/service offered. NA

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? NA

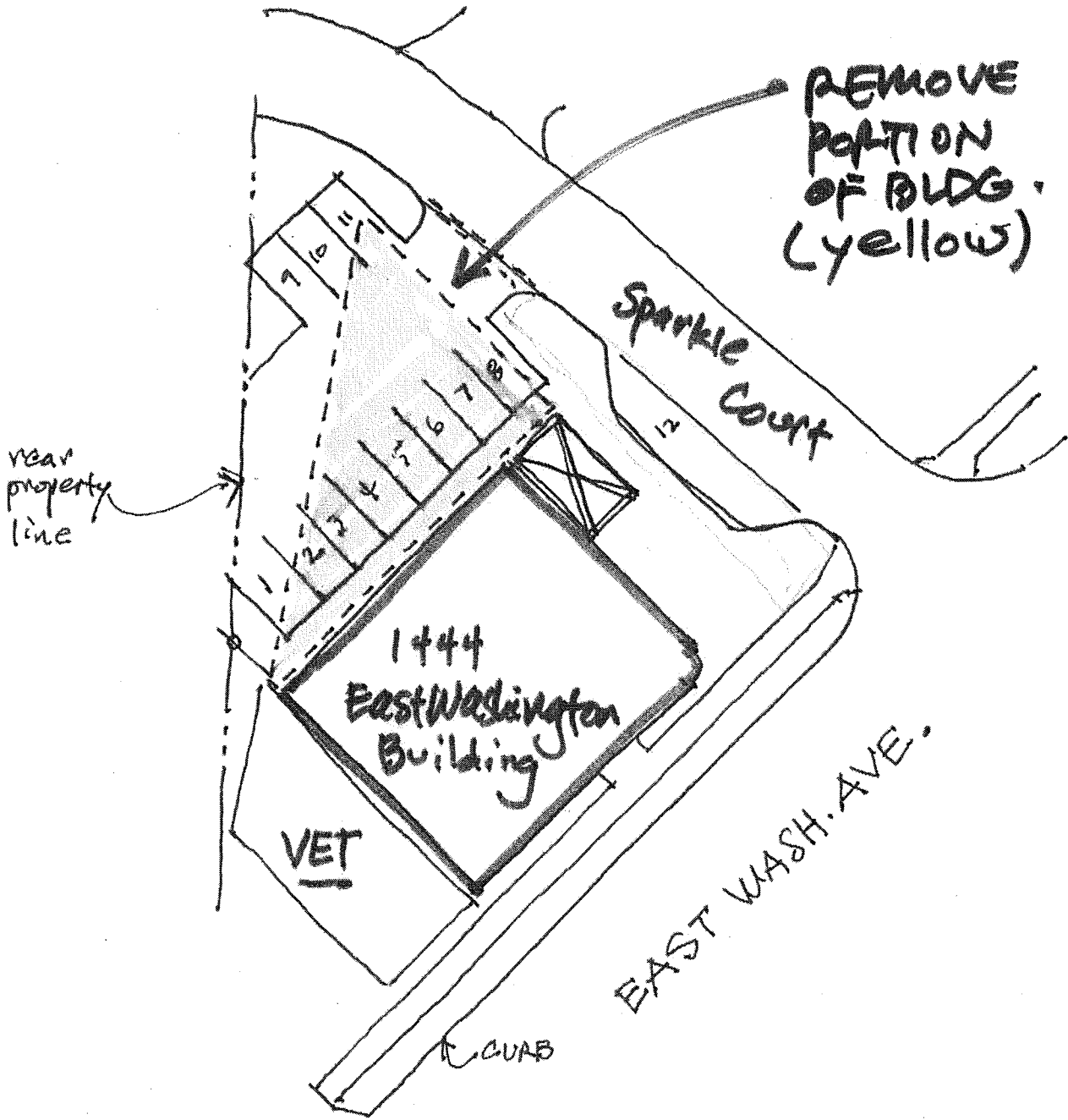
During what hours do you anticipate they will be on duty? NA

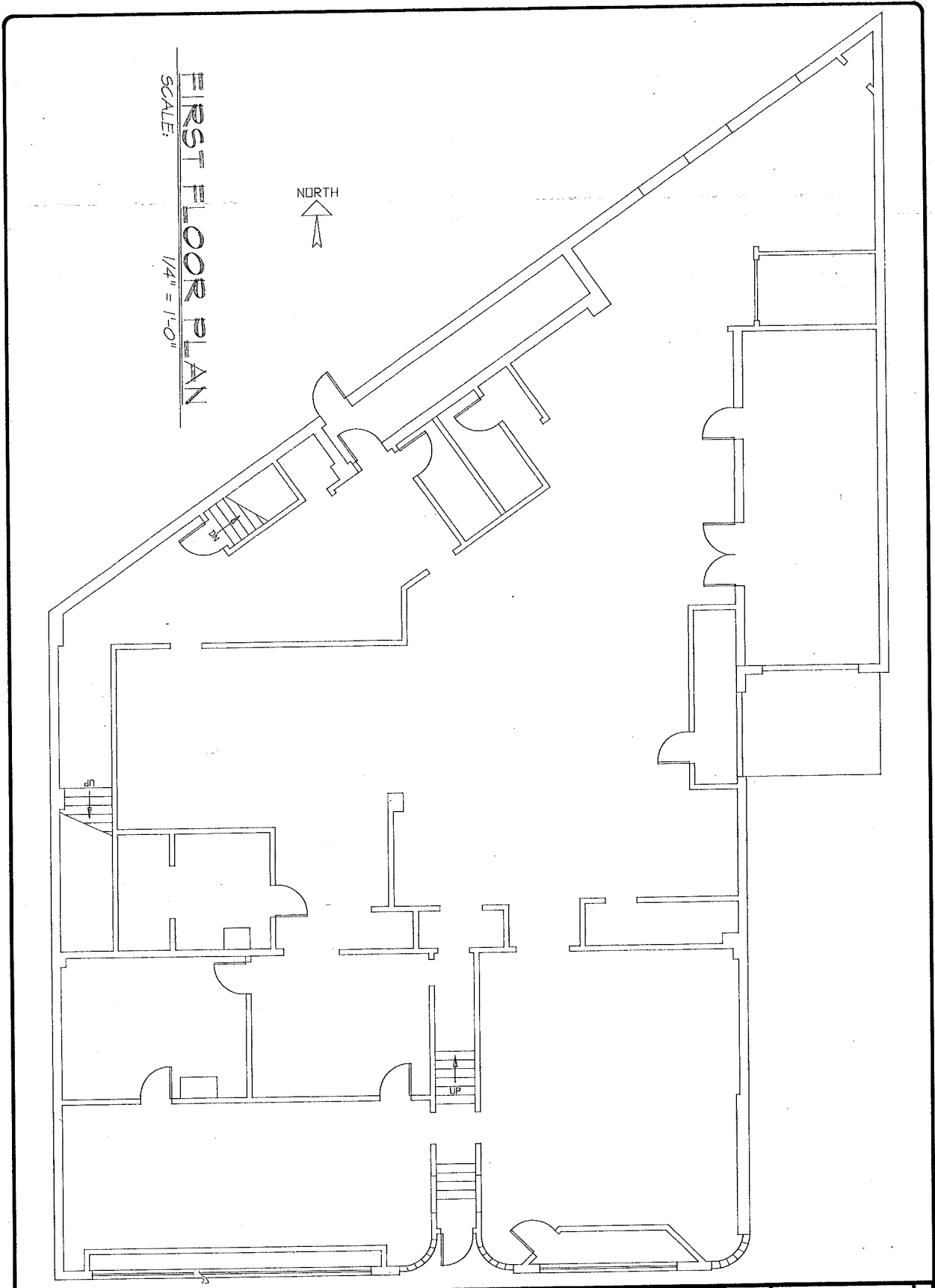
47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? NA
 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
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? NA
 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? 0%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 0%
 What percentage of your advertising budget do you anticipate will be drink related? 0%
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:
41 % Alcohol 41 % Food 99 % 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





FIRST FLOOR PLAN
 SCALE: 1/4" = 1'-0"



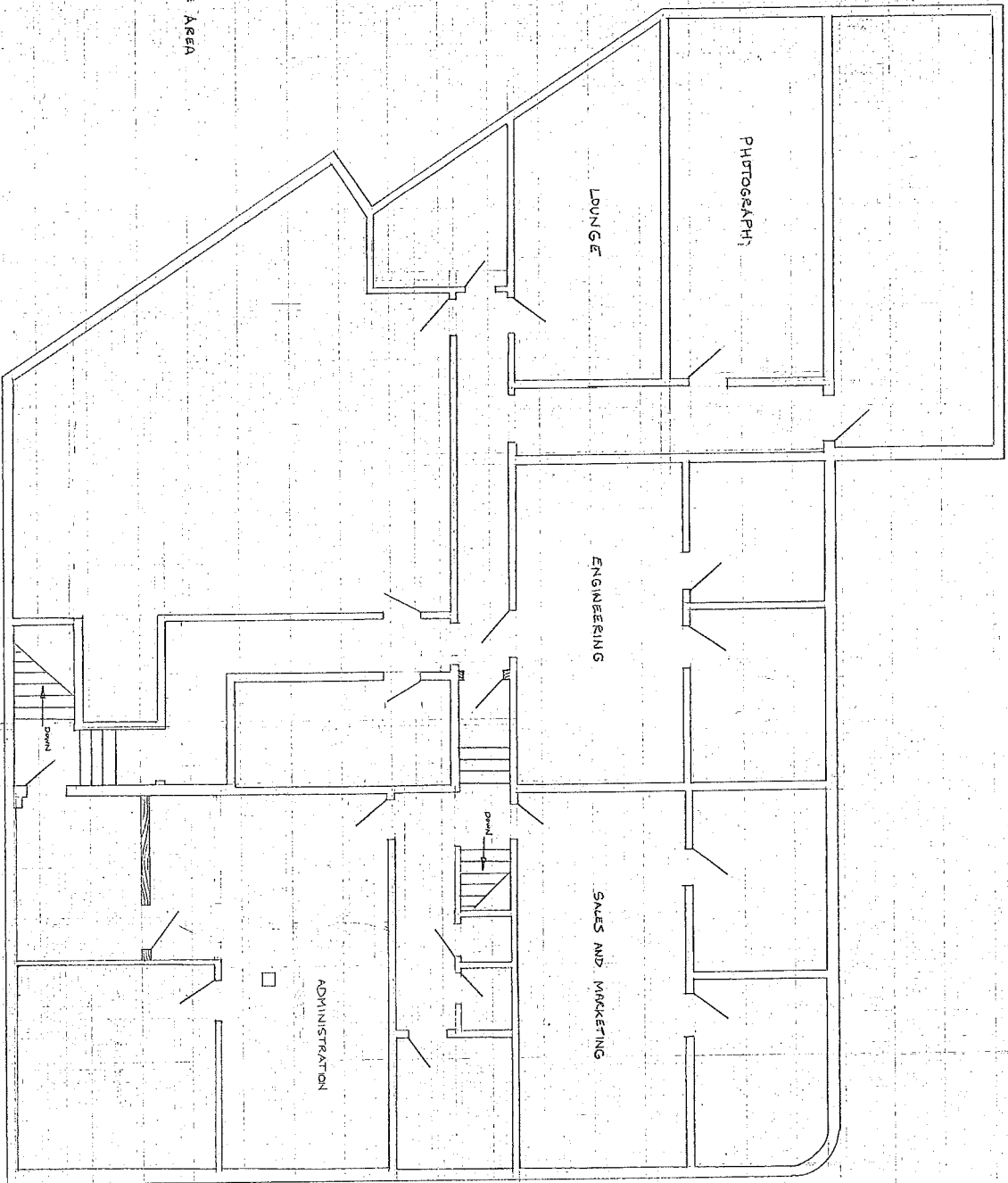
DATE: 7-5-75
 DESIGN NO.: GEP
 GEP

GREAT BIG PICTURES INC.
 FIRST FLOOR PLAN

GREAT BIG PICTURES INC.
 1444 E. WASHINGTON AVE.
 MADISON, WI 53703
 (608) 257-7071

AS PER DED

Garrett Die Presses, Inc. Office Area
2nd Floor



Garrett Die Presses, Inc. Offices
3 of 5
DATE: 10/15/77
BY: JCB
1-24-77 E.C. | B.M.S. | 1/2" = 1'-0"