



# 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

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, 2018.
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.  
Arts & Literature Laboratory, Inc.
4. Trade Name (doing business as) Arts + Literature Laboratory
5. Address to be licensed 2021 Winnebago Street, Madison, WI 53704
6. Mailing address 2021 Winnebago Street, Madison, WI 53704
7. Anticipated opening date Already open (January 2016)
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.  
Beer would be sold within the main floor area, which is made up of three gallery areas  
and a library/writing room. Beer would most likely be stored in the basement. Records  
will be stored in the basement or main level storage area.

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 Approx. 200
13. Describe existing parking and how parking lot is to be monitored.  
Lease of this building does not include public parking. A small parking area for two vehicles belongs to the building owner and is only used by staff and for unloading/loading equipment.
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 Jolynne Roorda
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 5 years 10 months
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.  
WI 01/08/2016
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	Jolynne Roorda	Madison, WI
Vice-President	Rita Mae Reese	Madison, WI
Treasurer	Alexandra Demet	Madison, WI
Secretary	Angela Voras-Hills	Milwaukee, WI
Board Member	Max Puchalsky	Madison, WI
Board Member	Genia Daniels	Madison, WI
Board Member	Bridget Birdsall	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.

Jolynne Roorda

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 Nonprofit Art Center

27. Business description Arts + Literature Laboratory is a nonprofit community arts organization

that organizes visual arts exhibitions, literary arts programs, performing arts events, artist

and writer professional development programs, and collaborative projects for the benefit of

the greater Madison community.

28. Hours of operation Gallery hours Tues-Sat: 11am-3pm; and during scheduled events

29. Describe your management experience Jolynne Roorda managed the original Arts + Literature

Laboratory from 2003-2006 in New Haven, CT, and also has experience as a PR Director

for Creative Arts Workshop, and past restaurant management experience.

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

Jolynne Roorda Madison, WI

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

Typical events are staffed by one or two volunteers, with higher numbers for larger events.

Staff set up and monitor events. Designated staff will be assigned to serve beer.

32. Describe your employee training Staff is currently trained on site by working with board

members or other experienced staff. All servers will take the online server training course.

33. Utilizing your market research, describe your target market.  
ALL serves visual, literary and performing artists, as well as the public. The majority of our  
participants are between the ages of 25 and 65+ with demographics similar to that of Dane Co.
34. Describe how you plan to advertise and promote your business. What products will you be advertising?  
We promote exhibitions, readings, workshops, performances, calls for artists, and other  
arts programs via social media, email newsletter, and our website. We also distribute  
print materials and press releases.
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? \_\_\_\_\_  
Performances include small theatrical productions (readings), modern dance and music.
38. What age range do you hope to attract to your establishment? 25-65+
39. What type of food will you be serving, if any? None  
 Breakfast  Brunch  Lunch  Dinner
40. Submit a sample menu if applicable. What will be included on your operational menu? N/A  
 Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners
41. During what hours of operation do you plan to serve food? N/A
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? 0  
 During what hours do you anticipate they will be on duty? N/A
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
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? None  
 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:  
100 % Alcohol 0 % Food 0 % 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