

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning 3-6 2007 ;
ending June 30 2008

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

County of Dane Aldermanic Dist No. _____ (if required by ordinance)

- 1 The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): EL CORRAL BAR & RESTAURANT LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member <u>Member</u>	<u>Francisco Tejada</u>	<u>3625 Heatherstone Rdg</u>	<u>Sun Prairie WI 53590</u>
Vice President/Member <u>Member</u>	<u>Lid Tejada</u>	<u>3625 Heatherstone Rdg</u>	<u>Sun Prairie WI 53590</u>
Secretary/Member			
Treasurer/Member			
Agent <u>Francisco Tejada</u>			
Directors/Managers			

3 Trade Name El Corral Bar & Restaurant Business Phone Number 608-209-6053

4 Address of Premises 3302 Packers Ave, Madison WI Post Office & Zip Code 53704-3012

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
- 6 Is the applicant an employe or agent of or acting on behalf of anyone except the named applicant? Yes No
- 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
- 8 (a) Corporate/limited liability company applicants only: Insert state WI and date 11-1-06 of registration
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) 5000 SF 37 TABLES FOR CUSTOMERS BEER STORAGE IN THE BASEMENT

10 Legal description (omit if street address is given above): SAME IS ABOVE

11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No

(b) If yes, under what name was license issued? Runaway Pub Bar & Grill

12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No

13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No

14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

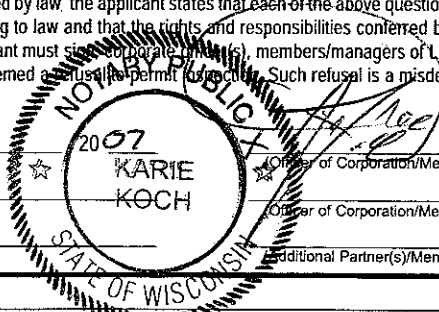
READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate/limited liability company members/managers of Limited Liability Companies must sign) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license

SUBSCRIBED AND SWORN TO BEFORE ME

this 25th day of JAN

Kare Koch
(Clerk/Notary Public)

My commission expires 8-10-2015



Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual

Officer of Corporation/Member/Manager of Limited Liability Company /Partner

Additional Partner(s)/Member/Manager of Limited Liability Company if Any

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>6-25-07</u>	Date reported to council/board	Date of original license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>71520</u>	

Registrar # 06849

Applicant's Wisconsin Seller's Permit Number: <u>004-0007391755-01</u>	
Federal Employer Identification Number (FEIN): <u>099463</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

City of Madison Liquor/Beer Original Supplemental Form

Office Use Only

- | | |
|--|--|
| <input checked="" type="checkbox"/> Seller's Permit Number
<input checked="" type="checkbox"/> Federal Employer Identification Number
<input checked="" type="checkbox"/> Notarized Original Application Form (AT-106)
<input checked="" type="checkbox"/> Notarized Supplemental Form
<input checked="" type="checkbox"/> Description of Licensed Premise
<input checked="" type="checkbox"/> Notarized Auxiliary Questionnaire(s) (AT-103)
<input checked="" type="checkbox"/> Background Investigation Form(s)
<input checked="" type="checkbox"/> Floor Plans | <input checked="" type="checkbox"/> Lease <i>OWN</i>
<input type="checkbox"/> Notarized Transfer of Ownership Letter <i>N/A</i>
<input checked="" type="checkbox"/> *Schedule of Appointment of Agent (AT-104)
<input checked="" type="checkbox"/> *Notarized Agent Appointment/Acceptance Form
<input checked="" type="checkbox"/> *Articles of Incorporation/ Organization
<input type="checkbox"/> Sample Menu, if possible
<input type="checkbox"/> Business Plan, if one exists
* Forms required of Corporation/LLC only |
|--|--|

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs. **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer.
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

- Alderperson *Brian Ventrod* *Satya Rhodes-Conway* can be reached at *242-4426* *332-3878* at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com.
- The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm.
- Police Department Central District Captain Mary Schauf (Sector 400) can be reached at 266-4316.
- Police Department East District Captain Jill Klubertanz (Sector 600) can be reached at 267-2100.
- Police Department North District Captain Richard Bach (Sector 500) can be reached at 245-3652.
- Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 288-6152.
- Police Department South District Captain James Wheeler (Sector 300) can be reached at 267-8687.
- Alcohol Policy Coordinator Joel Plant can be reached at 264-9295.

1. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

2. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

3. Name of Applicant/Partner/Corporation *LLC EL Carral Bar + Restaurant LLC*

4. Telephone Number: *608-209-6053*

5. Address of Licensed Premise *3302 Packers Ave, Madison WI 53704-3012*

6. Anticipated opening date: *3-10-07* *8-10-07*

7. Mailing address if not opening immediately *3625 Heatherstone Rdg, Sun Prairie WI 53590*

8. What type of establishment is contemplated? Tavern Nightclub Restaurant
 Liquor Store Grocery Store Convenience Store – Gas Pumps Yes No
 Other Please explain _____

9. Business Description including hours of operation and if entertainment is part of your venue, what type:

This is a tavern serving food open from 10am - 2am.

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

5000 SF I HAVE 37 TABLES FOR THE BARD AN RESTAURANT
 IN THE BASEMENT I HAVE A COOLER 79 X 12 FOR THE BEER
 10 FLOOR IS FOR CUSTOMERS

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

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

There is a parking lot on ^{both} sides of the Bar

13. Describe your management experience, staffing levels, duties and employee training.

I WORKED IN BARS MORE THEN 6 YEARS
 ALSO I HAVE A LICOR STORE ~~AND~~ I TAKE THE ROLES

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your liquor/beer agent. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation

Francisco Tejada

Name

3625 Heatherstone Ridge

Sun Prairie

WI

53590

Address

City

State

Zip

15. Excluding pre-packaged snacks, how late will food be served? 12:00 am

16. What type of food will you be serving, if any? American & Mexican food
 Hamburgers

17. Indicate any other product/service offered: _____

18. Describe your target market 25 - 60 years of Age - ^{blue collar} Workers, Business men
 & women.

N/A 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? Yes No

28. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. **For new establishments, the percentage will be an estimate.**

Calendar/fiscal year: ^{Mar} January 1 – December 31 July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	50	%
Percent Gross Receipts from Food	40	%
Percent Gross Receipts from Other	10	%
Total Gross Receipts	100	%

Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

29. What type of establishment are you? (Check all that apply) Tavern Restaurant Nightclub
 Other Please explain: _____

30. Will your establishment have a kitchen manager? Yes No

31. Will your establishment be a member of the Wisconsin Restaurant Association? Yes No

32. How many wait staff will be employed at the establishment? 2

33. What hours, if any, will food service not be available? Before 11:00 AM, After 12:00 AM

34. Describe how you plan to advertise/promote your business. What products will you be advertising?
flyers, adds in the paper, will be advertising food

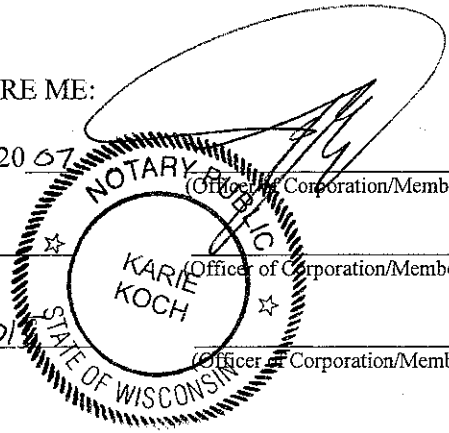
Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. (Individual applicants and each member of a partnership must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME:

this 29th day of Jan, 2007

Karrie Z Koch
(Clerk/Notary Public)

My commission expires 8-10-2013



If you have any questions, please contact the City Clerk's Office at (608) 266-4601.

19. What is your estimated capacity? 167

20. Are you operating under a lease or franchise agreement? Yes No (If yes, attach a copy.)

21. Owner of building where establishment is located: 3302 Packers Ave.

Address of Owner: 3625 Heatherstone Ridge Phone Number 608-209-6053
Sun Prairie WI 53590

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course? Yes No If Yes, indicate names: Francisco Tejada

License cannot be issued until proof of Beverage Server Training completion is shown.

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting? Yes No

24. Corporation/LLC: Agent must disclose interest held in business: 100 %

25. Corporation/LLC: Has agent completed the Beverage Server Training Course? Yes No

License cannot be issued until proof of Beverage Server Training completion is shown.

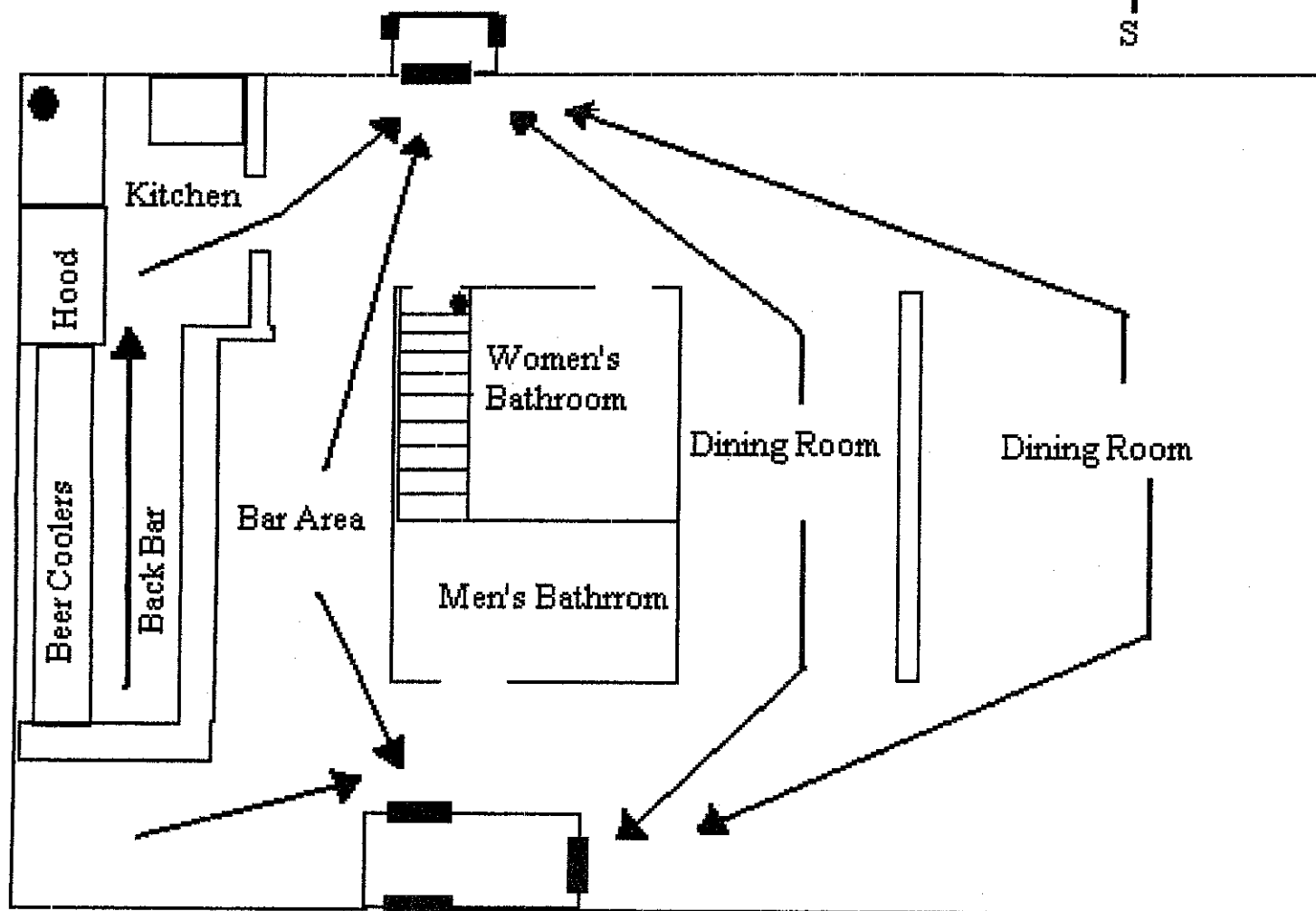
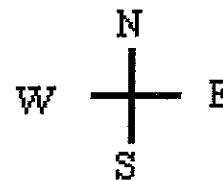
26. Corporation/LLC: List Directors, Stockholders, and Managers below.

Director(s) Name	Home Address
Francisco Tejada	3625 Heatherstone Ridge
Lid Tejada	Sun Prairie WI 53590

Stockholder's Name	Address	Extent of Ownership%

Manager's Name	Address	Business Phone	Home Phone

Emergency Evacuation Plan



Evacuation Plan

1. General Manager or Head Waitstaff is responsible for evacuation and emergency medical aid
2. When a fire is noticed, evacuate the building. Isolate fire by closing doors, Call 911 and evacuate building.
3. GM or Head Waitstaff will notify occupants of correct exits.
4. After occupants have started to Evacuate GM will insure that everybody has left the building.

5. All customers should go to the far north end of the parking lot, opposite side of the police station, and stay within 200 ft. of the building.
6. When the fire department arrives, the GM or Head waitstaff should assist as much as possible.

Hood System Extinguisher ●

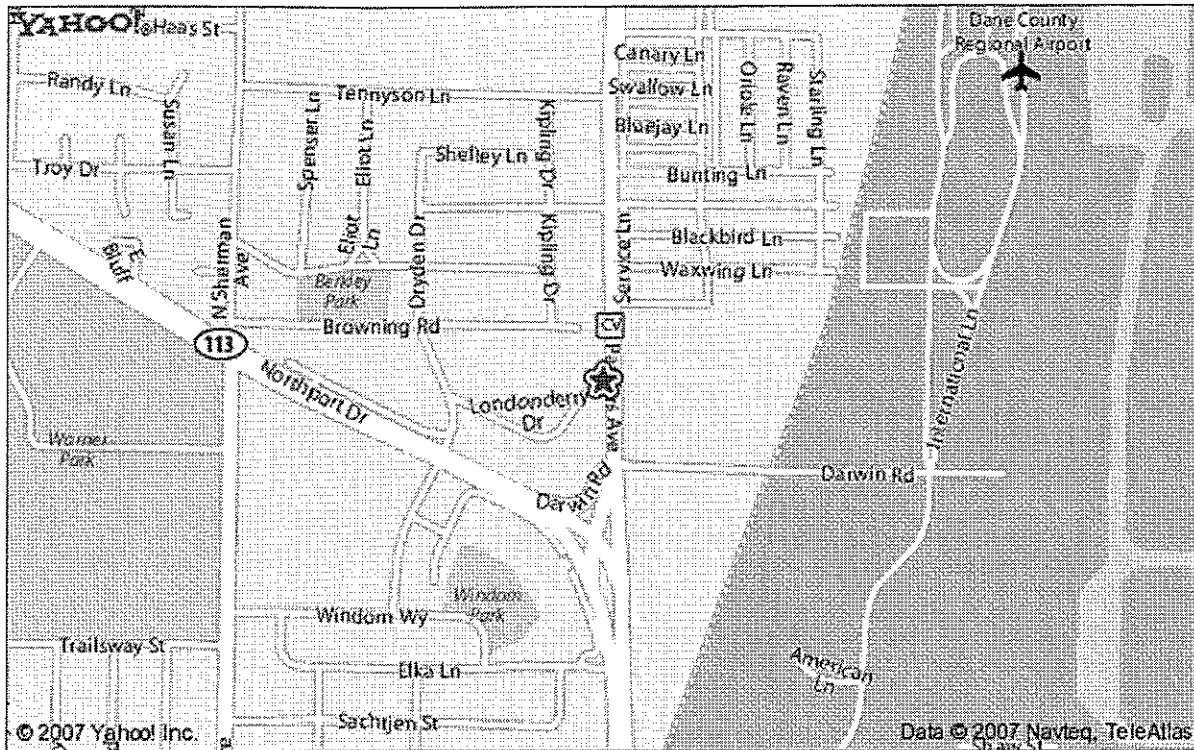
Primary Exits Routes →

Fire Extinguisher ●

Main Exits ■

3302 Packers Avenue
Contact: Pete Beeber

Yahoo! Maps - 3302 PACKERS AVE, Madison, WI 53704, US **YAHOO!** LOCAL Maps



Your Points of Interest

- 1 The Runway **Pub & Grille** (608) 249-4401
3302 Packers Ave Madison, WI 53704
- 2 The Local **Bar** (715) 476-3838
5203 United States Highway 51 Madison, WI 53704
- 3 Villa Tap (608) 244-9627
2302 Packers Ave Madison, WI 53704
- 5 Busse's Markway Tavern Incorporated (608) 244-0320 ★★★★★
2005 N Sherman Ave Madison, WI 53704

When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning.

