





15. Utilizing your market research, who would you project your target market to be?

Local Neighborhood

16. What age range would you hope to attract to your establishment?

22 - 42

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

word of mouth

18. Are you operating under a lease or franchise agreement? Yes (attach a copy)

No

19. Owner of building where establishment is located:

1304 EASH WASH, LLC.

Address of Owner:

555 D'ONOFIO DR, Ste 4  
MADISON WI 53719

Phone Number

334-9467

20. 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

21. List the Directors of your Corporation/LLC

Name

Address

None

Name

Address

Name

Address

22. List the Stockholders of your Corporation/LLC

Name	Address	% of Ownership
JENNIFER KANE	1404 EASY LN MADISON	25%
KOBY KAN		25%
MARK CASH	206 SQUAK CREEK DR MADISON	50%

23. What type of establishment are you? (Check all that apply)

Tavern

Nightclub

Restaurant

Other Please Explain.

24. What type of food will you be serving, if any?

Breakfast

Lunch

Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts

Pizza

Full Dinners

26. During what hours of your operation do you plan to serve food?

11 - 10 PM

27. What hours, if any, will food service not be available? 10 - 2:00 AM
28. Indicate any other product/service offered. Bar + liquor
29. Will your establishment have a kitchen manager? Yes  No
30. Will you have a kitchen support staff? Yes  No
31. How many wait staff do you anticipate will be employed at your establishment?       
 During what hours do you anticipate they will be on duty?
32. Do you plan to have hosts or hostesses seating customers? Yes  No
33. Do your plans call for a full-service bar?  Yes  No  
 If yes, how many bar stools do you anticipate having at your bar? 50  
 How many bartenders do you anticipate you would have working at one time on a busy night? 2
34. Will there be a kitchen facility separate from the bar?  Yes  No
35. Will there be a separate and specific area for eating only? Yes  No   
 If yes, what will be the seating capacity for that area?
36. What type of cooking equipment will you have?  Stove  Oven  Fryers  Grill  Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes  No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
10%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food?       
 What percentage of your advertising budget do you anticipate will be drink related? 100
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  Yes  No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes  No

42. What is your estimated capacity? 99

43. 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.

Gross Receipts from Alcoholic Beverages	85	%
Gross Receipts from Food and Non-Alcoholic Beverages	15	%
Gross Receipts from Other	—	%
Total Gross Receipts		100%

44. 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.

**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 signer. Signer agrees 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. 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 26th day of February, 2008

Diane Kgo  
(Clerk/Notary Public)

My commission expires 03/21/2010



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(Officer of Corporation/Member of LLC/Partner/Individual)

