



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)
2. This application is for the license period ending June 30, 2014.
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.
BBC Harmony Bar LLC
4. Trade Name (doing business as) Harmony Bar And Grill
5. Address to be licensed 2201 Atwood Ave. Madison, WI 53704
6. Mailing address 1709 Manly St. Madison, WI 53704
7. Anticipated opening date 8/24/13
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 Property (2201 Atwood Ave) will hold + sell Alcohol Beverages. There are no living quarters in the area being leased. Storage of Alcohol Beverages will be in upstairs + downstairs coolers + storage areas in the basement. The package is 2500 square foot Bar + Restaurant use.
11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.
12. Applicants for on-premises consumption: list estimated capacity 125

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

There is a gravel parking lot that accommodates 8-9 vehicles -
It is lot (monitored) staff

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to J&K Harmony Bar Inc. (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 Bradley Czachor

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 22 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 1985

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

4/23/13 Wisconsin

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
General Manager	Bradley Czachor	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.

Bradley Czachor

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 The Harmony Bar and Grill is a full service
RESTAURANT / BAR THAT SERVES 55% BEER + LOVEL + 45%
FOOD. THERE IS OCCASIONAL LIVE MUSIC.
28. Hours of operation 11AM - 2/2:30 AM MONDAY THROUGH SUNDAY
29. Describe your management experience MANAGED HARMONY BAR + GRILL FOR 7 YRS
MANAGED GREEN DAWG PUBS FOR 6 YEARS.
30. List names of managers below, along with city and state of residence.

31. Describe staffing levels and staff duties at the proposed establishment THE HARMONY
BAR + GRILL EMPLOYS 20 STAFF MEMBERS. DUTIES INCLUDE
COOKING, CLEANING, BARTENDING, / SERVING FOOD
32. Describe your employee training BEVERAGE SERVICE TRAINING. ON SITE TRAINING
FOR ALL STAFF.
33. Utilizing your market research, describe your target market.
NEIGHBORHOOD RESIDENTS OF ALL AGES.

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

Website & Will Launch In August, Social Media.
Local Print / Online Publications

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? Bands (Local + Regional)

38. What age range do you hope to attract to your establishment? 20 to 65

39. What type of food will you be serving, if any? _____
 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? 11 Am - 11:45 pm

42. What hours, if any, will food service not be available? 11:45 pm - 2/2:30 Am Biggest Snacks Available

43. Indicate any other product/service offered. _____

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? 10
During what hours do you anticipate they will be on duty? 11 Am - 2/2:30 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? 17
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?
 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? 40%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 50%
 What percentage of your advertising budget do you anticipate will be drink related? 50%
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:
55 % Alcohol 45 % 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
65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. I 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] No Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

68. State Seller's Permit 456-1028238423-02

69. Federal Employer Identification Number 46-2778059

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person BRADLEY CRACOR

E-mail address BRADLEY.CRACOR@GMAIL.COM

Phone 608-438-9808

Preferred language for correspondence English

Read carefully before signing in front of a notary: 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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of 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 23 day of May, 2013

Melody E. Baum
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

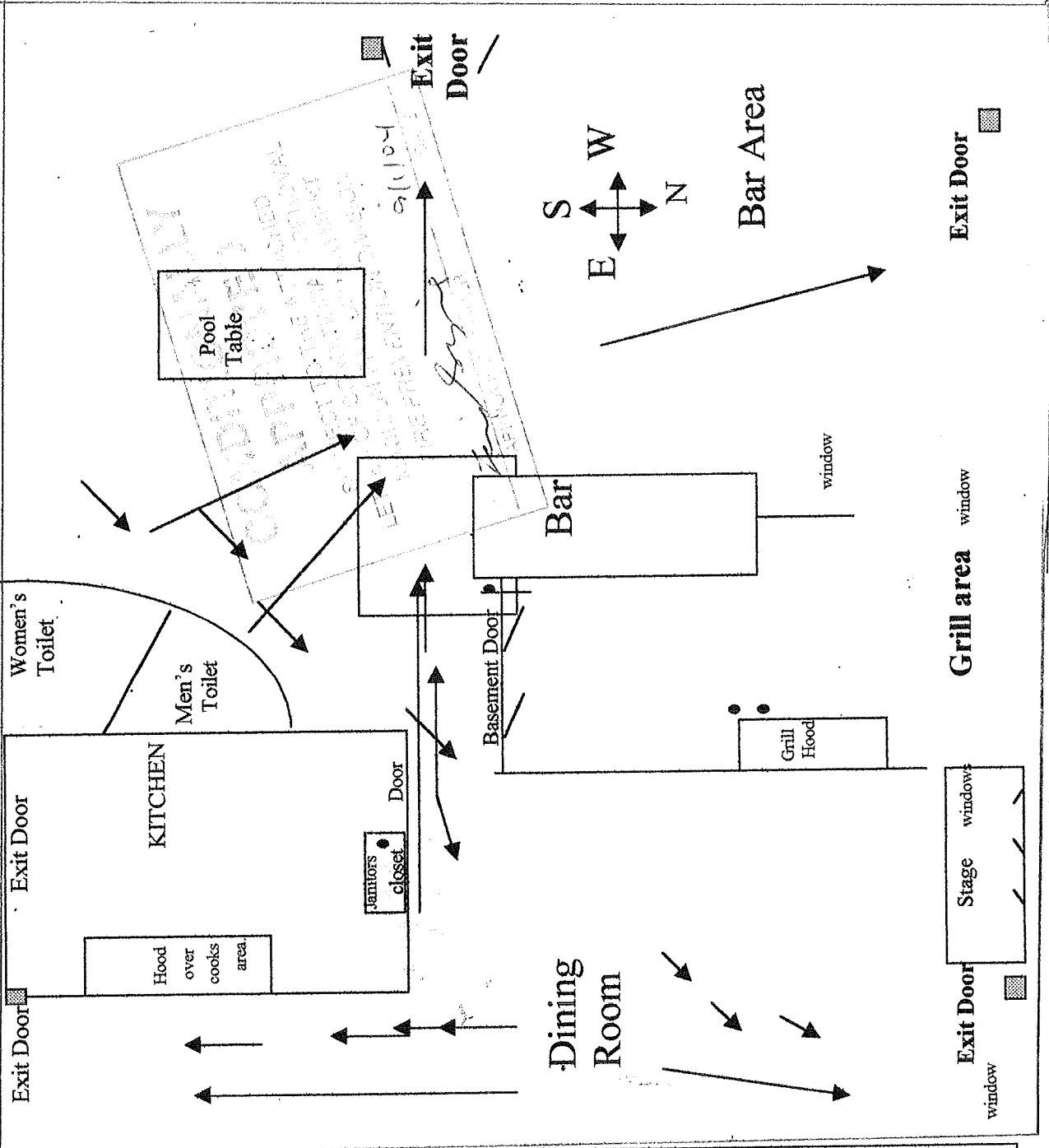
My commission expires 5/15/2016

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office <u>5/23/13</u> Date of ALRC meeting <u>6/19/2013</u> Date license granted by Common Council <u>7/2/2013</u> Date provisional issued _____ Date license issued _____ License number <u>LCHB-2013-00325</u>		

P-601
A-6 (Rummel)

1. Exit with Emergency Light
 2. Fire Extinguisher
 3. Pull Extinguisher for Hood System

Harmony Bar & Grill
 2201 Atwood Ave. Madison, Wis. 53704



1. Lead Bartender is responsible for resuscitation and emergency medical aid.
 2. When a fire is noticed or a fire alarm sound evacuate the building. This will be done by the primary route. Use secondary route only if the primary route is blocked or unsafe.
 - a. Isolate the fire by closing doors.
 - b. Call 911
 - c. Evacuate the building.
 3. Bartender will notify occupants of fire by voice and will indicate exits.
 4. After occupants have started to evacuate the bartender will insure that everyone left the building.
 5. All customers and employees will go to the far west side of the parking lot at least 200 ft. from the building. Lead bartender will take a head count at this time.
- When the Fire Dept. arrives, the lead bartender will assist as much as possible
- Contact Person:
Keith Daniels

BASEMENT

COOLING

DOOR

LIQUID COOLING

STAIRS

BOOK STORAGE



HARMONY BAR MENU



HARMONY PIZZAS

**Pizza hours: 5pm-9:45
Monday - Friday Only
NO PIZZA SERVED ON
SATURDAY OR SUNDAY.**

BASIC 12" CHEESE PIZZA \$10.50

.Mushrooms .Garlic .Green Peppers
.Pineapple .Spinach .Plum
Tomatoes .Caramelized Onions
.Black Olives .Green Olives .Onions

**\$1.75 PER ITEM ON WHOLE PIE
\$1.00 PER ITEM ON HALF PIE**

.Kalamata Olives .Artichoke Hearts
.Canadian Bacon . Anchovies
.Roasted Red Peppers.
Pepperoni .Italian Sausage Anchovies
.Sun-Dried Tomatoes .Extra Cheese

**\$2.75 PER ITEM ON WHOLE PIE
\$1.75 PER ITEM ON HALF PIE**

Harmony Specialty Pizzas

HARMONY DELUXE: \$15.50

Sausage, pepperoni, green peppers, onions, black olives & mushrooms.

HARMONY SUPER VEGGIE: \$13.95

Onions, green peppers, mushrooms, black olives & green olives.

#1-GREEK PIZZA: \$13.50

Feta and mozzarella cheeses, plum tomatoes, black olives and oregano.

#2-PESTO SPINACH: \$13.50

Pesto, spinach (no tomato sauce)

#3-FLORENTINE: \$13.50

Spinach, red onions and kalamata olives.

#4-SICILIANO: \$13.50

Italian sausage, sweet red peppers and onions.

#5-MARGHERITA: \$13.50

Plum tomatoes & fresh basil.

#6-BIANCO: \$14.25

Feta, mozzarella, Parmesan cheeses and Asiago, on an olive oil crust (no tomato sauce).

#7-QUATTRO STAGIONE-VEGGIE:

\$14.25 One-quarter Kalamata olives, one-quarter artichokes, one quarter roasted Red peppers and one-quarter mushrooms.

#8-QUATTRO STAGIONE-MEAT:

\$14.25 One-quarter black olives, one-quarter pepperoni, one-quarter sausage and one-quarter artichoke hearts.

#9-TUSCANY: \$14.25

Caramelized onions, walnuts, with bleu and mozzarella cheeses.

#10-QUATRO FORMAGGI: \$14.25

Mozzarella, Asiago, Bleu and Parmesan cheeses.

#11-RUSTICA: \$14.25

Artichoke hearts, plum tomatoes and pepperoni.

#12-PUTTANESCA: \$14.25

Garlic, kalamata olives, capers and anchovies.

#13-CAPRI: \$14.25

Mozzarella and Asiago cheeses with caramelized onions, sun dried tomatoes and capers.

#14-ABRUZZI: \$14.25

Pesto, spinach with sausage OR mushrooms (no tomato sauce).

#15-RIVIERA: \$14.25

Onions, kalamata olives, tomatoes and basil with an olive oil crust (no tomato sauce).

#16-HAWAIIAN: \$13.50

Canadian bacon and pineapple.

Please no substitutions on specialty pizzas. All pizzas have mozzarella cheese.

PLACE YOUR ORDER AT THE BAR PLEASE !!!!

Call ahead for dine-in or carry out. 249-4333

2201 Atwood Ave. Madison, WI. 53704



HARMONY BAR MENU



BURGERS

- ★HAMBURGER: \$5.75
- ★AMERICAN CHEESEBURGER: \$6.25
- ★SWISS CHEESE BURGER: \$6.25
- ★CHEDDAR BURGER: \$6.75
- ★BLEU CHEESE BURGER: \$7.00
(ADD LETTUCE & TOMATO (\$.25 each))
- ★WALNUT BURGER: \$7.25
Our own veggie burger served with lettuce, tomato and mayo. Add fried or raw onions at no charge.
- ★WALNUT BURGER W/Blue Cheese: \$7.95
- ★WALNUT BURGER W/Cheddar Cheese: \$7.95
- ★WALNUT BURGER W/American Cheese: \$7.75
- ★WALNUT BURGER W/Swiss Cheese: \$7.75

TASTY SIDES

- ★HOT CHIPS & BLEU CHEESE DIP: \$4.75
- ★ONION RINGS: \$4.25
- ★FRENCH FRIES: \$2.50
- ★CHEESE CURDS: \$4.75
- ★HOMEMADE COLESLAW: \$2.00.
- ★HOMEMADE SOUPS: Bowl \$3.95 Cup \$3.50
Add French bread for \$.50.
- ★DINNER SALAD: \$3.95.
Romaine & Iceberg lettuce W/ shredded carrots, shredded red cabbage, black olives, diced tomatoes, celery and homemade croutons.
Served with our homemade Oriental Sesame vinaigrette. Substitute Bleu cheese dressing for \$.75.
Add French bread for \$.50.
- ★HOT SOFT PRETZELS/4 PER-ORDER: \$5.00
(Served w/ Garlic & Honey Mustard)
(PIZZA HOURS ONLY)

SANDWICHES, ETC.

- ★BRAT WURST: \$5.25.
Wisconsin Bratwurst served with sautéed sauerkraut on a toasted bun. Ask for onions.
- ★GRILLED CHICKEN SANDWICH: \$7.25.
A marinated chicken breast, with lettuce, tomato, and mayo. Served on a bun
- ★GRILLED PORTABELLA MUSHROOM SAND: \$6.75
A Marinated grilled portabella mushroom topped with roasted red peppers, garlic mayo, romaine lettuce and provolone cheese then drizzled with balsamic vinegar. Served on a bun with a bag of chips.
- ★BBQ PORK SANDWICH: \$ 7.25.
Hand pulled pork roast sandwich with a sweet BBQ sauce. Served on a bun with a side of coleslaw.
- ★TUNA STEAK SANDWICH: \$ 9.25.
A marinated grilled yellow fin tuna steak topped with lemon mayo and lettuce. Served on a bun with a side of coleslaw.

MORE SANDWICHES, ETC.

- ★SESAME NOODLE SALAD: \$6.50
Fettuccine noodles, sliced carrots, scallions black olives and toasted Sesame seeds tossed with our Oriental Sesame Vinaigrette. Served with French bread.
- ★HOT WHITEHOUSE TURKEY SAND: \$7.25. Smoked Turkey, Swiss cheese, fried onions and 1000 Island dressing grilled on light rye bread. Server w/ Coleslaw.
- ★ COLD TURKEY SANDWICH: \$7.25.
Smoked turkey breast on light rye with Swiss cheese, cranberry sauce, lettuce and mayo.
Served with coleslaw.
- ★GRILLED HAM AND SWISS: \$5.75.
Grilled ham and Swiss on a honey wheat bread.
- ★GRILLED CHEESE: \$ 4.75.
Grilled American cheese on honey wheat bread.
- ★CHEESE QUESADILLA: \$7.25.
Grilled flour tortilla with cheddar cheese. Served with a side of salsa & jalapenos.
Add sour cream -\$.50
- ★DENVER QUESADILLA: \$7.95.
A grilled flour tortilla with cheddar cheese, onions, green peppers and tomatoes. Served with salsa, jalapenos, and sour crème.
- ★VEGGIE NACHO PLATE: -\$7.75.
A plateful of corn tortilla chips, black olives, onions, jalapenos, cheddar cheese, salsa and sour crème.
- ★MEAT NACHO PLATE: All the above w/ spiced ground beef taco meat. -\$9.25

DINNER PLATES & SALADS

- ★MARINATED CHICKEN PLATE: \$9.75.
Grilled chicken breast served with a cranberry pecan butter sauce and a side of our own Sesame noodle salad.
- ★MARINATED TUNA PLATE: \$10.95.
Grilled yellow fin tuna steak topped with pineapple chutney and a side of our own Sesame noodle salad.
- ★CALIFORNIA GRILLED CHICKEN SALAD: \$9.75.
Sliced marinated chicken breast severed on bed of iceberg and romaine lettuce with shredded carrots, red cabbage, black olives, diced tomatoes, celery, homemade croutons and tossed with our Oriental Sesame vinaigrette.
- ★TUNA CEASAR SALAD: \$10.95.
Romaine lettuce tossed with our own Caesar dressing, homemade croutons and topped with a slices of grilled yellow fin tuna steak.
- ★DINNER SPECIALS LISTED ON THE SPECIAL BOARD.

*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH OR EGGS MAY INCREASE YOUR RISK OF FOOD BORN ILLNESS.

PLACE YOUR ORDER AT THE BAR PLEASE !!!!

Call ahead for dine-in or carry out. 249-4333 2201 Atwood Ave. Madison, WI. 53704