

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning June 30 2008 ending June 30 2008

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

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): **Mad Pianos Inc**

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	President	Brian Bernier	4418 Cedar Creek Rd. Grouton 53024
Vice President/Member	Vice Pres	Theodore Oliver	4742 W Deer Run Dr. Brown Deer WI 53223
Secretary/Member			
Treasurer/Member			
Agent	Brian Bernier	4418 Cedar Creek Rd. Grouton	53024
Directors/Managers			

- 3 Trade Name **Lucilles Rockin' Pianos** Business Phone Number **262-993 4510**
 4 Address of Premises **14 West Middleton** Post Office & Zip Code **Madison 53703**

- 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 **5/10/07** 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) **see back side**

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) **14 W. Middleton St. 1st Floor - see actual**

- 10 Legal description (omit if street address is given above): **Same as 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? **Kimia Lounge**
 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 officers, 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 25 day of May 2008
 _____ (Clerk/Notary Public)
 _____ (Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)
 _____ (Officer of Corporation/Member/Manager of Limited Liability Company /Partner)
 My commission expires 10/31/08
 _____ (Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk 5/25/07	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued 77741	

Applicant's Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN):	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>20</u>
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

Registrar # 06651

City of Madison Liquor/Beer Original Supplemental Form

Office Use Only

- | | |
|---|--|
| <input type="checkbox"/> Seller's Permit Number
<input type="checkbox"/> Federal Employer Identification Number
<input checked="" type="checkbox"/> Notarized Original Application Form (AT-106)
<input checked="" type="checkbox"/> Notarized Supplemental Form
<input 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 type="checkbox"/> Lease
<input type="checkbox"/> Notarized Transfer of Ownership Letter <i>NA</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 <i>GC</i>
<input checked="" type="checkbox"/> Sample Menu, if possible
<input checked="" 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 Michael Vorvor can be reached at: 255-6498
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. They have not submitted them as of yet
3. Name of Applicant/Partner/Corporation/LLC Mad Pianos Inc DBA Lucille's Pianos ^{Rockin'}
4. Telephone Number: 262-993 4510
5. Address of Licensed Premise 14 W. Michigan St. Madison WI 53703
6. Anticipated opening date: Sept 1st 2007
7. Mailing address if not opening immediately 1110 N. Old World Third St. Milwaukee WI 53203

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:
Restaurant with dueling piano entertainment, staff does choreographed songs dancing (grease lightning, save a horse + others) open M-Thur 11 A.M - 1:30 A.M Fri-Sat 11 A.M - 2:30 A.M

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.**

Overall Dimentions 40 x 127 plus 28 x 50, seating will be around pianos + bar area approx 200 seats, capacity approx 330 plus 20 employees per David Furch in Madison. Bar sizes ar 10' x 9' + 9' x 28'. Restaurant / Bar area stored 24' x 27 (alcohol + Dry Goods) Bar/Ret area 90' x 40'

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. Street parking + City parking ramp.

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

Owed + Operated a coffee house + restaurant for 2 yrs, Owermer + Gen Men. of Lucilles / Milw. 3 years, successfully trained Gen. mays in both businesses, have an employee handbook with precise duties, monthly staff meetings

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. Brian Bernier

Name
4418 Cedar Creek Rd. Creston WI 53024
 Address City State Zip

15. Excluding pre-packaged snacks, how late will food be served? Midnight Tue-Thur, 1 A.M Fri + Sat.

16. What type of food will you be serving, if any? Fancy sandwiches, burgers, soups, salads buffets for parties of 30 or more, (Prime Rib, Grouper, Barbeyud Ribs, Steak)

17. Indicate any other product/service offered: Venue for Corporate functions, providing food + Entertainment

18. Describe your target market 21 to 70, anyone who loves to sing + clap along to great live music + enjoy a good meal. Come for the food stay for the Fun

19. What is your estimated capacity? 300 - 350

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: Martin Rifken

Address of Owner: _____ Phone Number _____

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

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: ^{Approx} 30 %

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
Brian A Bernier	4418 Cedar Creek Rd Graston WI. 53024
Theodore Oliver	4742 W. Deer Run Dr. # 101 Brown Deer WI. 53223

Stockholder's Name	Address	Extent of Ownership%
All		
Not determined yet		
none over 10%		
Except above		

Manager's Name	Address	Business Phone	Home Phone
Brian A Bernier	4418 Cedar Creek Rd	414 225 0304	262 993 4510

27. 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: January 1 – December 31 July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	49.80 %
Percent Gross Receipts from Food	35.69 %
Percent Gross Receipts from Other	14.51 %
Total Gross Receipts	100 %

Do you have written records to document the percentages shown? Yes No *Estimate/Bus. Plan*
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? 8-10

33. What hours, if any, will food service not be available? *Sunday Close* After 1 a.m. - 10⁵⁹ a.m. Tue - Sat

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

Local papers, downtown bus. orgs., Chamber Commerce, Vistas + Conv. Bureau
Daily Food Specials, Live music, Corporate events, the fun experience

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 25 day of May, 2008

(Clerk/Notary Public)

[Signature]

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

[Signature]

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

My commission expires 10/31/08

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

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



Security Plan 14 W. Misslin

Entertainment: Dueling Pianos

Two piano players sing and play songs, once in a while using other instruments such as trumpet, harmonica, drums ^{-guitar} to enhance a song.

Security Personal:

All will be trained to check I.D.s using materials provided by local law enforcement. Height chart marked where patrons enter.

No patrons allowed under the age of 21 years old 30 mins after entertainment starts on Tue-Thur.

1 hour on Fri + Sat (9 p.m.)

Patrons observed to be impaired will be offered a taxi call. (numbers posted a door station)

Door personal will have two counters, one for guests coming in, one for guests leaving. Main front entrance on Misslin will be used.

No guests are allowed in if they appear to have been overserved or drinking before coming to Lucille's after 9 p.m. Restaurant hours they can come in for coffee, food, ect. Employees will be notified not to serve them alcohol.

1110 North Old World Third Street • Milwaukee, Wisconsin 53203

Phone: 414.225.0304 • Fax: 414.225.0305

www.LucillesRocks.com



Security Plan Continued (page 2)

There will be at least 1 security personal for every 50 patrons during the dueling piano show.

Security cameras will be throughout Lucilles to ensure a safe fun environment. One at the front door where patrons can be observed + money is being collected for cover charge.

Outdoor will be patrolled to ensure no loitering or problems exist. Staff will be outside when Lucilles closes to ensure safety of guests leaving and make sure guests move along. Side walks are inspected to pick up any trash that may have been dropped.

Anyone presenting a fake I. D. will have it taken away and turned over to madison police.

If a guest causes a disturbance or a fight that guest will be detained and madison police will be called.

All security personal will have a shirt that displays Lucilles logo largely on front of shirt. We will employ 6-8 security personal with two of them being managers, One will be on each night.



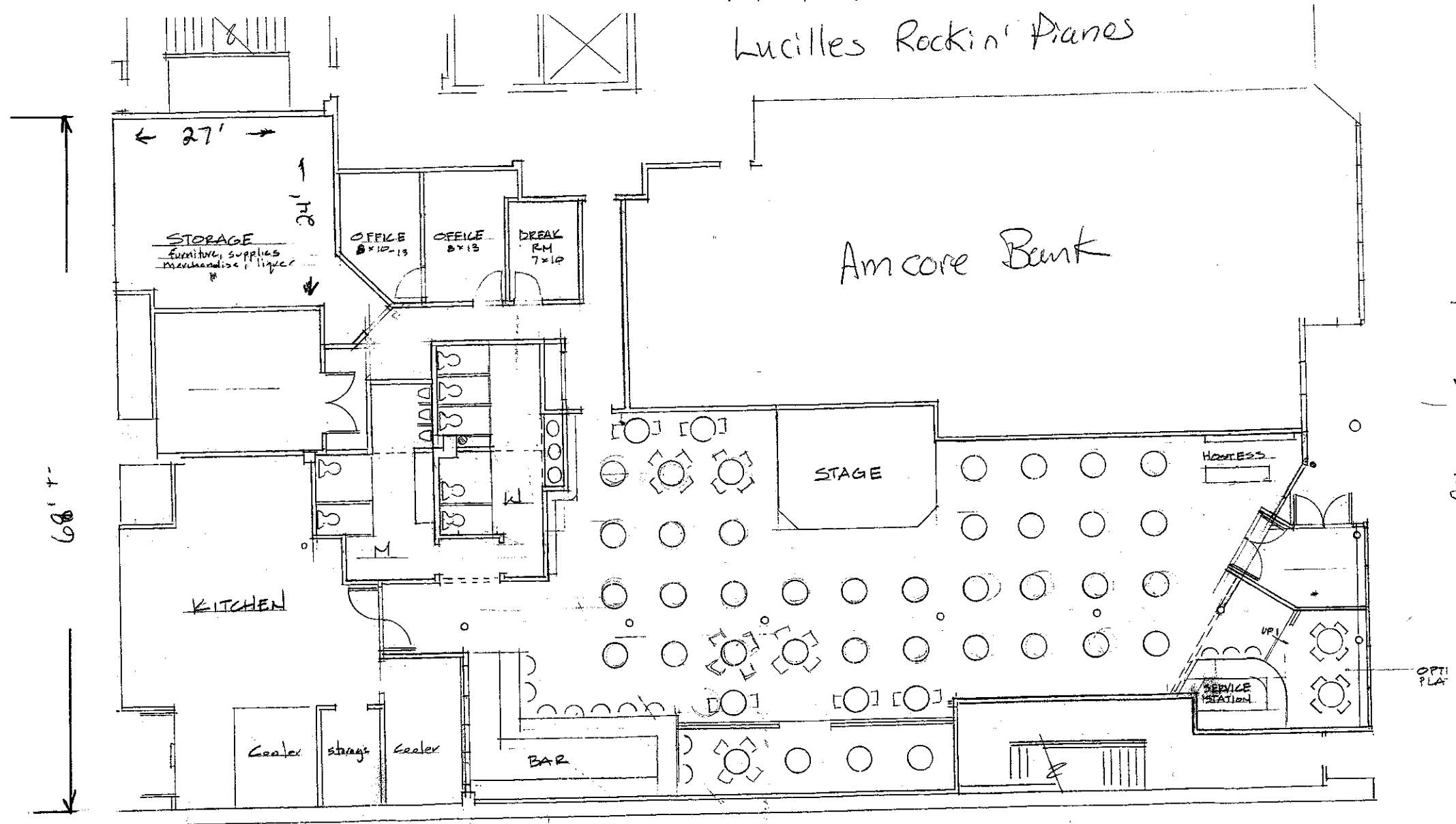
(page 3)

Names and dates of birth of managers
will be furnished when personal is hired.

Thank You
Brian Bernier
262-993-4510

P.S. All of my bartenders are required to be
licensed within in 90 days of employment.

Mad Pianos Inc.
Lucilles Rockin' Pianos



← 27' →

68' ±

124' ± 50x4

LUCILLE'S 14 W. MIFFLIN 1ST FLR

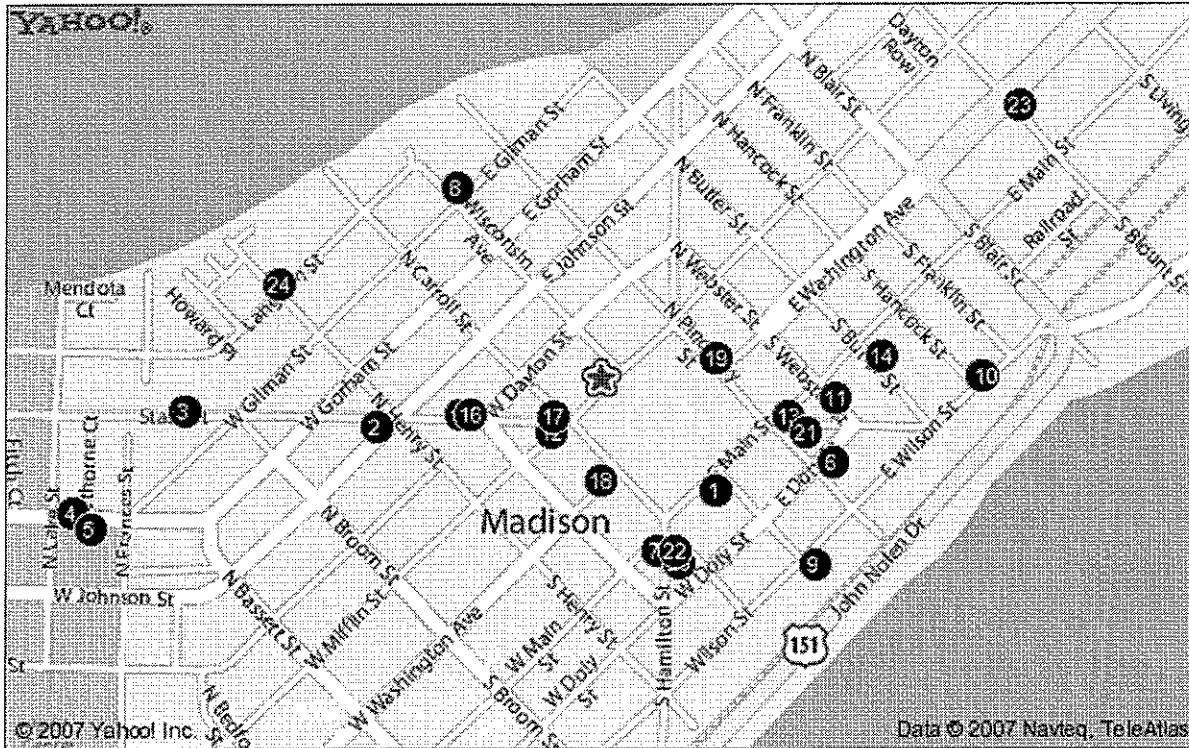
5325 sq. ft

1/8" = 1'-0"

1/16" = 1'-0"

LISA DOCTER
ARCH. ARTWORKS
414 403.0453

Yahoo! Maps - 14 W MIFFLIN ST, Madison, WI 53703, US



Your Points of Interest

- 1 Brocach Irish **Pub** (608) 255-2015 ★★★★★
7 W Main St Madison, WI 53703
- 2 Irish **Pub** (608) 256-6071
317 State St Madison, WI 53703
- 3 **Pub** (608) 256-2464 ★★☆☆☆
552 State St Madison, WI 53703
- 4 Church Key **Pub** & Grill (608) 259-0444 ★★★★★
626 University Ave Madison, WI 53715
- 5 Madison Avenue (608) 257-1122
624 University Ave Madison, WI 53715
- 6 Great Dane Brew **Pub** (608) 284-0000 ★★★★★
123 E Doty St Madison, WI 53703
- 7 Willy Street **Pub** & Grill (608) 256-8211 ★★★★★
852 Williamson St Madison, WI 53703
- 8 Slipper Club (608) 268-0909
121 W Main St Madison, WI 53703
- 9 Lemon Elmer J Cert **Pub** Acctnt (608) 238-1324
2 E Gilman St Madison, WI 53703

- 10 Madison Club (608) 255-4861
5 E Wilson St Madison, WI 53703
- 11. Cardinal **Bar** (608) 251-0080
418 E Wilson St Madison, WI 53703
- 12 Board-Commissioners Public (608) 266-0034
125 S Webster St Ste 200 Madison, WI 53702
- 13 Comedy Club (608) 256-0099 ★★★★★
119 State St Madison, WI 53703
- 14. King Club Incorporated (608) 251-5464
114 King St Madison, WI 53703
- 15 Kens **Bar** & Grill (608) 257-1176
117 S Butler St Madison, WI 53703
- 16 Nick's Restaurant (608) 255-5450 ★★★★★
226 State St Madison, WI 53703
- 17. Paul's Club (608) 257-5250 ★★★
212 State St Madison, WI 53703
- 18. State **Bar** & Grill (608) 294-9988
118 State St Madison, WI 53703
- 19 Sierra Club Midwest Ofc (608) 257-4994
122 W Washington Ave # 830 Madison, WI 53703
- 20. Lions Club Madison Central (608) 442-5814
7 N Pinckney St Madison, WI 53703
- 21 Gennas Lounge (608) 255-4770 ★★★★★
105 W Main St Madison, WI 53703
- 22 Opus Lounge (608) 441-6787 ★★★★★
116 King St Madison, WI 53703
- 23. Shamrock **Bar** (608) 255-5029 ★★★★★
117 W Main St Madison, WI 53703
- 24 Brass Ring **Bar** & Restaurant (608) 256-9359 ★★★★★
701 E Washington Ave Madison, WI 53703
- 25. Kappa Kappa Gamma (608) 255-6764
601 N Henry St Madison, WI 53703

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.

