

25270

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20____ ;
ending _____ 20____

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

County of Dane Aldermanic Dist. No. 6 (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): **▶ Rising Dough, Inc**

Applicant's Wisconsin Seller's Permit Number: 036-1027031456-03	
Federal Employer Identification Number (FEIN): 27-0718515	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input checked="" type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

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>President</u>	<u>Andrew Hutchison</u>	<u>198 Dixon St, Madison WI 53704</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member	<u>Secretary</u>	<u>David Lohrentz</u>	<u>2906 Barlow St, Madison WI 53705</u>
Agent	▶	<u>David Lohrentz</u>	
Directors/Managers			

3. Trade Name **▶** Madison Sourdough Business Phone Number 608-442-8009
 4. Address of Premises **▶** 916 Williamson St, Post Office & Zip Code **▶** Madison WI 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 08/05/09 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.)

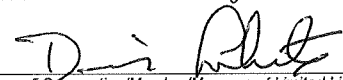
9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) Building consists of cafe, kitchen, and production bakery

10. Legal description (omit if street address is given 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? _____
 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 officer(s), 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 _____ day of _____, 20____


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

(Clerk/Notary Public)

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

My commission expires _____

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

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>4CCLB-2012-00064</u>	

AD-6
PD-408

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent <small>* Corporation/LLC only</small>	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Rising Dough, Inc
2. Address of Licensed Premise 916 Williamson St, Madison WI 53703
3. Telephone Number: 608-442-8009 4. Anticipated opening date: Already Open
5. Mailing address if not opening immediately _____
6. 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
7. Are there any special conditions desired by the neighborhood? Yes No
 Explain. Patio furniture inaccessible at night; no late night events
8. Business Description, including hours of operation: Wholesale Bakery operated from 1:00 AM to 3:00 PM; Cafe/Retail Bakery operated from 6:30 AM until 5:00 PM; periodic evening events.
9. Do you plan to have live entertainment? No Yes—What kind? _____
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.**
See Attachment A, Written Description of Building
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. Parking available in Plan B lot;
We don't anticipate problems due to our hours of operation.
13. Describe your management experience, staffing levels, duties and employee training.
See Attachment B, Management Experience
14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.
David Lohrentz 916 Williamson St, Madison WI 53703

Name

Address

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

Undergrad and Grad Students, residents of the Willy St Neighborhood, people who work downtown.

16. What age range would you hope to attract to your establishment? 1 - 80

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

Cross-promotion at farmers market and grocery stores. Newsletters, social media, Email.

Promoting Bread, Pastry and Cafe food.

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: Chvala Ventures LLC

Address of Owner: 44 E. Mifflin St, Suite 802, Madison WI 53703 Phone Number 608-258-8222

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

Andrew Hutchison 198 Dixon St, Madison WI 53704
Name Address

David Lohrentz 2906 Barlow St, Madison WI 53705
Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Andrew Hutchison 198 Dixon St, Madison WI 53704 99%
Name Address % of Ownership

David Lohrentz 2906 Barlow St, Madison WI 53705 1%
Name Address % of Ownership

Name Address % of Ownership

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

Other Please Explain. Bakery/Cafe

24. What type of food will you be serving, if any? Breakfast & Lunch items featuring

Breakfast Lunch Dinner

our bread & pastry.

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 See Attached Winter 2012 Menu

26. During what hours of your operation do you plan to serve food? 6:30 AM - 2:30 PM

27. What hours, if any, will food service not be available? 2:30 PM - 5:00 PM
28. Indicate any other product/service offered. Bread and Pastries
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? Six
During what hours do you anticipate they will be on duty? 6:30 AM - 5:30 PM
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? _____
How many bartenders do you anticipate you would have working at one time on a busy night? _____
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?
40% (Not counting bakery production)
39. 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? 0%
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? Indoor: 52, Outdoor: 30

43. Pursuant to Chapter 38.02 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	5	%
Gross Receipts from Food and Non-Alcoholic Beverages	42	%
Gross Receipts from Other	53	%
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.

53% Estimate includes Bread & pastry sold via Wholesale & Farmers Mkts.

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 _____ day of _____, 20____



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

(Clerk/Notary Public)


My commission expires _____

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, David Lohrentz, officer/member for Rising Dough, Inc
(Corporation/LLC), doing business as Madison Sourdough authorize and appoint
David Lohrentz (Name) as the liquor/beer agent for the premise
located at 916 Williamson St, Madison WI 53703

Subscribed and sworn to before me this
_____ Day of _____, 20_____



Signature of Officer/Member

Notary Public, Dane County, Wisconsin
My Commission Expires _____

To be completed by appointed Liquor/Beer Agent

I, David Lohrentz, appointed **liquor/beer agent** for
Rising Dough, Inc (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 1 %.

Subscribed and sworn to before me this
_____ Day of _____, 20_____


Signature of Agent

Notary Public, Dane County, Wisconsin
My Commission Expires _____

The appointed Liquor/Beer Agent must complete the other side of this form.

WINTER
2012



**MADISON
SOURDOUGH**

OPEN MON-SAT:
6:30a-5:00p

OPEN SUNDAY:
8:00a-5:00p

KITCHEN OPEN:
until 2:30p

STAY IN TOUCH!

CALL US AT:
(608) 442 - 8009

CHECK OUT OUR WEBSITE:
madisonsourdough.com

**OR FOLLOW US ON
FACEBOOK:**
www.facebook.com/
madisonsourdough

**ASK ABOUT OUR
CATERING MENU!**

BREAKFAST

- 1) Bread and jam plate** - daily breads w/ house-made preserves and butter.....\$5.00
- 2) House granola** w/ Sugar River Dairy yogurt\$5.00
- 3) Potato hash** w/ red onion, ham, and spinach, topped w/ two fried eggs\$8.25
- 4) Baker's breakfast** - baguette, house smoked ham, two fried eggs, and green salad\$7.95
- 5) Steel cut oatmeal** w/ pecans and maple.....\$5.50
- 6) Breakfast sandwich** w/ egg, aioli*, and cheddar on toasted croissant; served w/ green salad\$6.50
Add house-smoked ham or bacon.....\$2.50
- 7) Sourdough French toast** w/ bourbon spice creme anglaise\$7.95
- 8) Omelets** - served w/ green salad and sliced baguette
 - House ricotta, spinach, & ham\$8.25
 - Sun dried tomato pesto & fresh mozzarella\$8.25
 - Smoked salmon, onion, & dill cream cheese\$8.25
 - Roasted red pepper, artichoke, spinach, olive & Fontina cheese\$8.25

DAILY SPECIALS

- Quiche** - Changes daily using fresh, seasonal ingredients; served w/ aioli* and green salad\$6.50
- Soup** by the cup\$3.50
- Soup** by the bowl.....\$5.95
- Combo** any half sandwich (except the braised short ribs) w/ cup of soup\$9.25

SALADS

- Toasted Barley salad** w/ spinach, romaine, hard boiled egg, dried cranberries, croutons, Chevre cheese and mustard shallot vinaigrette.....\$8.00
- Nicoise salad** w/ spinach, romaine, albacore tuna, olives, hard-boiled egg, pickled green beans, sun dried tomatoes, and mustard shallot vinaigrette.....\$8.50
- Mediterranean** w/ spinach, romaine, roasted red pepper, artichoke, olives, Chevre cheese, hard-boiled egg, and mustard shallot vinaigrette.....\$7.75

CHILDREN'S MENU

- Grilled Cheese.....\$4.95
 - PB&J\$4.95
 - Two eggs scrambled\$4.95
 - French toast\$4.95
 - Toast w/ Nutella\$4.95
- All served with fresh fruit.

HOT-PRESSED SANDWICHES

- 9) Grilled butternut squash** w/ caramelized onions, spinach, & Chevre cheese\$7.95
- 10) Roast turkey** w/ cranberry chutney, Brie cheese, and spinach\$8.50
- 11) Braised short ribs** w/ caramelized onion béchamel and spinach, open faced on toasted miche\$8.95
- 12) Grilled cheese** w/ sun-dried tomato pesto, fresh mozzarella & spinach.....\$7.50
- 13) Maple glazed pork loin** w/ spicy apple-pear chutney, spinach, and Chevre\$8.95
- 14) House veggie burger**, w/ sun-dried tomato pesto, spinach, aioli* & fontina cheese on a toasted bun.....\$7.95
- 15) Roast beef** w/ caramelized onions, horseradish aioli*, Fontina cheese, and spinach\$8.95

All sandwiches served on miche (except veggie burger) w/ a side salad of toasted barley, spinach, romaine, and mustard shallot vinaigrette.

DELI-STYLE SANDWICHES

- 16) Tuna salad** w/ red onion and capers on white sourdough w/ cheddar, aioli*, and greens\$8.50
- 17) Salami** w/ roasted red pepper, artichoke, spinach, fresh mozzarella & vinaigrette on white sourdough...\$8.50
- 18) BLT**, w/ sun-dried tomato pesto, spinach, and aioli* on white sourdough.....\$8.50
- 19) House smoked salmon** w/ dill cream cheese, red onion, & cucumber, open-faced on cracked rye.....\$8.50

All sandwiches served w/ a side salad of toasted barley, spinach, romaine, and mustard shallot vinaigrette.

SIDES

- Fruit**.....\$3.00
- Substitute fruit** for side salad\$1.50
- Substitute soup** for side salad with any full sized sandwich\$2.00
- Side salad**.....\$2.00
- Bacon or ham**\$3.00
- Salmon**\$3.50
- Bowl of soup** upgrade on combo\$2.50
- Preserves, maple syrup, or Nutella**.....\$1.75

• We proudly serve dairy from Sassy Cow Creamery, eggs from Yuppie Hill Poultry and New Century Farms, and beef and pork from Fountain Prairie. We use local and seasonal ingredients whenever possible.

* Consuming raw or under-cooked foods may increase your risk for food-borne illness. Aioli contains raw egg.

Madison Sourdough

Beer and Wine Menu

Beer

New Glarus Spotted Cow

New Glarus Raspberry Tart

New Glarus Fat Squirrel

Lake Louie Warped Speed Scotch Ale

Lake Louie Kiss the Lips

Lake Louie Cream Ale

Ale Asylum Porter

Ale Asylum Hopelicious

Ale Asylum Ambergeddon

Brew Farm Matababras

White Wines

Wollersheim Prairie Fume

Wollersheim Riesling

Botham Riesling

William Hill Chardonnay

Red Wines

Santa Ema Reserve Cabernet Sauvignon

William Hill Cabernet Sauvignon

Trapiche Pinot Noir



MARQUETTE NEIGHBORHOOD ASSOCIATION
A Place for All People - Established 1968
953 Jenifer Street
PO Box 3223
Madison, WI 53704

Board of Directors

Scott B. Thornton, President	Carl Durocher
Todd Jensen, Vice President	Corey Gresen
Cheryl Solaris, Treasurer	Michael Jacob
Mike Soref, Secretary	Lindsey Lee
Tom Boos	Julie Spears
John Coleman	Anne Walker

* Via e-mail *

January 27, 2012

David Lohrentz
Andrew Hutchison
Madison Sourdough

Dear David and Andrew -

Thank you for attending the December meeting of the Marquette Neighborhood Association (MNA) board. The board appreciates your on-going communications with us as your business grows. As we discussed at the meeting, the board supports your plans for the patio area and application to the city for the liquor license for beer and wine. The boards approved this position unanimously, and only ask that the patio area close at 10:00 p.m.

Thank you again for your engagement with the neighborhood.

Sincerely,

Scott B. Thornton, President
On Behalf of the Board of Directors
Marquette Neighborhood Association

Cc: Mark Woulf, City of Madison
Eric Christianson, City of Madison
Madison Alcohol License Review Committee
Alder Marsha Rummel
MNA Board

Madison Sourdough Business Plan

I. Business Description

a. History

Madison Sourdough was started on Williamson Street in 1994 by Cam Ramsay. After several years, he moved the company to Middleton, and then temporarily closed the company in 2000. Ramsay re-opened the company in 2002 on Mineral Point Road in the Clock Tower Court shopping center. In 2009 he sold the company to current owners, Andrew Hutchison and David Lohrentz. In April 2010 the Mineral Point Road location was closed and the company reopened at 916 Williamson St, with a production bakery, kitchen, and a café/retail bakery.

b. Business Units

Madison Sourdough operates three business units, a wholesale bakery, a farmers' market vending operation, and a café at 916 Williamson St. The wholesale customers include restaurants, coffee shops and grocery stores. During 2011, café sales were 45% of company-wide revenue. The café and retail bakery is open Mon-Sat from 6:30 AM until 5:00 PM, and Sundays from 8:00 AM to 5:00 PM.

c. Products

- i. Madison Sourdough bakery produces a variety of artisanal breads, including baguettes, hearth loaves, organic Miche, ciabatta, burger buns, and a variety of periodic specialties. The bakery also produces pastries such as croissants, *pain au chocolat*, brioche, scones and cookies.

- ii. The café serves breakfast and lunch from 6:30 AM to 2:30 PM, showcasing in-house breads and pastries, plus locally-sourced, fresh ingredients. The café menu includes a variety of breakfast items, hot pressed sandwiches, cold deli sandwiches, soups and salads.

II. 2012 Improvements to Café

a. Periodic Evening Events

Madison Sourdough Café intends to keep our current hours, serving breakfast and lunch, but not dinner. However, in addition to regular hours, Madison Sourdough intends to hold periodic themed dinners and fund-raising events, at a frequency of once or twice per month. These themed events will typically finish no later than 9:00 PM.

b. Outdoor Terrace

In spring 2012, Madison Sourdough intends to construct an outdoor terrace, with seating for about 25 people. To create this terrace, Madison Sourdough intends to eliminate two parking stalls in front of 916 Williamson St. To accommodate neighborhood concern about late night noise, all seating will be either stacked and locked outside after hours, or stored inside after we close.

c. Beer and Wine License

Madison Sourdough intends to acquire a Class B Beer and Class C Wine license in 2012. We anticipate that alcohol sales will be less than 5% of company-wide sales. Madison Sourdough has no intention to become a bar or to serve liquor late at night. The Company seeks a liquor licenses for monthly dinner events, to enhance current offerings and to add more appeal to our weekend brunch and the terrace.

III. Management Team

- a. Andrew Hutchison is co-owner and head of production. Drew has four years experience as apprentice to previous Madison Sourdough owner Cam Ramsay and two years as co-owner of Madison Sourdough and head of Bakery Operations.
- b. David Lohrentz is co-owner and head of business operations. David has an MBA in Entrepreneurship from the University of Wisconsin, and previously worked in commercial real estate and as a business banker at Amcore Bank. David has been with Madison Sourdough since March 2009.
- c. Molly Maciejewski is executive chef. Molly has two years of experience as executive chef at Madison Sourdough and prior training at the American Club in Kohler. Molly is in charge of the kitchen and does menu planning. Molly has been with Madison Sourdough since April 2010.
- d. Sadie Schnitzler Scherchan is Retail/Café Manager. Sadie has a business degree focused on Organizational Development and Sustainability and has fifteen years of experience in youth and community development in a non-profit setting. Sadie has been in a management position with Madison Sourdough since the café opened in Spring of 2010, and was promoted to Retail Manager in July 2011.
- e. Adam Kneuppel is head baker, and has prior experience working as a baker at the American Club in Kohler. Adam has been with Madison Sourdough since November 2009.

Attachment A

Written Description of Building

The building at 916 and 924 Williamson St. is divided into two units; the area occupied by Madison Sourdough at 916 Williamson St. accounts for about 4000 sq feet, which is about two-thirds of the building. The remainder on the east side is Midwest Clay Project, and has an address of 924 Williamson St. The building is set back from the street by about 30 feet, providing a privately-owned 30 X 60 foot area between the sidewalk and the building. At this point there are 4 paved parking stalls in this space, and an unpaved area in front of 924 Williamson St.

We are proposing to eliminate two parking stalls and put in a patio with outdoor seating. Approximately one third of the outdoor space will be used for two parking stalls, one stall in front of the garage door reserved for the Madison Sourdough Delivery van, and one handicapped parking stall. We are proposing that the remainder of the space be converted to a patio with outdoor seating for 30 people, and parking for about ten bicycles.

In the front of the building, approximately 1100 square feet is currently being used for our café and retail bakery. The seating is divided into two rooms, with about 450 square feet in the back and 650 square feet in the front. Behind the back dining area are two public restrooms. On the west side of the building is an unheated garage area about 15 X 30 feet, with a garage door.

Behind the front café area and adjacent to the back dining room is a kitchen area of approximately 400 square feet, with stove, oven, grill, dish washing sink and dish machine, and prep area. Along the west wall are three walk in units, a walk in freezer, a walk in refrigerator, and a bread retarder.

Behind the dish washing area is our production bakery with about 2000 sq feet, and in the rear is a laundry area, office, and employee bathroom.

Attachment B Management Experience

The owners are involved in the day-to-day operations and are present seven days per week, but also consider it critical to have a strong, empowered managerial team. .

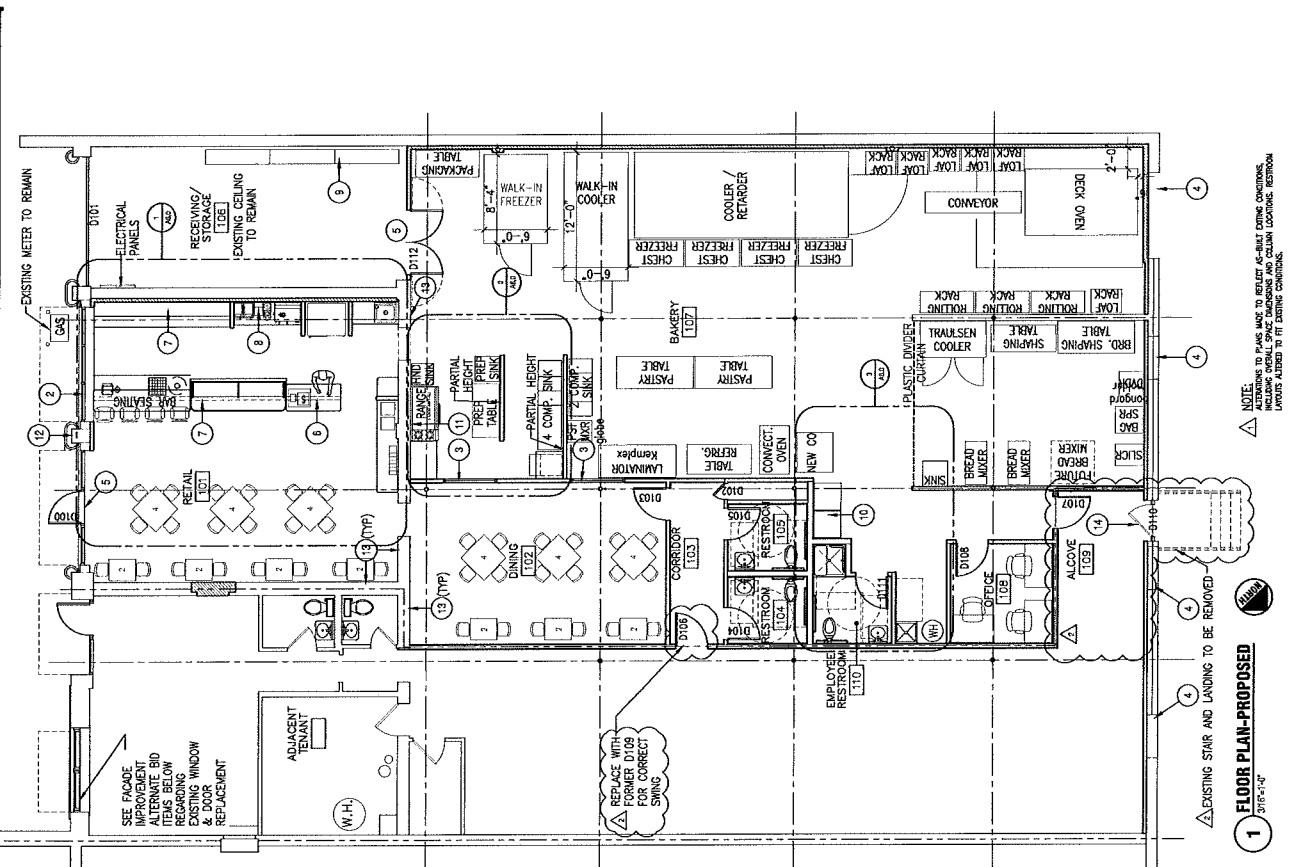
Andrew Hutchison—four years as apprentice to previous owner Cam Ramsay and two years as co-owner of Madison Sourdough and head of Bakery Operations. Experience training numerous bakery staff during this time.

David Lohrentz—MBA in Entrepreneurship from the University of Wisconsin, two years as co-owner of Madison Sourdough and head of finance and business operations. David previously worked in commercial real estate and was a business banker at Amcore Bank.

Molly Maciejewski—Executive chef. Molly has two years of experience as executive chef at Madison Sourdough and prior training at the American Club in Kohler. Molly is in charge of the kitchen and does menu planning. Molly has been training kitchen staff at Madison Sourdough since April 2010.

Sadie Schnitzler Scherchan—Retail/Café Manager. Sadie has a business degree focused on Organizational Development and Sustainability and has fifteen years of experience in youth and community development in a non-profit setting. Sadie has been in a management position with Madison Sourdough since the café opened in Spring of 2010, and was promoted to Retail Manager in July 2011. Sadie has been training our front of house staff since April 2010.

Adam Kneuppel—Head Baker. Adam has a culinary school degree and previously worked as baker at the American Club in Kohler. Adam has been with Madison Sourdough since November 2009.



GENERAL PLAN NOTES:

1. SALVAGE AND TURN OVER TO OWNER ALL EXISTING LIGHT FIXTURES, DOORS, WOOD TRIM, EQUIPMENT AND HARDWARE FOR REUSE WHERE APPLICABLE.
2. THE MAJORITY OF EXTERIOR WALLS AND ROOF STRUCTURE SHALL REMAIN IN-TACT AND UNDISTURBED. WHERE MODIFICATION IS NECESSARY AS NOTED ON PLANS, RESTORE TO EXISTING CONDITION. EXISTING AIR/MOOR BARRIERS AND THERMAL ENVELOPE DESIGN. WHERE EXISTING FOIL FACED INSULATION BELOW ROOF SHOWS DAMAGE, PATCH OR REPLACE VAPOR BARRIER.
3. PATCH AND REPAIR ADJACENT WALLS AND FLOOR SURFACES TO PROVIDE A UNIFORM FINISH WHERE NECESSARY AT AREAS OF REMOVAL. LOCATIONS OF REMOVED ACCESSORIES OR HARDWARE, AND ANY NEW OR RELOCATED PARTITION WALLS, MATCH EXISTING FLOOR FINISHES, WALL FINISHES AND BASE MATERIALS UNLESS OTHERWISE SPECIFIED IN FINISH NOTES OR ON PLANS.
4. PROVIDE ADA APPROVED THRESHOLDS AT ALL NEW FLOOR TRANSITIONS AND DOORWAYS.
5. COORDINATE ALL INTERIOR FINISHES AND SELECTION OF COLORS WITH OWNER AND TENANT PRIOR TO CONSTRUCTION.
6. ALL RELOCATED OR NEW EQUIPMENT AND RELATED HVAC, PLUMBING OR ELECTRICAL REQUIREMENTS TO BE VERIFIED WITH TENANT.
7. PROVIDE ALL RESTROOM ACCESSORIES AND FIXTURES PER DETAIL 2/A2.1

KEYED PLAN NOTES:

1. NEW CHAIRS AMMINS TO REPLACE EXISTING AMMINS. COORDINATE SELECTION OF COLOR AND STYLE WITH OWNER AND ARCHITECT
2. NEW CLEAR ANODIZED ALUMINUM FRAMED WINDOW TO FIT OPENING. 7'-0"x24'-0" WITH LOW-E GLAZING (BASE BID) TO REPLACE EXISTING WOOD FRAMED WINDOW. SEE NOTE 12 BELOW REGARDING EXTERIOR FACADE IMPROVEMENTS.
3. NEW WOOD OR H.M. FRAMED INTERIOR WINDOW. PAINT FRAME TO MATCH BUILDING STANDARD. 3'-4'-0" LAMINATED SAFETY GLAZING.
4. EXISTING (4) MASONRY WINDOW OPENINGS TO BE INFILLED WITH NEW GLASS BLOCK
5. EXISTING FLOOR TO BE LEVELLED AT THRESHOLD
6. NEW POINT OF SALES TERMINAL WITH ADA CUSTOM TRANSDUCTION COUNTER, WORK SURFACE COUNTER AND CASSETTE STOVE. PROVIDE WITH RECEPTION AREA AND EXTENSION OF EXISTING DATA/ELECTRICAL SERVICES TO COUNTER LOCATION THROUGH ADJACENT WALLS.
7. NEW CUSTOM DISPLAY CASEWORK TO BE COORDINATED WITH OWNER AND TENANT PRIOR TO CONSTRUCTION START. PROVIDE ADEQUATE BLOCKING AT MOUNTING HEIGHTS. COORDINATE ADDITIONAL LIGHTING REQUIREMENTS OR ELECTRICAL CONNECTIONS WHERE NECESSARY.
8. WALL MOUNTED OR APPLIED STORAGE TO BE COORDINATED WITH OWNER AND TENANT PRIOR TO CONSTRUCTION START. PROVIDE ADEQUATE BLOCKING AT MOUNTING HEIGHTS PER MANUFACTURER'S RECOMMENDATIONS. COORDINATE ADDITIONAL LIGHTING REQUIREMENTS OR ELECTRICAL CONNECTIONS WHERE NECESSARY.
9. STORAGE SHELVING BY TENANT. COORDINATE AND PROVIDE ADEQUATE BLOCKING IN WALLS AT MOUNTING HEIGHTS WHEN NECESSARY.
10. AREA OF EMPLOYEE RESTROOM WITH TRANSFER-TYPE SHOWER COMPARTMENT AND WATER/SEWER CONNECTIONS AND PROVIDE CONNECTIONS FOR FUTURE PLUMBING, ELECTRICAL AND VENTING NEEDS. PROVIDE AS ALTERNATE FOR TENANT.
11. NEW STAINLESS STEEL BACK SPLASH AT WALL NEAR RANGE.
12. EXTERIOR BUILDING FACADE IMPROVEMENTS BY OWNER NOT INCLUDED IN TENANT IMPROVEMENTS. PROVIDE ADEQUATE BLOCKING AT MOUNTING HEIGHTS PER MANUFACTURER'S RECOMMENDATIONS. COORDINATE ADDITIONAL LIGHTING REQUIREMENTS OR ELECTRICAL CONNECTIONS WHERE NECESSARY.
13. EXISTING WALL PANELING TO BE REMOVED. PROVIDE NEW ONE SUBSTRATE (DAPED AND SPOURED) ON WALLS UP RETAIL AND DINING AREAS (ROOMS 101 AND 102) AND KITCHEN. SEE FINISH NOTES FOR TRIM FINISH REQUIREMENTS.
14. EXISTING EXIT DOOR TO REMAIN FOR FIRE DEPARTMENT ACCESS ONLY. NEW SIGN INDICATING NOT AN EXIT WITH SAFETY PROTECTION BAR TO BE INSTALLED

ELECTRICAL/DATA NOTES:

1. COORDINATE WITH ELECTRICAL CONTRACTOR FOR EQUIPMENT OUTLET PLACEMENT AND NUMBERS WITH TENANT FOR EQUIPMENT LAYOUT AND NEEDS. PROVIDE 110V OUTLETS PER CODE, BUT NO LESS THAN EVERY 10' ALONG WALLS, AT 48" HIGH OR AS SPECIFIED FOR EQUIPMENT NEEDS. PROVIDE ADDITIONAL (6) TOTAL 220V OUTLETS, (2) IN EACH OF THE FOLLOWING AREAS: BREAD MAKING AREA, PASTRY AREA AND KITCHEN WHERE SPECIFIED BY TENANT FOR EQUIPMENT NEEDS.
2. FINAL LAYOUT OF RETAIL SERVICE COUNTER AND KITCHEN LAYOUT TO BE DETERMINED. COORDINATE AND PROVIDE POWER, TELEPHONE AND DATA AT COUNTER HEIGHT OR CONCEALED IN CASEWORK FOR MOVEABLE APPLIANCES, POINT OF SALES TERMINAL, AND AS REQUESTED BY TENANT.
3. WHERE EXISTING ELECTRICAL OR DATA CONNECTIONS ARE REMOVED DUE TO DEMOLITION WORK OR REMOVAL OF FIXTURES AND ACCESSORIES, CAP EXISTING CONNECTIONS AS REQUIRED PER CODE OR PROVIDE CONNECTION FOR NEW FIXTURES AND ACCESSORIES WHERE APPLICABLE.

FINISH NOTES:

1. ALL NEW AND EXISTING INTERIOR WALLS TO RECEIVE (2) FINISH COATS OF PAINT, EXCEPT AT RECEIVING/STORAGE AREA.
2. FINISHED FLOOR IN RETAIL AND DINING TO BE STAINED CONCRETE FLOOR.
3. FINISHED FLOORING IN RESTROOMS TO BE CERAMIC TILE.
4. FINISHED FLOORING IN BAKERY AREA TO BE SHEET VINYL FLOORING.
5. WNY COVE BASE THROUGHOUT.
6. WHITE STANDARD FRP PANELS FROM FLOOR TO CEILING THROUGHOUT BAKERY AREA. INCLUDES WOOD SINK SURROUND.
7. CEILING THROUGHOUT BAKERY AREA (2) NEW RESTROOMS TO BE VINYL COVERED 24" CEILING TILE IN 1/4" GRID
8. CEILING IN OFFICE AND CORRIDOR TO BE 2x2 REVEAL EDGE ACOUSTICAL TILE CEILING
9. CEILING IN RETAIL AND DINING AREAS TO BE PAINTED EXPOSED ROOF TRUSS AND BRACE SYSTEM WITH 1/2" GYP BOARD. EXPOSED ROOF TRUSS AND BRACE SYSTEM TO BE INSTALLED ORDERLY AND PAINTED TO MATCH DUCTWORK OR STRUCTURE.
10. ALL NEW AND EXISTING INTERIOR WALLS SHALL RECEIVE NEW GIB SUBSTRATE WHERE EXISTING WALL PANELING IS TO BE REMOVED.

ALL BID NOTES:

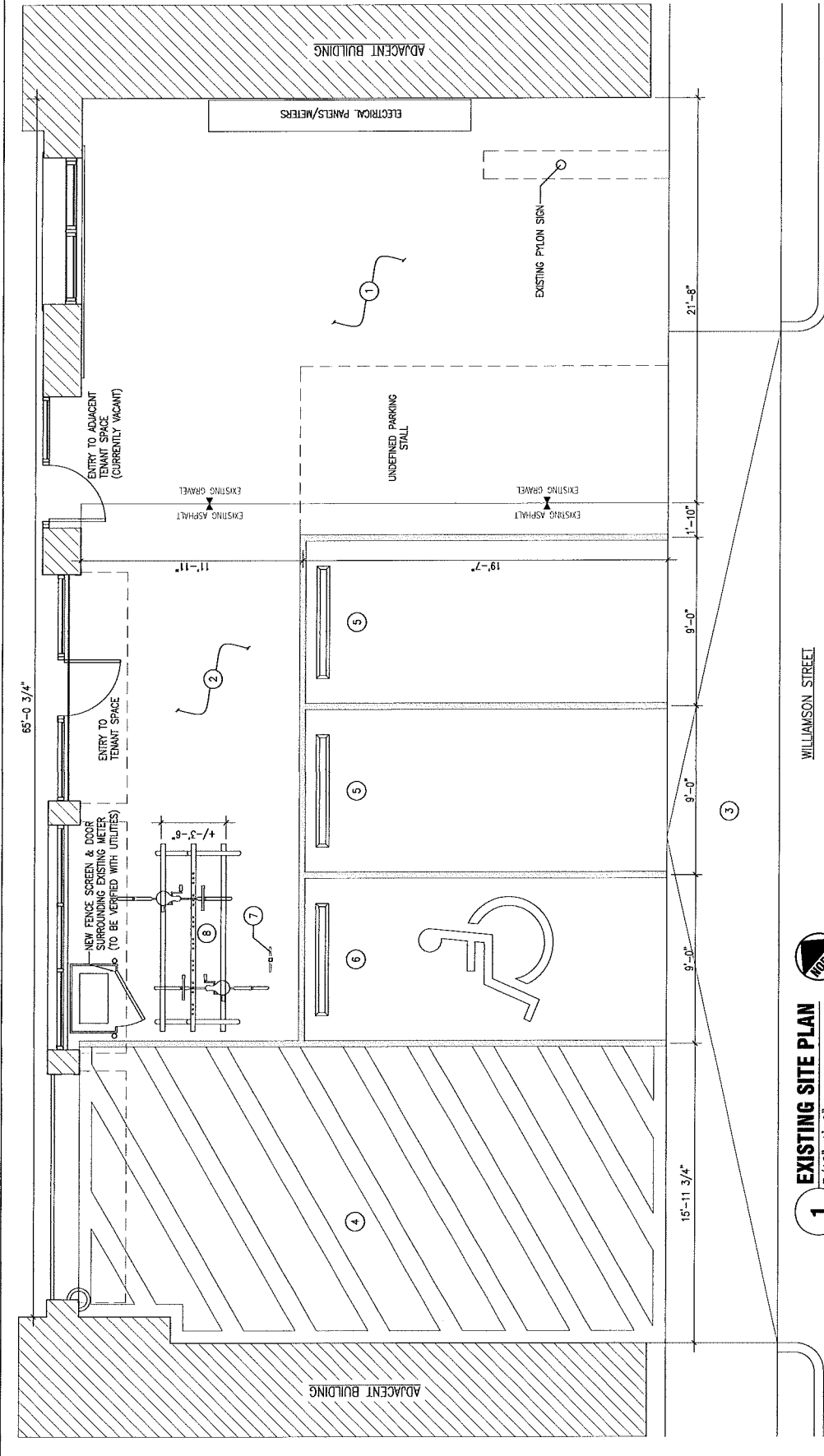
1. PROVIDE ALTERNATE BID TO REPLACE ALL EXISTING WOOD FRAMED WINDOWS AND DOORS WITH NEW CLEAR ANODIZED ALUMINUM FRAMED STOREFRONT WINDOWS OR DOORS TO FIT
2. PROVIDE ALTERNATE BID TO INCLUDE 2x2 REVEAL EDGE ACCT CEILING IN RETAIL AND DINING AREAS
3. PROVIDE ALTERNATE BID TO INCLUDE PAINTED ONE CEILING CLOUDS IN ADDITION TO EXPOSED, PAINTED ROOF STRUCTURE AT RETAIL AND DINING AREAS
4. PROVIDE ALTERNATE BID FOR (2) INTERIOR RESTROOM AS SHOWN ON PLANS
5. PROVIDE ALTERNATE BID FOR FINISHED EMPLOYEE RESTROOM AS SHOWN ON PLANS

HATCH PATTERNS KEY:

- NEW CONSTRUCTION
- EXISTING CONSTRUCTION
- DEMOLITION

NOTE: ADDITIONS TO PLANS MADE TO RESOLVE AS-BUILT CONSTRUCTION INCLUDING GENERAL SPACE DIMENSIONS AND COLUMN LOCATIONS RESTROOM VISITORS ADDED TO FIT EXISTING CONDITIONS.

1 FLOOR PLAN-PROPOSED
DATE: 11-14-17



1 EXISTING SITE PLAN
 3/16" = 1'-0"

- KEYED PLAN NOTES:**
- ① AREA OF EXISTING GRAVEL
 - ② AREA OF EXISTING ASPHALT
 - ③ EXISTING CURB OUT & DRIVE APRON TO REMAIN
 - ④ EXISTING DELIVERY DOOR AND DRIVEWAY TO REMAIN
 - ⑤ LOCATION OF EXISTING 9'x15' PARKING STALL

- GENERAL NOTES:**
- ⑥ EXISTING ACCESSIBLE PARKING STALL TO BE RELOCATED
 - ⑦ ACCESSIBLE PARKING IDENTIFICATION SIGN MOUNTED TO POST 60" MIN. ABOVE THE FLOOR OF THE PARKING SPACE MEASURED TO THE BOTTOM OF THE SIGN (PER ANSI 502.7) PERMANENT SIGN POST TO MATCH STYLE AND COLOR OF TYPICAL SITE IMPROVEMENT SIGNAGE (TO BE DETERMINED)
 - ⑧ FREESTANDING BIKE RACK BY TENANT

- A. EXISTING SITE CONDITIONS PROVIDE NO GREEN LANDSCAPE SPACES
- B. ADJACENT BUILDING STRUCTURES AND REAR LOT LINE ABUT ALL EXTERIOR WALLS EXCEPT AT STREET FRONT COURT YARD SHOWN ABOVE
- C. NO MODIFICATION TO EXISTING SITE LIGHTING INCLUDED IN THE PROPOSED SITE IMPROVEMENTS

WILLIAMSON STREET

CORPORATE RECORDS

Rising Dough, Inc.
a Wisconsin Corporation

1.	Articles of Incorporation
2.	Bylaws
3.	Minutes
4.	Stock Certificates
5.	Shareholders Agreement
6.	Miscellaneous

PREPARED BY:
Sverre Roang
Whyte Hirschboeck Dudek S.C.
33 East Main Street
Suite 300
Madison, Wisconsin 53703
(608) 255-4440

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ARTICLES OF INCORPORATION

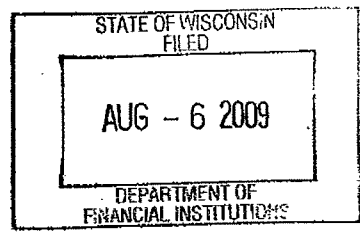
OF

RISING DOUGH, INC.
(a Wisconsin Corporation)

These Articles of Incorporation are executed by the undersigned for the purpose of forming a Wisconsin corporation under the Wisconsin Business Corporation Law, Chapter 180 of the Wisconsin Statutes.

ARTICLE I.
Name

The name of the corporation is Rising Dough, Inc.



ARTICLE II.
Capital Stock

This corporation shall have authority to issue 10,000 shares of a single class of stock designated as "Common Stock," having a par value of \$0.01 per share. All shares of Common Stock will be evidenced by certificates in the form provided in the by-laws.

ARTICLE III.
Shareholder Action

A. The by-laws may provide for a greater or lower quorum requirement or a greater voting requirement for shareholders or voting groups of shareholders than is provided by Wisconsin law.

B. Action required or permitted to be taken at a shareholders' meeting may be taken without a meeting in either of the ways specified in Section 180.0704(1)(a) or (b) of the Wisconsin Business Corporation Law.

ARTICLE IV.
Registered Office and Agent

The registered office of the corporation is located at 33 E. Main Street, Madison, Wisconsin 53703, and the name of the initial registered agent at such office is Sverre David Roang.

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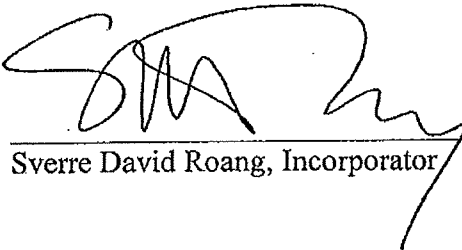
ARTICLE V.
Directors

The number of directors may be fixed from time to time by the by-laws but shall not be less than the minimum number allowed by Wisconsin law. The by-laws may provide for staggered terms of directors as permitted under Wisconsin law.

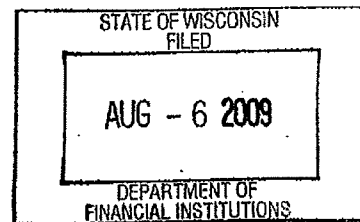
ARTICLE VI.
Incorporator

The Incorporator is Sverre David Roang, whose address is 33 East Main Street, Suite 300, Madison, Wisconsin 53703.

Dated this 5th day of August, 2009.



Sverre David Roang, Incorporator



This instrument was drafted by Teresa A. Noeske.

Please return to: Sverre David Roang
Whyte Hirschboeck Dudek S.C.
33 East Main Street
Suite 300
Madison, WI 53703
(608) 255-4440
sroang@whdlaw.com