

Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

- Class A: Beer, Liquor, Cider
 Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number)

(Legistar file number)

(License number)

(Alder District #)

(Police Sector)

Office Use Only

Section A – Applicant

1. 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.

Walnut Hollow Ent

2. Trade Name (doing business as) The Plaza Tavern & Grill
3. Address to be licensed 319 N Henry St Madison, WI 53703
4. Mailing address same
5. Anticipated opening date currently operating
6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 No Yes (explain)
7. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain)

Section B—Premises

8. 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The Plaza Tavern has 2 connected Dining Areas 28' x 76'
3 storerooms (13'3" x 23'6" & 14' x 32'7") & (7' x 12')
kitchen & office (37' x 14')
2 bathrooms totalling (18'8" x 14') 1. Basement (42' x 20'4")
No outdoor seating

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 160 Outdoor: 0

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

No Parking

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

No Yes, license issued to Dean Hetve (name of licensee)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent _____

13. City, state in which agent resides _____

14. How long has the agent continuously resided in the State of Wisconsin? _____

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed _____

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

17. 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

18. 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.

19. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

20. 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) _____

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: _____ Outdoor: _____

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

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

No Yes, license issued to _____ (name of licensee)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Erica DeRosa

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

14. How long has the agent continuously resided in the State of Wisconsin? 26 yrs

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed 2003

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

Wisconsin 11/02

17. 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
Owner	Erica DeRosa	Madison WI
Owner	Ian Miller	Madison Sun Prairie WI

18. 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.

~~Madison~~ Erica DeRosa

19. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

20. 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

21. What type of establishment is contemplated?

- Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
0-0	0-0	noon-2am	noon-2am	noon-2am	noon-2 ³⁰ am	noon-2 ³⁰ am
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	9am-2am	9pm-2am	9pm-2am	9pm-2am	9pm-2 ³⁰ am	9pm-2 ³⁰ am

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.

24. Indicate any other product/service offered. _____

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

80 % Alcohol 20 % Food 0 % Other

If applicable, describe "Other": _____

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

26. Do you plan to have live entertainment? No Yes—what kind? _____

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. No Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] No Yes
36. 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

37. This application is for the license period ending June 30, 2025.
38. State Seller's Permit 4 5 6 - 0 0 0 0 5 2 1 9 3 1 - 0 1
39. Federal Employer Identification Number 11-36612625

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

Contact person Erica DeRosa

Business phone 608-213-7323 Business e-mail address derosa866@gmail.com

Preferred language English

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)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje: _____

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name _____

Phone _____ E-mail _____

NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate), Appointment of Agent (if Corp/LLC),
- Member background investigation forms, Articles of Incorporation (if Corp/LLC), Floor Plans,
- Copy of Lease, Business Plan, and Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.


 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

~~12~~ 1-9-25
 (Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input type="checkbox"/> Background investigation form(s)	<input type="checkbox"/> Floor Plans
<input type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input type="checkbox"/> Written description of premises	<input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
	<input type="checkbox"/> *Appointment of Agent	<input type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card		
<input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____		Date license granted by Common Council _____
Date provisional issued _____		Date license issued _____

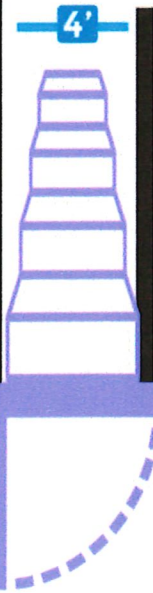
42'

Storage Breakers

Plaza Tavern and
Grill Basement

Water
Heater

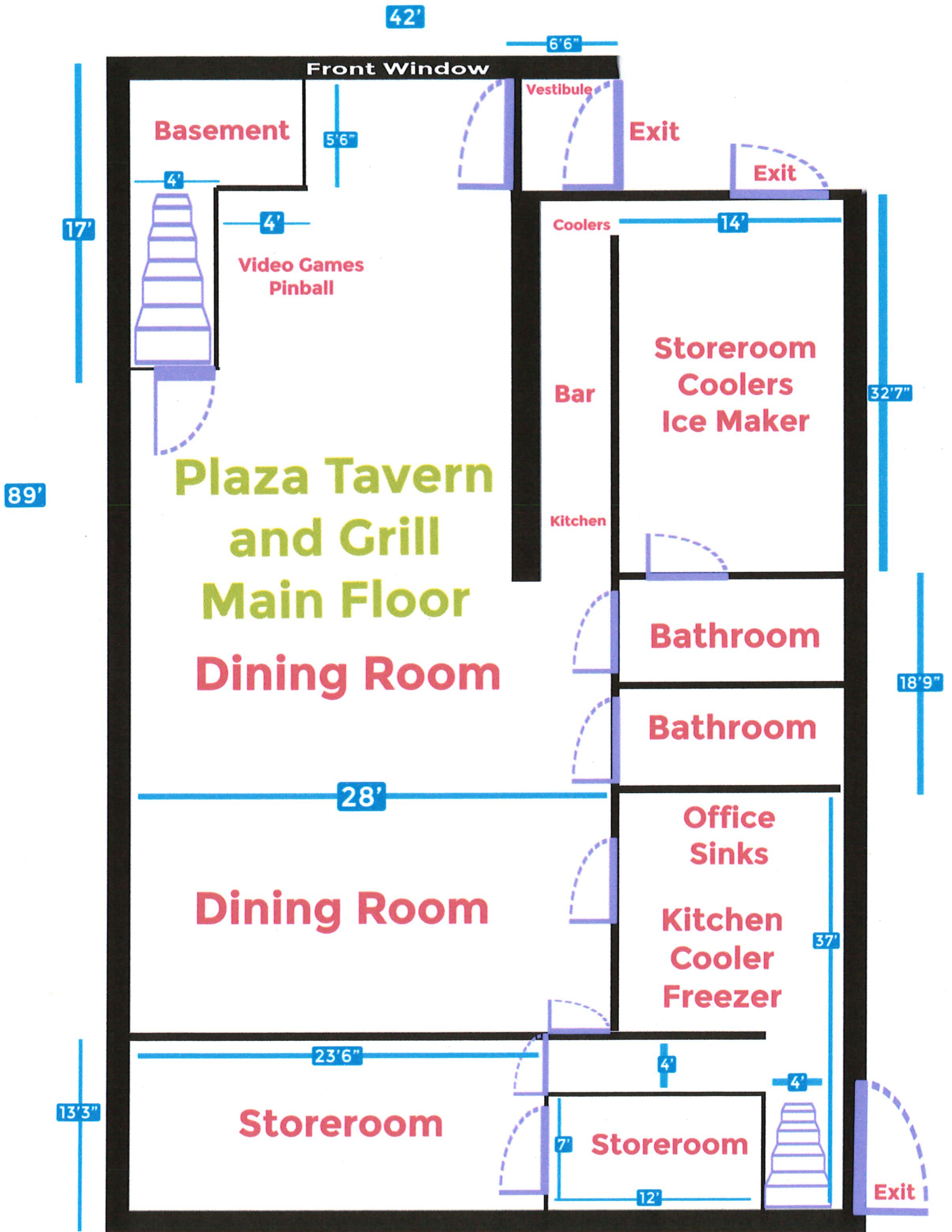
20'4"



Soda Syrup
Dispensers

Storage

Main Floor





319 NORTH HENRY STREET | MADISON, WI

HOME OF THE

PLAZABURGER*

A 1/4 POUND FRESH HAMBURGER,
SMOTHERED IN THE PLAZA'S SECRET SAUCE

4⁷⁵



PLAZA CHEESEBURGER*

5²⁵

HAMBURGER*

4²⁵

CHEESEBURGER*

4⁷⁵

THIS DELECTABLE SOUR CREAM/MAYO BASED SAUCE HAS BEEN THE FOUNDATION OF OUR FANTASTIC BURGERS FOR DECADES. WE USE THE SAME SECRET RECIPE ORIGINALLY DEVELOPED BY THE HUSS FAMILY IN 1963.

PLAZA SAUCE

EXTRA SAUCE
ON YOUR SANDWICH

.50

CUP OF SAUCE
FOR DIPPING

1⁰⁰

HOT SANDWICHES

FISHWICH

CRISPY FRIED COD FILLET WITH LETTUCE
AND PLAZA SAUCE

4⁹⁵

GRILLED CHEESE

CHOICE OF CHEDDAR, SWISS OR AMERICAN CHEESE -
ON WHITE, WHEAT OR CARAWAY RYE BREAD

3⁰⁰

GRILLED HAM & CHEESE

CHOICE OF CHEDDAR, SWISS OR AMERICAN CHEESE -
ON WHITE, WHEAT OR CARAWAY RYE BREAD

5²⁵

GRILLED TUNA & CHEESE

CHOICE OF CHEDDAR, SWISS OR AMERICAN CHEESE -
ON WHITE, WHEAT OR CARAWAY RYE BREAD

5²⁵

GRILLED TURKEY & CHEESE

CHOICE OF CHEDDAR, SWISS OR AMERICAN CHEESE -
ON WHITE, WHEAT OR CARAWAY RYE BREAD

5²⁵

HOT DOG

ADD: CHEESE - .50 | CHILI - .50 | RAW ONION - FREE

2⁷⁵

DEEP-FRIED CHICKEN

CRISPY BREADED, WHITE MEAT CHICKEN PATTY
WITH LETTUCE AND MAYO

4⁹⁵

GRILLED CHICKEN

JUICY ALL WHITE BREAST FILLET WITH LETTUCE AND MAYO

5⁹⁵

GARDENBURGER™ VEGGIE BURGER

5⁷⁵

REUBEN

THIN SLICED CORNED BEEF,
SMOTHERED WITH SWISS CHEESE AND SAUERKRAUT,
SERVED ON CARAWAY RYE BREAD

5⁹⁵

ROAST BEEF

SLOW ROASTED BEEF, MARINATED IN AU JUS,
SERVED ON A SESAME SEED KAISER ROLL

4⁵⁰



HAMBURGERS SERVED MEDIUM RARE OR RARE MAY BE UNDERCOOKED. CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH OR EGGS MAY INCREASE RISK OF FOOD BORNE ILLNESS.

BEVERAGES

SIDE ORDERS

CHILI	4⁰⁰
SOUP	4⁰⁰
WING ZINGS	4⁷⁵
SPICED BONELESS CHICKEN WINGS	
FRENCH FRIES	
1/2 ORDER	1²⁵
FULL ORDER	2²⁵
ONION RINGS	3⁰⁰
MUSHROOMS	3⁵⁰
CHEESE CURDS	5²⁵
CHEDDAR MUNCHERS	3²⁵
CHEDDAR CHEESE STUFFED HASH BROWN ROUNDS	
HOMEMADE COLESLAW	2⁵⁰
HOMEMADE POTATO SALAD	2⁵⁰

FOUNTAIN SODAS ... 2⁰⁰

FREE REFILLS

PEPSI
DIET PEPSI
MT. DEW
SIERRA MIST
DIET SIERRA MIST
LEMONADE
SOUR
TONIC WATER

CANNED SODAS 1⁵⁰

DIET MT. DEW
ROOT BEER
7-UP
DIET 7-UP
COKE
DIET COKE
DR. PEPPER
GINGER ALE
ORANGE

COFFEE 2⁰⁰

ICED TEA 2⁰⁰

MILK 1²⁵

SMALL

LARGE 2⁰⁰

JUICES 2⁰⁰

CRANBERRY
ORANGE
PINEAPPLE
GRAPEFRUIT
TOMATO

HOT CHOCOLATE 2⁰⁰

COLD SANDWICHES

TUNA SALAD

SERVED WITH LETTUCE, TOMATO
AND MAYO - ON WHITE, WHEAT
OR CARAWAY RYE BREAD

4⁵⁰

TURKEY

SERVED WITH LETTUCE, TOMATO
AND MAYO - ON WHITE, WHEAT
OR CARAWAY RYE BREAD

4⁵⁰

CHICKEN SALAD

SERVED WITH LETTUCE, TOMATO
AND MAYO - ON WHITE, WHEAT
OR CARAWAY RYE BREAD

4⁵⁰

HAM

SERVED WITH LETTUCE, TOMATO
AND MAYO - ON WHITE, WHEAT
OR CARAWAY RYE BREAD

4⁵⁰

EXTRAS

CHEESE **.50**
SWISS, CHEDDAR OR AMERICAN

LETTUCE & TOMATO **.50**

ONION **Free**
RAW OR FRIED

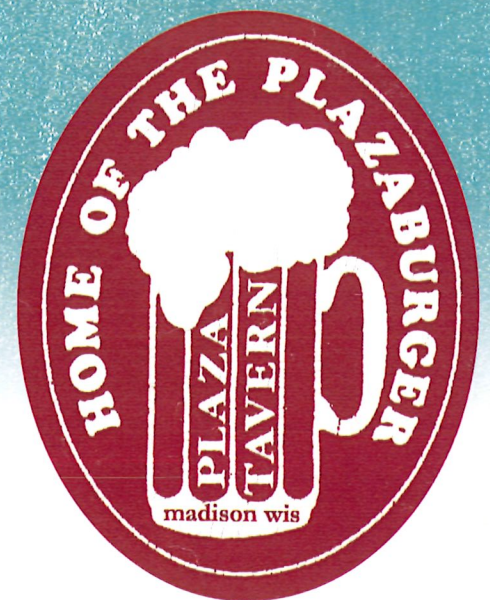
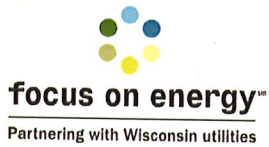


PLAZA TAVERN, CIRCA 1943



THANK YOU FOR SUPPORTING THE PLAZA TAVERN AND GRILL. YOUR CONTINUED PATRONAGE HAS HELPED MAKE US ONE OF THE LONGEST RUNNING ESTABLISHMENTS IN DOWNTOWN MADISON. SINCE THE 1960'S WE HAVE AIMED TO PROVIDE YOU WITH CONSISTENTLY HIGH QUALITY PRODUCTS AND SERVICES. WITH THAT IN MIND, WE'VE BEGUN THE PROCESS OF BECOMING MORE SUSTAINABLE, BY REDUCING OUR ENVIRONMENTAL IMPACT THROUGH ENERGY UPGRADES, IMPROVED RECYCLING, AND COMPOSTING INITIATIVES. WE'RE ALSO TRYING TO KEEP MORE DOLLARS IN THE LOCAL ECONOMY BY PURCHASING MORE OF OUR PRODUCTS, SERVICES AND INGREDIENTS LOCALLY. WE ARE EXCITED TO GIVE BACK TO THE PEOPLE AND CITY THAT HAVE MADE US WHO WE ARE.

WE ARE PROUD TO COUNT THESE BUSINESSES AMONG OUR PARTNERS:



[FACEBOOK.COM/THEPLAZATAVERN](https://www.facebook.com/theplazatavern)



[TWITTER.COM/THEPLAZATAVERN](https://www.twitter.com/theplazatavern)

The Plaza Tavern and Grill

Executive Summary

Savor the Moments at The Plaza Tavern and Grill: Where Community Meets Flavor

The Plaza Tavern and Grill is a cherished bar and grill located in the heart of Madison, Wisconsin. Known for its warm and inviting atmosphere, it has become a cornerstone in the community, offering a distinctive blend of quality food, refreshing drinks, and engaging entertainment. Our signature Plaza Sauce and diverse range of interactive activities set us apart, making us a favorite amongst locals, students, and visitors alike.

Mission

To provide a welcoming and enjoyable space where community members and visitors can enjoy exceptional food and beverages in a vibrant atmosphere, fostering a sense of belonging and connection.

Problem

Madison lacks a bar and grill that consistently delivers both quality dining and diverse entertainment options, particularly for the local university student population.

Solution

The Plaza Tavern and Grill addresses this gap by offering a unique combination of delicious food, an extensive selection of drinks, and a variety of interactive entertainment options like pool, darts, and pinball.

Primary Products & Services

Our main offerings include a menu of high-quality grill items, our famous Plaza Sauce, a wide selection of beverages with 12 tap lines, and entertainment options such as pool tables, dart boards, and pinball machines.

Primary Business Model

The Plaza Tavern and Grill operates on a dine-in and takeout service model, targeting local residents, university students, and tourists. Our revenue is primarily generated through food and drink sales, supported by special events and promotions to attract and engage customers.

Industry Overview