

Entertainment License  
Supporting Documents  
January ALRC Meeting

Thank you for taking the time to read over this document that we prepared. It is our goal that by the end of the document you will have a better understanding of why we are looking to obtain an Entertainment License, the current state of our establishment, and how we would deal with the Entertainment License once granted. We will try to be as transparent (and concise) as possible. However, we understand it is likely there are still questions that may have not been answered in the following document. If you have any questions or any other items that you would like to see addressed before the ALRC please do not hesitate to reach out to me via email: [aschauer.henry@gmail.com](mailto:aschauer.henry@gmail.com) or by telephone: 207-837-4069.

### **Objective**

Our main goal in the procurement of an Entertainment License would be to further our business and help improve our bottom line by building both the food and bar aspect of the restaurant. We have now been in business for more than fourteen months; in this time we have solidified our spot as a destination for food in the downtown Madison area, specifically in the area adjacent to campus. We would now like to try to boost sales in the later hours of the night with the aid of a 21+ Entertainment License. We would like to provide our customers a fun, inviting, responsible, and safe location to enjoy live entertainment.

### **Scope**

We would likely begin with live entertainment in the form of a house DJ performing one night a week, either a Friday or Saturday night. After getting some experience we would then decide whether or not to expand to other nights. I would estimate two nights a week being the average after two months of getting everything ironed out. While we would begin with a DJ, we would eventually strive to provide as much diversity (DJs, folk, bluegrass, reggae, pop, indie, cover bands, etc.) in our live entertainment events as possible all the while supporting local musicians. In the short term, the addition of a DJ would not be a drastic from what we currently offer. We would rearrange some tables but we would not create a dance floor. We currently play music at night so the addition of a DJ would be largely an accent rather than an attraction.

### **Quick Digression about Roast**

We understand that the ALRC and the Police Department are cautious of restaurants with our specific liquor license and the restaurants ability to maintain their food percentages. When we opened Roast, food was the main concern, first and foremost. Doug Hamaker and I moved back to Madison to provide a product that we felt was missing on this side of Downtown and one that people deserved, whether they were students, faculty, sports fans, visitors, or professionals. When we looked at the old Buffalo Wild Wings location we learned that a liquor license was required by the landlord in order to occupy the space. Only then did we begin exploring the idea of having a bar fit into the business structure.

Quickly on the subject of percentages: when we transferred our liquor license across the street we were 64% food and 36% alcohol. Since moving to 558 State, our food sales have actually increased: 67% food and 33% alcohol. Yes, if we were to begin live entertainment those percentages would shift but it would take a drastic decrease in food sales for us to come close to the threshold. I still think it would be a good idea for us to closely monitor the percentages and report anything substantial back to the committee. Please let me know if you have any framework for monitoring and reporting of percentages.

### **Plan**

The main differences that would need to be addressed with live entertainment are rooted in an increase in patrons on a nightly basis. I am sure restaurants have tried to sell you on an entertainment license on the belief that the traffic into their restaurant will not change much, or they will not be significantly more crowded than before. Though this is entirely possible, we hope for the opposite and we would plan to be crowded and have practices in place to deal with such crowds. Below are some points of contention that we have identified need to be addressed so everything can run smoothly with live entertainment:

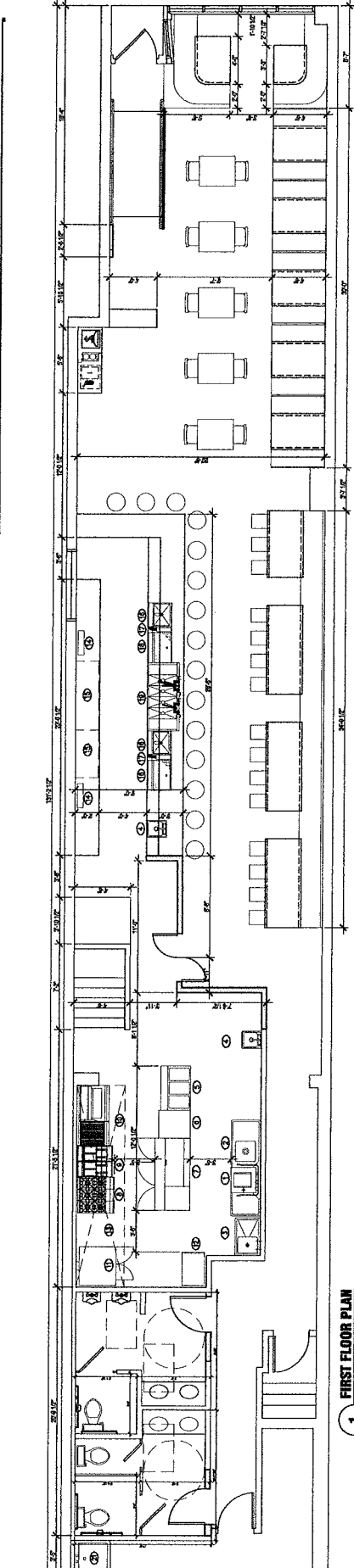
1. Increased staff. We currently have one bouncer and sometimes one "floater". When we have live entertainment we would have our bouncer (very experienced) and two floaters. The two floaters would be in charge of controlling both the crowd on the inside but also any potential line that may form outside of the restaurant.
2. More flow. We would remove the tables that are parallel to the bar (please see the CAD drawing of the floor) and the seats to create a pathway for those needing to go to the restroom. Also it allows the staff to quickly move throughout the restaurant. I have spoken with Ed Ruckriegel and I understand that with the addition of a DJ and the removal of some tables our capacity during entertainment will likely decrease. In the supporting pdf document you can see the "DJ stand" numbered one. We believe this would be a good location for entertainment because it would help evenly distribute the bodies in the restaurant without creating bottlenecks. If the entertainment were located more toward the bar we feel people would congregate at the right angle of the bar, creating an unpleasant crowd.
3. Line. If needed we would generate a line that moved down State, towards the campus. Whiskey Jack's line runs towards the Capitol, so there would be a good twenty to twenty-five feet between the respective lines. We would not be charging a cover and there will be no VIP privileges to help mitigate any agitation that comes from patrons "cutting the line".
4. Late night menu. We will have a late night menu that has some awesome food options for those that are enjoying the live entertainment.
5. Limited hours. We would have the entertainment begin around 11pm and last until forty-five minutes before bar time.
6. Volume. We do not want to a pain for the apartments above our restaurant. We will keep the volume to a appropriate level. I have spoken with Gus (our landlord) and he is aware that we are applying for an entertainment license and

has no issues with the effect it will have on the volume levels for his apartments above.

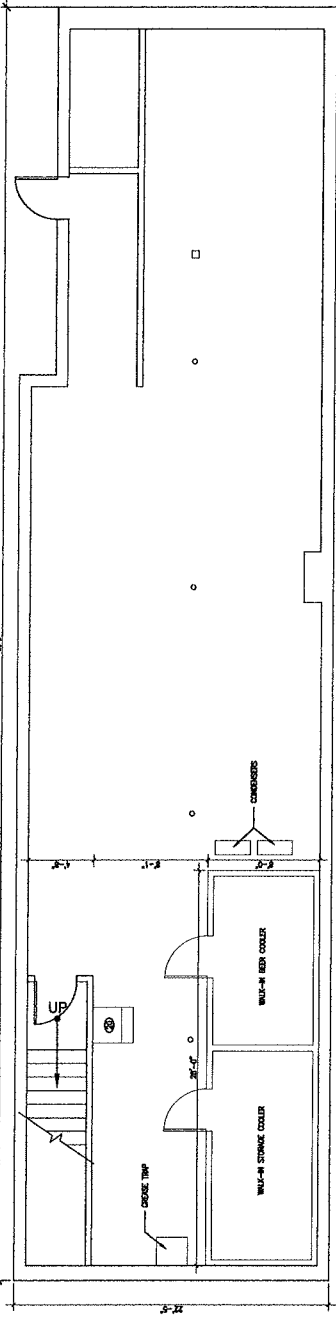
7. Location. While we are next to some other taverns, I feel strongly that our restaurant attracts a different clientele. Our customer base is attracted to our restaurant because of the food, the ambiance, our fantastic draught list, our positive reviews in magazines and newspapers. With an entertainment license we would strive to increase our current customer type rather than attract a new type of clientele. Clearly we would first look to have no restrictions on our entertainment license, however, we would be open to a conversation with regard to timing restrictions to help alleviate concern with closing time.
8. House DJ. To begin with we would have a house DJ. He is a friend of ours that understands the expectations we have of him. He is honest, dependable, and responsible. He would be the only DJ that we would have play for the beginning stage.

### **Conclusion**

We are excited about the opportunity to have a 21+ Entertainment License in Madison. We want to work with the city to relieve any concerns that you may have or any issues that you have come across with other establishments in the past. We are confident that we would be able to handle the influx of late night patrons. However, if it would make the committee more comfortable we would be open to some sort of provisional license so we can prove to the committee we can make it work. We are doing so much food business that it would be highly unlikely that our percentages would ever dip below the fifty-one percent. We are a food destination but we would now like to mature and progress as a restaurant and help pay for the expenses that come along with the prime location we have. Thank you for your time and please do not hesitate to contact me.

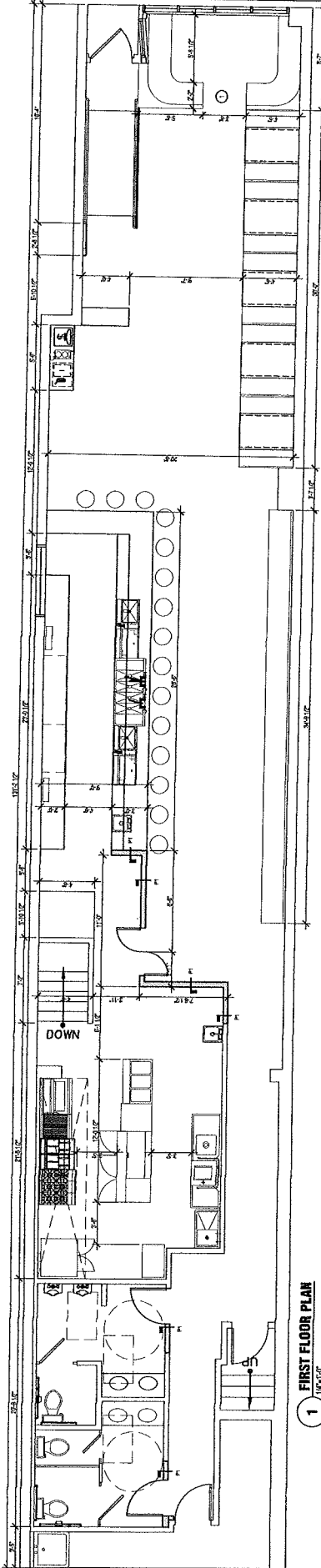


*Existing table layout*



EQUIPMENT SCHEDULE	
ITEM NO.	DESCRIPTION
1	DISHWASHER
2	ICE BIN
3	PREP BIN
4	WARM WATER (NON-HAND OPERATED) FAUCET
5	STAIN TABLE
6	PRESENTER
7	WARMER TOP COOLER
8	ICE TOP SINK
9	WATER SINK
10	CONNECTION CATCH
11	COOK AND HOLD
12	WASH DRYER
13	DUMP FILLER
14	WASH COOLER (WINE COOLER)
15	WASH COOLER (WINE COOLER)
16	WASH COOLER (WINE COOLER)
17	WASH COOLER (WINE COOLER)
18	WASH COOLER (WINE COOLER)
19	WASH COOLER (WINE COOLER)
20	WASH COOLER (WINE COOLER)
21	WASH COOLER (WINE COOLER)

*Entertainment layout*



**FLOOR PLAN KEYED NOTES:**  
 ① as shown

**1**  
 FIRST FLOOR PLAN  
 1/8" = 1'-0"