



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

- 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.

- This application is for the license period ending June 30, 20 15.
- 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.

BAK, LLC

- Trade Name (doing business as) Galerie at the Brink Lounge
- Address to be licensed 701 E. Washington Avenue, #105, Madison
- Mailing address 3495 Dell Drive, Madison, WI 53718
- Anticipated opening date October 8, 2014

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- 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.

Alcohol is sold in main bar in lounge, seating in lounge area, banquet room, private meeting rooms and licensed patio. Alcohol is stored in storage room in main lounge; beer cooler at the bar.

P-408
A-6 (Rimmel)

- 11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
- 12. Applicants for on-premises consumption: list estimated capacity 396
- 13. Describe existing parking and how parking lot is to be monitored.
Parking is shared with other building tenants. Private security monitors the parking lot Thursday - Saturday.
- 14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Curt Vaughn Brink, LLC (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 Kathy Kreutzer
- 17. City, state in which agent resides Madison, WI
- 18. How long has the agent continuously resided in the State of Wisconsin? 50 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 _____
- 21. State and date of registration of corporation, nonprofit organization, or LLC.
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
Member	Kathy Kreutzer	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.
Kathy Kreutzer

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 Galerie at the Brink Lounge will operate as a
live music venue and private event venue with a focus on
premium wine and craft cocktails.

28. Hours of operation 4:00pm-2:00am Tues-Saturday ; (closed Sunday
and Monday)

29. Describe your management experience The general mgr (Ashlie Johnson) has
work for the Brink Lounge since March, 2011. Ashlie has vast
experience managing the venue.

30. List names of managers below, along with city and state of residence.

Ashlie Johnson Madison, WI
Brian Roneyne Madison, WI

31. Describe staffing levels and staff duties at the proposed establishment Bartenders, cooks
and bar-backs will be on staff at varying levels. Weekends will
staff 4-5 bartenders, 2 cooks, 1-2 bar-backs.

32. Describe your employee training Training will be overseen by Ashlie Johnson,
G.M. Training is done over multiple shifts to ensure employees know
how to responsibly serve alcohol, know all company policies, perfect
order entry, know how to check IDs properly and know
when to stop serving a customer.

33. Utilizing your market research, describe your target market.

Weddings and live music are the two cornerstones. Private events and general customers are tier 2. 30 years and older is the primary demographic.

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

Weddings, live music and events will be marketed over all forms of social media with a focus on Facebook and Twitter, targeted print media will be used for live music and weddings also.

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 N/A

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? amplified and acoustic music covering all genres. DJs only at weddings

38. What age range do you hope to attract to your establishment? 30+

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? 4pm - close

42. What hours, if any, will food service not be available? N/A

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? 1-4

During what hours do you anticipate they will be on duty? only during large events

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? 35
 How many bartenders do you anticipate having work at one time on a busy night? 3-5
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 230
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? 15-30%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 25%
 What percentage of your advertising budget do you anticipate will be drink related? 10%
remainder for music and events
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:
75 % Alcohol 25 % Food _____ % 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 456-1028625365-02

69. Federal Employer Identification Number 47-1620857

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

Contact person Kathy Kreutzer

E-mail address K-Kay@Live.com

Phone 608-213-4668 Preferred language English

71. Corporate attorney, if applicable: Name Cathleen A. Dettmann

Phone 608-836-6400 E-mail Dettmann@PLawoffice.com

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 25th day of August, 20 14

Jori Harrison
 (Clerk/Notary Public)

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

My commission expires Jan. 24, 2016

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input 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 checked="" 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 _____ Date of ALRC meeting _____ Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number _____		

Original Alcohol Beverage Retail License Application

#9: Alcohol is sold in main bar in lounge, seating in lounge area, banquet room, private meeting rooms and licensed patio; Alcohol is stored in storage room in main lounge and beer cooler at the bar.

