

A-4  
D-406

LIC LIB-2015-00344  
38596



# 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\_\_\_\_.
- 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.

~~Wine Down~~ Winedown LLC

4. Trade Name (doing business as) Winedown

5. Address to be licensed 118 State St, Madison WI 53711

6. Mailing address 8410 Isaac Dr apt 214, Madison WI 53717

7. Anticipated opening date July 10, 2015

- 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 will be sold + served inside the premises of 118 state street. The establishment will be applying for a "beer permit" to allow patrons the ability to enjoy their beverage outside 118 state st. on warmer days. Alcohol will be stored in the bar area(s) and storage space(s) of 118 state st.

over →

\*② The "main bar" will have bar stools (approx 10-16) and minimal tables + chairs (2-4 tops) across from the bar (4-8 sets). Upstairs will be staged more as a "living room" with couches, coffee tables, + relaxing chairs. There will be limited tables + chairs (8-12 sets). I am anticipating the majority of patrons to be ~~on~~ enjoying their time upstairs in a more relaxing arrangement. I would anticipate 20-50 people during our heaviest time to be upstairs, and probably 14-~~20~~ people downstairs.

We anticipate creating a "front porch" in front of 118, provided we are approved for our sidewalk cafe license. We will use rocking chairs + other "comfortable" seating vs. tables + chairs. Patrons will purchase drinks inside + have the option of consuming them outside (I don't anticipate having cocktail servers running outside). Max anticipated available seating will be 8-10.

① The premises needing to be licensed will be all floors <sup>(ground floors, and above)</sup> ↑ (with the exception of the basement/storage). Some areas as indicated on the provided floor plan will not be in use regularly, however will be used on occasion. The state st. entrance will act as the main -bar + point-of-service for the establishment. The Carrol St. entrance will be used for special events. \*

11.  Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity ~~200~~ 300

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

Parking is available through local public garages only. No parking on premise

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

No  Yes, license issued to ~~Diego's~~ Legends, 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 Jennie Shufelt

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

18. How long has the agent continuously resided in the State of Wisconsin? 3+ 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.

WI, 5/17/15

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
owner/director	Jennie Shufelt	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.

InCorp. Services, Inc. (901 S. Whitney Way, Madison WI 53711)

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) Express Yourself! - Madison LLC
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 Winedown LLC will be a beer + wine only large. We will be striving to be a place where young professionals + artists will come to relax + hang out, and be able to enjoy a drink. We don't want to be "another bar" →

28. Hours of operation M-T 4:30-11pm (last call 10:30) Fri 5-11:30 (last call 11) Sat 11:30am-11:30pm (last call 11), Sunday 12:30-8 (last call 7:30)

29. Describe your management experience I have owned + operated ~~se~~ a business here in Madison in which I am responsible for employee management, and relations, client satisfaction, and the overall "health" + success of the business. →

30. List names of managers below, along with city and state of residence.  
Self - Madison, W  
(Jennie Shultz)

31. Describe staffing levels and staff duties at the proposed establishment There will always (to the best of our abilities) be 2 closers at night. We will have 2 staff on, and more as the business grows. Staff will be →

32. Describe your employee training Employee's will be trained by shadowing and gaining hands on experience. They will learn how to manage + operate the POS system, make drinks (the appropriate pour), cash out customers, clean the appropriate areas, and learn what to do in emergency situations →

We want to be your "neighborhood livingroom" where friends come to relax, sip, and wine down.

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Management Exp. Continued...

I also have experience in the work force being in a management position.

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staffing

responsible for pouring wine/beer, serving drinks to customers, preparing minimal food, and maintaining a clean, comfortable, & inviting lounge.

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

Young professionals (25-45), graduate students,  
employees from businesses on the square

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

I will promote via social media, online resources,  
storefront and "grapevine." I will also look to link-up with  
paint nite + other groups that match our target audience.

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

### 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? Jazz musicians,  
acoustic artists. More "classy" than loud + "party" themed

38. What age range do you hope to attract to your establishment? 25-50

39. What type of food will you be serving, if any? Cheese, baguettes, jams, bagels,  
 Breakfast  Brunch  Lunch  Dinner olives. Minimal food.

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? Weeknights until 8pm

42. What hours, if any, will food service not be available? weekends open - 8pm  
post 8:00pm

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? 10 <sup>bartender/server</sup>

During what hours do you anticipate they will be on duty? open-close

47. Do you plan to have hosts or hostesses seating customers?  No  Yes

\*bartenders/cocktail servers will be in charge of handling food orders

48. Do your plans call for a full-service bar?  No  Yes *- wine/beer*  
 If yes, how many barstools do you anticipate having at your bar? 12  
 How many bartenders do you anticipate having work at one time on a busy night? 3-4
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 \_\_\_\_\_
51. What type of cooking equipment will you have?  
 Stove  Oven  Fryers  Grill  Microwave none
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? 0-10
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 5  
 What percentage of your advertising budget do you anticipate will be drink related? 95
- ✓ 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:  
90 % Alcohol 10 % 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.  
*-not open yet-*

**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

## ***Winedown LLC Abbreviated Business Plan***

### **Objective/Mission Statement:**

To serve a community that seems under reached by the existing taverns and restaurants on State Street. We will be a lounge serving drinks made out of wine and beer only, and create a space that feels like you are going into a friends "living room." We will strive to be a place where patrons are greeted by name, and there is no pressure to consume as much alcohol to "keep going." Patrons will be invited to hear the talents of local acoustic and jazz artists, play board games upstairs with new and old friends, and come in and just be able to relax. We want to be a place where people come to converse and connect, and are able to enjoy a drink if they choose, verses being a place where people just go to drink and converse if the space is conducive.

### **Target Audience:**

Our goal would be to bring in young professionals, graduate students, Capitol square employees, and theatre goers from the nearby overture center. Target ages are between.

### **Marketing Plan and Competitor Analysis:**

Winedown LLC will utilize their window space prior to opening to let patrons know of their upcoming opening/arrival. Winedown will pair with local popular groups such as Paint Nite, speed dating, and other groups that have a similar demographic that the lounge is targeting. We will also be present on social media, and contact local news outlets to announce the opening of Winedown, which is run solely by a female entrepreneur. Winedown will advertise through community involvement (donations to events, etc.), and hopefully grow largely based on word-of-mouth and recognition that there is something that sets us apart from our fellow tavern neighbors. There isn't a lounge that exists on State Street (yet) that will be of our unique design and reach our targeted audience. Furthermore, Winedown will not be a lounge that is open until "bar time" but rather an establishment that will close prior to when the evenings tend to get more "rowdy" downtown.

### **Execution of Plan:**

Through experience of owning a healthy business in downtown Madison, personal management experience, and understanding the public's desire to have a place such as this concept, will come the tools to help make this lounge a success. Winedown will ensure all staff are properly trained, that we maintain a clean and comfortable establishment for patrons to frequent, and that we stay up to date with all necessary licenses and permits required to keep in operation. We will operate in a fashion that keeps our costs low (through conserving energy, working effectively, etc.). We are lucky enough to be entering a space where the majority of necessary equipment and furnishings to operate a business such as this are already provided. Furthermore, Winedown LLC's owner is already a tenant of the landlord she will be renting from, and have a good, and solid, working history and relationship.



**Menu:**

Crunch mix- a blend of chocolate bits, nuts, fried fruit, and sweet/salty accompaniments...perfect for something small to munch on!

Vegetable crudité- seasonal vegetables with dip

Cheese plate: cheese, olives, pickles, crackers

Family board: hard salami, prosciutto, dry sausage, Gouda, cheddar, Brie, blanched almonds, Kalamata olives, pickled vegetables, grapes, dried fruits, sesame flats, baguette, raspberry preserve -

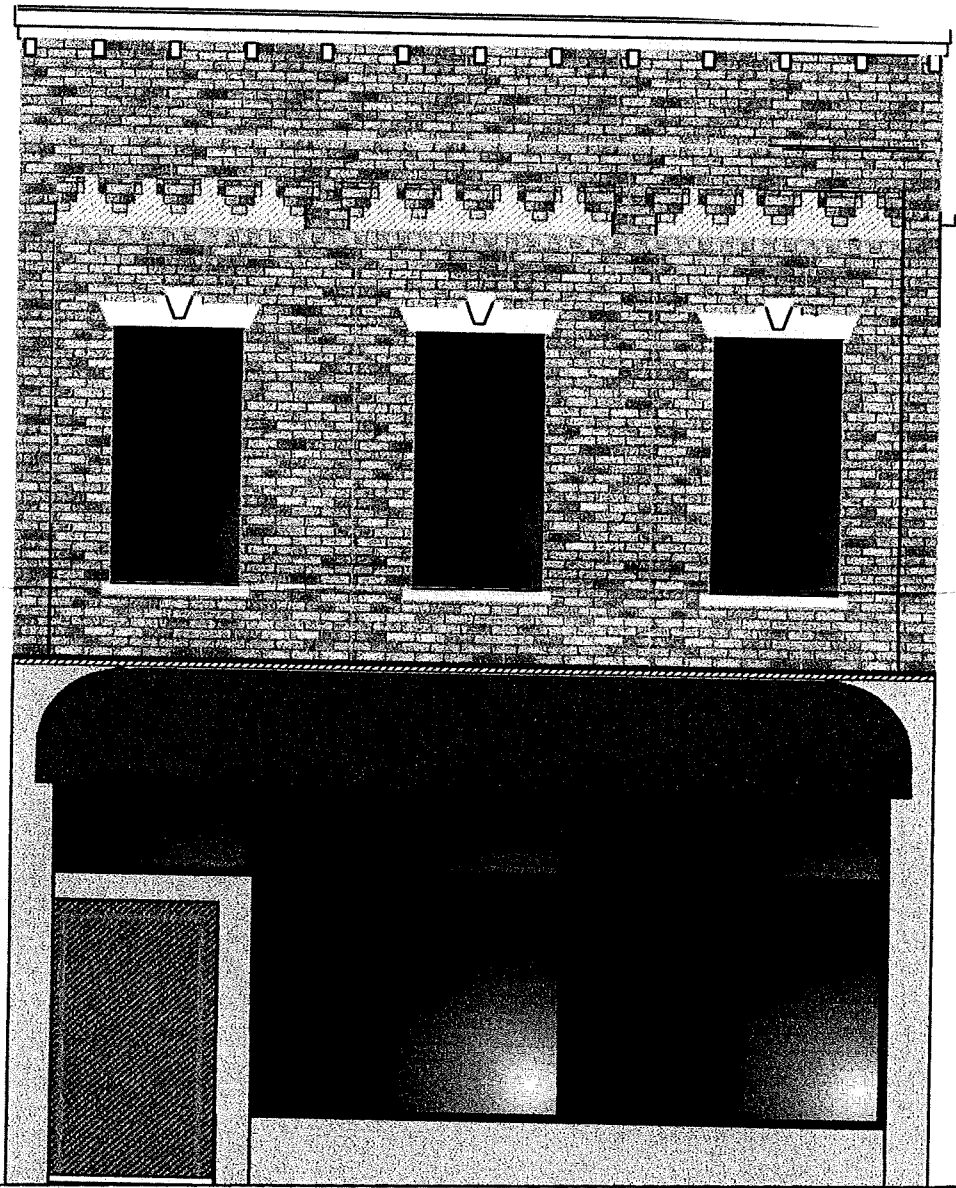
Cheese and sausage assortment: sliced cheeses and seasonal meats with crackers -

Baguette and spreads: 1/2 baguette served with an assortment of preserves and spreadable cheeses -

Hummus assortment with pita crisps (or fresh pita)

Assorted Chocolates - (possibly offering)

Bagels & Booze Brunch: Saturday and Sunday only from open until 2pm  
Fresh bagel w spread, and mimosa

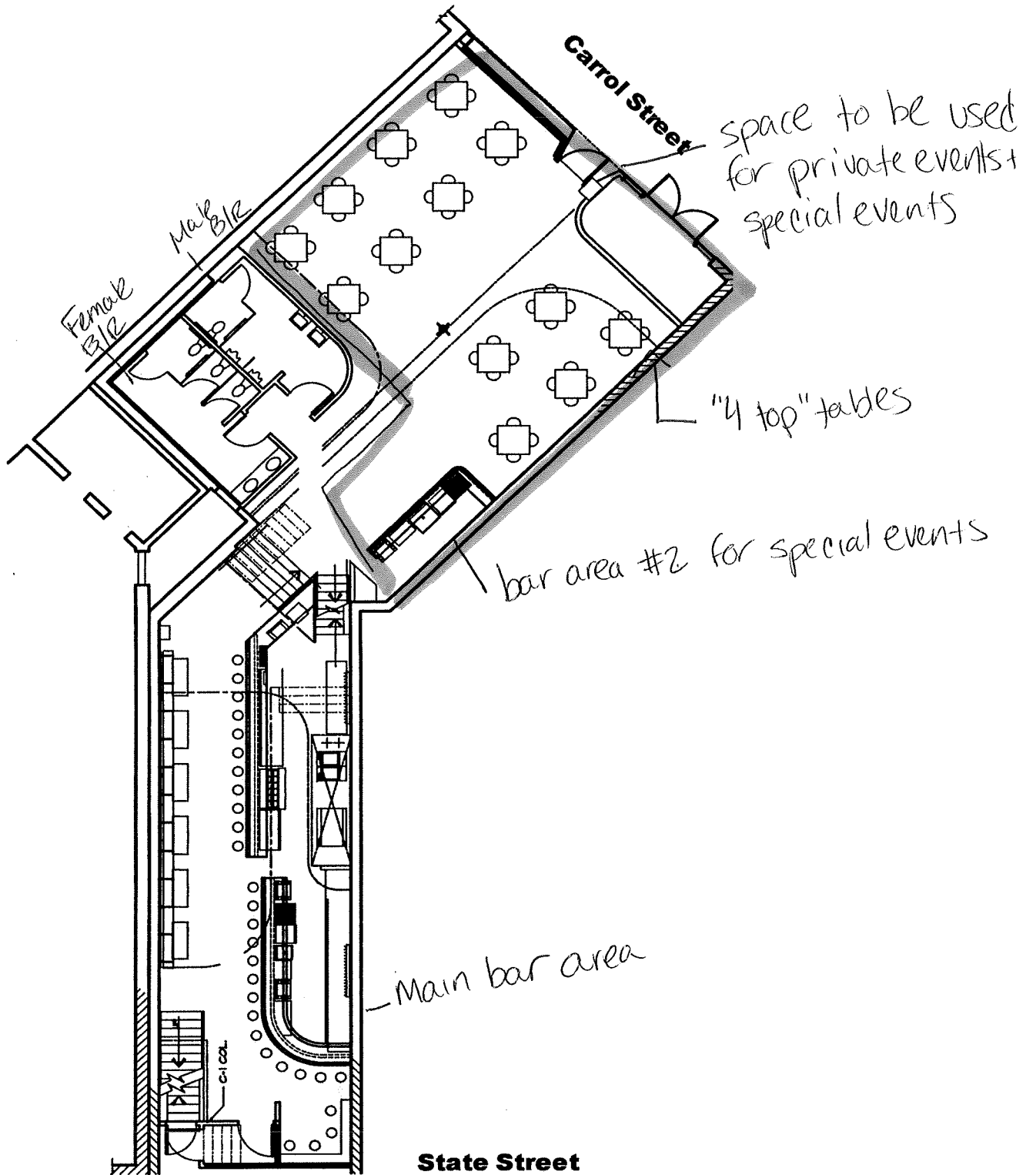


**drawing of State Street entrance**



**drawing of the Carrol St. entrance**

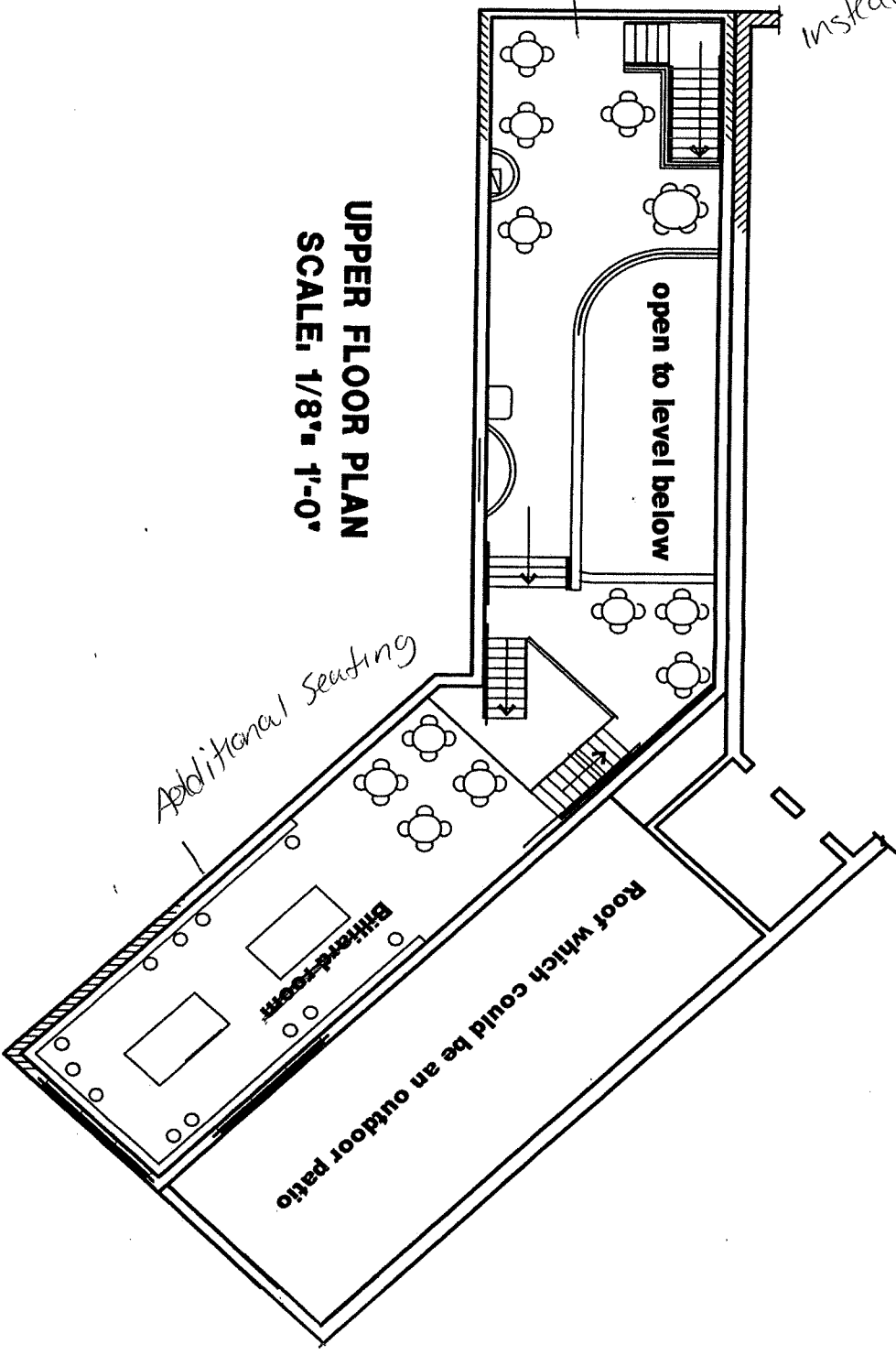
# Winedawn ③



Winedawn ④

Will likely use couches + "comfortable chairs" instead of tables + chairs

**UPPER FLOOR PLAN**  
**SCALE: 1/8" = 1'-0"**



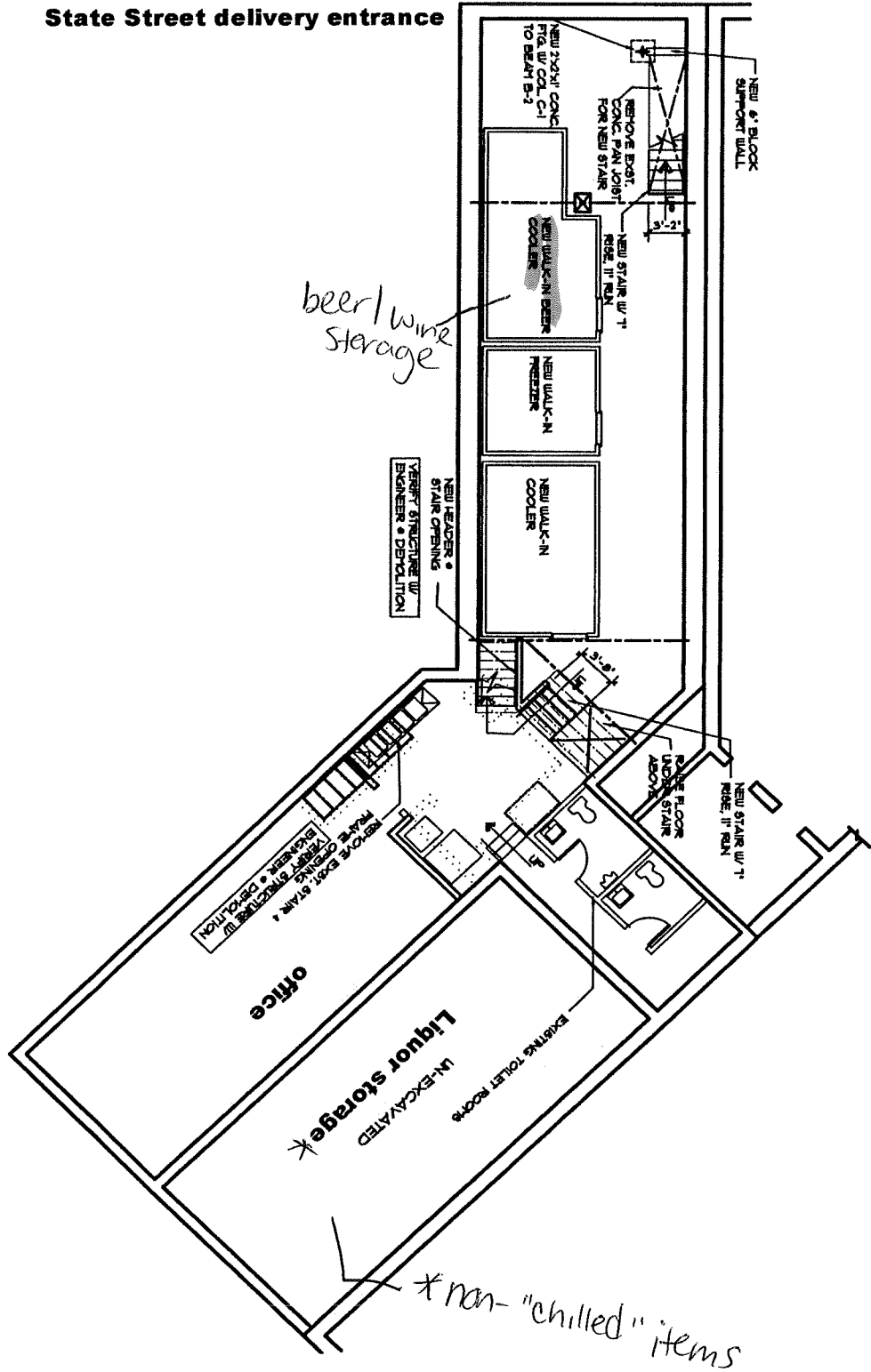
Additional seating

open to level below

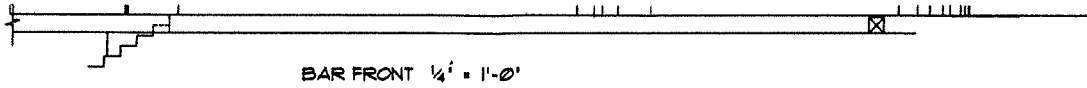
Roof which could be an outdoor patio

Billiard room

State Street delivery entrance

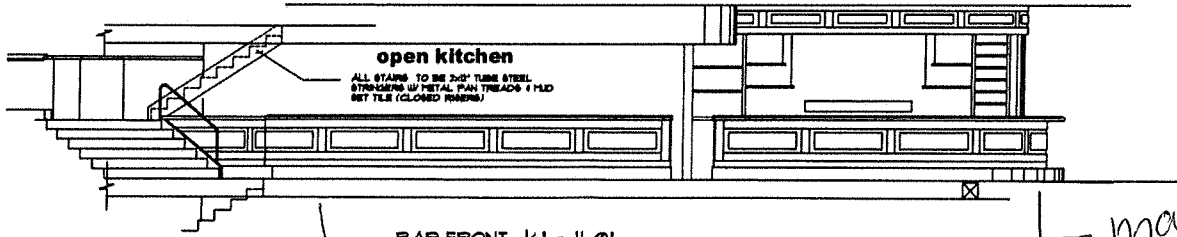


Winedawn 6



BAR FRONT 1/4" = 1'-0"

rendering of the bar at State Street entrance



open kitchen

ALL STAIRS TO BE 2x4" TUBE STEEL STRONGERS w/ METAL PLAN TREADS & FLD NET TILE (CLOSED RISERS)

BAR FRONT 1/4" = 1'-0"

main bar

will NOT be stairizing full kitchen

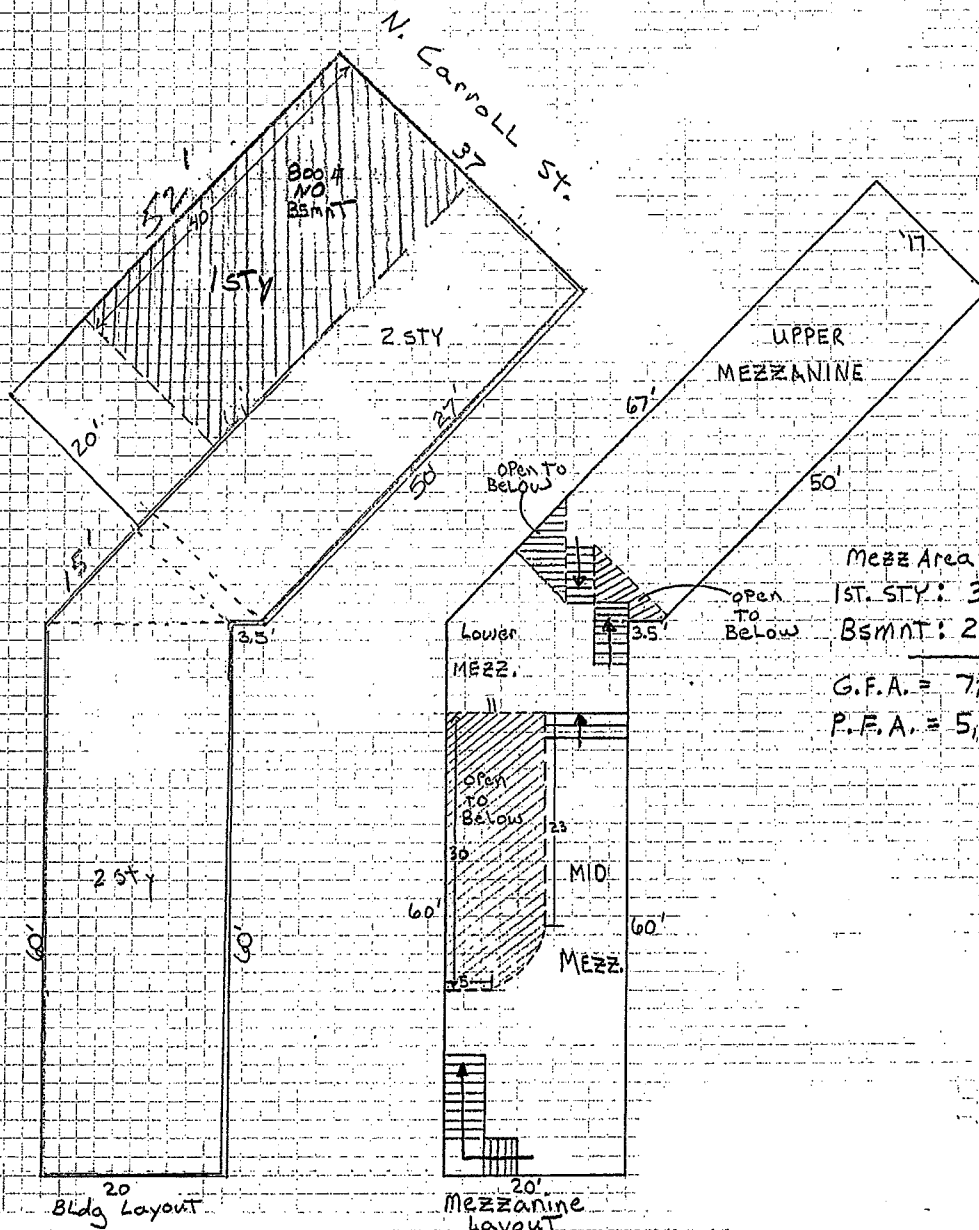
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Winedown 7

0709-144-2606-4

118 STATE STREET  
LOT SIZE = 3294 #

1/1997 Funny Business



Mezz Area: 1,785 sq. FT.  
 1ST. STY.: 3,235 sq. FT.  
 BSMT: 2,435 sq. FT.  
 G.F.A. = 7,455 sq. FT.  
 P.F.A. = 5,020 sq. FT.

STATE ST.

SCALE: 20' PL 7-1483

REVISED 6.84.92

REVISED: 1-29-97