



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

1. 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.
2. This application is for the license period ending June 30, 20 15.
3. 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.
Jellysideup LLC.
4. Trade Name (doing business as) Olivers
5. Address to be licensed 2540 UNIVERSITY AVE Madison, WI.
6. Mailing address 10 East Doty Street
7. Anticipated opening date Labor Day
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

10. 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 beverages will be served in the Dining Room, Patio, & Bar

Alcohol will be stored in locked alcohol storage: locked beer cooler or behind the bar.

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above. SEE Exhibit #1
12. Applicants for on-premises consumption: list estimated capacity 93
13. Describe existing parking and how parking lot is to be monitored.
THERE IS NO EXISTING parking lot for the Restaurant: on street parking is available: AS WELL AS A 20 stall Municipal parking Lot
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to _____ (name of licensee)
15. Attach copy of lease. SEE Attached Exhibit #2

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 Robert G. Harriman
17. City, state in which agent resides Fitchburg WI.
18. How long has the agent continuously resided in the State of Wisconsin? 67 YEARS
19. Appointment of agent form and background check form are attached. SEE Exhibit #3
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 April 15, 2014

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
Managing Partner	Robert G. Harriman	Fitchburg WI
Partner	Don Michelson	Middleton 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.

Robert G. Harriman

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) SARDINE RESTAURANT, MADISON, WI.

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 Neighborhood Restaurant and Bar:

~~SEE Exhibit # 4~~

28. Hours of operation Mon-Thurs 11:00 AM - 11:00 PM Fri 11:00 AM - Midnight Sat/Sun 8:00 AM - 10:00 PM

29. Describe your management experience _____

SEVEN YEARS AS PARTNER at the SARDINE RESTAURANT

24 YEARS MANAGING PARTNER R.G. HARRIMAN CO.

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

Chad Vogel

MADISON WI

Craig Madigen

Middleton WI

31. Describe staffing levels and staff duties at the proposed establishment Daily there will be

Chef, Assit Chef (2) Assit cooks (2) Dishwashers, Host, Assit Host, (2) Bartenders

3-4 waitstaff, (1) GENERAL MANAGER

32. Describe your employee training Employee training will occur once a week

as part of the GENERAL MANAGERS staff meeting. Weekly topics will be responsibilities, regulations and procedures to serve alcohol in Wisc.

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

Residence of District #5. UW Health care employees, graduate students
and the residences of 2500 University Ave.

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

Social Media will be the primary source of advertising. The focus
will be on the food

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? _____

38. What age range do you hope to attract to your establishment? 32-65

39. What type of food will you be serving, if any? NEW AMERICAN
 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? 11:00 AM - 10: PM Mon - Thurs
Fri 11:00 AM - 11:00 PM Sat & Sun 8:00 AM - 9:10 P.M

42. What hours, if any, will food service not be available? 10:00 PM - midnight Fri & Sat

43. Indicate any other product/service offered. N/A

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? 3-6 PER DAY

During what hours do you anticipate they will be on duty? 11:00 AM - 10:00 P.M

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? 20
 How many bartenders do you anticipate having work at one time on a busy night? 2-3
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 73
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? 90%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 78%
 What percentage of your advertising budget do you anticipate will be drink related? 2%
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:
30 % Alcohol 70 % 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 **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 4 5 6 - 1 0 2 8 3 2 1 6 4 3 - 0 2

69. Federal Employer Identification Number 46-5397928

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

Contact person Robert G. Harriman

E-mail address rg@rgharriman

Phone 608-250-5153 Preferred language English

71. Corporate attorney, if applicable: Name Dan Schlichting

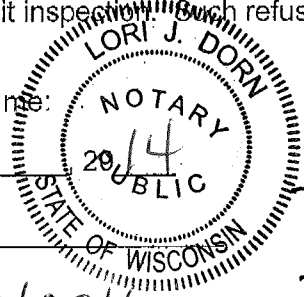
Phone 608-257-0945 E-mail dschlic@hbshawfirm.com

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 April

Lori J. Dorn
 (Clerk/Notary Public)



Robert G. Harriman
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
Robert G. Harriman

My commission expires 7/10/2016

Clerk's Office checklist for complete applications		
<input checked="" type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" 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 type="checkbox"/> Form for surrender of previous license <input 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 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 _____		

Oliver's Restaurant Proposal Fall 2014 Menu

5 Salads,

Roasted beet and carrot salad, goat cheese, radish, arugula, candied pecans, Sherry vinaigrette

Apple and crispy squash salad, black currants, spiced pumpkin seeds, arugula, endive, crumbled blue cheese, honey-cider vinaigrette

Fresh spinach with balsamic vinaigrette, brandied cranberries, candied walnuts, pear, apple, and crisped goat cheese

Crisp romaine with pan-roasted Brussels sprouts tossed in creamy garlic dressing with blue cheese, bacon, and croutons

Pickled baby beets and Gorgonzola with toasted walnuts, shaved red onion, arugula, endive and creamy white wine vinaigrette

9 Sandwiches, all sandwiches will be paired with fries, and house made vinegar horse radish cabbage slaw, or classic pickled cucumber onion, and green pepper salad, or a small house salad

Braised pork with fried egg, grilled red onions, aioli, tomato and frisée on grilled Stalzys Farm White

Organic, grass-feed Angus hamburger grilled, choice of gruyere, sharp cheddar or gorgonzola cheese, served with arugula, tomato, and aioli on a house made grilled bun

Smoked salmon with cucumbers, radishes, hard-boiled egg, arugula, capers and sweet mustard on toasted Stalzys sourdough bread

Turkey hand-carved roast turkey, melted Gruyere cheese, apple-pear slaw, cranberry chutney on Staley's light sesame rye

Veggie roasted zucchini, red peppers, carrots and Portobello mushrooms on sweet wheat berry bread with hummus, feta, and oven-dried tomatoes

Brisket tender braised beef brisket, caramelized onions, and bacon aioli on a Stalzys grilled light rye

Chicken pan-seared chicken breast chipotle mayonnaise, aged cheddar, bacon, and avocado served on Staley sour dough

Grilled cheese on Stalzys toasted wheat berry bread with Kerrygold cheddar, gruyere, arugula, and red onion cranberry chutney

Pan fried Walleye with crisp roman on Stalzys toasted county white bread

9 Entrees

Seared Grouper, braised flageolet beans, wild mushrooms, roasted tomato, leeks, lardons, sautéed Swiss chard

Grilled Norwegian salmon, French lentils, sautéed spinach, Portobello mushrooms, tomatoes, beurre blanc

Steamed mussels, white wine and cream sauce frites and mayonnaise

Grilled mahi mahi, fingerling potatoes, broccoli rabe, red squash, bacon lardons, roasted tomato butter

Grilled rib eye, Flank or New York Strip, compound butter, frites

Braised Beef with Wisconsin root vegetables and mashed potatoes

Stuffed Pork sirloin, braised green cabbage, roasted carrots, fingerling potatoes, black currants, and apple-cider gastrique

Roasted half chicken, balsamic butter sauce, frites, petite frisée salad

Roasted half Duck with Cranberry glaze, and wild rice or twice backed potato with steamed in season vegetables

Lake Perch Fish Fry , fries, house-made orange horseradish tartar sauce and classic pickled Cucumber onion, and green pepper salad, with dark beer bread

Icelandic haddock, lightly beer battered and served over frites , vinegar horseradish slaw and house made tartar sauce

Brunch Menu

Omelet's with choice of salad or fries,

Waffles with associated toppings,

Fresh eggs with Grilled pork sausage or bacon, or smoked salmon, and potatoes

North Atlantic salmon, with white beans, leeks, lardons, with poached egg

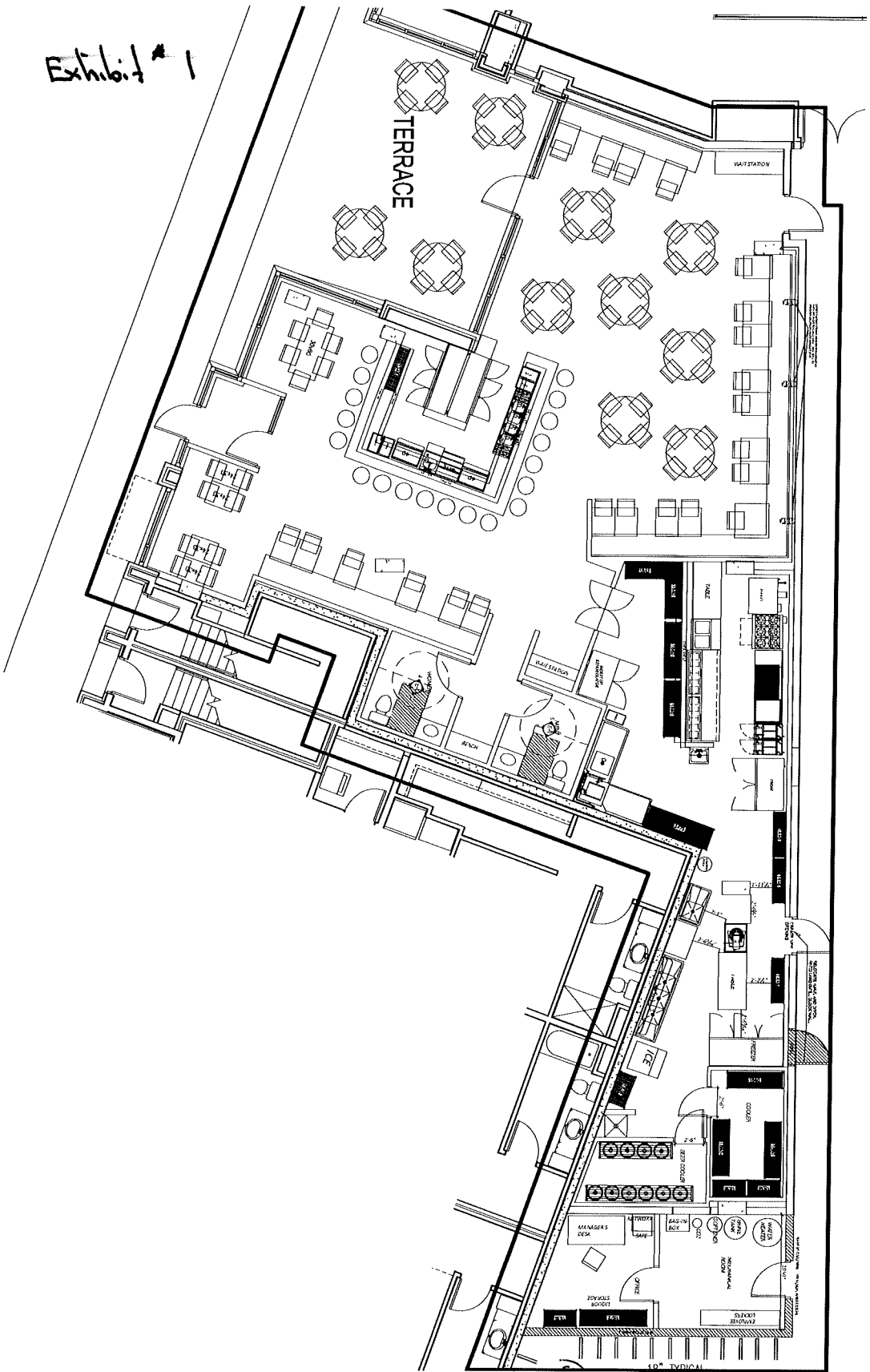
Fresh Fruit, juice

Associated cheese's and cured meats

Associated breads and pastries

Typically there will be two house made soups on the lunch and dinner menu, and we will develop Pasta , and stuffed pasta items for the lunch menu specials that will eventually find their way over to the dinner menu.

Exhibit # 1



<p>R.G. Harriman GENERAL CONTRACTORS</p> <p>www.rgharriman.com</p> <p>10 East Dean St Madison, WI 53703 1.888.205.1150 1.608.255.5813</p>	
<p>PROJECT: HARRIMAN 3540 UNIV. AVE MADISON, WI 53705</p>	
<p>SCALE: 1/4" = 1'-0"</p>	
<p>FLOOR PLAN</p>	
<p>A-01</p>	

Exhibit # 4

Project Summary:

Restaurant

Location: 2540 University Ave

Total Square footage 3,016

Restaurant seating Capacity 93 total, 73 in the restaurant 20 at the bar,

As well as an additional 24 seasonal seats on a private Patio.

Food to Liquor sales ratio is estimated to be 67 % food 33 % Beer, Wine, & liquor

Name of the Restaurant is **Oliver's**

Owner: **Jelly Side up LLC.**

The Jelly Side Up ownership group can be best described as locally grown. The owners are local business men, Don Michelson and Bob Harriman. Don has been a successful commercial real estate broker and owner of a real-estate brokerage firm in Madison for many years, while Bob is the founder and managing partner of R.G. Harriman Inc., a design build General Contractor, specializing in restaurant design, and construction. Bob is also a partner in the Sardine restaurant here in Madison.

Both Don and Bob grew up on the near west side. Both graduated from West High School, both attended the UW-Madison, and both live in the Madison Area.

Oliver's

Oliver's is a casual neighborhood restaurant conceived as a gathering place for the people who live or work in the surrounding area. The interior design is inclusive, casual, and comfortable, with a rustic wood floor, pewter top bar, wood ceiling over the bar, upholstered banquettes with wood and ceramic accents, and wood tables and chairs.

The dining capacity of the restaurant is 93 people, 73 dining seats with an additional 20 seats at the bar. There are an additional 24 seats available outside for seasonal seating on a private smoke free patio facing University Avenue.

To gain a comparative perspective of Oliver's size we can look at the size of other restaurants in the City of Madison, The Marigold Restaurant for instances seats 73, Cooper's Taverns seats 75, Johnny Delmonico's seats 130 and the Sardine seats 210.

Food

Oliver's, when possible, will source locally grown, sustainably produced ingredients, from local vendors and producers. Oliver's experienced staff will then combine these ingredients in unexpected flavor combinations into hand crafted sensible American Cuisine. This type of food experience is often elusive to define, and may best be understood by comparing it to other already known restaurants. Looking at it this way, Oliver's food can be best described and falling somewhere between the Marigold Kitchen and the Sardine restaurant.

Bar

Oliver's will have 12 beers on tap, with an emphasis on local craft beers, a wine list that will compliment the dinner menu, and hand crafted cocktails made with quality ingredients.

Marketing Focus

Because there is limited on street parking opportunities, with a small public parking lot just to the west of the restaurant Oliver's marketing strategy will be too focused on the local neighborhood and the UW Hospital community. We believe that there currently exists an unfulfilled demand within the neighborhood for another quality restaurant, especially one that is open for lunch and week-end brunch.

Live Music

At this point in the development of the business plan no live music is anticipated. We would however like to preserve the opportunity in the future for a small acoustical Jazz trio or small Blues Folk group on special occasions. There will be no live music or amplified sound on the seasonal patio.

Signage;

An approved signage plan already exists for the building, the signage for Oliver's will comply with that signage approved/allowed for the building and it will be tastefully done.

Hours of Operation, Trash Removal and Deliveries

Hours:

Oliver's will offer a lunch and dinner menu Monday through Sunday as well as a brunch menu on Saturday and Sunday mornings

Monday -Thursday 11:00 am until 11:00 pm

Friday 11:00 am until Midnight

Saturday 8:00 am until Midnight

Sunday 8:00 am until 10:00 P.M.

Patio service will be seasonably available: weekdays between 11:00 AM to 9:00 PM, and Saturday and Sunday between 8:00 A.M. and 9:00 P.M. There will be no outdoor amplification of music, and no alcohol will be served on the patio before 11 AM.

Trash Removal

All trash generated by the restaurant will be contained within the building in the interior trash enclosure. There will be very little possibility of any windblown debris entering the neighborhood. The enclosed trash pickup should also limit any noise during the trash collection process.