

AMENDED APPLICATION TO REFLECT PROPER ADDRESS



City of Madison Liquor/Beer License Application

On-Premises Consumption: [X] Class B Beer [X] 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: \_\_\_\_\_)

[X] 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 16 .

3. List the name of your [ ] Sole Proprietor, [ ] Partnership, [X] Corporation/Nonprofit Organization or [ ] Limited Liability Company exactly as it appears on your State Seller's Permit.

The Cheesecake Factory Restaurants, Inc.

4. Trade Name (doing business as) The Cheesecake Factory

5. Address to be licensed 1 West Towne Mall, #C-1, Madison, WI 53719

6. Mailing address 26901 Malibu Hills Road, Calabasas Hills, CA 91301

7. Anticipated opening date October/November 2015

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?

[X] No [ ] Yes (explain)

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?

[X] 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.

Applicant is in the process of extensive renovation of Space #C-01 of the West Towne Mall. Front and side views of the exterior, as well as the floor plan, are attached. Alcoholic beverages would be served in the main restaurant, exterior patio and interior patio. It would be stored in storage areas noted on the floor plan.

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. 313
13. Describe existing parking and how parking lot is to be monitored.

Patrons will park in the existing West Towne Mall 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.

**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 Anthony Jampole
17. City, state in which agent resides Cedarburg, WI
18. How long has the agent continuously resided in the State of Wisconsin? 18 months  
from 2008-2011
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.  
California August 10, 1977

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
Schedule attached.		

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.

Corporate Service Company, 8040 Excelsior Drive, Ste. 400, Madison, WI 53717

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

No  Yes (explain) It is a wholly owned subsidiary of The Cheesecake Factory, Incorporated.

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) Restaurants located in Mayfair Mall, Wauwatosa, WI  
and Bayshore Shopping Mall, Milwaukee, 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 Full service restaurant with nearly 200 locations, more than 250 menu items and more

than 50 signature cheesecakes and desserts.

28. Hours of operation 8:00 a.m. - 1:30 a.m.

29. Describe your management experience The Company has nearly 200 restaurants in operation.

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

Not identified as yet - they will be identified in late August, 2015.

31. Describe staffing levels and staff duties at the proposed establishment 9 work groups -

managers, servers, bartenders, hosts, baking staff, bussers, line cooks and dishwashers

32. Describe your employee training Personnel from other locations and the home office will conduct on-site

training, to include practice sessions.

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

The general public

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

Reputation, location, National Cheesecake Day, holiday gift card, sales

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  Not applicable

**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? General public, youth to seniors

39. What type of food will you be serving, if any? \_\_\_\_\_

\*  Breakfast  Brunch  Lunch  Dinner

\*Eggs and omelets will be available all day, every day.

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? All

42. What hours, if any, will food service not be available? None

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? 100 - 125, although during the first ten months we will have more staff than normal.

During what hours do you anticipate they will be on duty? 8:00 a.m. - 1:30 a.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? 11  
 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 approximately 300
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? 75%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? \_\_\_\_\_  
 What percentage of your advertising budget do you anticipate will be drink related? \_\_\_\_\_
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 Will join upon receipt of license
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:  
11 % Alcohol 88 % Food 1 % 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 We are experiencing problems in terms of who to contact - your assistance would be greatly appreciated. This will not be a tavern or bar with their attendant problems.