

LIC4B-2018-00812  
A-6  
P-410  
52497



# 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  Class A Cider

## 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 18.
- 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.

Frameshift Arts Cafe LLC

- Trade Name (doing business as) the Winnebago Arts Cafe

- Address to be licensed 2262 Winnebago St.

- Mailing address ~~PO Box~~ 2342 E Washington Ave

- Anticipated opening date Sept. 1 Oct. 1

- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?  
 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.

Commercial Brick building with two dining rooms. Back room is where bar is located.

Alcohol is stored in the basement with all records.

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 99

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

9 parking stalls, 1 handicap. Monitored  
by a security camera

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 John Dettaven

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

18. How long has the agent continuously resided in the State of Wisconsin? 5 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 3/19/2018

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
Operations	Jacob Dettaven	Madison, WI
CSM	John Dettaven	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.

John Dettaven

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 Community gathering space serving  
breakfast, lunch, & dinner, featuring live  
performances of both local & touring acts  
from diverse disciplines.

28. Hours of operation 7a - ~~10a~~ 12a

29. Describe your management experience Property Management for  
Dettaren Properties; FORT management for Sawatalee.

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

Tori Vancil Madison, WI \_\_\_\_\_

Ashlee Miller Madison, WI \_\_\_\_\_

31. Describe staffing levels and staff duties at the proposed establishment 5-10 on

depending on time, 15-25<sup>total</sup> depending on scheduling  
Serving & cooking for guests

32. Describe your employee training 30-60-90 reviews with

clear goals outlined in advance. Constant  
communication between staff & management

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

Single/Coupled, 25-50 years old, Community focussed, co-op supporting.

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

Word of Mouth, Pay it Forward, Mailings/Coupons, Door to door, Social Media Events, specials, & community campaigns

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? Music, Theater, civil dialog, poetry, comedy

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? Local & Organic  
 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? 7a-10p

42. What hours, if any, will food service not be available? 10p-12a

43. Indicate any other product/service offered. Local arts & crafts

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? 8-12

During what hours do you anticipate they will be on duty? 5p-12a

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? 15  
 How many bartenders do you anticipate having work at one time on a busy night? 2
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
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? 55%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 100%  
 What percentage of your advertising budget do you anticipate will be drink related? 0%
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:  
40 % Alcohol 57 % Food 3 % 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 Deputy Clerk 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 intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted.  No  Yes

- 66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
- 67. 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
- 68. 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**

69. State Seller's Permit 600-1029964368-03

70. Federal Employer Identification Number 87-5065828

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

Contact person John DeHaven

E-mail address johnparkerdehaven@gmail.com

Phone 608-216-6806 Preferred language English

72. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**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 16<sup>th</sup> day of July, 2018

[Signature]  
\_\_\_\_\_  
(Clerk/Notary Public)

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

My commission expires 3-27-2022

Clerk's Office checklist for complete applications		
<input 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 checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input 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 _____		

*mortgage coming via email*

# the winnebago

a r t s   c a f e

## Executive Summary

### Mission

To build diverse connections throughout our community through food, art, and conversation.

### Product

The Winnebago will serve a simple seasonal menu of fresh and locally sourced food, fair trade coffee, an extensive tea selection, and a full bar featuring local craft beer, wine, and spirits. We will host a wide variety of programming including: local and touring music acts, theatrical productions, dance, film, comedy, poetry, and community conversations.

### Leadership

Julie Bloor, Kitchen Manager  
Jacob DeHaven, Building and Events Manager  
John DeHaven, General Manager  
Ashlee Miller, Bar Manager  
Tori Vancil, Cafe Manager

### Legal Structure

The Winnebago is incorporated through Frameshift Arts Cafe, LLC.

# Company Description

Fresh and locally sourced food with personalized portion control

- \* Building relationships with and supporting local farmers
- \* Clean and simple menu, healthy and delicious
- \* Small Plate and Family Style options for perfect portioning

First rate independent performance venue

- \* Multidisciplinary programming - cross-cultural music, theatrical productions, dance, film, comedy, poetry, and community conversations
- \* Residencies for local artists to develop their craft
- \* Acoustically treated room with and industry standard sound system run by talented technicians
- \* Professional audio and video recording and production

Open communication between leadership, staff, and guests

- \* Regular One on One meetings between leadership and staff
- \* Yearly anonymous staff surveys to honestly evaluate the working environment
- \* A 30-60-90 day checklist for onboarding new staff
- \* Guest feedback encouraged and appreciated through face to face conversations, comment cards, and internet reviews

Tip free, living wages

- \* All guests are treated equally, as staff is paid the same no matter whom they are serving
- \* Wages based on performance and experience, not on the generosity of our guests
- \* Health insurance offered to all full time staff

Responsible stewardship of resources, financial and environmental

- \* Zero Waste Goal with creative solutions to waste issues
- \* >10% of profits invested back into the community
- \* Public Service Announcements during performances with representatives from various causes to share their work and collect donations
- \* Fine art silent auctions to benefit organizations of the artist's choosing



# Market Research

## Our Guests

### Demographics:

1 mile: 25-39(36%) 40-55(29%), 1-2 Person Household(77%), White(87%)  
3 miles: 18-34(36%) 35-59(28%), 1-2 Person Household(75%), White(85%)  
5 miles: 18-34(43%) 35-59(29%), 1-2 Person Household(71%), White(82%)

"The soul of Madison lives in the Schenk-Atwood-Starkweather-Yahara, (SASY) Neighborhood, an unassuming old blue-collar district re-imagined as a vibrant haven for many of the funkier and more enterprising elements of the city's creative class... The diverse mix of residents: from the traditional professional to the creative musician, the family makeup that spans ages, races, incomes, and orientation, as well as the vast interest in local to worldly advocacy makes this neighborhood a highly desirable place to live. The charitable spirit is high with the neighborhood supporting, through financial and volunteer time, the Goodman Community Center that serves our youth and seniors." - City of Madison, SASY Neighborhood Profile

## Competition-> Collaboration

### Restaurants:

Mint Mark, New American Tapas, \$\$\$  
Alchemy, American Pub Grub, \$\$  
The Green Owl, Vegetarian and Vegan, \$\$  
Monty's Blue Plate, Diner, \$\$  
Barriques, Cafe, \$  
The Victory, Cafe, \$  
Ogden's North Street, Diner, \$\$  
Tip Top Tavern, American Pub Grub, \$\$

### Venues:

Arts + Literature Lab, 50 cap, 4 events/week \*Art, writing, jazz  
Communication, 50 cap, 1 show/week \*Indie  
North Street Cabaret, 99 cap, 4 shows/week \*Jazz and World  
Mr. Roberts, 99 cap, 3 shows/week \*Rock  
Ohio Tavern, 99 cap, 6 shows/month \*Acoustic  
Crescendo Espresso Bar, 99 cap, 5 shows/month \*Singer/songwriter  
Alchemy, 99 cap, 3 shows/month \*Jam Bands and Jazz

## Industry Innovations

The Winnebago is set to straddle multiple industries, as we will be the first farm to table restaurant to place an equal emphasis on artistic programming in town. Madison is flush with established farm to table restaurants, offering menus with price points from \$12-50+, and providing our community with one of the most vibrant restaurant scenes in the county. We are excited and humbled to join this scene and committed to bringing the farm to table ethic to all of our neighbors, regardless of means. Through creative menu design and diverse revenue production we hope to offer fresh, locally sourced food at price points from \$7-40, creating an environment with folks from all walks sharing space and eating together. In addition we will have a house 'Pay-It-Forward' account, offering our guests with means an opportunity to help our economically disadvantaged neighbors gain access to this, as of yet, exclusive industry.

With the losses of 4&20 Cafe and the Chocolaterian, the Schenk-Atwood-Starkweather-Yahara (SASY) Neighborhood is in need of a coffee shop that serves high quality grab and go meals. We will fill the niche between Ogden's and Barriques, offering both grab and go breakfast burritos/sandwiches/pasties and sit down meals in addition to fair trade coffee and tea drinks, smoothies, and brunch cocktails.

We live in a very meat centric food culture that has proven to be unhealthy for most people and damaging to our planet. To combat the perception of a meal being incomplete without meat, we will design our seasonal menus to be vegetarian with meat additions. By flipping the script from meat focused meals with vegetarian substitutions to vegetarian focused meals with meat additions we hope to show people who have never considered eating vegetarian that they don't need meat at every meal while still offering them an ethically raised and perfectly prepared steak if they want it.

As evidenced by a March Cap Times article, Off the Menu: Could the #MeToo Movement Change Sexual Harassment in Madison's Restaurant Industry, Madison isn't immune to the toxic working environments that run rampant in the restaurant industry. We are committed to open communication from the top down and bottom up, creating a feedback loop where everyone's voice is heard and respected. Our General Manager, John DeHaven, is undergoing Mediation Training through the University of Wisconsin- Madison Continuing Education Program in hopes of learning essential techniques for conflict resolution and sharing them with staff so that we can deal with issues that arise in the healthiest way possible.

We believe that there is an artistic renaissance brewing in Madison and are committed to doing everything we can to help it thrive. With a new 2,500 person capacity concert venue, the Sylvee, set to open this fall and Live Nation's buy out of Frank Productions (Majestic, Orpheum, High Noon), Madison is poised to experience a flood of touring acts that would have previously skipped us over; but since The Frequency's closing June 30th, this leaves Madison with approximately zero independently owned and operated music venues capable of hosting top quality talent. We hope to bridge the gap between the High Noon and venues like the North Street Cabaret, offering an industry standard sound system, a comfortable backstage and loading area, and hospitality on par with the larger theaters in town. In addition to our uniquely professional yet intimate performance space, we will be working with Scotify Studios to provide our guest artists with quality audio and video content to use for promotional purposes and to have a high quality record of their experience with us.

# Service Line

## Product/Service

Coffee/Espresso/Tea	\$2-5
Smoothies	\$5-7
To Go Breakfast	\$5-9
Sit Down Breakfast	\$5-15
Lunch	\$7-15
Dinner	\$7-35
Beer/Wine/Spirits	\$3-15
Shows	\$0-40

## Pricing Structure

The Winnebago intends to include gratuity and tax in the prices listed on the menu, so that what you see is what you pay. No more figuring out tips at the end of your meal, or deciphering how much to contribute to your group's check.

# Marketing & Sales

## Growth Strategy

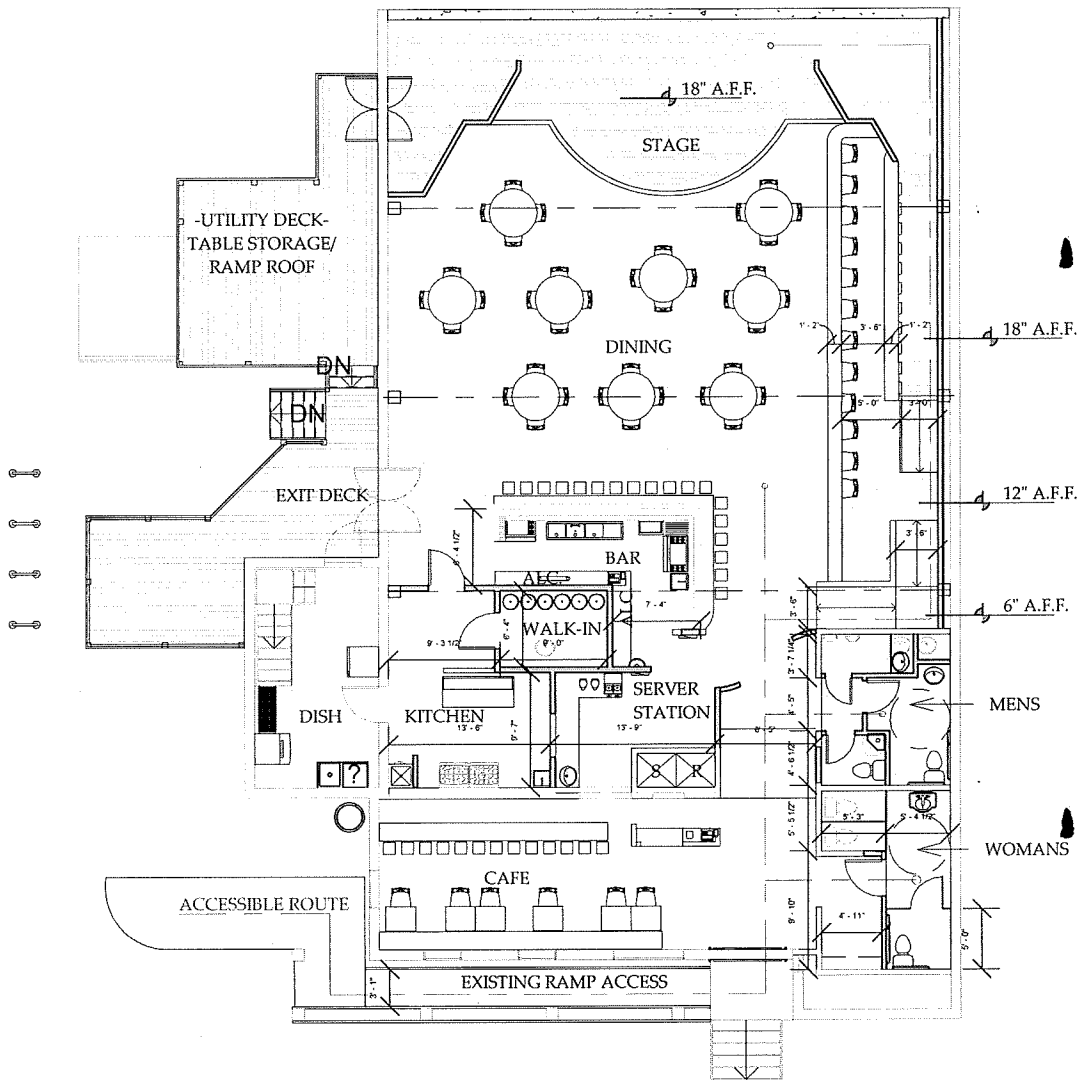
In order to build a lasting relationship with our community The Winnebago will seek to grow slow, only adding goods and services when we're able to do them right. We will open as a daytime cafe with occasional evening events, but with support from the community and expressed demand we imagine serving three meals daily and having performances/events up to twice a day. Though we don't have the capital currently, we are pricing out fire suppression systems and building relationships with our immediate neighbors in hopes of one day increasing our capacity from 99 to 300 people.

## Communication with the Community

We value face to face interaction and thus will be relying primarily on word of mouth advertising and door to door canvassing throughout the SASY neighborhood. By hosting a wide variety of programming we hope to bring in people from many different communities and encourage cross-cultural connections that will benefit the entire city, as well as our bottom line. Our Cafe Manager, Tori Vancil, will be running our social media presence, notifying our followers on Facebook, Instagram, and Snapchat of daily specials, upcoming events, and sharing candid shots of staff and guests having way too much fun. We will also be working with Scotify Studios to create high quality video content for YouTube, and intend to use the basement production studio to record not only music, but pertinent conversations to be released as a locally focused podcast. To engage our less tech savvy neighbors we intend to run occasional print ads and land featured articles on upcoming events with the Wisconsin State Journal and the Cap Times.

## Projected Sales

Maximum # of Guests Served:	Breakfast	247
	Lunch	99
	Dinner	198
Average % of Capacity:		55%
Average Ticket:	Breakfast	\$8
	Lunch	\$10
	Dinner	\$25
Average Sales Once Established:	Weekly	\$30,566
	Monthly	\$132,453
	Yearly	\$1,589,433
% of Sales Once Established:	Year 1	68%
	Year 2	80%
	Year 3	93%
Sales Growth:	Year 1	\$1,092,735
	Year 2	\$1,298,037
	Year 3	\$1,470,226



1 01 - First Floor - PROPOSED 8.5x11  
 1/16" = 1'-0"

**D**

DEHAVEN  
 PROPERTIES

www.dehavenproperties.com

**WINNEBAGO  
 ARTS CAFE  
 Renovation**

**FLOOR PLAN**

Project number 0047

Date 07/15/2018

Drawn by Jacob DeHaven

**A.1**