



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

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 17.
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.

BKM Group, LLC

4. Trade Name (doing business as) Olbrich Biergarten

5. Address to be licensed 3527 Atwood Avenue, Madison, WI 53714

6. Mailing address 543 Harvest Lane, Verona, WI 53593

7. Anticipated opening date May 12, 2017

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.

See attached.

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 300
13. Describe existing parking and how parking lot is to be monitored.

See attached.

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. We are negotiating our lease with Madison Parks Division.

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 Erik Kesting
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 6 yrs.
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 09/07/2016
21. State and date of registration of corporation, nonprofit organization, or LLC.
- Wisconsin 06/20/2016

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	Michael Bare	Verona, WI
Member	Erik Kesting	Madison, WI
Member	Travis Mueller	Milwaukee, 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.

Michael Bare

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 See attached.

28. Hours of operation See attached.

29. Describe your management experience See attached.

30. List names of managers below, along with city and state of residence.
Erik Kesting; Madison, WI Travis Mueller; Milwaukee, WI
Mike Bare; Verona, WI _____

31. Describe staffing levels and staff duties at the proposed establishment See attached.

32. Describe your employee training See attached.

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

See attached.

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

See attached.

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? _____

38. What age range do you hope to attract to your establishment? See attached.

39. What type of food will you be serving, if any? See attached sample menu.
 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? All operating hours

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

43. Indicate any other product/service offered. Yard games such as bags and ring-toss.

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? 5-7

During what hours do you anticipate they will be on duty? All operating hours.

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? _____
 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? 30%.
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 30%.
 What percentage of your advertising budget do you anticipate will be drink related? 70%.
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:
70 % Alcohol 30 % Food 0 % 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
(Contacted City Staff; Coordinator is vacant)
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

Olbrich Biergarten City of Madison Liquor/Beer License Application - Free Text Responses

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.

Service will be provided exclusively from a seasonal exterior service bar at the existing Madison Parks Olbrich Beach House at 3527 Atwood Avenue. Alcoholic beverages will be stored in the large, central storage room. The storage room and adjacent food prep area will be used for storage and warming of prepared foods. Restrooms are available in the building. We do not intend to use any other space in the building for storage or service of food or beverage.

We will have two outdoor seating areas; one on the concrete pad adjacent to the west side of the building which will seat approximately 40 and a second, larger area approximately 50 feet to the northwest along the lake shore that will seat up to 260. All seating will be at rectangular tables with two benches per table, each table seating 8 persons. Large shade umbrellas will be available and trees shade part of the seating area as well.

The boundary of the biergarten will be tastefully demarcated with landscaping and with signs, reminding patrons that alcohol may not be taken outside the biergarten.

Records will be stored in the storage room and/or our business office located off-site.

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

Patrons may use the nearby public parking lot. It is a lined lot of 121 spaces including 5 handicapped-accessible space. The lot has ample overhead lighting and is visible and can be monitored by staff from the service window and from the outdoor seating area.

Section D—Business Plan

27. Business description

The proposed establishment is a biergarten. We may technically be categorized as a tavern for the purpose of this application. However, a biergarten is different in that patrons are encouraged to bring their own food, all seating is outdoors, and we strive to create a multigenerational atmosphere by offering non-alcoholic beverages and an array of food options, as well as casual and family-oriented games to play while enjoying the space.

28. Hours of operation

Monday	4 - 10pm	Friday	3 - 10pm
Tuesday	4 - 10pm	Saturday	12 - 10pm
Wednesday	4 - 10pm	Sunday	12 - 10pm
Thursday	4 - 10pm		

29. Describe your management experience

Our liquor agent and LLC member, Erik Kesting, has eight years of personnel management experience working with diverse teams. We will also have a salaried operations manager with experience in tavern management.

31. Describe staffing levels and staff duties at the proposed establishment

We will have cashiers, bartenders, servers, and food prep staff. Cashiers will take orders and collect payment. Food prep staff will prepare food and pass to servers, who along with bartenders, will fulfill orders. Staff will be overseen by our operations manager, an owner, or a shift leader trained as a backup manager. We will provide ample trash and recycling bins for customers and expect self-bussing. However, our staff will ensure any leftover cups or other containers are disposed properly and tables are clean and clear for new customers coming in.

32. Describe your employee training

All our training will include a focus on safety and customer service. Staff handling food or alcohol will receive initial and continuing training on safe and responsible handling of food and service of alcohol. Our managers receive training in personnel management including cultural competency and labor law compliance.

Training will include information on the nature of our partnership with the Madison Parks Division and our responsibilities in regard to maintaining an appropriate park environment and collaborating with the Parks staff and others sharing use of the building.

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

As the intent of a biergarten is to provide a community gathering and experience of *gemütlichkeit*, our target market is very broad. Families, couples, and single patrons can seek out a reflective experience enjoying the beautiful view, or can bring a meal and share in a picnic while also enjoying some local beer.

Several key groups that we anticipate comprising a significant portion of our business are residents of the Eastside of Madison, especially those in the Eastmorland, Lake Edge, and Schenk-Atwood-Starkweather-Yahara neighborhoods who can easily walk to the biergarten, participants in MSCR and other sport league activities occurring at Olbrich Park, and other visitors to the Park and Olbrich Gardens.

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

Our advertising will emphasize the overall experience of the biergarten and the variety of Wisconsin beers and other products offered. We will collaborate with Madison Parks to advertise the biergarten via existing Parks communication venues such as their newsletter and website. We will have our own website and intend to leverage social media heavily.

Section E—Consumption on Premises

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

We hope to attract adults and adults with accompanying children. We will not advertise directly to under age audiences, though we encourage families to come to the biergarten and we also anticipate serving non-alcoholic beverages and food items to children and youth who may be visiting the park on their own.

Olbrich Biergarten City of Madison Liquor/Beer License Application - Business Plan

Imagine a beautiful Saturday summer evening with a light breeze off of Lake Monona, a view of the downtown skyline, friends and families all around, and a cold beer in your hand. Olbrich Biergarten will bring visitors of Olbrich Park these good feelings of *gemütlichkeit*—a unique German word describing friendliness and good cheer. Our vision is to provide a public place for responsible enjoyment of a beer or glass of wine in a remarkable and underused park setting.

While our business is primarily serving concessions, our vision is for a vibrant park experience. To this end, we will collaborate with Madison Parks and other vendors and Park users to support a well-rounded park experience for visitors of all ages. We will sell attractive food items and non-alcoholic beverages and provide yard games such as bags and ring-toss. Potential future collaborations include supporting the creation of a Friends of Olbrich Park group. We will work diligently to create a park experience that brings Madisonians and visitors together in a lively and friendly atmosphere to enjoy the beauty of Olbrich park.

There is a great deal of history that informs our vision and our business plan. Around the turn of the 20th century, Madison's Scheutzen Park (now part of Yahara Place Park) had a biergarten. According to [A History of the Parks of Madison Wisconsin](#), a group of "Madisonians of German extraction" operated a park that was "accessible by carriage way and steamboat landing. Sunday band concerts and refreshments were offered (lager beer) along with the use of bowling alleys and rifle ranges." The site later included a dance pavilion and vaudeville acts. These Madisonians were undoubtedly inspired by four prior centuries of biergarten evolution in Germany and Europe. Brewing and storing beer, especially the lagers of Bavaria, requires cold conditions. As German breweries increased production, they planted shade trees and placed non-reflective gravel over their cellars to lower the temperatures below. It wasn't long before picnic tables and polka bands showed up to put the outdoor space to good use.¹ Biergartens in public places were ubiquitous in America before prohibition,² and are now making a return.

In 2012, Milwaukee County entered into an agreement with a vendor to operate a biergarten at Estabrook Park. After its initial success, the operation expanded, and Milwaukee County now permits or operates five fixed biergartens in its parks and one biergarten that travels between parks.³ The revenue has been a boon for County taxpayers and the biergartens create new ways and new places for the public to enjoy their parks. The parks surrounding the biergartens have also seen significant investment and growth, including new playground sets, and sports and recreation facilities.

¹ Sopher, Phillip. "How the Biergarten Came to Be: The warm-weather institution has its roots in 16th-century Germany." *The Atlantic*. 23 April 2015. <http://www.theatlantic.com/international/archive/2015/04/how-the-beer-garden-came-to-be/391343/>.

² Mitenbuler, Reid. "The Rise and Fall of America's Biergartens." *Serious Eats*. 21 May 2013. <http://drinks.seriousseats.com/2013/05/drinking-history-beer-gardens-america-prohibition-rise-and-fall.html>

³ "Biergartens in the Parks." Milwaukee County, WI. <http://county.milwaukee.gov/Parks/BeerGardens>

The BKM Group

For more than eight decades (since 1933), beer has been served at the University of Wisconsin's Memorial Union Terrace.⁴ Memories made at the Terrace are shared by generations of Madisonians. Our plan is to create a fully public biergarten in one of Madison's beautiful lakeside parks.

Olbrich biergarten would operate seasonally May through October enhancing summer experiences at the park. We will provide a gathering place for all of the park's users, including neighbors and visitors from afar. With sports drinks and snacks, this would be a destination not only for those who want to responsibly enjoy a glass of beer or wine, but also for families at the park for a soccer game or people who want a bicycling destination near to the Capital City Trail and Lake Monona. There are few places the public can enjoy such a beautiful view of Madison; leveraging this special characteristic of Olbrich Park is a great way to expand everyone's use and enjoyment of the Park and generate revenue for the City.

⁴ Schlect, Chelsea. "Roll Out the Barrel: Prohibition and Memorial Union." Wisconsin Alumni Association. 3 March 2016. <http://www.uwalumni.com/news/roll-out-the-barrel-prohibition-and-memorial-union/>

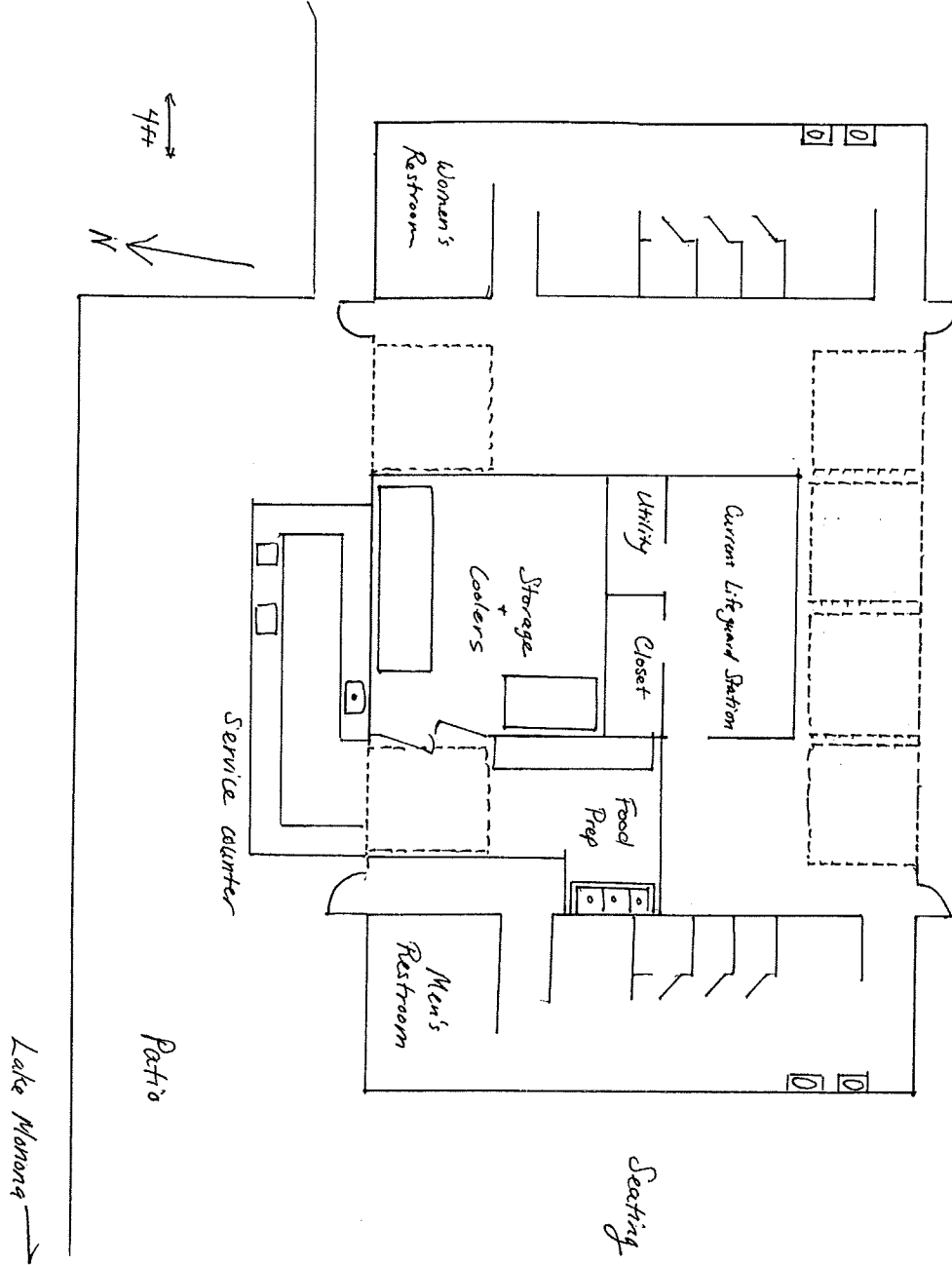
**Olbrich Biergarten
City of Madison Liquor/Beer License Application - Floor Plans**

Exterior, including parking and seating areas.



Seating is communal and at long biergarten tables and benches. The lakeside garden area would have three rows of ten tables per row. Each table seats eight guests. The beach house patio seating area would have two rows of four tables each.

Interior, including storage and food prep:



Olbrich Biergarten

City of Madison Liquor/Beer License Application - Sample Menu

Food

Giant pretzel	\$7 (serves 4)
Mustard cup	\$1
Cheese spread	\$2
Mini bratwurst	three for \$4
Veggie bratwurst	three for \$4
Potato salad	\$2
Ice cream treats	\$2

Beverages

Beer Pint	\$5 / 6
Cider Pint	\$6
Pitcher of Beer	\$14
Glass of Wine	\$7
Sport Drink	\$2
Root Beer	\$2.5
Bottled Water	\$1.5

