

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning June 30 2008 ;
ending June 30 2008

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

County of Dane Aldermanic Dist No. _____ (if required by ordinance)

- 1 The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Chern & Hansen LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Managing member Jo Chern</u>	<u>401 Shatoln. Monona WI</u>	
Vice President/Member	<u>Member Anne Hansen</u>	<u>98 Golf Course Rd. Madison WI</u>	<u>53704</u>
Secretary/Member			
Treasurer/Member			
Agent	<u>Anne Hansen - above</u>		
Directors/Managers			

- 3 Trade Name J&S Tazzina Cafe & Confectionary Business Phone Number (608) 819-1082
4 Address of Premises 45 S. Bassett St. Post Office & Zip Code 53703

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8 (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) 48 seat cafe & coffee shop. Storage in cooler behind counter and in locked basement storage & wine racks

- 10 Legal description (omit if street address is given above):
11 (a) Was this premises licensed for the sale of liquor or beer during the past license year?
(b) If yes, under what name was license issued?
12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No
13 Does the applicant 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] Yes No
14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

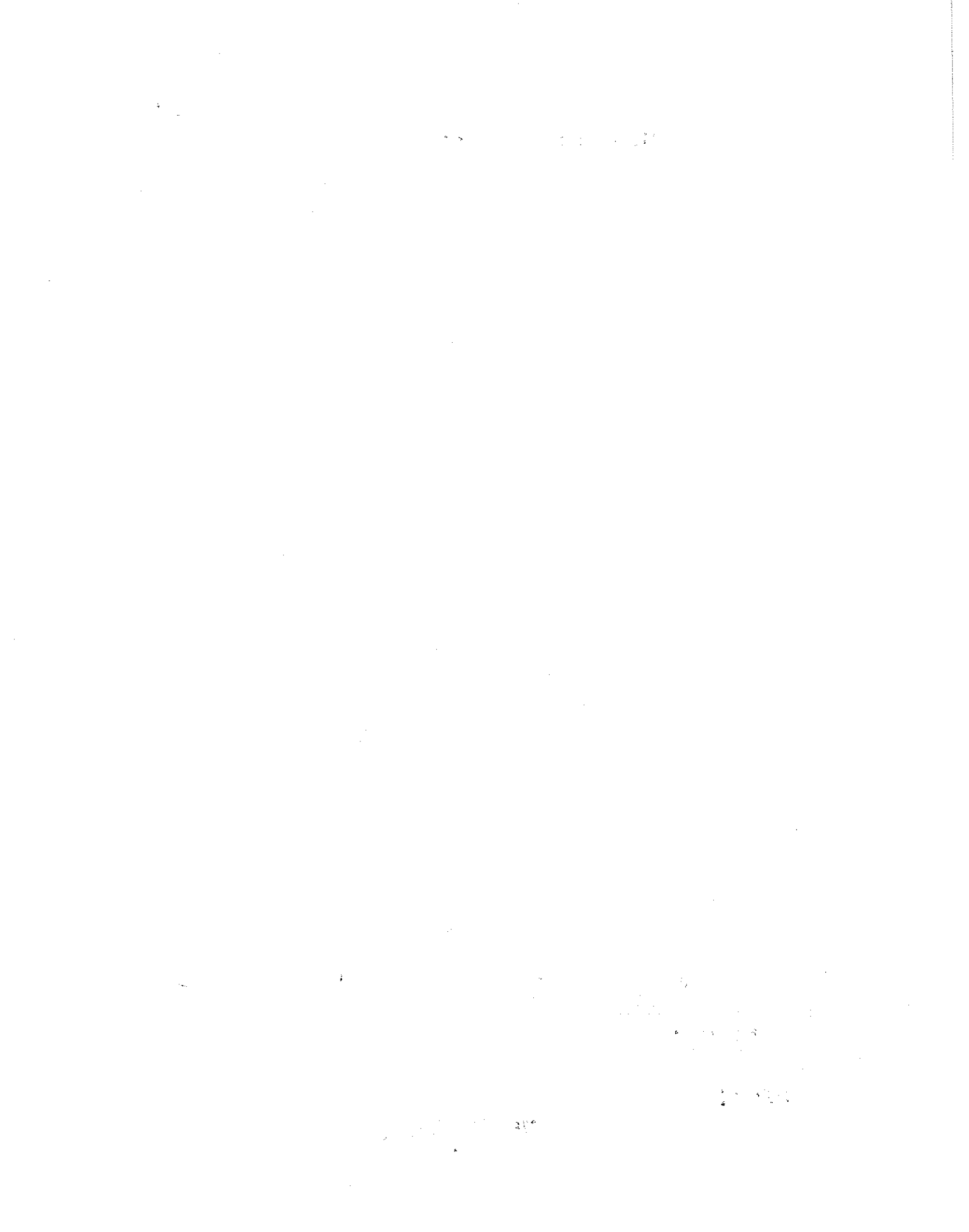
READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a 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 30 day of July, 2007
[Signature]
(Clerk/Notary Public)
My commission expires 8/15/07

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)
[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)
[Signature]
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
<u>7-30-07</u>			
Date license granted	Date license issued	License number issued	
		<u>78770 / 78771</u>	

Applicant's Wisconsin Seller's Permit Number:	<u>004000005225801</u>
Federal Employer Identification Number (FEIN):	<u>391937694</u>
LICENSE REQUESTED	
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input checked="" type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$



City of Madison Liquor/Beer Original Supplemental Form

Office Use Only

- | | |
|--|---|
| <input checked="" type="checkbox"/> Seller's Permit Number
<input checked="" type="checkbox"/> Federal Employer Identification Number
<input checked="" type="checkbox"/> Notarized Original Application Form (AT-106)
<input checked="" type="checkbox"/> Notarized Supplemental Form
<input type="checkbox"/> Description of Licensed Premise
<input type="checkbox"/> *Notarized Appointment of New Liquor Agent
<input checked="" type="checkbox"/> Background Investigation Form(s) | <input checked="" type="checkbox"/> Floor Plans
<input type="checkbox"/> Lease
<input checked="" type="checkbox"/> Notarized Transfer of Ownership Letter
<input checked="" type="checkbox"/> *Articles of Incorporation/ Organization
<input type="checkbox"/> Sample Menu, if possible
<input type="checkbox"/> Business Plan, if one exists
* Forms required of Corporation/LLC only |
|--|---|

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs. **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer.
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

Alderperson Michael Verweef can be reached at _____ at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com.

The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm

Police Department Central District Captain Mary Schauf (Sector 400) can be reached at 266-4316.

Police Department East District Captain Jill Klubertanz (Sector 600) can be reached at 267-2100.

Police Department North District Captain Richard Bach (Sector 500) can be reached at 245-3652.

Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 288-6152.

Police Department South District Captain James Wheeler (Sector 300) can be reached at 267-8687.

Alcohol Policy Coordinator Joel Plant can be reached at 264-9295.

1. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No
2. Are there any special conditions desired by the neighborhood? Yes No
 Explain: requested that no alcohol be served outside
3. Name of Applicant/Partner/Corporation/LLC CHERN & HANSEN LLC
4. Telephone Number: (608) 819-1082
5. Address of Licensed Premise 45 S. Bassett st. Madison, WI 53703
6. Anticipated opening date: currently open
7. Mailing address if not opening immediately _____

8. What type of establishment is contemplated? Tavern Nightclub Restaurant

Liquor Store Grocery Store Convenience Store – Gas Pumps Yes No

Other Please explain coffee shop, cafe limited food service

9. Business Description including hours of operation and if entertainment is part of your venue, what type:

Coffee, bakery, light lunches, chocolates. Hours M-Th 7am-7pm
Fri. & Sat. 7am. to 8pm Sun. 8am. - 2pm. Acoustic music approx
twice monthly.

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

Capacity of 48. seating arranged at tables and
counter, alcohol beverages will be stored behind service
counter and possibly in locked basement storage area.
est. 1200 sq. ft.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. Surface parking lot
1/2 block from shop. Eight designated spaces for establishment

13. Describe your management experience, staffing levels, duties and employee training.

Sales & management of coffee retail for 10yrs. Staff levels
from 4 to 8 employees varies. Duties include customer service, general
cleaning and food preparation. Training on site as necessary.

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your liquor/beer agent. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation. Jo A. Chern

Name

401 Shato Ln. Monona WI 53716

Address

City

State

Zip

15. Excluding pre-packaged snacks, how late will food be served? until daily closing time

16. What type of food will you be serving, if any? soup, sandwiches, salads, bakery, chocolate

17. Indicate any other product/service offered: coffee and tea sales.

18. Describe your target market Neighborhood residents, those working in the
area and visitors to the area.

19. What is your estimated capacity? 48

20. Are you operating under a lease or franchise agreement? Yes No (If yes, attach a copy)

21. Owner of building where establishment is located: Keller Real Estate

Address of Owner: 448 W. Washington Ave. Madison, WI Phone Number 227-6543

~~22~~ Individual or Partnership: Have individual/partners completed the Beverage Server Training Course? Yes No If Yes, indicate names: _____

License cannot be issued until proof of Beverage Server Training completion is shown.

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting? Yes No

24. Corporation/LLC: Agent must disclose interest held in business: 50 %

25. Corporation/LLC: Has agent completed the Beverage Server Training Course? Yes No

License cannot be issued until proof of Beverage Server Training completion is shown.

26. Corporation/LLC: List Directors, Stockholders, and Managers below.

Director(s) Name	Home Address
Jo Chern	401 Shato Ln. Monona WI 53716
Anne Hansen	9B Golf Course Rd. Madison WI 53704

Stockholder's Name	Address	Extent of Ownership%

Manager's Name	Address	Business Phone	Home Phone

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? Yes No

28. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. **For new establishments, the percentage will be an estimate.**

Calendar/fiscal year: January 1 – December 31 July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	5 %
Percent Gross Receipts from Food	83 %
Percent Gross Receipts from Other	12 %
Total Gross Receipts	100 %

Do you have written records to document the percentages shown? No *not for alcohol yet*
You may be required to submit documentation verifying the percentages you've indicated.

29. What type of establishment are you? (Check all that apply) Tavern Restaurant Nightclub

Other Please explain: coffee shop, cafe

30. Will your establishment have a kitchen manager? Yes No

31. Will your establishment be a member of the Wisconsin Restaurant Association? Yes No

32. How many wait staff will be employed at the establishment? 8

33. What hours, if any, will food service not be available? none

34. Describe how you plan to advertise/promote your business. What products will you be advertising?
local newspaper, radio advertising, Food Specials, events, chocolate, entertainment

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. (Individual applicants and each member of a partnership must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

both
SUBSCRIBED AND SWORN TO BEFORE ME:

this 30 day of July, 2007

[Signature]
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

My commission expires 8/5/07

(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

If you have any questions, please contact the City Clerk's Office at (608) 266-4601.

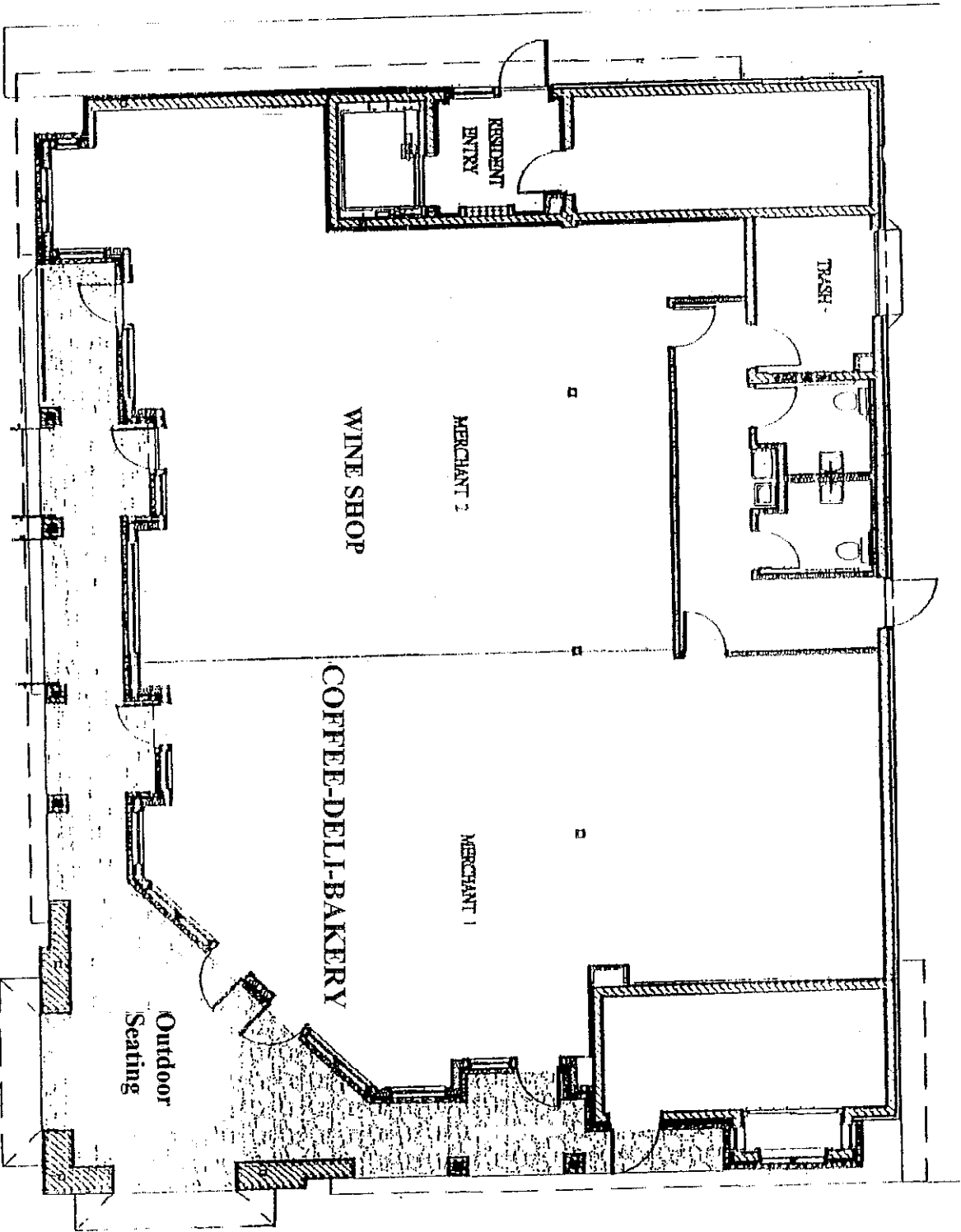


EXHIBIT "A"

TUSCAN PLACE

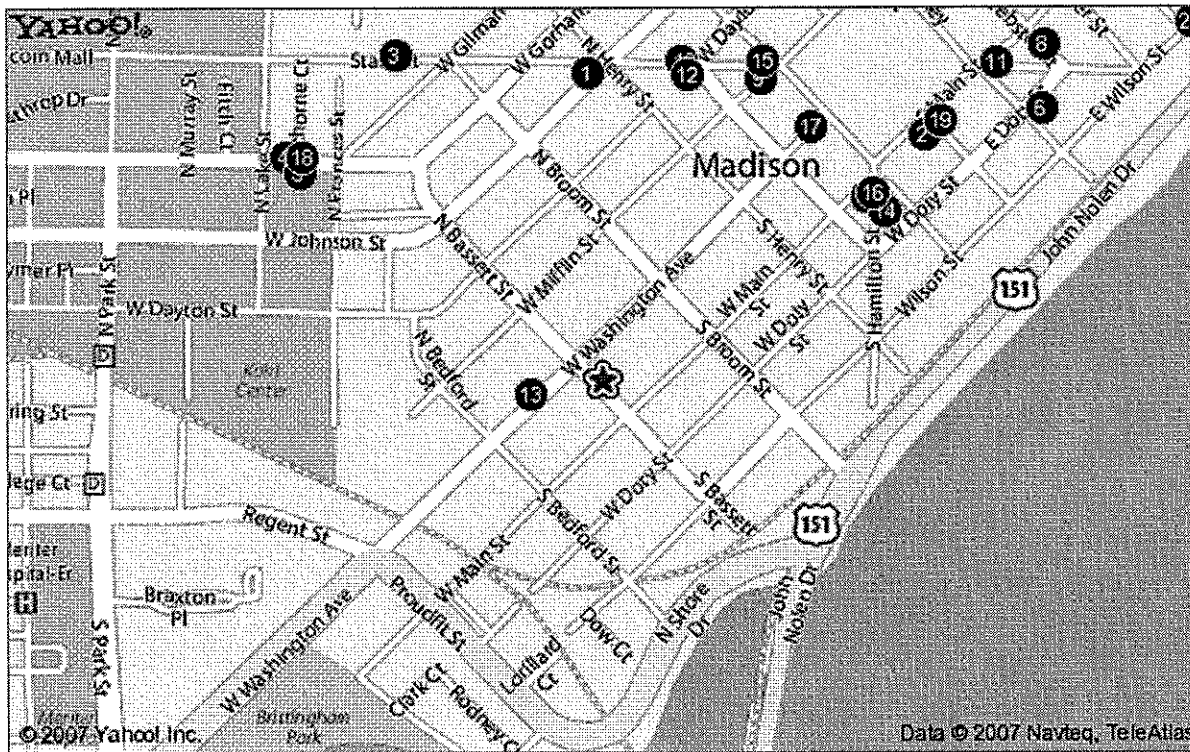
MAIN FLOOR PLAN

© 2003 UNIVILLE ARCHITECTS, INC.

WEST MAIN STREET AT SOUTH BASSETT STREET, MADISON WI

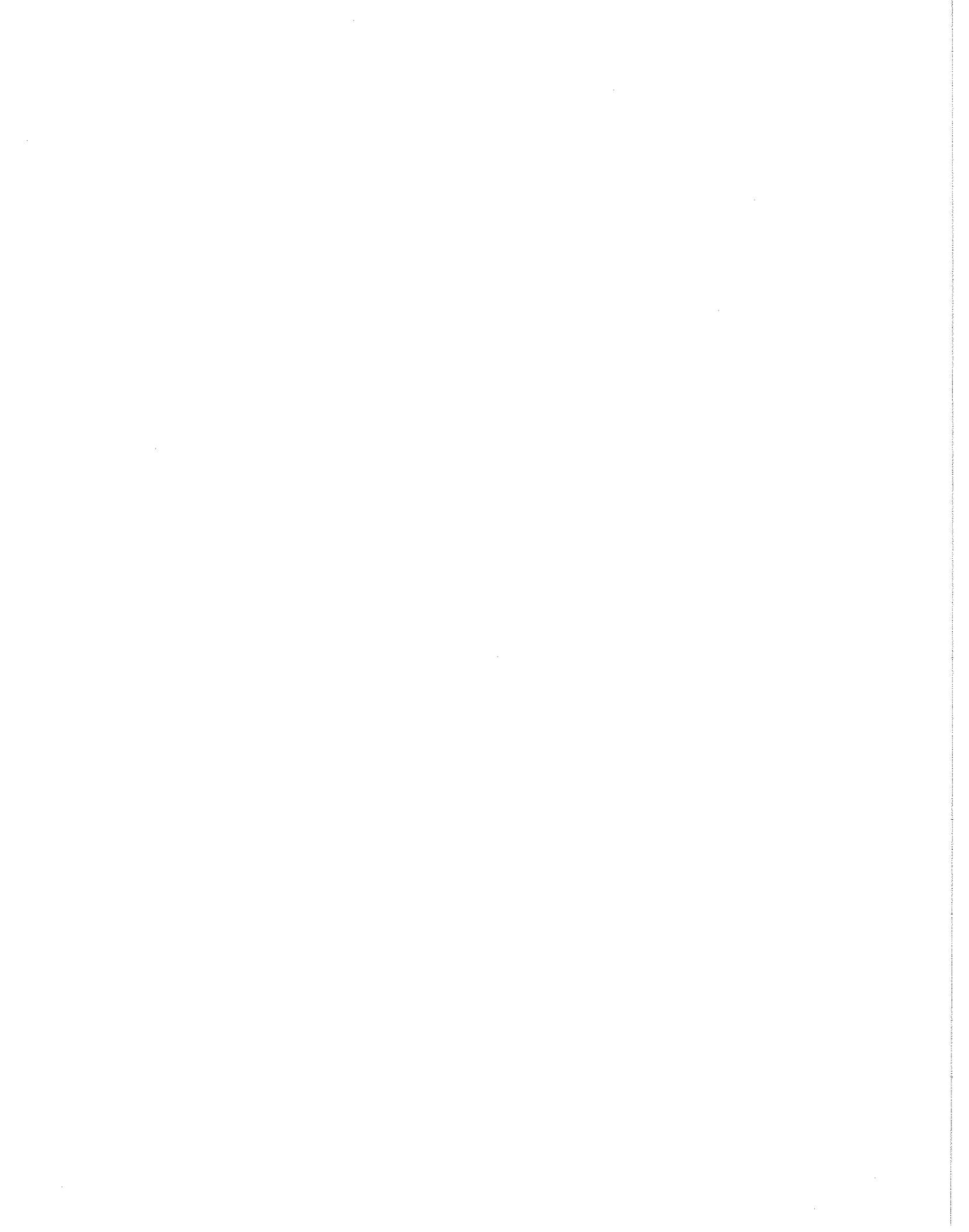
KELLER REALTORS 608-255-6777

Yahoo! Maps - 45 S BASSETT ST, Madison, WI 53703, US



Your Points of Interest

- 1. Irish Pub (608) 256-6071
317 State St Madison, WI 53703
- 2. Brocach Irish Pub (608) 255-2015 ★★★★★
7 W Main St Madison, WI 53703
- 3. Pub (608) 256-2464 ★★☆☆☆
552 State St Madison, WI 53703
- 4. Madison Avenue (608) 257-1122
624 University Ave Madison, WI 53715
- 5. Big Ten Pub (608) 251-6375 ★★★★★
1330 Regent St Madison, WI 53715
- 6. Church Key Pub & Grill (608) 259-0444 ★★★★★
626 University Ave Madison, WI 53715
- 7. Great Dane Brew Pub (608) 284-0000 ★★★★★
123 E Doty St Madison, WI 53703
- 8
121 W Main St Madison, WI 53703
- 9. Willy Street Pub & Grill (608) 256-8211 ★★★★★
852 Williamson St Madison, WI 53703



- 11. High Noon Saloon (608) 268-1122 ★★★★★
701 E Washington Ave Madison, WI 53703

- 13. Comedy Club (608) 256-0099 ★★★★★
119 State St Madison, WI 53703

- 14. Paul's Club (608) 257-5250 ★★★★★
212 State St Madison, WI 53703

- 15. King Club Incorporated (608) 251-5464
114 King St Madison, WI 53703

- 16. Kens Bar & Grill (608) 257-1176
117 S Butler St Madison, WI 53703

- 17. Nick's Restaurant (608) 255-5450 ★★★★★
226 State St Madison, WI 53703

- 18. Atlas Improv Company (608) 259-9999
546 W Washington Ave Madison, WI 53703

- 19. Shamrock Bar (608) 255-5029 ★★★★★
117 W Main St Madison, WI 53703

- 20. State Bar & Grill (608) 294-9988
118 State St Madison, WI 53703

- 21. Gennas Lounge (608) 255-4770 ★★★★★
105 W Main St Madison, WI 53703

- 22. Sierra Club Midwest Ofc (608) 257-4994
122 W Washington Ave # 830 Madison, WI 53703

- 23. Johnny O's Restaurant & Bar (608) 251-0943 ★★★★★
622 University Ave Madison, WI 53715

- 24. D & LS Suburban Inn (608) 424-1500
1 E Main St Ste 3 Madison, WI 53703

- 25. Cardinal Bar (608) 251-0080
418 E Wilson St Madison, WI 53703

When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning.