



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

343 02

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, 2015.
- 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.

Compass Group USA, Inc.

- Trade Name (doing business as) Edgewood College Dining Services or Chartwells
- Address to be licensed 1000 Edgewood College Drive, Madison WI 53711
- Mailing address same
- Anticipated opening date June 30, 2014 or as soon as license is issued.

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

Regina Hall (Washburn Heritage Room, Lake Room, Dining Room, Regina Terrace), Predolin Humanities (Nona McGreal Room, Wingra Commons, Predolin Terrace), DeRicci Hall (Gathering Space), Edgedome, ^{2219 Monroes St, Madison (500)} Edgewood High School (Commons, Wilkes Gym ⁽⁷⁵⁰⁾ Library), Sonderegger Science Center (Rotunda Lobby), The Stream (Atrium, Galler, 2nd Floor Gathering Area, lower level gathering Area) - See Floorplans ^(1,400)

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 See floor plans
13. Describe existing parking and how parking lot is to be monitored.
Permits are required in all college lots during academic school year. All guests are required to sign in at Campus Assistance Center.
14. Was this premises licensed for the sale of liquor or beer during the past license year?
- No Yes, license issued to Wingra Services, LLC (name of licensee)
15. Attach copy of lease/Food Services Agreement

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 Stephanie Durkin
17. City, state in which agent resides Waukesha, WI
18. How long has the agent continuously resided in the State of Wisconsin? 30 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 January 2, 2014
21. State and date of registration of corporation, nonprofit organization, or LLC.
Delaware Corporation 5/19/1994
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
Director/President	Adrian L. Meredith	Waxhaw NC
Director/VP & SCC	Charles P. Brown	Mt. Holly NC

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.
Corporation Service Company, 2711 Centerville Rd, St 400, Wilmington DE

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Sole Shareholder is Compass Group USA Investments, Inc.
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) Northland College, Heartwood, Carroll University

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 Higher Education Institution
27. Business description Food and beverage services for on-campus events and food service. Liquor sales are incidental to food sales and are on an event by event basis.
28. Hours of operation Dining Hall hours vary; event hours are case by case
29. Describe your management experience Liquor Agent was the previous assistant director of Dining Services at Carroll University, planned and executed campus dining and catering.
30. List names of managers below, along with city and state of residence.
Stephanie Durkin, Waukesha WI
Catherine Koosman, Lake Mills WI
31. Describe staffing levels and staff duties at the proposed establishment _____
Approx. 12 full time staff members and over 50 student employees. At events serving alcohol, a licensed bartender will be present.
32. Describe your employee training Employees are trained in customer service, food sanitation, and City, State laws/ordinances that pertain to consumption of alcohol and food service (see attached alcohol policy)

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

College donors, Community partners and Community members
to rent space to hold events (meetings, conferences, etc.)

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

Advertise event space and catering options

35. Are you operating under a lease or franchise agreement? No Yes *Food Services Agreement*

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? *all ages*

39. What type of food will you be serving, if any? _____
 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? *Hours vary: generally 6:30 am-11 pm*

42. What hours, if any, will food service not be available? *11 pm - 6:30 am*

43. Indicate any other product/service offered. *None*

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? *per event basis*
During what hours do you anticipate they will be on duty? *Varies depending upon event*

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? N/A
 How many bartenders do you anticipate having work at one time on a busy night? Varies per event
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 Varies per event
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? < 5%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? approx. 99%
 What percentage of your advertising budget do you anticipate will be drink related? approx. 1%
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:
0.3 % Alcohol 99.7 % 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
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 456-0000420345-04

69. Federal Employer Identification Number 56-1874931

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

Contact person Stephanie Durkin

E-mail address sdurkin@edgewood.edu

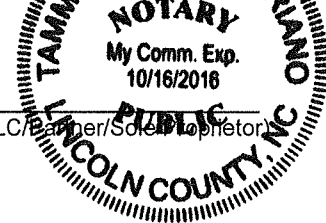
Phone 608.663.4169 Preferred language English

71. Corporate attorney, if applicable: Name Melanie S. Lee, Reinhart Boerner Van Deuren S.C.

Phone 608.229.2227 E-mail Mlee@reinhartlaw.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 12th day of May, 2014
Tammy Skipper Cipriano
 (Clerk/Notary Public)
 My commission expires 10/16/16

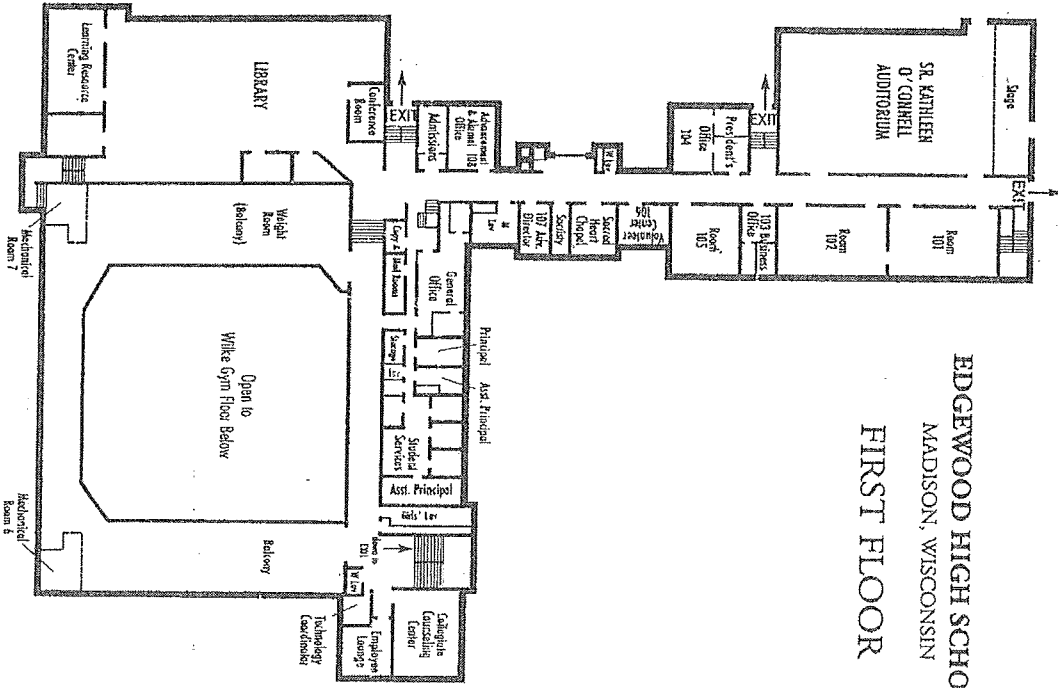
[Signature]
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)


Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Notarized application <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input 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 _____		

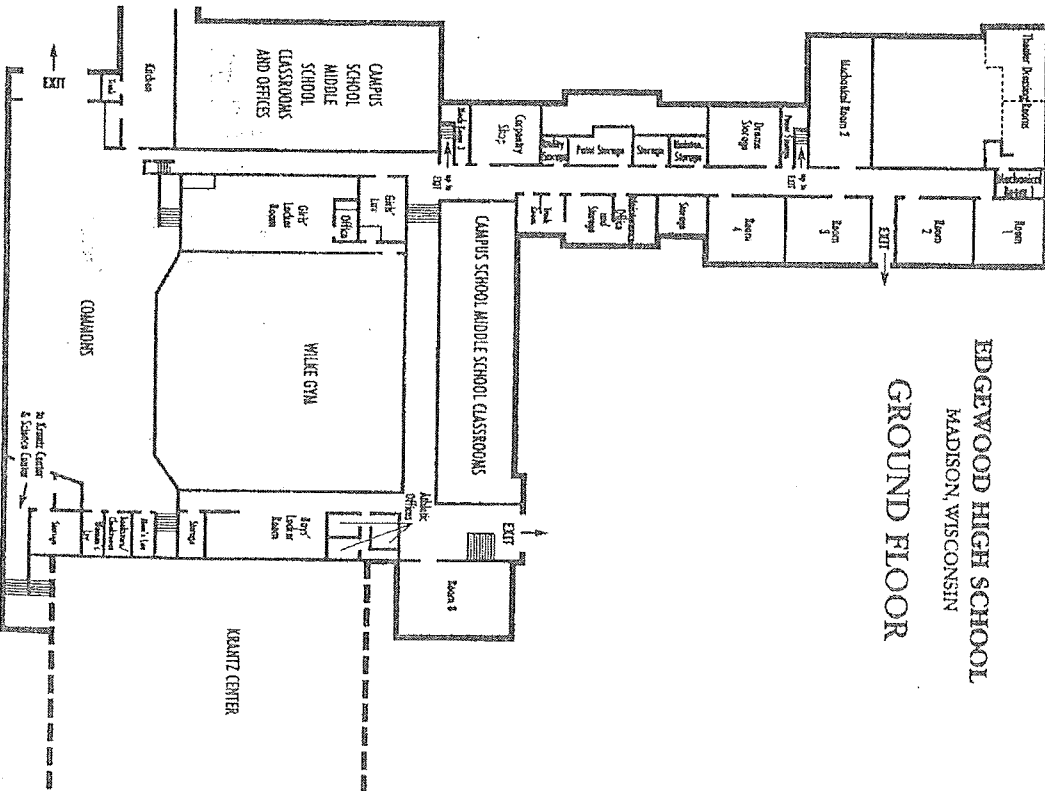
Edgewood College Alcohol Policy

- Alcohol served at all campus functions can only be purchased through Dining Services. No outside liquor can be brought to campus for events.
- Alcohol will only be served in:
 - Washburn Heritage Room, Regina Hall
 - Lake Room, Regina Hall
 - President's Dining Room, Regina Hall
 - Regina Terrace
 - Nona McGreal Room, Predolin Humanities Center
 - Commons, Predolin Humanities Center
 - Predolin Terrace
 - Gallery, DeRicci Hall
 - 1st Floor Lobby, Sonderegger Science Center
 - Gallery/Atrium/1st Floor Lobby, Visual and Theatre Arts Center
 - Theatre Lobby Area, Visual and Theatre Arts Center
 - Todd Wehr Edgedome.
- A licensed bartender is required to sell and check identification when charging for drinks on campus. Bartenders are provided by the Edgewood College Liquor Agent which is the Dining Services Director. Each guest must show proof of age thru a WI license or state issued ID.
- Food and a non-alcoholic beverage choice are required along with an alcohol request. Alcohol cannot be requested by itself.
- Alcohol service must end no later than 10pm.
- Dining Services reserves the right to refuse alcohol service to any individual or group.

EDGEWOOD HIGH SCHOOL MADISON, WISCONSIN FIRST FLOOR



EDGEWOOD HIGH SCHOOL MADISON, WISCONSIN GROUND FLOOR

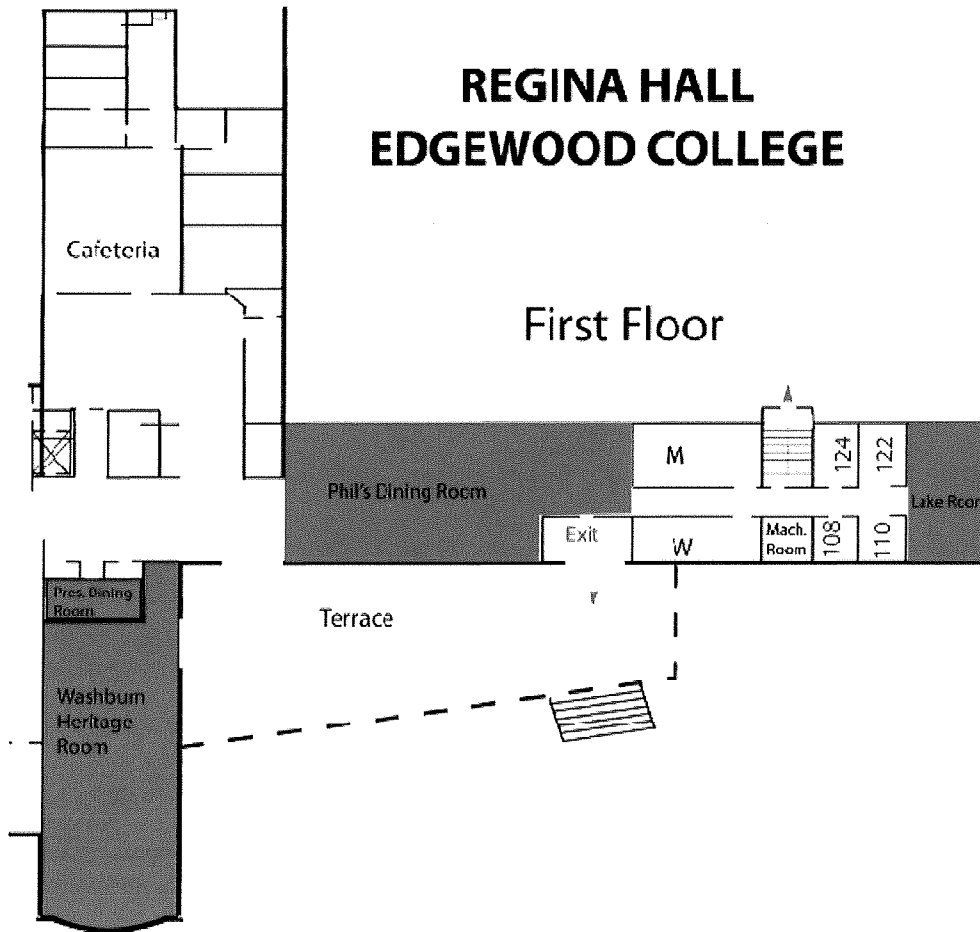


DERICCI 2nd Floor



REGINA HALL EDGEWOOD COLLEGE

First Floor



35 Max Cap

DeRicci Gathering Space—Samantha will Update (new construction 2013) 1000 Edgewood College Drive, Madison WI 53711

Phil's Dining Room—10 max cap, 945 Edgewood College Drive, Madison WI 53711

Lake Room— 20 max cap, 945 Edgewood College Drive, Madison WI 53711

WHR—130 max cap, 945 Edgewood College Drive, Madison WI 53711

Regina Terrace - 50 max cap, 945 edge wood College Dr. Madison WI 53711

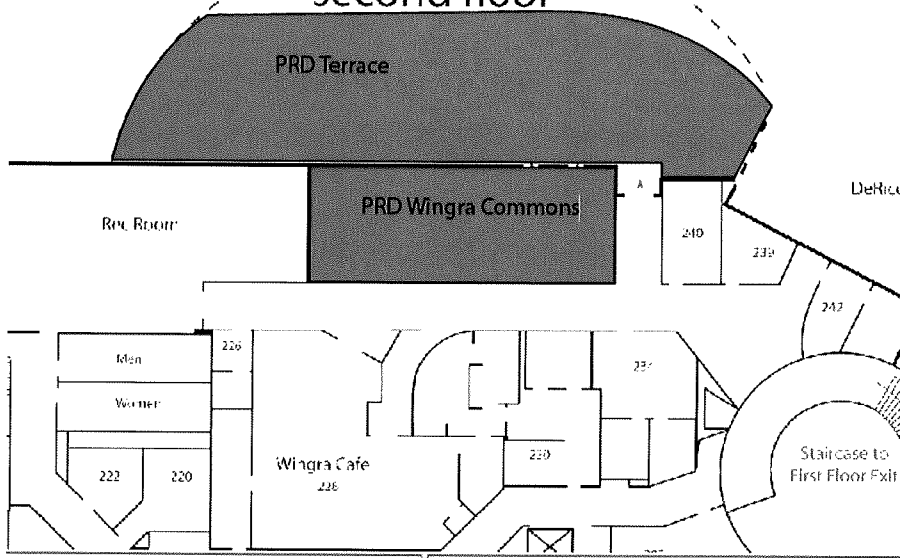
Henry J. Predolin Humanities Building second floor

Predolin Terrace— 200 max cap, 1000 Edgewood College Drive, Madison WI 53711

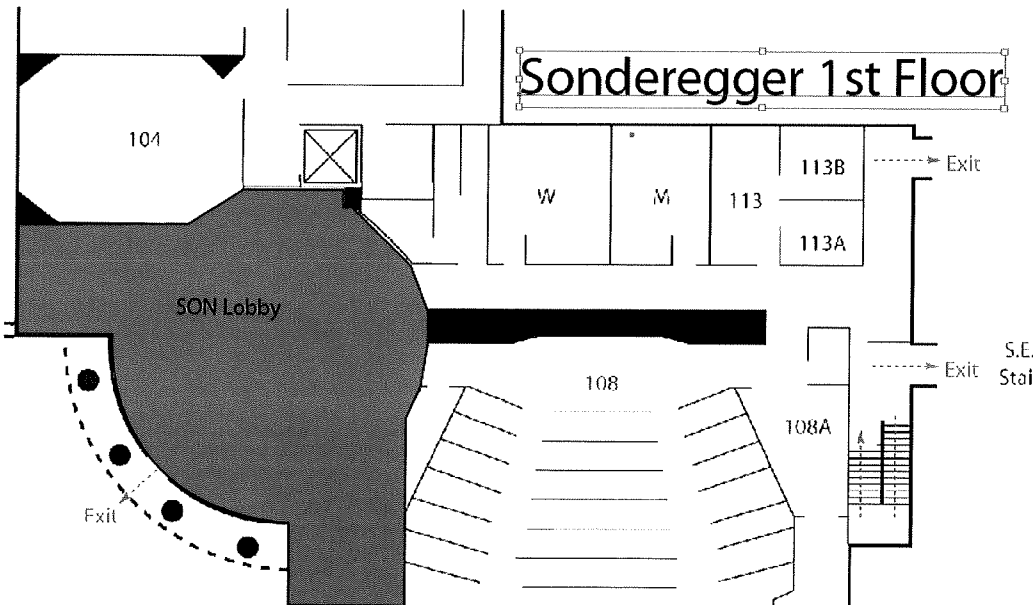
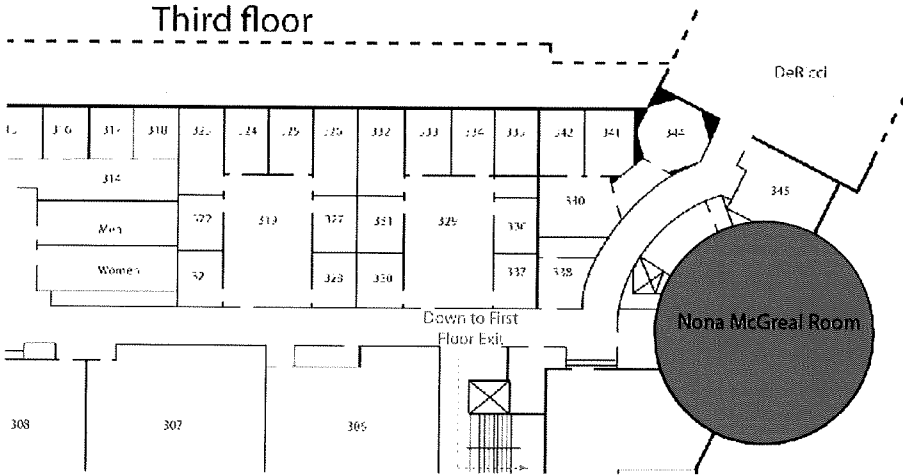
Predolin Wingra Commons— 50 max cap, 1000 Edgewood College Drive, Madison WI 53711

Predolin Nona McGreal Room— 40 max cap, 1000 Edgewood College Drive, Madison WI 53711

Sonderregger 1st Floor Lobby— 50 max cap, 821 Edgewood College Drive, Madison WI 53711



Henry J. Predolin Humanities Building Third floor

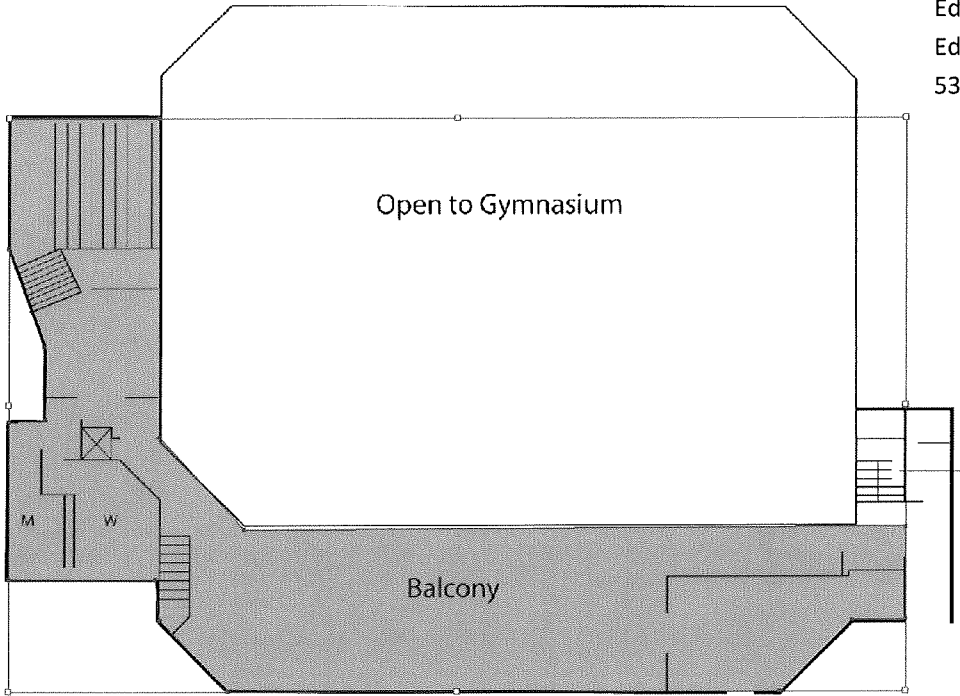


**TODD WEHR EDGEDOME
EDGEWOOD COLLEGE**

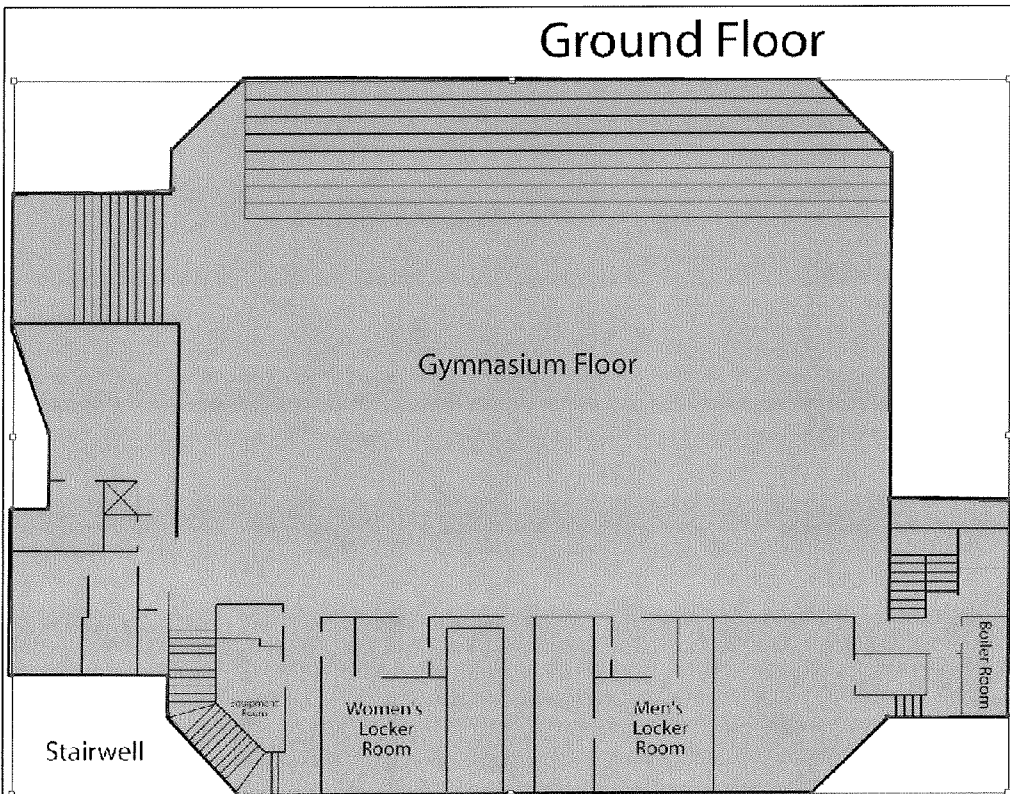
Edgedome 1st floor— 200, 937 Edge-
wood College Drive, Madison WI 53711

First Floor

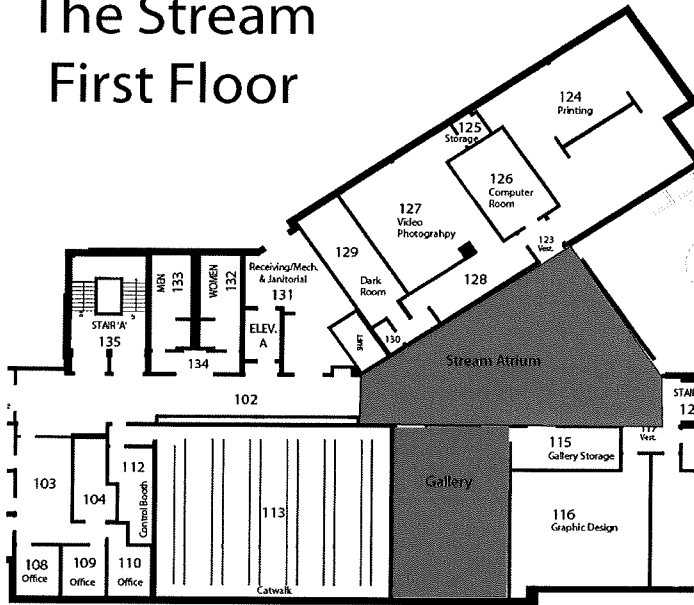
Edgedome Ground floor— 200, 937
Edgewood College Drive, Madison WI
53711



Ground Floor



The Stream First Floor



The Stream 1st floor— 75 max cap. , 863 Woodrow Street,
Madison WI 53711

The Stream Gallery — 35 max cap. , 863 Woodrow Street,
Madison WI 53711

The Stream 2nd floor— 35 map cap. , 863 Woodrow Street,
Madison WI 53711

The Stream Lower Level — 75 max cap. , 863 Woodrow
Street, Madison WI 53711

The Stream Second Floor



The Stream Lower Level

