

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning _____ 20____ ;
ending JUNE 30 2010

TO THE GOVERNING BODY of the: Town of
 Village of } Madison
 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): the Mason Lounge, LLC
Richgels, Bryan C. (sole proprietor)

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.

President/Member BRYAN RICHGELS Title BRYAN RICHGELS Name 952 E JOHNSON ST Home Address MADISON WI 53703 Post Office & Zip Code

Vice President/Member _____

Secretary/Member _____

Treasurer/Member _____

Agent BRYAN RICHGELS SAME AS ABOVE

Directors/Managers _____

- 3 Trade Name MASON LOUNGE Business Phone Number N/A

- 4 Address of Premises 416 S. Park St. Madison, WI Post Office & Zip Code 53715

- 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 WI and date Oct. '09 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) See attached floor plan

- 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? Yes No

- (b) If yes, under what name was license issued? Alazzinos Bar & Grill

- 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 27th day of October, 2009

[Signature]
(Clerk/Notary Public)

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

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 5-6-2012

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>10-27-09</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Applicant's Wisconsin Seller's Permit Number: <u>456-1026325745-02</u>	
Federal Employer Identification Number (FEIN): _____	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$ <u>20-</u>

11:05

BST 10/9/09

15. Utilizing your market research, who would you project your target market to be?

primarily a younger crowd (25-45), grad. students, professionals, hospital staff...

16. What age range would you hope to attract to your establishment? 25-45, though anyone over 21 is welcome

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

initially via neighborhood flyers and "canvassing", postings @ nearby hospital, then word-of-mouth

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: Conn Choles

Address of Owner: _____ Phone Number 608 444-4964

20. 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

21. List the Directors of your Corporation/LLC

Bryan Richgels
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

NA
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

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

Other Please Explain. _____

24. What type of food will you be serving, if any? bar menu, mostly tapas (small plates)

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? menu available at all times

27. What hours, if any, will food service not be available? none
28. Indicate any other product/service offered. Primarily beer/wine; limited hard alcohol
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 2-3
During what hours do you anticipate they will be on duty? schedule to vary... but 6:30 to close
some nights
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No again, limited hard alcohol.
If yes, how many bar stools do you anticipate having at your bar? 10
How many bartenders do you anticipate you would have working at one time on a busy night? 1
34. Will there be a kitchen facility separate from the bar? Yes No (small kitchen behind bar)
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
0 (bartender provides food)
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 0
What percentage of your advertising budget do you anticipate will be drink related? honestly don't plan on advertising.
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No

42. What is your estimated capacity? 89

43. 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.

Gross Receipts from Alcoholic Beverages	90	%
Gross Receipts from Food and Non-Alcoholic Beverages	10	%
Gross Receipts from Other		%
Total Gross Receipts	100%	

44. Do you have written records to document the percentages shown? Yes Not yet
You may be required to submit documentation verifying the percentages you've indicated.

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 signer. Signer agrees 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. 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.

Subscribed and Sworn to before me:

this 27th day of October, 2009

[Signature]
(Clerk/Notary Public)

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

My commission expires 5-6-2012

the **Mason** Lounge
Business Plan

Location: 416 S. Park St. (formerly Azzalino's Bar & Grill)
Madison, WI 53715

Legal Name: the Mason Lounge, LLC

Operation Type: Bar & Restaurant

Form: Sole Proprietor LLC, 100% ownership by applicant

Status: Start-Up

Facility: approx. 1200 sq.ft. of Customer Seating

License Applied For: Class B Combination (beer and liquor)

Mission Statement: 'The Mason' aspires , in short order, to become:

- a friendly neighborhood bar specializing, largely, in beer and wine with "small-plate" food offerings to complement...
- a place for **friends** to routinely **gather** for **conversation**... and a shared appreciation of all things of "good taste" (e.g. **micro-beer**, **wine**, **food**, **music**, and art)...
- an establishment considered a valuable asset by neighbors for its creative services and its commitment to a sense of **community**.

The Space-

Physically, the lounge will feature approx. 15 barstools at the bar. The remainder of guest seating will be made up of a mix of small dining tables, pub tables (taller), and arrangements of sofas and lounge chairs around "coffee" & "end" tables. The furniture will be an eclectic assortment of second-hand pieces. The lighting will be relatively dim and be provided by a myriad of low-watt lamps and candles. The walls will be adorned with conversation-starting artwork and wine/micro-beer memorabilia. Music will be dispensed by the bartender using the soon-to-be-touted "house" itunes library.

Products & Services-

The bar is set up to feature 19 tap **beers** (an impressive array by most standards). The tap list will be filled in with the best spread of ales that can be assembled... light, dark, local, imported, hoppy, malty, well-known, obscure... served in a "mason" jar, naturally. An extensive bottle list (approx. 20) will complement these offerings (*all* of which have been tasted and endorsed by the proprietor).

Wine will be available by the glass or as a "flight" (a group of smaller pours, for tasting). Customers can create their own flight by picking four wines from the list. The wine list will rotate routinely (and, again, has been personally assembled by the proprietor). Staff shall be knowledgeable of all products. No wine-snob allowed.

A modest selection of **port**, small-batch **whiskey** (including scotch and bourbon), and fresh-pressed citrus **juice cocktails** (served in a martini glass) will be offered as well.

The **food** menu will primarily consist of snacks, appetizers, and desserts. The goal here is to offer food that is:

- quick & easy to prepare for a single server.
- non-perishable to minimize waste.
- complementary to the craft-beverages served.
- refreshingly different (and hopefully, healthier) than the average "bar-menu".

Summary of "the Concept"- (and why it will provide a unique service)

The Mason is a place you return to for the overall experience. It welcomes you in with its cozy & creative decor. It is a beer & wine connoisseur's paradise. It appeals to people who appreciate some of the finer things in life *without* any of the formality or pretense that can occasionally accompany them.

Besides being known for its impressive beer & wine lists... the Mason is known for its positive "vibe" created by the friendly staff and patrons. It is known for its eclectic "juke box". It is known for its "outside-the-box" thinking (no burgers/ fries, no TVs). And, it is known for its clean bathrooms... ;)

The Market-

While anyone is welcome (needless to say), it is certainly necessary (for purposes of drafting a business plan) to characterize your target market in general terms. The Mason has designs on appealing to a core age range of 24-40. The location should be perfectly suited to draw from a large base of graduate students, hospital employees (walking distance from Meriter & St. Mary's), young professionals in the Vilas neighborhood, and people on the way to the Kohl Center (or anywhere else downtown) for an event. Some precocious undergrads will make the walk down... but, I know when I was their age, I didn't have the taste for (*or* the budget to support) micro-beers and wine.

Anyone who is reading this is likely aware that the previous establishment at this location had, on occasion, fallen out of favor with the local neighbors and law enforcement. Not knowing the details first hand, I am in no position to speculate on the "issues" the bar was having. But, to those most interested in making sure this location is reborn as a reputable, up-standing place of business.... I offer these points:

- I, the prospective owner/operator, am a genuinely **nice guy**. I have a labrador retriever named Clark. I believe in karma. I believe in hard work. I believe in being charitable. I believe in being "green". I believe in moderation.
- The **hours of operation** (opening in the afternoon & closing before the mandated "bar-time") will help reduce the potential for any of the negative social "by-products" associated with alcohol.
- The **beer/wine bar** concept (void of TVs and bar games) caters to a (hopefully) more moderate, socially-conscious drinker. Plus, every beverage served is meant to be enjoyed by the *sip*. No Jagermeister shots here....

Marketing-

Once the business is established, I anticipate needing **no further advertising** beyond good, old-fashioned "word of mouth". Seriously. A place of this size (relatively small) that has distinguished itself from other comparable establishments should have no problems gaining a faithful customer base. Getting the word out there in the beginning will be paramount. I will "canvas" the local hospitals (and immediate neighborhood) pretty hard with **flyers** to get the ball rolling.

On a side note, there is a distinct possibility that "theme nights" could evolve according to customer feedback. Blues (music [not live]) Tuesdays... Wine Tasting Wednesdays?...

Hours of Operation-

Tuesday	3:30pm - 11:30pm
Wednesday	3:30pm - 11:30pm
Thursday	3:30pm - midnight
Friday	3:30pm - 1am
Saturday	3:30pm - 1am
Sunday	closed
Monday	closed

Opening-

If all things proceed as planned the doors should be open for business by Christmas. The month prior will have been spent designing/outfitting the space, fine-tuning operations and bringing in stock.

Financial Plan-

Funds for the purchase of the business and start-up costs have been obtained as a \$60,000 low-interest-rate equity line of credit from Wells Fargo.

Projected Expenses (monthly)-

Rent	1600
Utilities	800
Beer	2056
Wine	542
Bartender	1600
Credit Card	125
Insurance/Licensing	223
Maintenance/Repair	332
Workman's Comp.	142
CO2	100
Telephone/Internet	75
Snow Removal	50
Barware/Kitchenware	40
Cleaning/Office Supply	140
Bank/Accounting	120
total expenses:	\$7,945

Projected Sales (daily)-

Beer	\$510 (127 pints)
Wine	\$90 (15.5 glasses)
	\$600 = daily sales
	142.5 drinks served daily
	=
	71.25 customers x 2 drinks each
	=
	8 customers per hour
	\$12,000 = monthly sales

$$12,000 - 7,945 = \$4,055 \text{ (monthly pre-tax net profit)}$$

note: the above sales projections intentionally do not include food sales. not because there won't *be* any (there will be!), but because I think they are difficult to project at this point and because I wanted to create a conservative estimate of cash-flow, putting the "burden of proof" (of potential profits) on the beverage sales. food sales only help the equation.

Relevant Work Experience-

- I worked at a retail "bottle shop" (that sold beer, wine & liquor) for two and-a-half years here in Madison in the late 90s. I ordered/stocked inventory and generally gained an appreciation for the fermentation "sciences" (or "arts", depending on your perspective).
- In Portland, OR, I worked at a winery for five years (from 2000-05). There, I worked in the cellar (helping *make* wine) part-time and managed the "tasting room" part-time. Providing wine education for the staff was one of my duties as well as providing the customer service inherent to hosting guests in a tasting room.

FOOD

...handful of "everything" pretzel thins for a buck.

Hummus Plate 4.5

pita wedges w/ mediterranean style hummus and olives

Cheese & Cracker Plate 6

brie (heated or cold) w/ grain crackers and sliced braeburn apple

Peanut Butter, Banana, & Honey Sandwich 4

yeah, you read it right.... comes w/ a milk "chaser"

Soup of the week cup 3, bowl 5

ask your tender....

Dessert

Guinness Float 5

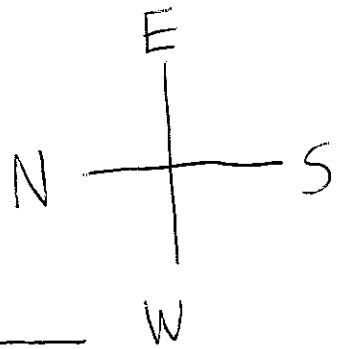
just what it sounds like... w/ dark chocolate ice cream!

Vanilla Bean Ice Cream w/ Oreos 3.5

a no brainer.

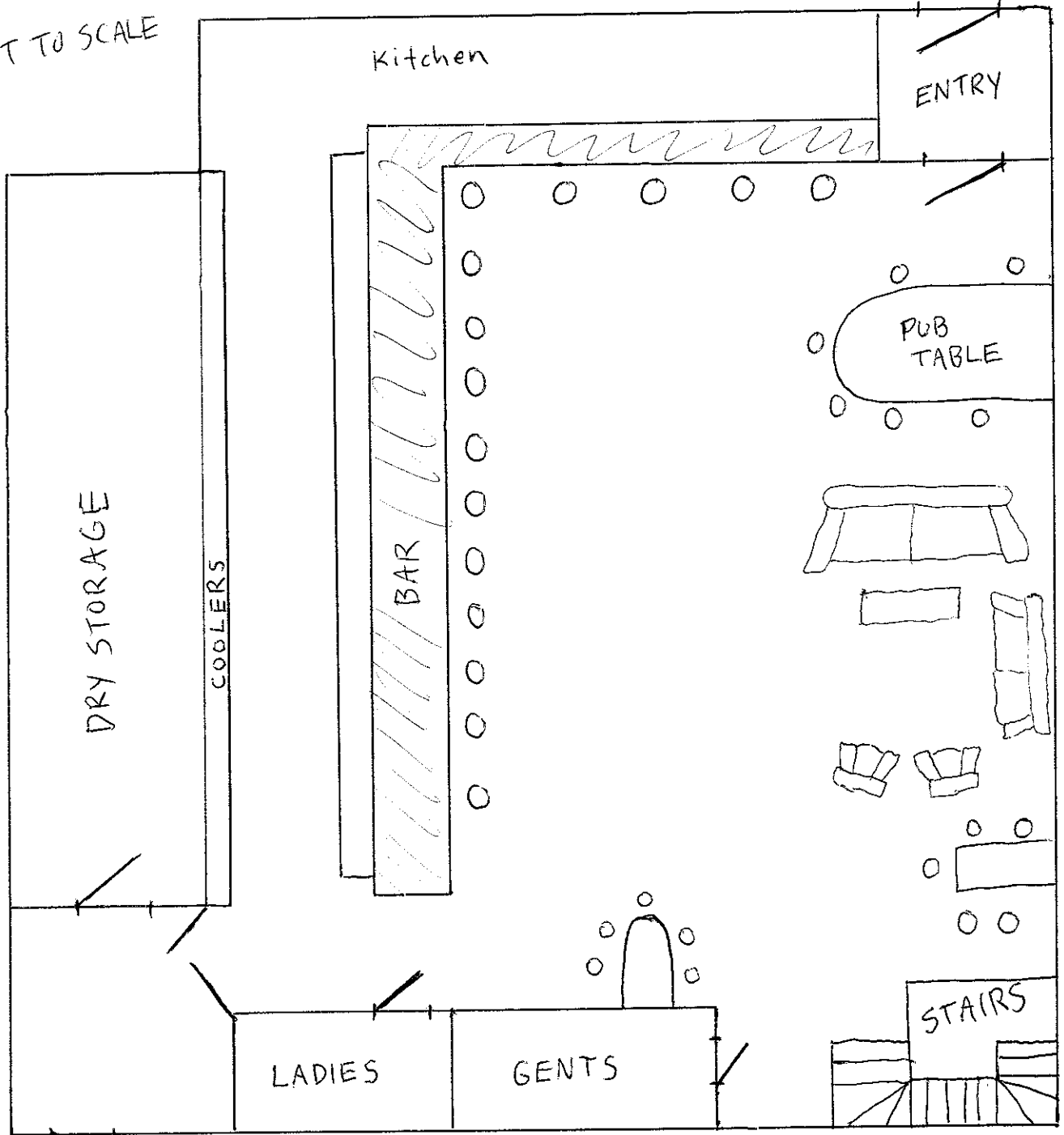
-this menu is, by no means complete... just a starting point.

FLOOR PLAN @
416 S. Park St.



— — Park Street — —

NOT TO SCALE



51'

32'