



32947

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

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, 2014.
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.

Cattle Club LLC

4. Trade Name (doing business as) Prime 14

5. Address to be licensed 14 W. Mifflin St. Madison, WI 53703

6. Mailing address 45 Burroughs Dr. Fitchburg, WI 53713

7. Anticipated opening date May 1st, 2014

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.

Stored in coolers, shelves behind bar. Separate wine storage on main floor.

Stored in walk-in coolers, closet in kitchen area (back of house).

Sales from behind bar, at dining tables, outdoor seating. (S: low-alc. etc.) JS

@5000 sq. ft.

P-406

A J

CAD-219

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 218

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

Street parking, nearby parking ramps.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to Mirch Masala - (^{Beer &} ~~Wine~~) (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 Jonathan Sosnowski

17. City, state in which agent resides M. Fitchburg, WI

18. How long has the agent continuously resided in the State of Wisconsin? 32 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 2006

21. State and date of registration of corporation, nonprofit organization, or LLC.

WI

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	Jonathan Sosnowski	Fitchburg, WI
member	Julie Sosnowski	Fitchburg, 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.

Jonathan Sosnowski

24. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) Duma LLC, King Arthur LLC, Moose & Mouse LLC, Noble Chef Hospitality LLC

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) Ivory Room piano bar, Capital Tap Haus, & Buck and Badger

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 Fine dining Steakhouse, specializing in ~~steaks~~ ^{AS} Steaks.

1920's to 30's Decor with a walk-in wine cellar. 2 private dining

rooms, including ~~private dining rooms~~ ~~to~~ ~~expand~~ ~~capacity~~ ~~of~~ ~~the~~ ~~restaurant~~ AS

off-site ~~with~~ ~~the~~ ~~restaurant~~.

28. Hours of operation 11am - ^{1:00}am M-Thurs. 11am-2am Fri, Sat 8am-10pm Sunday

29. Describe your management experience Managed our current 3 establishments:

Ivory Room piano bar (since 2006), Capital Tap Haus, & Buck and Badger.

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

Juice Semowick Fitchburg, WI

Patrick Murphy Madison, WI

Juice Semowick Fitchburg, WI

31. Describe staffing levels and staff duties at the proposed establishment Hosts, servers, bartenders,

line cook, manager, dishwasher, janitorial staff, executive chef all will be employed.

32. Describe your employee training One month of extensive training prior to opening,

including employee manual, and guest expertise trainer and speaker Bob Brown will be helping with initial training and on going basis.

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

Downtown residents of Condos, etc. Overwe Center, UW Student vicinity
parents, businesses surrounding location. (offices, banks, etc.)

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

BZD - visitor map & guide, Madison Magazine, Overwe Center, GMEVB.
Advertising restaurant with dry-aged steaks and other top notch service.

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? 21-99

39. What type of food will you be serving, if any? Steaks & Seafood - Starches, vegetables, desserts,
 Breakfast Brunch Lunch Dinner also bar & lunch menu including
sandwiches, appetizers.

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

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

43. Indicate any other product/service offered. N/A

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? 20-30

During what hours do you anticipate they will be on duty? 10AM-12am

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? 20
 How many bartenders do you anticipate having work at one time on a busy night? 2-3
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 105
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? 75%
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:
33 % Alcohol 65 % Food 2 % 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 456-1028211687-02

69. Federal Employer Identification Number 46-4607348

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

Contact person Jack Sarnowski

E-mail address jack@ivoryroompianobar.com

Phone 608-698-5481 Preferred language English

71. Corporate attorney, if applicable: Name N/A


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 27th day of January, 2014

 (Clerk/Notary Public)

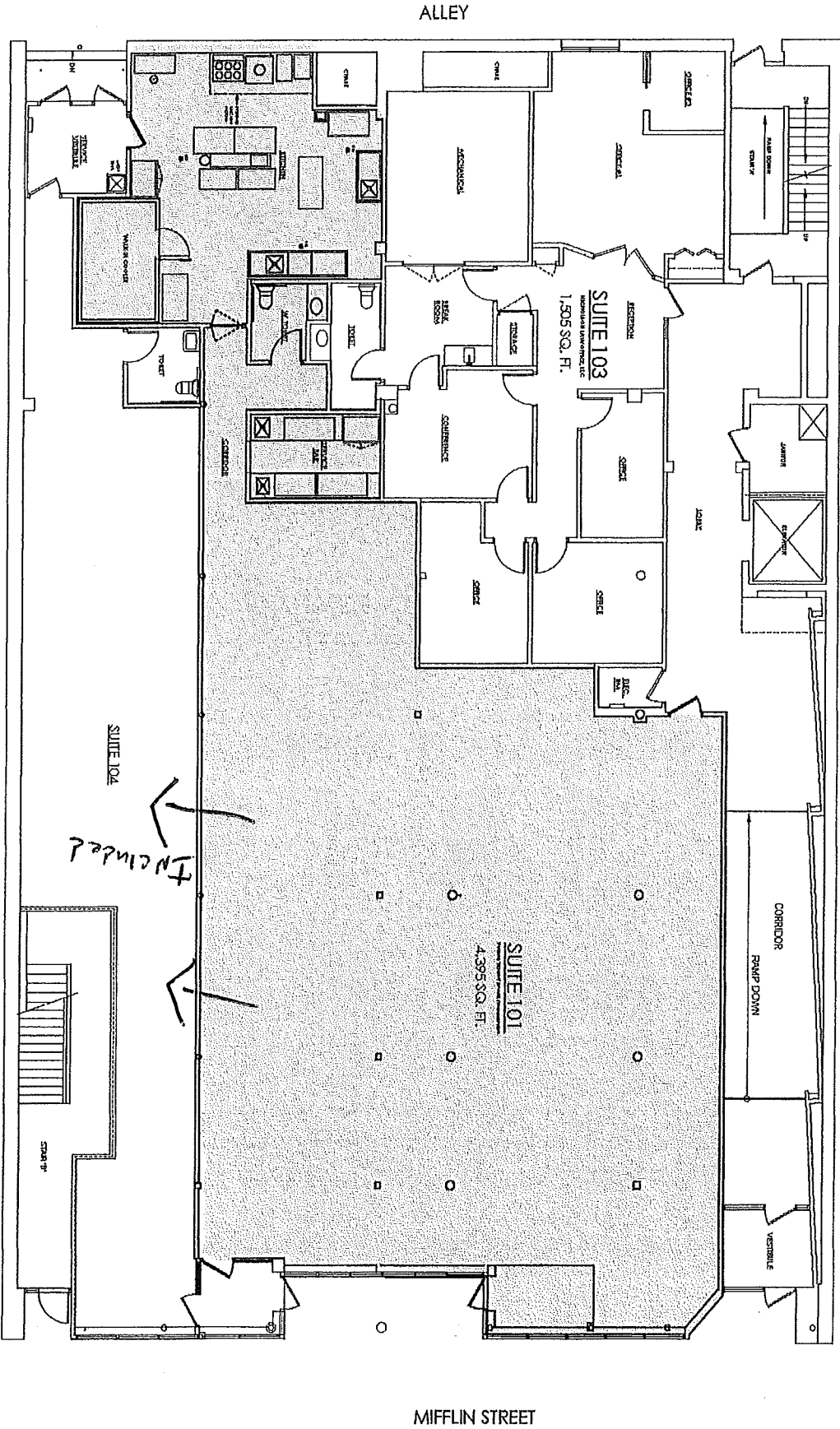

 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 6-29-2014

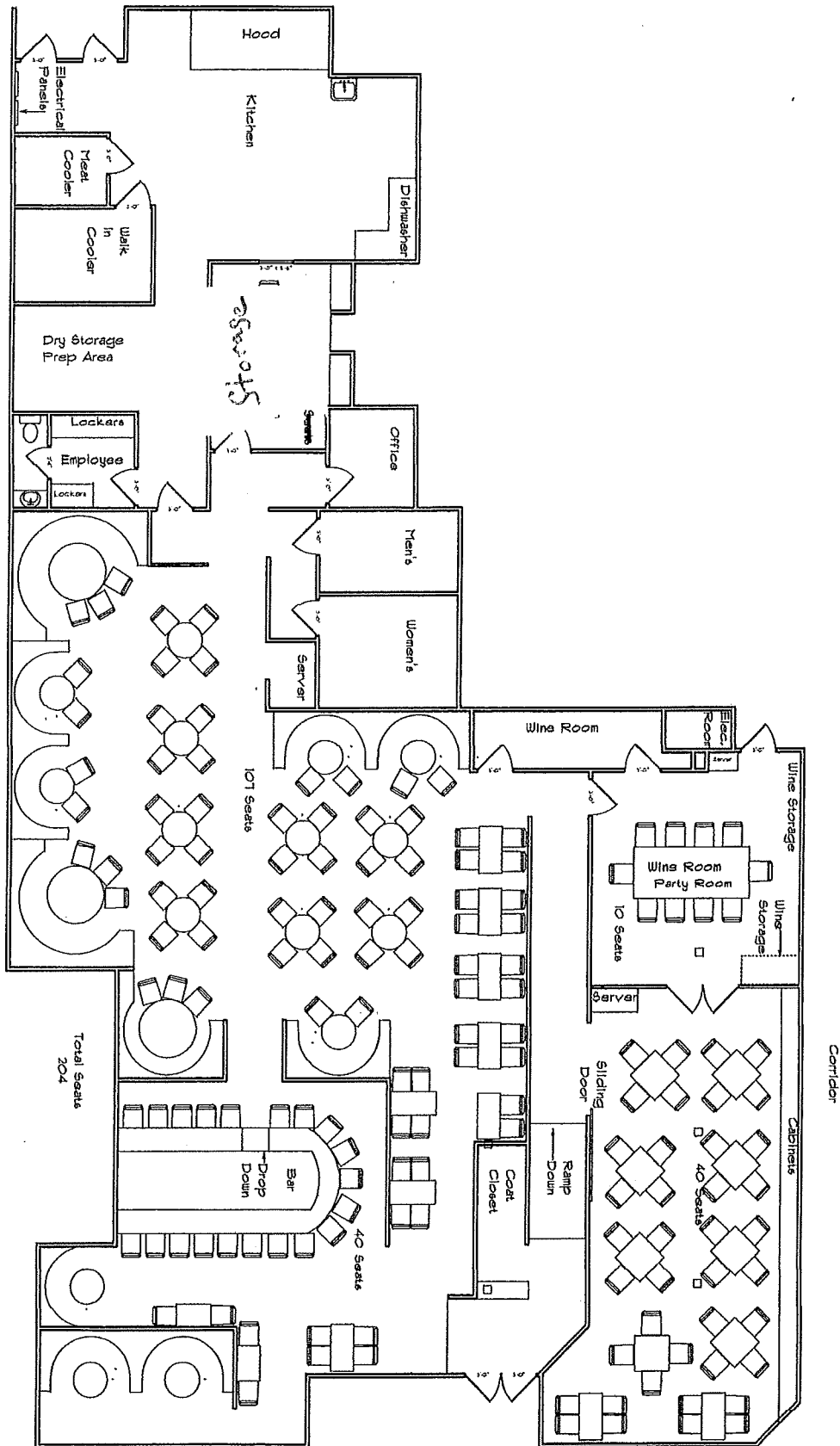
Clerk's Office checklist for complete applications		
<input checked="" type="checkbox"/> Orange sign <input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input type="checkbox"/> 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 checked="" type="checkbox"/> Lease <input checked="" 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 <u>LCL18.2014.00065</u>		

EXHIBIT "A"
PREMISES DRAWING

(+/- 4,395 USF; to be verified by architect prior to lease execution. Additionally, should Tenant "bump out" the front facade, such additional square footage shall become part of the leased Premises upon which Tenant shall pay rents.)



PROJECT: **Nicholson Law Office, LLC**
 ARCHITECT: **RENCH ARCHITECTURE**
 14 W AVENUE STREET, SUITE 101, MADISON, WI 53702
 2025.08.15 2 OF 2



MIRIAM ST
 SIDEWALK CAFE