



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)
2. This application is for the license period ending June 30, 20 14.
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.
 Red Zone of Madison, Inc.
4. Trade Name (doing business as) The Red Zone
5. Address to be licensed 1212 Regent Street
6. Mailing address 1212 Regent Street, Madison WI 537
7. Anticipated opening date August 15, 2013
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.

1206-1212 Regent Street. Three rooms (5000 square feet) plus courtyard & building (400 square feet),

1216 Regent Street kitchen, back bar and dry storage (2000 square feet).

On home Badger football games, premises include adjacent parking lot for beer garden

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.

12. Applicants for on-premises consumption: list estimated capacity 625

30709

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

Parking is on-street

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

No Yes, license issued to Brice P's, Inc. (name of licensee)

15. Attach copy of lease. [In process, will be submitted]

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 Ricky L. Imhoff

17. City, state in which agent resides McFarland, WI

18. How long has the agent continuously resided in the State of Wisconsin? 37 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 June 23, 2013

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

Wisconsin - June 13, 2013

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
President/CEO	Richard K. Booy	Vernon Hills, Illinois
Vice President	Ricky L. Imhoff	McFarland, Wisconsin
Vice President	Ryan W. Hoelker	Madison, Wisconsin
Sec/Treasurer	Patricia V. Gehler	McFarland, Wisconsin

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.

Attorney Ronald Trachtenberg, Murphy & Desmond, 33 E. Main St. suite 500, Madison WI 53703

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 Multi-faceted entertainment venue: Sports bar, music venue, restaurant

28. Hours of operation 11:00 a.m. to bar time
29. Describe your management experience see attached

30. List names of managers below, along with city and state of residence.
Ricky L. Imhoff, McFarland WI
Ryan W. Hoelker, Madison WI
31. Describe staffing levels and staff duties at the proposed establishment Front of House
Manager, Kitchen Manager, Bouncers, Wait Staff - 5 to 50 varying based on expected
occupancy. The goal is to err on the side of over-staffing.
32. Describe your employee training Employee Manual for general overview of policies.
Each position will have 5-10 shift training periods with specific emphasis on responsible
service, customer service, money handling, and job-specific training.
33. Utilizing your market research, describe your target market.
Upper-class students, alums, local residents (lunchtime - local business professionals, con-
struction crews, etc.) looking for quality food and entertainment.

29. Describe your management experience:

Rick Imhoff:

- 1.5 years with BSSI (Bill Scherck Sound, Inc.) as Stage Manager touring throughout the country setting up, coordinating and trouble-shooting all things related to sound systems for performances by bands such as Kiss, Kansas, Styx, Aerosmith, Rush and Ted Neugent

- 2.0 years
 - Personal guitar roadie for Ted Neugent
 - Working with all sound techs, stage managers, etc. that were involved with Ted's national performances

- 7.0 years
 - Manager for the rock band Falcon; handling bookings and transportation, hiring roadies and other crew while also being a guitar player in the band.
 - Owner of Peregrine Productions, Inc.

- 2.0 years - Capital Polymers - Production Supervisor

- 7.5 years - Schoep's Ice Cream - Production Lead and Assistant Foreman

- 1.0 year - SubZero Corporation - Production Lead and worked closely with management and the Engineering Department at the Wine Division

Ryan Hoelker:

- 5.0 years at State Street Brats
 - Catering Manager
 - Kitchen and Bar Manager

- 7.5 years at Stadium Bar
 - Restaurant Manager
 - Assistant General Manager
 - General Manager

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

Local print media, local radio, social media. Food, entertainment, and liquor/beer
(including local micro brews).

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

N/A

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? Primarily musical,
with potential for other acts such as comedians, spoken word performances, etc.

38. What age range do you hope to attract to your establishment? 18 and up

39. What type of food will you be serving, if any? Standard bar fare along with rotating daily specials outside regular 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? 11:00 a.m.-12:30 a.m.

42. What hours, if any, will food service not be available? 12:30 a.m. to close

43. Indicate any other product/service offered. Red Zone retail promotional items

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? 15-20

During what hours do you anticipate they will be on duty? 11:00 a.m.-12:30 a.m.

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? 15 to 20

How many bartenders do you anticipate having work at one time on a busy night? 5 to 8

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 to 40%~~ 35%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? ~~30 to 40%~~ 35%
 What percentage of your advertising budget do you anticipate will be drink related? ~~20 to 25%~~
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:
60 % Alcohol 20 % Food 20 % 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 _____ - 0106833280 - _____ *(applied for)*

69. Federal Employer Identification Number 46-3033325 *(applied for)*

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

Contact person Rick Imhoff

E-mail address rli19@yahoo.com

Phone 608-576-2581

Preferred language for correspondence English

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:

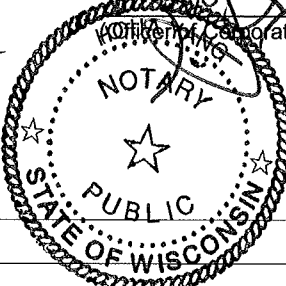
this 24 day of June, 2013

[Signature]

 (Clerk/Notary Public)

[Signature]

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



My commission expires 10/25/2015

Clerk’s Office checklist for complete applications		
<input checked="" type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller’s Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" 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 type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk’s Office <u>6-24-13</u> Date of ALRC meeting _____ Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number <u>LCL18-2013-00528</u>		

Voluntary License Conditions applicable to the entire premises:

- 1) All staff and owner/managers shall make arrangements to attend the Madison Police Department Safer Bars Training when it becomes available.
- 2) Licensee shall train all staff in the provisions of Section 38.06(10), Madison General Ordinances, the Unruly Patron Ordinance, and institute a written policy that when a patron acts in a manner that is violent, abusive, indecent, profane or otherwise disorderly, to immediately contact the police and request the police to invoke the provisions of the ordinance.
- 3) Licensee shall institute a written policy and train all staff in that the licensee, its agents and employees may not sell, dispense or give away alcohol to any person who is under the influence of alcoholic beverages as that term is defined in Section 38.02, Madison General Ordinances, nor shall such person be permitted to be on the premises.
- 4) Except to bona fide employees, licensee shall not assign, delegate or in any manner cede supervision and control of security, finances, alcohol service, door receipts, or duties placed upon licensee by State Statute, City Ordinance, or these license conditions, with the exception of contracting with a state licensed private security business for security services.

Voluntary License Condition applicable to the Annex:

- 5) A method of determining an accurate capacity count will be used and the current count will be made available to any Madison Police officer upon request.