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LICLIB-2017-00353



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 Class A Cider

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, 2019.
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.

Alabaster Entertainment LLC

4. Trade Name (doing business as) TBD

5. Address to be licensed 3116 Commercial Ave. Madison WI, 53704

6. Mailing address 3318 Ridgeway Ave. Madison WI, 53704

7. Anticipated opening date September 2018

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.

Approx. 7000sqft converted former commercial/industrial building. The space will consist of
two primary areas: a taproom and a dancefloor / performance space. Approx. 2000sqft of the
total will serve as non-public storage and backstage areas. A fenced-in smoking patio is also
planned. See attached floorplan & renderings.

- 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 400 ⁵⁰ 325
- 13. Describe existing parking and how parking lot is to be monitored.
Existing parking for 100+ vehicles. All parking areas will be monitored by video cameras and occasional patrols by security personnel.
- 14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to _____ (name of licensee)
- 15. Attach copy of lease. Note: building will be purchased, not leased. Accepted offer attached.

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 Gregory Kveberg
- 17. City, state in which agent resides Sun Prairie, WI
- 18. How long has the agent continuously resided in the State of Wisconsin? 3 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 April 8 2017
- 21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin - April 11 2017

- 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
Partner	Gregory Kveberg	Sun Prairie, WI
Partner	Jason Socha	Madison, 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.
Jason Socha

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 Our venue will fill the hole in the market for a techno/industrial/goth dance club, with
additional focus on a multi-format art & performance space. We will have art gallery walls, a large stage suitable
for live bands, variety shows, theatrical performances, etc.

28. Hours of operation TBD; likely Wednesday through Sunday; roughly 6pm-2am
29. Describe your management experience Ms. Kapp, bar manager, has over 20 years of experience as a
bartender and bar manager in several different venues. Mr. Socha has owned and managed several businesses,
including Socha Dev a bespoke software shop with over 1M in annual revenues. See business plan for more info.
30. List names of managers below, along with city and state of residence.
Tanya Kapp - Bar Manager - Mke; relocating to Madison. Gregory Kveberg - Event Manager - Sun Prairie
Jason Socha - General Manager - Madison
31. Describe staffing levels and staff duties at the proposed establishment Fully staffed bar and security
teams. See attached business & security plans for more information and planned staffing levels.

32. Describe your employee training Ms. Kapp will be responsible for all server training, as well as basic alcohol
policy training, basic security (ID checking, intoxicated persons, etc.) We also intend to hire a Security Chief who
will take responsibility for further security training, conflict resolution, first aid, etc.

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

We will attract a wide range of dance and counterculture art enthusiasts ages 21-100 and cultivate a multicultural and queer-friendly environment.

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

Advertising is likely to be multi-format, traditional media and social media, with a larger portion of traditional media in the first year. While we project a significant portion of revenue on alcohol sales, we're not really a "drink specials" kind of place. Promotion will be on events, culture, and atmosphere.

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? DJ & electronica performance, live bands, variety shows, burlesque (no-nudity), drag shows, theatrical staging

38. What age range do you hope to attract to your establishment? 21-100; occasional 18+ if allowed

39. What type of food will you be serving, if any? Non-kitchen "bar food", such as pre-packed snacks, possibly pizza
 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? All open hours likely to have snacks available

42. What hours, if any, will food service not be available? If we do pizza, it will likely not be available on busy nights

43. Indicate any other product/service offered. Misc themed merchandise such as tshirts, bumper stickers, etc.

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? _____
During what hours do you anticipate they will be on duty? _____

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? 12-16
 How many bartenders do you anticipate having work at one time on a busy night? 5-6
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? 0%
54. 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? 5%
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:
85 % Alcohol 5 % Food 10 % Other
Projections based on research
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
Note: this position is vacant, but we did meet with Mark Wouff last year, as well as Ruth Rohlich in city biz dev and recently Matt Tucker in Planning.
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 4 5 6 - 1 0 2 9 4 7 4 1 0 9 - 0 2

69. Federal Employer Identification Number 82-1150537

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

Contact person Jason Socha

E-mail address socha.jason@gmail.com

Phone 608-213-9838 Preferred language English

71. Corporate attorney, if applicable: Name _____

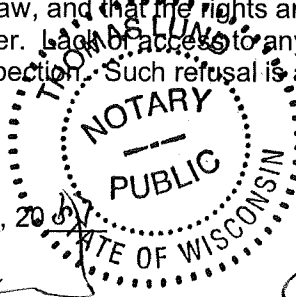
Phone _____ E-mail _____

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 17th day of APRIL, 2019

Thomas Socha
 (Clerk/Notary Public)



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

My commission expires 05/24/19

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 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 checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" 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 _____		