

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning November 20 07 ;
ending 20 08

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

County of Dane Aldermanic Dist No. 17 (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): Chipotle Mexican Grill, Inc.

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

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Secretary</u>	<u>Montgomery F. Moran, 7705 Fairview Rd., Boulder, CO 80303</u>	
Vice President/Member	CEO	M. Steven Ells, 100 S. Marion Parkway, Denver, CO 80209	
Secretary/Member	CFO	Jack Hartung, 1821 Auburn Avenue, Naperville, IL 60565	
Executive/Member	CAO	Robert D. Wilner, 1401 Delgany St., Apt. 407, Denver, CO 80202	
Agent	<u>Sahul Flores, Jr.,</u>		

Directors/Managers Please see attached

- 3 Trade Name Chipotle Mexican Grill Business Phone Number applied for

- 4 Address of Premises 4622 East Washington Avenue Post Office & Zip Code Madison, WI 53704

- 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 DE and date 1/30/98 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) 2216 sq. ft. restaurant; 250-1000 sq. ft. patio; coolers & cabinets

- 10 Legal description (omit if street address is given above): n/a behind counters

- 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?

- 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 18th day of September 2007
Denise O'Brien
(Clerk/Notary Public) Commission Expires 07/11/2009

Steven Ells, CEO
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)

My commission expires 7-11-2009 (Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>9-21-07</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>79382</u>	

Applicant's Wisconsin Seller's Permit Number: <u>004-0000558299-01</u>	
Federal Employer Identification Number (FEIN): <u>84-1219301</u>	
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	\$ 20

8(c)

1. License #67394
License Type: Liquor & Beer, Class B
Property: 8422 Old Sauk Road, Madison, WI 53562
2. License #62566
License Type: Liquor & Beer, Class B
Property: 658 State Street, Madison, WI 53703
3. License #8440
License Type: Liquor & Beer, Class B
Property: 3232 South 27th Street, Milwaukee, WI 53215
4. License #B-0007944
License Type: Liquor & Beer, Class B
Property: 600 East Ogden Avenue, Milwaukee, WI 53202
5. License Type: Liquor & Beer, Class B
Property: 5792 South 108th Street, Hales Corners, WI 55130
6. License Type: Liquor & Beer, Class B
Property: 5720 Washington Avenue, Mt. Pleasant, WI 53406
7. License Type: Beer, Class B
Property: 15375 Bluemound Road, Brookfield, WI 53005
8. License Type: Beer, Class B
Property: 3705 N. 124th Street, Suite 200, Brookfield, WI 53005
9. License Type: Beer, Class B
Property: 1021 Pearson Drive, Hudson, WI 54016

City of Madison Liquor/Beer Original Supplemental Form

Office Use Only

- Seller's Permit Number
- Federal Employer Identification Number
- Notarized Original Application Form (AT-106)
- Notarized Supplemental Form
- Description of Licensed Premise
- *Notarized Appointment of New Liquor Agent
- Background Investigation Form(s)

- Floor Plans
- Lease
- Notarized Transfer of Ownership Letter N/A
- *Articles of Incorporation/ Organization
- Sample Menu, if possible
- Business Plan, if one exists
- * Forms required of Corporation/LLC only

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs. **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer.
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

- Alderperson Joe Clausius can be reached at 244-5066 at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com.
- The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm.
- Police Department Central District Captain Mary Schauf (Sector 400) can be reached at 266-4316.
- Police Department East District Captain Jill Klubertanz (Sector 600) can be reached at 267-2100.
- Police Department North District Captain Richard Bach (Sector 500) can be reached at 245-3652.
- Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 288-6152.
- Police Department South District Captain James Wheeler (Sector 300) can be reached at 267-8687.
- Alcohol Policy Coordinator Joel Plant can be reached at 264-9295.

1. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No
2. Are there any special conditions desired by the neighborhood? Yes No
 Explain. _____

3. Name of Applicant/Partner/Corporation/LLC Chipotle Mexican Grill, Inc.

4. Telephone Number: (303) 222-2546

5. Address of Licensed Premise 4622 East Washington Avenue

6. Anticipated opening date: December 2007

7. Mailing address if not opening immediately Attn: Licensing, 1543 Wazee St., Suite 200, Denver, CO 80202

8. What type of establishment is contemplated? Tavern Nightclub Restaurant
 Liquor Store Grocery Store Convenience Store – Gas Pumps Yes No
 Other Please explain _____

9. Business Description including hours of operation and if entertainment is part of your venue, what type:
11 a.m. - 10 p.m. daily, except holidays; no entertainment

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

1-story, multi-tenant building, 2216 sq. ft. space for dine-in or take-out "fast-casual" restaurant; occupancy load is 67; additional 250-1000 sq. ft. patio seating; liquor served from order counter (no bar); liquor stored in walk-in cooler & cabinets behind counter not in public traffic areas

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. shared tenant parking;
10'x14' trash enclosure in lot corner; approx. 60 spaces plus 4 handicap spaces

13. Describe your management experience, staffing levels, duties and employee training.

Chipotle Mexican Grill has been in business for 14 years in multiple jurisdictions throughout the US with liquor licenses. Chipotle is a very conscientious business that provides employees with in-house training and encourages to participate in certifications outside the company.

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your liquor/beer agent. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation. National Registered Agents, Inc.

Name			
<u>901 S. Whitney Way</u>	<u>Madison</u>	<u>WI</u>	<u>53711</u>
Address	City	State	Zip

15. Excluding pre-packaged snacks, how late will food be served? 10 p.m.

16. What type of food will you be serving, if any? Made to order burritos, tacos & salads

17. Indicate any other product/service offered: Chips & salsa, soft drinks

18. Describe your target market. All ages & income levels; people who enjoy fresh food; mall traffic

19. What is your estimated capacity? 67

20. Are you operating under a lease or franchise agreement? Yes No (If yes, attach a copy.)

21. Owner of building where establishment is located: Discovery Springs LLC

Address of Owner: 2275 Deming Way, Ste. 300, Middleton, WI 53562 Phone Number (608) 833-2929

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course? Yes No If Yes, indicate names: _____

License cannot be issued until proof of Beverage Server Training completion is shown.

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting? Yes No

24. Corporation/LLC: Agent must disclose interest held in business: 0 %

25. Corporation/LLC: Has agent completed the Beverage Server Training Course? Yes No

License cannot be issued until proof of Beverage Server Training completion is shown.

26. Corporation/LLC: List Directors, Stockholders, and Managers below.

Director(s) Name	Home Address
See attached	

Stockholder's Name	Address	Extent of Ownership%
publicly traded company in the New York Stock Exchange under the symbol CMG since 2006	100 S. Marion Pkwy, Denver, CO 80202	<3%
M. Steven Ellis		

Manager's Name	Address	Business Phone	Home Phone

27. 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

28. 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.**

Calendar/fiscal year: January 1 – December 31 July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	2 %
Percent Gross Receipts from Food	98 %
Percent Gross Receipts from Other	0 %
Total Gross Receipts	100 %

Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

29. What type of establishment are you? (Check all that apply) Tavern Restaurant Nightclub
 Other Please explain: _____

30. Will your establishment have a kitchen manager? Yes No

31. Will your establishment be a member of the Wisconsin Restaurant Association? Yes No

32. How many wait staff will be employed at the establishment? 0

33. What hours, if any, will food service not be available? n/a

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

Site signage & local ads promoting new location; chain is well known and minimal promotion is anticipated

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 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 must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) 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.

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this 18th day of September 2007

Dennis O'Brien
(Clerk/Notary Public) *mission Expires 07/11/2009*

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(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

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(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

My commission expires 7-11-2009
(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

If you have any questions, please contact the City Clerk's Office at (608) 266-4601.



Architectural Firm
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STORE NO: 1105
 "EAST TOWNE"
 4622 East Washington Avenue
 Madison, Wisconsin 53704

Project No.	040371-07
Client	Clayco
Architect	J. L. Lohrke
Designer	J. Berg
Project No.	040371-07

Architectural Patio
 Plan & Details

A
 160

11 JULY, 2007

