



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

- 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.

- This application is for the license period ending June 30, 202016.
- 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.

South Bay Lounge, Inc.

- Trade Name (doing business as) South Bay Lounge & Grill
- Address to be licensed 5404 Raywood Road, Madison, WI 53713
- Mailing address 6326 Monona Dr., Suite B, Monona, WI 53716
- Anticipated opening date September 1, 2015
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____ agent of _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- 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.

Approximately 1750 sq. ft. single story with basement; one bar that seats 20 plus dining area with

8 additional tables. Men's and women's bathrooms. Capacity 99 persons.

and outdoor patio w/ approx 15 people

P-313
A-14-CARTER

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 99 persons
13. Describe existing parking and how parking lot is to be monitored.
15 stalls with one handicap stall, site located on corner with additional on street parking
available in three directions.
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Darms LLC, Dave's South Bay Bar (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 Joseph G. Klinzing
17. City, state in which agent resides Cottage Grove, WI
18. How long has the agent continuously resided in the State of Wisconsin? 53 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 _____
21. State and date of registration of corporation, nonprofit organization, or LLC.
WI - March 12, 1999

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	Joseph G. Klinzing	Cottage Grove, 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.

Joseph G. Klinzing

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 A local neighborhood bar/grill serving food.

28. Hours of operation 11 am - 2 am

29. Describe your management experience Owner operator of Taco John's for 28 years with 3 locations. Sold Taco John's in 2006. Owned and operated South Bay Lounge & Grill from 1999 to 2006 at which time we leased it out to Darms, LLC. For the past three years we have owned and operated Orange Leaf Frozen Yogurt stores in Lake Delton, Verona and Sun Prairie, WI.

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

<u>Joseph G. Klinzing, Cottage Grove, WI</u>	<u>David Beach, Verona, WI</u>
<u>Marita Klinzing, Cottage Grove, WI</u>	<u>Brandy Arneson, Lake Delton, WI</u>
31. Describe staffing levels and staff duties at the proposed establishment Chef/Kitchen manager, hiring and staffing of all kitchen related operations as well as menu design and execution. Front of House of Manager, will oversee hiring and operation outside the kitchen including wait staff and bar operations. Estimated staff levels will vary between 10-20 part-time and full-time staff dictated by guest volumes and seasonal traffic.

32. Describe your employee training Training staff based on our 30 years of experience working and training in this industry.

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

Age group 24-64, residential and workforce population looking for a well run and clean local eatery serving local/ regional products and micro brews supporting local growers.

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

Social media!! Word of mouth and our long standing reputation in our community. Focus on local farm to table products, fresh, healthy, and soul food.

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? 24 - 64 years of age

39. What type of food will you be serving, if any? _____
 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 Menu will largely depend on our selection of chef and his/her skills.

41. During what hours of operation do you plan to serve food? 11 am - 2 am

42. What hours, if any, will food service not be available? will have a limited late night menu (11 am - 2 am)

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? 10-20

During what hours do you anticipate they will be on duty? 11 am - 2 am

47. Do you plan to have hosts or hostesses seating customers? No Yes at peak times

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 seats
 How many bartenders do you anticipate having work at one time on a busy night? 2 bartenders
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 56 seats
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? 60%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 3%
 What percentage of your advertising budget do you anticipate will be drink related? n/a
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 was a past member from 1999-2006.
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:
40 % Alcohol 60 % Food _____ % 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


Transfer of Ownership

(letter to surrender previous license)

To be filed with the City Clerk at the time a new application is submitted for a change of ownership for any liquor and/or beer establishment.

The **Class B** license for the premise located at
Class of License
5404 Raywood Road, Madison, WI 53713 will be relinquished upon the
Street Address
approval of the application and the issuance of the same type of license for the same
premises to **Makita LLC**.
License Applicant

There have been no convictions for violations during the current license year, nor are there any pending violations against the present licensee except as follows:



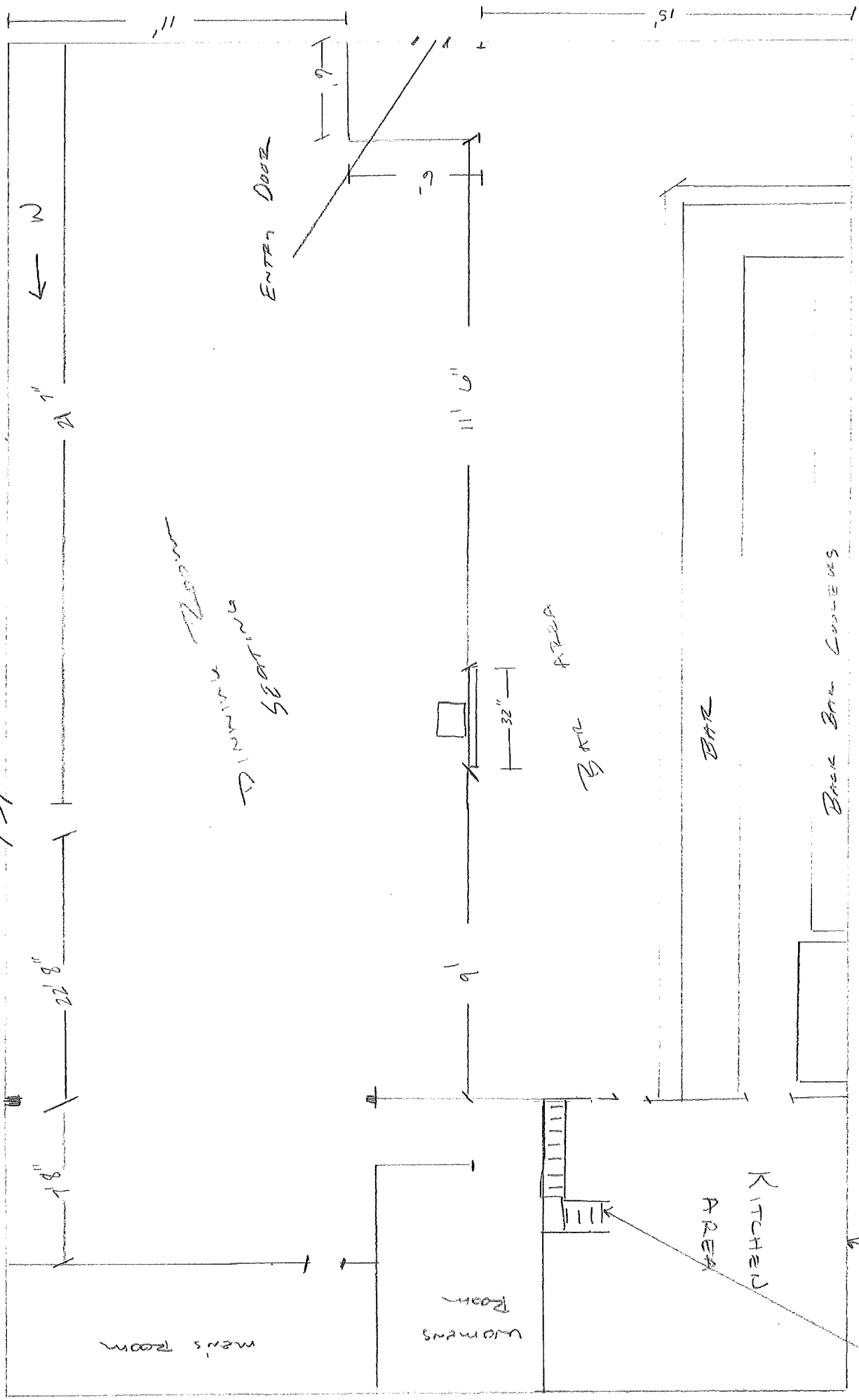
Signature of Present License Holder

4-9-15

Date

TERMINUS 401

EXIT DOOR
36" DOOR



NOT TO SCALE - Rough Dimensions & Measurements!

UPPER STEPS
FROM KITCHEN
TO BASEMENT
EXIT

Payment of Taxes on Liquor/Beer License Transfer

I, Joseph G. Klinzing, President, applicant for
Name Title

a liquor and/or beer license for the premise located at 5404 Raywood Road, Madison, WI 53713, have
Address

read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand

that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments

must be paid before the Office of the City Clerk can issue said license.

[Signature]
Signature of Applicant

4/22/2015
Date

Subscribed and sworn to before me this

02 day of APRIL, 2015

[Signature]
Notary Public, Dane County, State of Wisconsin

My Commission Expires 01-18-2019

