

# Liquor/Beer License Application

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICCB-2022-01048  
(License number)

9  
(Alder District #)

400  
(Police Sector)

Office Use Only

## Section A – Applicant

- 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.  
Ian's Pizza Frances LLC
- Trade Name (doing business as) Ian's Pizza Frances
- Address to be licensed 319 N Frances St, Madison, WI 53703
- Mailing address 319 N Frances St, Madison, WI 53703
- Anticipated opening date \_\_\_\_\_
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?  
 No  Yes (explain)  
\_\_\_\_\_
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Beer and/or wine would be sold and stored at Ian's Pizza Frances.  
Beer/wine will be sold on the main level to be consumed in our dining room. Beer/wine will be stored behind our counter in a lockable, small cooler and 3-4 tap lines. Inventory will be kept in our basement in a locked room. No outdoor seating.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 49 Outdoor: N/A

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

Employee parking in a lot behind our restaurant.  
Customers have street parking only.

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

No  Yes, license issued to \_\_\_\_\_ (name of licensee)

**Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Rose Mohan

13. City, state in which agent resides Cottage Grove, WI

14. How long has the agent continuously resided in the State of Wisconsin? 14 years

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed 11/30/2022

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

WI March 18, 2022

17. 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
<u>owner</u>	<u>Nick Martin</u>	<u>Sun Prairie, WI</u>
<u>owner</u>	<u>Lexy Frautschy</u>	<u>North Liberty, Iowa</u>
<u>owner</u>	<u>Nicholai Stratman</u>	<u>Sun Prairie, WI</u>
<u>owner</u>	<u>Jack Thurnblad</u>	<u>Madison, WI</u>

18. 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.

Nick Martin

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

No  Yes (explain) Ian's Pizza on State

20. 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) other Ian's Pizzas sell beer

**Section D—Business Plan**

21. What type of establishment is contemplated?

- Tavern  
  Nightclub  
  Restaurant  
  Liquor Store  
  Grocery Store  
 Convenience Store without gas pumps  
  Convenience Store with gas pumps  
 Other \_\_\_\_\_

22. 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

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am - 10pm	11am - 10pm	11am - 10pm	11am - 10pm	11am - 2:30am <i>*alcohol sales stop at midnight</i>	11am - 2:30am	11am - 2:30am
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

**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.*

24. Indicate any other product/service offered. Pizza, salad, NA beverages

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

5 % Alcohol   95 % Food   \_\_\_\_\_ % Other

If applicable, describe "Other": \_\_\_\_\_

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

26. Do you plan to have live entertainment?  No    Yes—what kind? \_\_\_\_\_

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.    No    Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting.    No    Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.    No    Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted.  No  Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864]  No  Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776]  No  Yes
36. 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

37. This application is for the license period ending June 30, 2023.
38. State Seller's Permit 4 5 6 - 1 0 3 0 9 8 7 2 3 2 - 0 4
39. Federal Employer Identification Number 88-1301620

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

Contact person Rose Mohan

Business phone 6085568895 Business e-mail address rosie.mohan@ianspizza.com

Preferred language english

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.

41. Corporate attorney, if applicable: Name \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**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 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.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

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

12/2/22  
 \_\_\_\_\_  
 (Date)

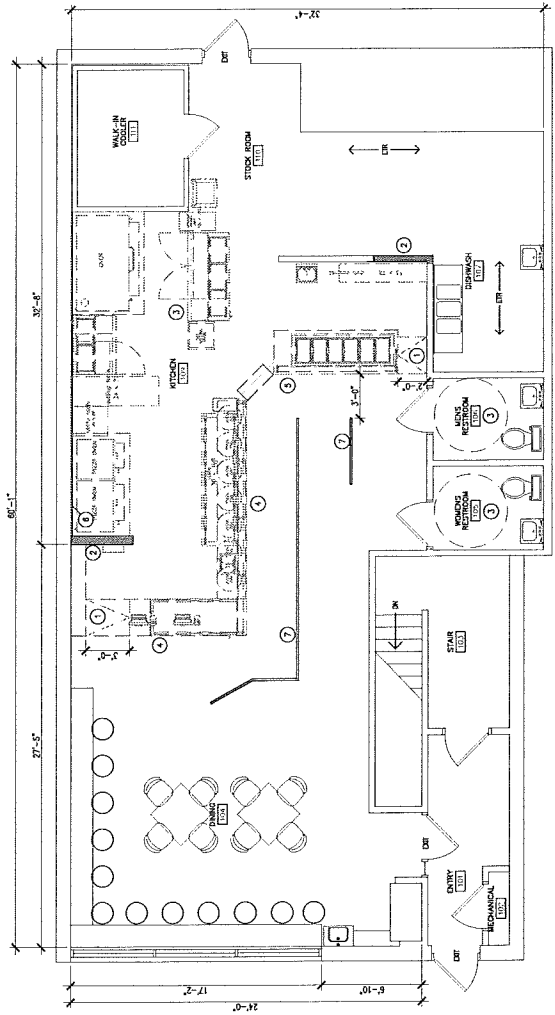
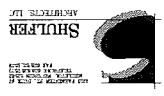
Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input type="checkbox"/> Background investigation form(s)	<input type="checkbox"/> Floor Plans
<input type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input type="checkbox"/> Written description of premises	<input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
	<input type="checkbox"/> *Appointment of Agent	<input type="checkbox"/> **Sample Menu
	* Corporation/LLC only	** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b>		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card		
<input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____		





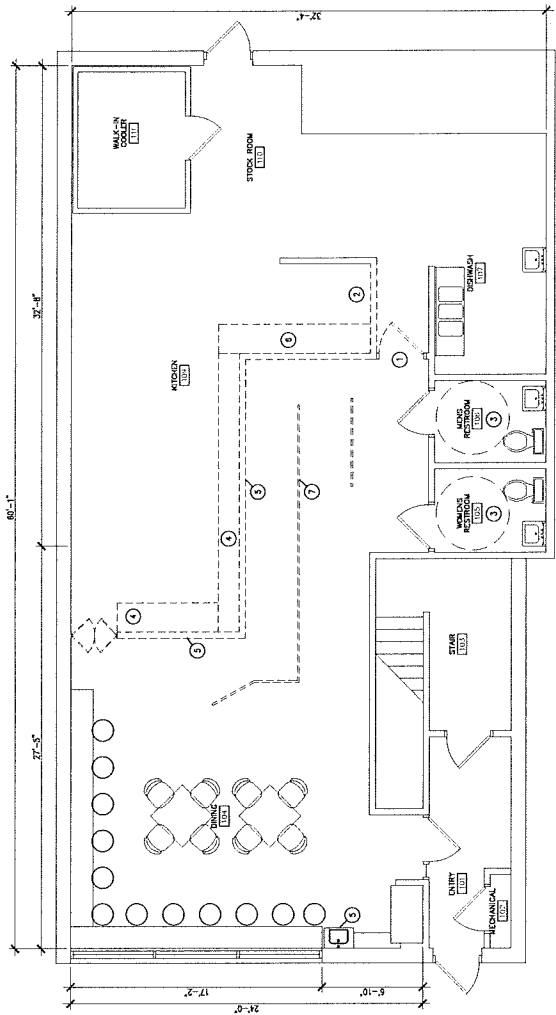
DEMO PLAN &  
FLOOR PLAN

IAN'S PIZZA  
RESTAURANT REMODEL  
MADISON, WI



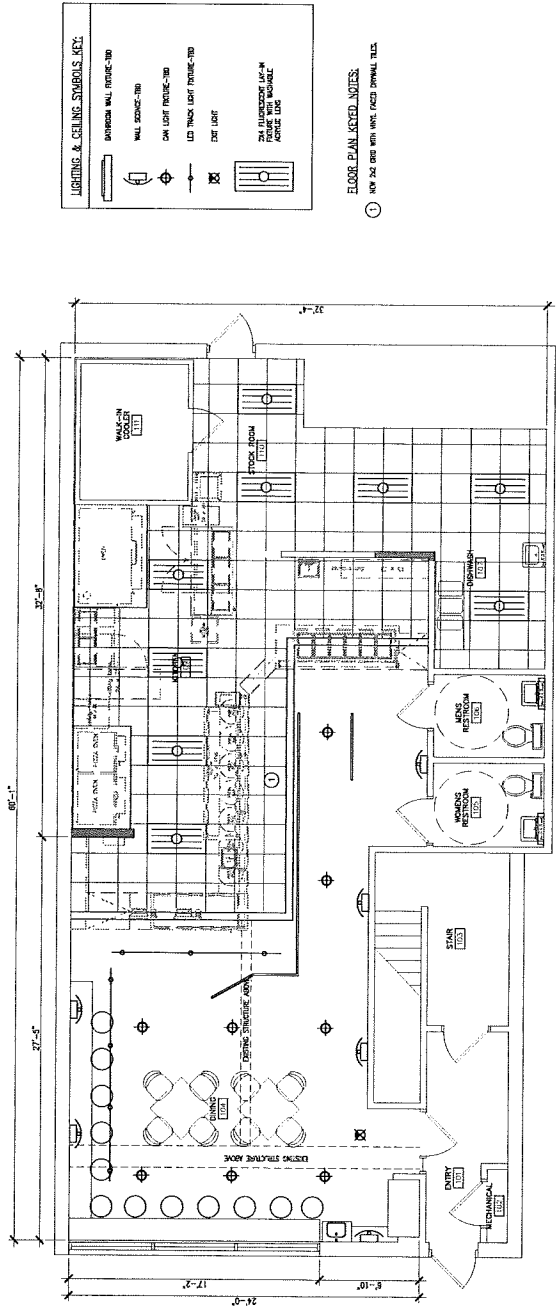
1 DEMO PLAN  
1/4"=1'-0"

2 FLOOR PLAN  
1/4"=1'-0"



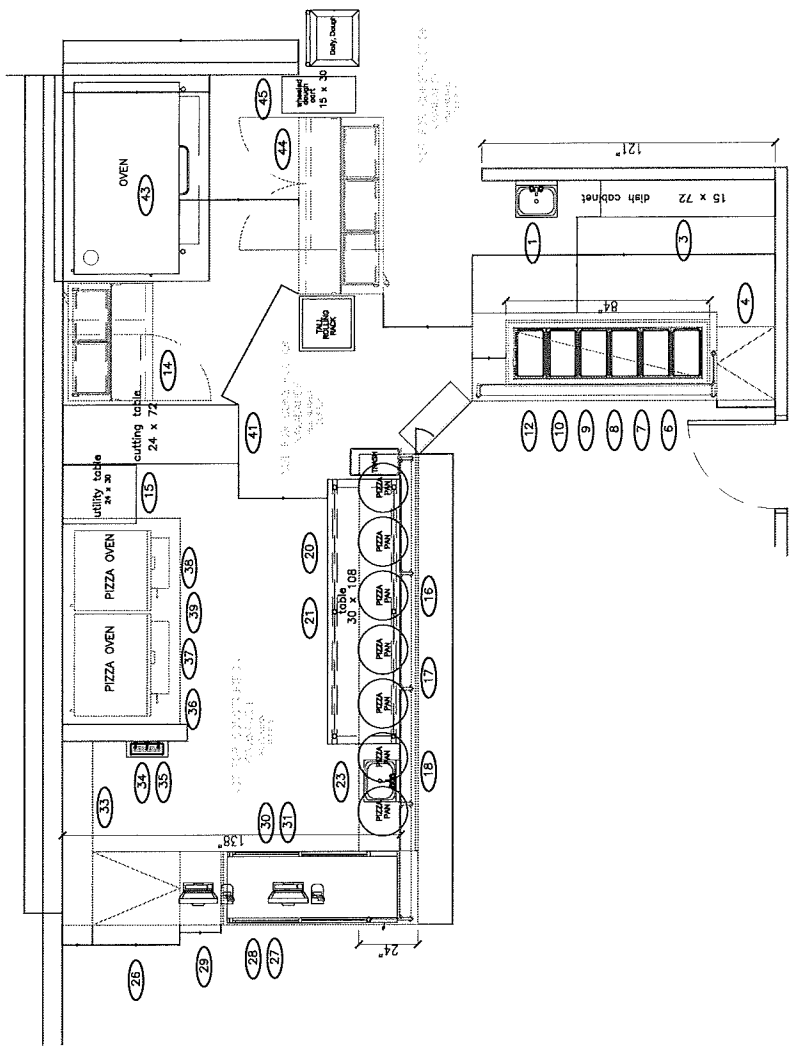
1 DEMO PLAN  
1/4"=1'-0"





**1** CEILING PLAN  
 1/4" = 1'-0"

ITEM	QTY	EQUIPMENT LIST
1	1	HAND SINK
2	---	---
3	1	DISH CABINET
4	LOT	MILLWORK DROP GATE (BY OTHERS)
5	---	---
6	LOT	MILLWORK CABINET (BY OTHERS)
7	LOT	S/S COUNTER TOP
8	1	SNEEZE GUARD
9	1	DROP-IN REFRIGERATED COLD PAN
10	---	---
11	---	---
12	1	UNDERCOUNTER REFRIGERATOR
13	---	---
14	1	REFRIGERATED PIZZA PREP
15	1	WORK TABLE
16	LOT	DIE WALL
17	LOT	S/S COUNTER TOP
18	LOT	SNEEZEGUARD
19	---	---
20	1	WORK TABLE
21	4	PIZZA RACKS
22	---	---
23	1	HAND SINK
24	---	---
25	LOT	MILLWORK CABINET (BY OTHERS)
26	LOT	MILLWORK DROP GATE (BY OTHERS)
27	LOT	MILLWORK CABINET (BY OTHERS)
28	LOT	COUNTER TOP
29	LOT	POS UNITS
30	1	REFRIGERATED MERCHANDISER
31	1	REMOTE CONDENSER
32	---	---
33	LOT	MILLWORK CABINET
34	LOT	BEER TOP
35	1	DRAIN PAN
36	1	EXHAUST HOOD
37	1	OVEN
38	1	OVEN
39	1	EQUIPMENT STAND
40	---	---
41	1	PAN RACK
42	---	---
43	1	PIZZA OVEN
44	1	REFRIGERATED PIZZA PREP
45	1	WORK TABLE



KITCHEN EQUIPMENT PLAN BY OTHERS, SHOWN FOR REFERENCE ONLY

# Ian's Pizza on Frances Beer Sample Menu

## Bottles - \$4

Spotted Cow 12oz  
Pabst Blue Ribbon 24oz  
Miller Lite 24oz  
Miller High Life 24oz

## Taps - \$5/\$6

\$5 Spotted Cow  
\$5 Miller Lite  
\$6 Rotating Local Microbrew

# **Ian's Pizza By The Slice (Frances St)**

## **EXECUTIVE SUMMARY**

Ian's United is a restaurant company composed of 11 pizzerias. Ian's Pizza was founded in 2001 by Ian Gurfield and Rob Haugen when they opened their first Ian's Pizza by the Slice restaurant in Madison, Wisconsin. Serving eclectic pizza varieties, all by the slice and well into the night, Ian's Pizza by the Slice quickly established a cult-like following amongst the students and staff at the University of Wisconsin. Consistently voted the #1 pizzeria by UW-Madison students, Ian's Pizza by the Slice was named in 2007 one of the top ten things to do before graduation by the University of Wisconsin Alumni Association. Since then, we've continued opening up Ian's Pizza shops all around the country. Ian's Pizza Frances St is currently projected to bring in \$1.8 million in sales for 2022. Our goal as a store is to continue to grow and serve the city of Madison!

## **VISION**

The vision is detailed within this business plan

## **PRODUCT**

Ian's Pizza By The Slice will serve the same eclectic variety of pizzas which are now hallmarks of the Ian's brand. Varieties include Mac n' Cheese, Steak and Fries with BBQ sauce and Buffalo Chicken. Ian's Pizza By The Slice will also feature an attended salad bar incorporating seasonal produce. Ian's Pizza By The Slice will provide in store seating as well as carry-out.

## **TARGET MARKET**

The company's primary target market is college students. According to the National Restaurant Association young people between 18-24 consume more fast food than any other demographic group. Ian's will also target the late night crowds who frequent the bars in the neighborhood.

## **COMPETITIVE ADVANTAGE**

Ian's will serve gourmet pizza by the slice in a market where no such product exists. Lastly, Ian's will incorporate a proven system designed to sell large volumes of pizza quickly and efficiently.

## **MARKETING**

The company's goal is to make Ian's Pizza By The Slice an "institution". This will be achieved by: 1) Defying the stereotype associated with most pizza parlors (i.e., dark, dirty, cheap, etc.) 2) Continuing to build a company focused on employee satisfaction. 3) Tailoring the company's marketing campaign to specifically address the needs of Ian's Pizza By The Slice's different customer groups.

## **LOCATION**

Ian's Pizza By The Slice is located at 319 N Frances St, Madison, WI- in the heart of UW-Madison's Campus. The company has already signed a 10+ year lease.

## **COMPETITION**

The company's competition is detailed in this business plan.

## **MANAGEMENT**

Ian's Pizza By The Slice is owned by the following- Nick Martin, Lexy Fraustchy, Nicholai Stratman, Jack Thurnblad, Ian and Susan Gurfield. The store is currently under the direct management of Rose Mohan.

## **FINANCIAL SUMMARY**

Ian's Pizza By The Slice projects this year profits to exceed \$70,000 including debt service.

## **RISK**

The economic downturn could prove to be an obstacle. We've made it through the Covid-19 epidemic and now have first hand experience with what risks we can encounter.

## **BUSINESS STRUCTURE**

The company will operate as a Limited Liability Company.

### **Competition**

Ian's Pizza By The Slice faces several direct competitors in the neighborhood with many other long standing, cult classics in the city of Madison.

### **Marketing**

The company's goal is to become part of the cultural fabric of UW-Madison. To accomplish this, a close relationship must be developed with the target market. Creative marketing activities to promote Ian's products and strengthen the brand will be undertaken. Ian's Pizza By The Slice will work with our Marketing Director, Zach Chapman, to execute a marketing plan focusing on the following areas.

- **Partnerships with college clubs and fraternities:** Develop promotional partnerships with college clubs and fraternities with the goal of becoming the pizza of choice for events and parties. Special catering services will also be offered to leverage those relationships.
- **Promotions geared towards entering freshmen:** Target incoming freshmen to ensure a growing base of loyal clients. Working with the universities student orientation event staff to distribute cups, t-shirts, and free pizza that will help spread Ian's name among this group of new prospective consumers.
- **Promotions with University departments:** Offer special deals to University's social departments and housing to encourage their business with Ian's when promoting school events. Seek to develop a close relationship with these departments.
- **Sponsorship of charity events:** Sponsor charities/event with free products by promoting them in Ian's locations and with cash contributions when appropriate.
- **Targeting specific groups:** We are involved with local ingredient programs like REAP as well as have wonderful relationships with many local farmers. This directly appeals to many of the folks who love supporting locally sourced food and small businesses.

## **Management**

Ian's Pizza By The Slice is owned by the following- Nick Martin, Lexy Fraustchy, Nicholai Stratman, Jack Thurnblad, Ian and Susan Gurfield. The store is currently under the direct management of Rose Mohan. This wonderful group of people adds up to well over 20 years of experience with Ian's Pizza.

## **Risk**

The current economic downturn could affect the short term success of Ian's Pizza By The Slice. Despite the company's low average ticket price, there is intense competition across the restaurant industry to provide customers with the greatest value for their dollar. Although college students consume more pizza than any other demographic, disposable income for college students is also tight. Ian's Pizza By The Slice will not seek to engage in price wars or massive discounting to attract customers; instead the company will focus on its late night niche and seek alternative channels to increase business.

## **Vision**

Ian's Pizza By The Slice continues to be an absolute staple among the student body and staff of UW-Madison. Serving up fast, quality pizza on those busy football Saturdays, late Tuesday night basketball games, or even a quiet afternoon studying in our dining room. We continue to help support student organizations and are a go-to for many local non-profit organizations to partner with. We embrace the chaos and liveliness of our late night bar crowds. We partner with local farmers and put an emphasis on waste reduction. Employing many students and career service industry folks, we offer a job that can fit almost any lifestyle. As we continue to grow, so do our people.