

A4
P403

LIC13-2019-00080



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.

KYLES BIGFOOT SPIRITS LLC

4. Trade Name (doing business as) Mackesey's Irish Pub
5. Address to be licensed 317 State St. Madison, WI 53703
6. Mailing address 2205 Fremont Ave. Madison, WI 53704
7. Anticipated opening date 04/01/2019
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 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.

Service will be provided inside the Bar/Restaurant and a patio on State St.

Alcohol is also stored in the basement of the Bar/Restaurant in locked/secured

caged area. Beer and Wine is also stored in the basement and walkin cooler.

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 person +8
13. Describe existing parking and how parking lot is to be monitored.
No provided parking on premise.
-
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to BULL RING OF MADISON, INC., THE (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 Jessica M. Dye
17. City, state in which agent resides Madison, WI 53704
18. How long has the agent continuously resided in the State of Wisconsin? 40 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 12/29/2018
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin LLC registered 07/07/2017
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
Member	Jessica M. Dye	Madison, WI 53704

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.
Jessica M. Dye

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 The Irish Pub will be a social gathering place for patrons to enjoy local foods, craft beers and craft cocktails to be consumed on premise.
28. Hours of operation Sunday - Thursday 11am - 2:00am, Friday/Saturday 11am - 2:30am
29. Describe your management experience Starting in 1994 I was a grocery store supervisor and moved to the restaurant industry on State St. at Z-Teca as a supervisor. From there I managed Stillwater Tavern for 6 years until it closed. Currently I manage Lakeview Bakery & Deli
30. List names of managers below, along with city and state of residence.
Ralph Yaniz Madison, WI
Melanie Thompson Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment All 10 staff members are required to provide a safe and clean enviroment for patrons. Duties consist of cleaning, serving patrons food, alcoholic/non-alcoholic drinks, confirming valid identification, interacting with patrons and assessing customers needs and preferences to make recommendations.
32. Describe your employee training All employees are traned by the owner and managers on best practices associated with policies and procedures of a Tavern. This includes but is not limited to safe food handling, greeting patrons, cleaning, proper serving, guiding patrons for the best experience the Irish Pub is know for.

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

Employees from the Capital square/downtown area, Overture Center patrons,
downtown shoppers and residents, plus the students and faculty of the UW.

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

Socail media, radio advertising, flyers, newspaper advertising, fund raising events, participating
in IB Madison and other small business organizations.

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? 25 - 75

39. What type of food will you be serving, if any? Upscale bar food...
 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? 11am - 10pm

42. What hours, if any, will food service not be available? 10pm - 2:30am

43. Indicate any other product/service offered. None

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? 0 - non dedicated
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? 14
 How many bartenders do you anticipate having work at one time on a busy night? 3 - 5
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? 50%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 80%
 What percentage of your advertising budget do you anticipate will be drink related? 20%
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:
80 % Alcohol 20 % 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 Deputy Clerk 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 intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes

66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
67. 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
68. 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

69. State Seller's Permit 4 5 6 - 1 0 2 9 7 2 2 1 7 2 - 0 2

70. Federal Employer Identification Number 82-2088863

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

Contact person William Dye

E-mail address dyewilliam@hotmail.com

Phone 608-347-4051 Preferred language English

72. 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) 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 17 day of January, 2011

Patti Mark
(Clerk/Notary Public)

Jessica M. Dye
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 5-21-21

Clerk's Office checklist for complete applications		
<input 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 checked="" 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 <u>1/18/19</u> Date of ALRC meeting <u>2/20/19</u> Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number _____		