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SCANNED

LIC18-2017-00277
46595



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, 2017.
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.

~~Branco S Kruger~~ Daniel I Rosenthal Danny's Pub, LLC

4. Trade Name (doing business as) Danny's Pub
5. Address to be licensed 328 W Gorham St., Madison, WI 53703
6. Mailing address 420 W Dayton Ave, Madison, WI 53703
7. Anticipated opening date 06/01/17 - 07/01/17
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.
- Located at the corner of Broom and Gorham, Danny's Pub will occupy the first and second floors of a 3 story building.
- Both floors will contain a bar and restrooms, with alcohol stored behind each bar and in a caged area in the basement.
- Offices and records, both sales and purchases, will be kept on site. No outside seating or sales area as of now, looking into for the future.

A-4
P-403

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

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

Current location does not have a parking lot, street parking only. Neighboring parking lot is under different ownership but would be monitored for cleanliness for positive neighbor relations

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

No Yes, license issued to Madhatter's (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 Brano S Kruger

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 16 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 Holds active operator lic.

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

Wisconsin, March 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
Owner/Operator	Brano S Kruger	Madison, WI
Owner/Partner	Daniel I Rosenthal	Northfield, IL

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.

Brano S Kruger

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) Brano S Kruger: Current General Manager at Red Rock Saloon - Madison

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 Bar/Restaurant
27. Business description Irish - American pub with full kitchen, BUSINESS PLAN ATTACHED

28. Hours of operation Mon-Thurs (3pm-2am), Fri-Sat (11am-2:30am), Sun (11am-2am), increase in summer & game days
29. Describe your management experience 3 1/2 years General Manager - Red Rock Saloon (Madison)
2 years Manager Trinity Three Irish Pubs (Milwaukee)
5 years at Buckhead Saloon (Milwaukee), both as Manager and Employee
30. List names of managers below, along with city and state of residence.
Most likely, but due to timing of opening Joey Wowczuk - Madison, WI
 _____ Brian Latsch - Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment Shifts depend of busy-ness...
Total Staff estimations: Bar (12-15) food and drink service at bar; Servers (10-12) food and drink service at tables
Kitchen (8-10) cooking/kitchen duties; Security/Barbacks (14-15) safety and assistance; Managers (3-4) oversee
32. Describe your employee training Bar will require operator licenses, servers must have at least serve-safe cert.
Kitchen will need food safety lic., train all front of house staff on drinks and food, customer service, identifying issues,
proper responses, ID's. Will train with Managers and Leads

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

For food, 18-40+... looking for a casual and comfortable eating experience with local/regular guests and out of town
travelers. For drinks, 21-40+, casual and energetic drinkers both for weekdays and weekends.

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

Print, radio, social media

Promote both the food and drink aspects, don't want to be labeled as only one type of place

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's and occasional live bands

38. What age range do you hope to attract to your establishment? All, small family to 18-40+,
Late lunch and dinner during week, open earlier but same food

39. What type of food will you be serving, if any? on weekends

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? Open until 10pm/11pm depending on day

42. What hours, if any, will food service not be available? Late night, 10pm/11pm to close

43. Indicate any other product/service offered. Food & drink with onsite catering options for private parties

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? Bar + Server (20-30)

During what hours do you anticipate they will be on duty? Servers while dining available, Bar all open hours

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? With 2 floors, upwards of 50
 How many bartenders do you anticipate having work at one time on a busy night? 8-10 max
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? 40-50% (non-mgrs)
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 40-50% of total advertising \$\$\$
 What percentage of your advertising budget do you anticipate will be drink related? 50-60% of total advertising \$\$\$
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:
70- % Alcohol 30+ % 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

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 3 0 6 8 2 3 - 0 2

69. Federal Employer Identification Number 82-0861996

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

Contact person Brano S Kruger

E-mail address brano.kruger@gmail.com

Phone 847-644-7328 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 day of _____, 20

 (Clerk/Notary Public)



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

My commission expires / /

Clerk's Office checklist for complete applications		
<input checked="" type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input 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 type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input 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 _____		