



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

- 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, 20 16.
- 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.
CDF LLC
- Trade Name (doing business as) City View Liquor
- Address to be licensed 6420 Cottage Grove Road Madison WI 53718
- Mailing address 6420 Cottage Grove Rd Madison WI 53718
- Anticipated opening date 5/4/16
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

2813 retail building which contains main sales area, two walk-in coolers, two restrooms, storage area/room (in back), storage area/room hallways (two), office, and cash register area.

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 _____
13. Describe existing parking and how parking lot is to be monitored.
Shared Parking lot
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to _____ (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 Charles Coens
17. City, state in which agent resides Madison WI
18. How long has the agent continuously resided in the State of Wisconsin? 37 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.
Wisconsin / 03-07-2016

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
Managing Member	Charles Coens	Madison, WI
Managing Member	Anthony DeMarte	Madison, 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.
Anthony DeMarte Robert Proctor (Attorney)

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) President of Harley's Liquor Inc
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) President of Harley's Liquor Inc.

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 Liquor store serving the far east side.
Great selection of craft beer and a vast selection of
wine and spirits
28. Hours of operation 9 AM 9 PM
29. Describe your management experience owned and operated Harley's
Liquor and bait for 13 1/2 years. Opened second store,
Harley's wine and spirits in 10/2014.
30. List names of managers below, along with city and state of residence.
Charles Coens - Madison WI
Anthony DeMarte - Madison WI
31. Describe staffing levels and staff duties at the proposed establishment _____
Two full time and three part time employees. Customer
service, stock, order, and receive inventory.
32. Describe your employee training I train my employees by myself.
They will work directly under me for the first 4 weeks,
or until I see fit.

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

Target market is from Hwy 51 to Cottage Grove
and from Milwaukee St to Buckeye. looking for 25-40 Year olds
Starting families in the Area.

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

We will do some direct mailings to our target market.
Also, we will set up a website and do an AD with
YP.com

35. Are you operating under a lease or franchise agreement? No Yes *property lease*

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? _____

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

41. During what hours of operation do you plan to serve food? _____

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. _____

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? _____

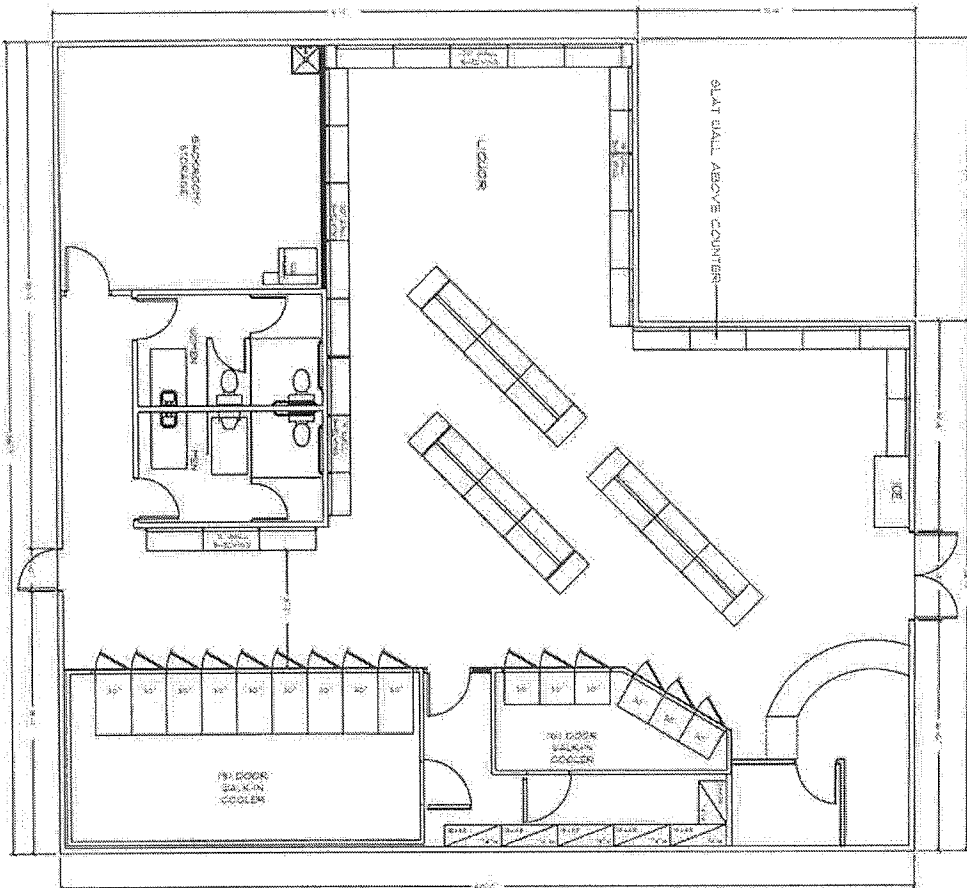
During what hours do you anticipate they will be on duty? _____

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? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
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? _____
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? _____
 What percentage of your advertising budget do you anticipate will be drink related? _____
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:
 _____ % Alcohol _____ % 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



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PREME		MAY 19 1994	
STRUCTURES		MAY 19 1994	
CONTRACT NO.		DATE	
PROJECT NO.		JOB NO.	
SHEET NO.		TOTAL SHEETS	
SCALE		DRAWN BY	
CHECKED BY		APPROVED BY	
DATE		PROJECT	

Business Plan

City View Liquor

1. Vision

My Vision is to secure a liquor store in a growing neighborhood on Madison's east side. This store will be a stepping stone to an ultimate goal of five to seven stores total. I already have two east side stores, and have a great reputation. I opened my first store thirteen years ago and have double my sales in that time. I will provide excellent service, selection, and price.

2. Mission Statement

Service, selection, and convenience are our top priorities. We want customers to find what they are looking for and leave 100% satisfied every time.

3. Objectives

The goal is to have this store doing one million dollars in sales within two years. And an ultimate goal of one and half million dollars in five years. To obtain this goal I plan on increasing sales each year by ten percent.

4. Strategies

I plan on changing the name of the store immediately upon ownership. The current store has struggled for some time, and has had little to no inventory for customers. There currently is not lottery in the store. There is not much profit in lottery, but it will drive customers in the door. This store was successful until the last year. This store has been neglected since then. By simply keeping the store stocked, and providing excellent customer service, I see no reason why this store cannot return to the million dollar store it was a few years ago. I will do direct mailing to every household in the neighborhood, as soon as I have the store stocked to my standards. I also will advertise in the neighborhood newsletter, which ships to every household four times a year.

5. Background

This store opened in June of 2010. It was instantly a successful store. The door creek/grand view area has continued to grow. Metro Market came in a little over a year ago and hurt this store some. The owner did not adapt properly and struggled ever since. The store now sits with very little inventory and customers are not coming back. With a little work, a turn around will be easily executed.

6. Executive summary

This store has been mismanaged for the last year or so. I know I can turn it around and be profitable in a short amount of time. I have a great staff in place and by providing excellent service, selection, and convenience we can turn it around. Lottery is an absolute must and will be one of my first priority. It will provide a steady stream of customers and show that the store is satisfying customers again. With cars in the parking lot, people will be intrigued and want to stop. This store will be a million dollar store within two years.

