

City of Madison Supplemental Class B License Application

<input type="checkbox"/> Seller's Permit Number <input type="checkbox"/> Federal Employer Identification Number <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form	<input type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan <input type="checkbox"/> * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC LSI Group, LLC
 2. Address of Licensed Premise 6654 Mineral Point Rd.
 3. Telephone Number: N/A 4. Anticipated opening date: April 15, 2009
 5. Mailing address if not opening immediately 10 Rosewood Cir. Madison WI 53711

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No
 7. Are there any special conditions desired by the neighborhood? Yes No

Explain Addition of lunch to the time of operation. Stop service outside patio earlier than bar time & no amplified sound outside.

8. Business Description, including hours of operation: A Modern interpretation of a saloon focus on specialty cocktails & Beer. Inside M-F 11^{am} to 11^{pm} & 4^{pm} to 5^{pm} Sunday closed
outside M-F 11^{am} to 11^{pm} service & Accen limited one hour before bar time

9. Do you plan to have live entertainment? No Yes—What kind? _____

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

Approx 6540^{sq} space w/ 3 bars and an attached outside seating area. Please see attached seating arrangements. Inside Capacity of 398 and outside capacity of 60. All beverages will be on the main floor. There is an approx 1800^{sq} basement used to store back stock.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. This is a commercial building w/ multiple tenants & APEX Mgt is responsible for monitoring & maintaining of parking area. A professional security firm is contracted currently.

13. Describe your management experience, staffing levels, duties and employee training.
I have had an operators license since 1984. I have managed multiple venues in the area & have extensive experience in employee training.

14. Identify the registered agent for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Kam, Esbrahgi 10 Rosewood Cir Madison WI 53711
 Name Address

15. Utilizing your market research, who would you project your target market to be?

People working on the west side of the residential in the area

16. What age range would you hope to attract to your establishment? 25 - 55

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

TV, Radio & direct mail. Our main Ad theme will be the Hot Dog (signature)

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: APEX CLOCKTOWER CT. LLC

Address of Owner: 1741 COMMERCIAL AVE Phone Number 255-5668

20. 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? Yes No

21. List the Directors of your Corporation/LLC

Kami Estroghfi 10 Rosewood Cir Madison WI 53711
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Kami Estroghfi 10 Rosewood Cir 53711 100%
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain _____

24. What type of food will you be serving, if any? Hot Dogs, Burgers & some Appetizers

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? from opening till one hour before closing

27. What hours, if any, will food service not be available? One hour before closing
28. Indicate any other product/service offered. TShirts, hats, Cigars
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 6-10
During what hours do you anticipate they will be on duty? All time
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? 294 (Approximately)
How many bartenders do you anticipate you would have working at one time on a busy night? 5
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
Not sure
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 90%
What percentage of your advertising budget do you anticipate will be drink related? 5%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No

42. What is your estimated capacity? 398 inside 60 outside

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

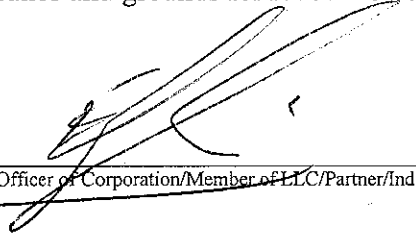
Gross Receipts from Alcoholic Beverages	70 %
Gross Receipts from Food and Non-Alcoholic Beverages	28 %
Gross Receipts from Other	2 %
Total Gross Receipts	100%

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


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 this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise 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 23 day of JANUARY, 20 09



(Officer of Corporation/Member of LLC/Partner/Individual)



Clerk/Notary Public

My commission expires 5-6-2012

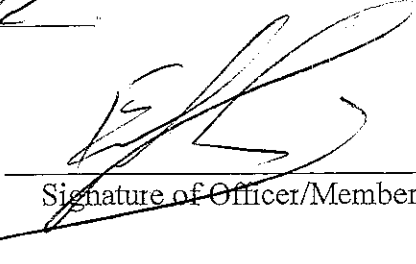
Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Kami Esbrahmi, officer/member for LSI Group, LLC
(Corporation/LLC), doing business as Dirty Dog Neighborhood Saloon authorize and appoint
Kami Esbrahmi (Name) as the liquor/beer agent for the premise
located at 6654 Mineral Point Rd

Subscribed and sworn to before me this

23 Day of JAN, 2009


Signature of Officer/Member


Notary Public, Dane County, Wisconsin

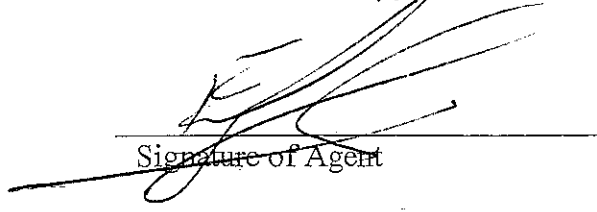
My Commission Expires 5-6-2012


To be completed by appointed Liquor/Beer Agent

I, Kami Esbrahmi, appointed liquor/beer agent for
LSI Group, LLC (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 100 %.

Subscribed and sworn to before me this

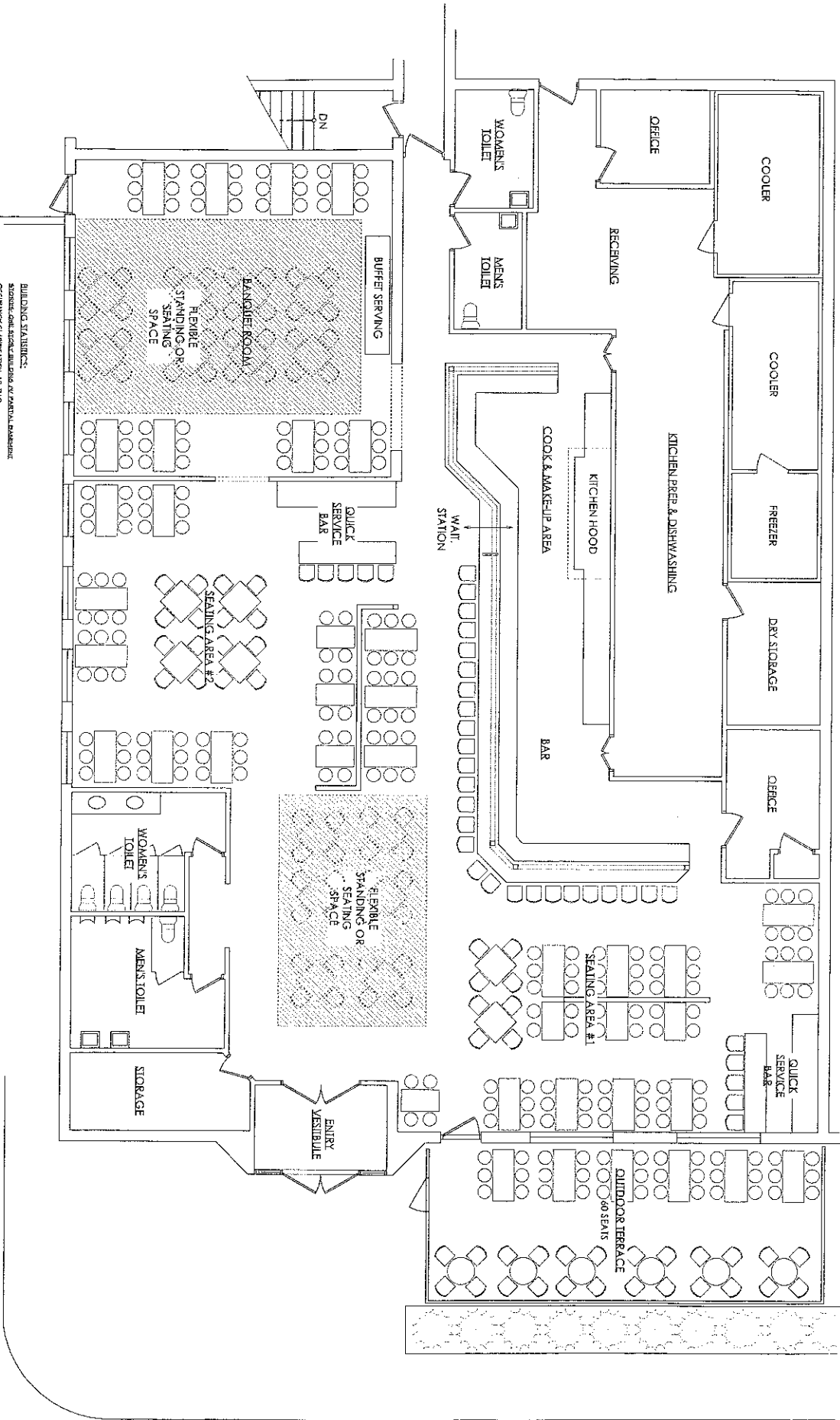
23 Day of JAN, 2009


Signature of Agent


Notary Public, Dane County, Wisconsin

My Commission Expires 5-6-2012

The appointed Liquor/Beer Agent must complete the other side of this form.



BUILDING STATISTICS:
 SQUARE FOOTAGE: 10,000
 OCCUPANCY: 100
 BUILDING TYPE: COMMERCIAL
 DESIGN: LAYOUZ ARCHITECTS AND ASSOCIATES, INC.

FIRST FLOOR PLAN
 1/8" = 1'-0"

0 1' 2' 4' 8' 16' 32'

Dirty Dog
 A Neighborhood Saloon
 6654 MINERAL POINT ROAD,
 MADISON, WI

4/27/08
 Drafting: [Name]
 2704 Orangeville
 Madison, WI 53711
 608.238.0900



Dogs!

Sausage sensations served with choice of fries or hot chips
all served on our signature "*freshly baked*" buns

Dirty Dog

Our signature ¼ pound, 12-inch, all beef and naked aka "skinless frank" topped by cheese, onions and our special chili sauce \$5.99

Yellow Dog

Our same great frank served with our house yellow mustard \$4.99

Skinny Dog

It is for the day you want the taste but your pants say slow. The original CAD/ 1.99

Corn Dog

Two "Battered dogs" with mustard 3.99

Wisconsin Brat

All beef brat, specially prepared and served with choice of grilled onions or sauerkraut \$5.99

Flat-Lander Dog

Chicago made it famous but we look better. \$4.99

Super Model

Our amazing skinny but it is all you can eat and absolutely no sharing. \$9.99

Extra chips or fries \$1.00

Make anything dirty for \$1.00

Burgers

Burgers are made with ¼ pound of fresh USDA Choice ground beef
All served on our fresh baked buns with choice of fries or hot chips

Big Dog

½ pound loaded with everything. Yeah, that's it baby. \$7.99

Dirty Buns

Lettuce, onion and butter pickles all covered in our dirty sauce. \$5.99

Cowboy

Bacon, cheddar cheese & *Sweet Baby Rays* BBQ sauce. \$6.99

Foreign

Mushroom & Swiss. \$6.99

All American

Lettuce, tomato, onion and butter pickles \$5.99

Fancy

Topped with spicy olives and pepper jack cheese \$6.99

Felix

Our leader say's: A full half-pound of beef – your way! \$7.99

Make it dirty for \$1.00

Cheeseburgers

Create your own cheeseburger from our tremendous selection above. Become famous!

Our same great ground beef with fresh baked buns and your choice of:
Cheddar, American, Swiss, Smoked Gouda, Pepper Jack, Havarti, or Monterey Jack
(limit 2 please, additional slices \$.50)

\$1.00 all day!

Appetizers

Spicy Balls

“Tasty” Chicken and beef meatballs with sauce. *Spicy* 5.99

Buffalo Breath!

Monterey Jack and Bleu cheese, “Buffalo sauce” and beer batter all come together nicely for this “not your everyday cheese stick”!! 6.99

Key soda heehaw, “Quesadilla”

Beef or chicken with cheese, avocado, sour cream & Pico de Gallo on flour tortillas 7.49
Cheese and Pico only 3.49

Wings

Traditional – deep fried and served with “Buffalo Sauce”, bleu cheese dressing and cool celery! \$6.99

Custom – deep fried and served with your choice of sauce for dipping 6.99
Sauces: Ranch, BBQ, Buffalo or *fancy Bistro*

Curds

Battered and deep fried cheddar curds served with our special ranch dressing \$6.99

Shrimp on a stick

Tempura battered shrimps on a stick. Aren't ya all glad you ain't shrimp \$7.99

Spinach & Artichoke Dip

Served with toasted bread \$6.99

Breaded Chicken Tenders

Our favorite recipe for fried chicken tenders served with your choice of sauce for dipping \$7.99

Nachos

Seasoned ground beef, peppers, olives, onions, sour cream & pico de gallo piled high on freshly made tortilla chips \$7.99

Crab Cakes

Tasty, moist crab cakes on fresh field greens with horseradish-cucumber sauce \$9.99

Bread sticks

Hot breadsticks seasoned with garlic butter and topped with shredded Parmesan. Served with our terrific marinara sauce \$4.99

Soup & Salads

Soup – It is so good the Saloon-Girls eat it before the guests get here. Ask them what is left and Order fast. \$5

Chili – Oh the goodness of dirty chili. Makes you wish for snow. \$5

Side Salad

Field greens, red onions, and tomatoes with croutons \$1.99

Classic pasture

Field greens, romaine, red onions, cucumber and tomatoes with croutons \$5.99

Buffalo Chicken Salad

Breaded chicken tenders tossed with mixed lettuce & Southwestern dressing, black olives, red onion and shredded cheddar 8.99

Classic Shrimp Salad

Big shrimps tossed with field greens, romaine, red onions, cucumber and tomatoes with croutons and our amazing Southwestern dressing \$8.99

Happy Dog Hours are from 4-7 and things are cheaper. Ask your Dawg or any saloon-girl.

Don't forget your dog shirt.



3 color—green, white red
& black of shirt