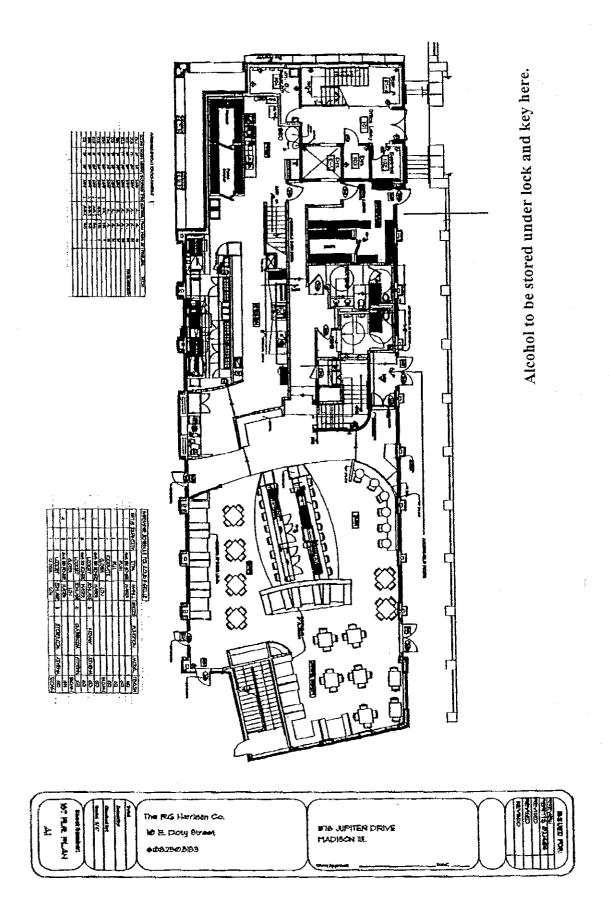
		BEVERAGE LICE	ENSE APPLICATION	Applicant's Wisconsin Seller's Permit Number:		
Submit to mun	nicipal clerk			Federal Employer Identification Number (FEIN):	7-03288	25
For the license	e period beginnin	g August 1	20 09 ;	LICENSE REQUES		
	endin	g July 31	20 10	TYPE	i	FEE
		Town of		Class A beer	\$	40000
TO THE GOVE	ERNING BODY (Madison			100 00
10 1112 00 11		City of	1114413011	Wholesale beer	\$	
_		[∆] Olià ol		Class C wine	\$	
County of Da	ane	Aldermanic Dis	$1. \text{No.} \underline{3}$ (if required by ording	nance) Class A liquor	\$	500.00
			<u></u>	Class B liquor		500.00
1 The named			✓ LIMITED LIABILITY COMPA			20.00
		ION/NONPROFIT ORGANIZ		Publication fee TOTAL FEE	\$	20.00 620.00
•	• •	alcohol beverage license(s)			ΙΨ	020.00
Cityvie	w Restaurant	Partners, LLC	ations/limited flability companies give			
partnership liability con	o, and by each office npany. List the name	er, director and agent of a le, title, and place of residence	corporation or nonprofit organiza e of each person Name	cation by each individual applicant tion, and by each member/manager Home Address Po nassas Trail, Madison, Wi	r and agent o	of a limited
Treasurer/M	lember					
Agent 🕨						
Directors/Ma	anagers			(00.001	1000	
3 Trade Name	• •		Bus	iness Phone Number 608-221-	4928	
			son, Wisconsin Pos			
			ompany subject to completion of the	responsible beverage server		
	rse for this license p				✓ Yes	∐ No
			anyone except the named applicant		Yes	✓ No
7 Does any ot	ther alcohol beverag	e retail licensee or wholesale	permittee have any interest in or con	ntrol of this business?.	Yes	✓ No
8 (a) Corpora	ate/limited liability	company applicants only:	Insert state Wisconsin	and date $05/27/09$ of registrational liability company 2		✓ No
			ary of any other corporation or limite or agent or limited liability company,		Yes	[A] 140
		y officer, director, stockholder ny other alcohol beverage lice		or any member/manager or	∏Yes	✓ No
			n every YES answer in sections δ, 6,	7 and 8 above 1		[<u>Y</u>] 140
•		•	cohol beverages are to be sold and			
all rooms ind may be sold	cluding living quarter I and stored only on	rs, if used, for the sales, servithe premises described)	ce, and/or storage of alcohol bevera lee attachment - Alcohol	ges and records (Alcohol beverages Storage		
		address is given above):				
(b) If yes, u	inder what name wa		view Commons Restaura		✓ Yes	☐ No
before begir	nning business? [ph	one 1-800-937-8864]	pational Tax return (TTB form 5630 5		✓ Yes	☐ No
	•		ust be applied for and issued in the	same name as that shown in		_
	bove? [phone (608)	-			Yes	H™
14 Is the applic	ant indebted to any	wholesaler beyond 15 days f			Yes	✓ No
of the signers Sigr (Individual applican any portion of a lice	ore parea to aporate:	this business according to law a of a partnership applicant must s inspection will be deemed a refu	nd that the rights and technical the	e questions has been truthfully answered in the license(s), if granted, will it goes the invited Liability Companies must a mistignification and grounds for revocation	not he assidhe	d to another
20.40		UNE DI	20 04 EF		6/2	240a
this 22 AD	uay ui	VAL AND A		ation MembernManager of Limited Liability (Company/Partn	er/Individual)
		SAN 1/A	- OF WAR	105		
	. TORHOPST	otary Public)	(Officer of	Corputation Member/Manager of Limited Liab	oility Company/F	Partner)
My commission e	expires 03/6	3/2013	Addition	al Parmer(s)/Member/Manager of Limited Lia	bility Company i	f Any)
TO BE COMPLE	TEN BY CI EDV			334		
TO BE COMPLE Date received and file	ed E	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk		
with municipal clerk			Ligarian pumpar in read			
Date license granted	L	ate license issued	License number issued			
AT-106 (R. 4-09)				Wise	consin Departme	ent of Revenue



Attachment

876 Jupiter Drive, Madison, Wisconsin 53718

Hours of Operation: We will be open daily from 3 to 11 p.m. during the week (Sunday through Thursday) and 3 to midnight on Friday and Saturday. We plan on opening for lunch as the market place fills in with adjacent daytime businesses and retail. We close on Christmas and New Years Day each year.

Design: Design of the restaurant is modern casual The lower level maintains an inspirational sports motif that is supported by historic black and white photography and inspirational wall art. Seating is a mix of fixed booths, open soft seating in the lounge, tables and chairs and stand up tables with stools. The second floor is more formal supports a great scenic view of the downtown Madison skyline. Seating consists of fixed banquets and open tables and chairs. The motif is black and white historic photography of Wisconsin at work and play.

Venue Size: The restaurant is a freestanding two story building with operations on the each floor with patios on the west and east side of the building. The first floor consists of a bar, lounge and dining area of 18 bar stools, 27 table groups and 101 seats, for a total of 119 available seats. The main dining room on the second floor consists of 22 table groups and 80 seats. The Private dining room on the second floor consists of 11 table groups and 48 seats. Seasonal patio seating is available on the west and east side of the building.

Accessibility: There is direct access to all parts of the restaurant to all clients regardless of physical disability. The second floor is accessible by an elevator from the main lobby. Accessible restrooms are available on each floor

Parking: Grandview Commons main parking field of 49 parking spots is directly in front of the restaurant. Additional parking is available along Jupiter Drive and North Star Drive. North Star Drive has 12 parking spots adjacent to the restaurant and 22 more within a block to the north. Jupiter Drive has 20 parking spots just to the east side of North Star Drive and another 46 adjacent and within one block of restaurant; total number of parking stalls available is 149.

Security: Number of staff is 50: 35 front of house servers, wait staff and bartenders, and 15 back of house staff for food preparations

Experience of Management:

Jason Kinslow, General Manager: Jason has 17 years of experience in the restaurant industry. He has held the position of Bar and Safety Manager in various locations and concepts nationwide. In addition to Trezo Vino and Trezomarae, he has worked at Old Chicago, Rusty Duck, Talk of the Town and On the Border.

Attachment 876 Jupiter Drive, Madison, Wisconsin 53718

Experience of Management Operations:

Mark Walker, Walker Development Services: Mark has been involved since 1985 in the development and operations of restaurants nationwide. He spent 15 years at Houlihans Restaurant Group as the Senior Vice President of Development and has owned Walker Development Services since 2000. Mark is the acting-operating partner of Trezomare and Trezo Vino restaurants in Kansas City.

John Hildebrand, Executive Manager of Operations: John has over 20 years of managerial experience with national chain and independent restaurant operations. John is responsible for the day-to-day operations of two Kansas City and one other Madison operation

Food to Alcohol Percentages: Our new concept will likely fit into the national casual dining averages of food to alcohol mix of roughly 70% to 30% to 80% to 20%. The concept has a craft beer based beverage program with a minimal cocktail and wine list. Our food pricing will be competitive with the market place and affordable to a wide range of clientele. Being dinner only will have a higher degree of alcoholic beverage than with a lunch mix, but we still expect the average to be as stated.

Food Service: We are a casual family and business entertainment restaurant with a variety menu including appetizers, soups, salads, sandwiches, entrees and desserts. Our full menu is available from opening until 10:00 p.m. Sunday through Thursday with a limited menu available to closing. On Friday and Saturday, our full menu will be available to 11:00 p.m. with limited menu to closing.

City of Madison Supplemental Class B License Application

	1
1.	Name of Applicant/Partner/Corporation/LLCCityview Restaurant Partners, LLC
2.	Address of Licensed Premise 876 Jupiter Drive, Madison, Wisconsin 53718
.3	Telephone Number: 608-221-4928 4 Anticipated opening date: August 1, 2009
5.	Mailing address if not opening immediately 1314 Manassass Trail, Madison, Wisconsin 53718
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
8.	Business Description, including hours of operation: See attachment - Hours of Operation and Design
9	Do you plan to have live entertainment? No X Yes—What kind? Local and regional musicians
10	Detailed <u>written</u> 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. See attachment - Venue Size, Design, and Accessibility
	Also see attachment - Alcohol Storage
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. See attachment - Parking and
	Security, also see attachment - Security Plan
13.	Describe your management experience, staffing levels, duties and employee training
	See attachment - Experience of Management
	Also see attachment - Experience of Management Operations
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.
	James E. Hovde 1314 Manassas Trail, Madison, Wisconsin 53718
	Name Address

Suburban professionals, dual income families, business travelers and
families with children
16 What age range would you hope to attract to your establishment? Late 20s, 30s, 40s, and 50s
17. Describe how you plan to advertise/promote your business. What products will you be advertising?
Radio, print media, direct mail, and the internet.
Food specials and special occasions. 18 Are you operating under a lease or franchise agreement? Yes (attach a copy) No
18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No
19 Owner of building where establishment is located: Dave Simon, VH Commercial, LLC
Address of Owner: 858 Jupiter Drive, Madison, Wisconsin Phone Number 608-222-8074
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
James E. Hovde 1314 Manassas Trail, Madison, Wisconsin 53718
Name Address
Name Address
Name Address
22. List the Stockholders of your Corporation/LLC
22 List the Stockholders of your Corporation/LLC James E. Hovde 1314 Manassas Irail, Madison, Wisconsin 53718 100% Name Address 6 Ownership
James E. Hovde 1314 Manassas Irail, Madison, Wisconsin 53718 100%
James E. Hovde 1314 Manassas Irail, Madison, Wisconsin 53718 100% Name Address % of Ownership
James E. Hovde 1314 Manassas Irail, Madison, Wisconsin 53718 100% Name Address % of Ownership Name Address % of Ownership
James E. Hovde1314 Manassas Irail, Madison, Wisconsin 53718100%NameAddress% of OwnershipNameAddress% of OwnershipNameAddress% of Ownership
James E. Hovde 1314 Manassas Irail, Madison, Wisconsin 53718 100% Name Address % of Ownership Address Manue Address Address What type of establishment are you? (Check all that apply) □ Tavern □ Nightclub Restaurant □ Other Please Explain □ Other Please Explain
James E. Hovde 1314 Manassas Irail, Madison, Wisconsin 53718 100% Name Address % of Ownership Name Address % of Ownership 23 What type of establishment are you? (Check all that apply) □ Tavern □ Nightclub ★ Restaurant
James E. Hovde 1314 Manassas Irail, Madison, Wisconsin 53718 100% 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? See attachment - Menu
James E. Hovde Name Address Address Name Address Address Name Address Name Address Address Name Address Nof Ownership Tavern Nightclub Restaurant Other Please Explain What type of food will you be serving, if any? See attachment - Menu Breakfast Lunch Address Nof Ownership See attachment - Menu
James E. Hovde 1314 Manassas Irail, Madison, Wisconsin 53718 100% 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 □ Other Please Explain □ See attachment - Menu □ Breakfast ★ Lunch ★ Dinner 25 Please submit a sample menu with your application, if possible What might eventually be included on your application.

*

27.	What hours, if any, will food service <u>not</u> be available? <u>N/A - Food will be available ALL hours</u>
28.	Indicate any other product/service offered N/A
29.	Will your establishment have a kitchen manager?
30.	Will you have a kitchen support staff? ✓Yes □ No
31.	How many wait staff do you anticipate will be employed at your establishment? 30
	During what hours do you anticipate they will be on duty? All hours of operation
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?
	How many bartenders do you anticipate you would have working at one time on a busy night?4
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? 200
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?
39.	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? 30%
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? 320 persons
- 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.

See attachment - Food to Alcohol Percentage

Gross Receipts from Alcoholic Beverages	35 %	
Gross Receipts from Food and Non-Alcoholic Beverages	65 %	
Gross Receipts from Other	%	
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

New entity - we can show dinner sales from Trezomare which is a similar percentage mix of food to alcoholic beverages.

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 $22nd$ day of $June$ 100	THE P. TORAS
M. A-	office The parion Lember of LLC/Partner/Individual)
Tibby E. P. Torhorst My commission expires 03/03/2013	E / PUBLIC / S E
My commission expires 03/03/2013	- OF WISCHILLIA

Attachment - Menu 876 Jupiter Drive, Madison, Wisconsin 53718

Ä	·		Soups Beer Cheese Soup	c dino	cup \$3 bowt \$5	Entrees Beer Battere	Entrees Beer Battered Fish and Chips	\$11
			Seasonal Soup	Se quo	cup \$3 bowl \$5	Potato Crust	Strago cheese, quare giori e nouse necessary Portato Crusted Walleye	\$15
		9	Entree Salads			Salmon dish	isingo cheest, gunc dion a nouse mode. Salmon dish	\$16
			Crispy Chicken Salad	without chicken \$8	118 88	asiago cheese, q	asiago cheese, gartic gioli & house made ketchup	-
	Annativare		asiago cheese, gorac oldii & house mode Salmon Salad		\$13	Mac and Cheese v	Mac and Cheese with Bacon ssage cheese, garic oloi	T e
DIMINS 38	Vppcuzes		asiago cheese, garlic aroli & bouse made ketchup	use made katchup		Chicken Pasta	Chicken Pasta	\$13
Oud hashioned Don Julio Silver Tequilo, Potron Citronoge, House-Made Jour,	Wisconsin Sampler Tray	\$12	Shrimp Salad asiago cheese, garlıc aioli & house made ketchup	use made ketchup	ZZ \$*	Asiaga cinesa, gurino dioli es riori Rigatoni with sausage asiago cheese, garlic aioli	th sausage	\$12
rresh Squeezed Orange Juce & Sweetened Kim Bourbon Cocktail	cheese, garlic gioli & bouse made	-	Sandwiches			Seasonal Ch	Seasonal Chicken Dish (TBD) osione cheese, public gioli & house mode ketchup	\$14
Citus Intused Vodka, Patron Citronage, tresh Lime Juice & Cranberry Juice	Fried Pickles osrogo cheese, goriic aioli & hause made ketchup	**************************************	Burger	use mode ketchup	88	Meatloal	ميسمط في ماريد والمساورة	\$11
Cosmo House Infused Strawberry Yodko, Muddled Strawberres, Patron Citronage &	Fried Mushrooms asiago cheese, gadıc cioli & house made	98	Chicken usrago cheese, garlic aioli & house mode	use mode	6\$	Braised Wis	osiago creese, guinc aton e nouse Braised Wisconsin Pork Shoulder ssiago cheese, qaric atoli & house mode ketchup	\$ 16
Domaine ste. Michelle Blanc de Bloncs Dalquiri	Cheese Curds osiago cheese, garfic aioli & house made ketchup	£\$	Puiled Pork asiago cheese, garlic oioli & house mode ketchup	use mode ketchup	6\$	Beef Short Ribs	Ribs gerlic gioli	\$18
Tyku Citrus Liqueur, Skyy Passionfruit Vodka & Fresh Squeezed Lemonade	Hand Cut Fries osing cheese, gorlic oioli	\$6	Meatloat		\$6	Griffed Flat Iron Steak	Grilled Flat Iron Steak asiago cheese, gariic gioli & house mode ketchup	\$17
Gior Cocktail Godive Dork Checolate, rrangelice,	Calarnari asiogo cheese, qariic aidi: & house made ketchup	\$3	Salmon Hoagie osiogo cheese, garke gioli & house mode ketchup	ouse mode ketchup	89	Filet osiago cheese,	Pilet asiago cheese, gariic aioli & house made ketchup	\$22
Fruit Cocktail Fruit Cocktail	Spinach Dip osiago cheese, gartic oioli	2.4	Shrimp Po Boy asign cheese, garlic dieli		\$10	Combo Shr	Combo Shrimp, Salmon, Crab Cake asiago cheese, garit aioli & house made ketthup	\$27
Fresh Squeezed Lemonade & White Cranberry Lemonade Cocktall	Quesadilla cheese chicken \$8 shrhnp · steak \$9 ostogo cheese, gartic aich & house mode ketchup	Frak \$9	Grilled Sausage ossago cheese, godic aioli & house mode ketchup	ouse mode ketchup	88	Bone in Rib eye assage cheese, godic a	Bone in Rib eye assaga cheese, garlic aioli & house made ketchup	\$24
Lemon Injused Vodka, Patron Citronage,	Rock Shrimp	88						
Margarita Margarita Bozardi Silver, Muddled Mint,	asiogo cheese, garlic aioli & house Chicken Artichoke Dip	φ; •>	FRIDA	FRIDAY FISH FRY			SATURDAY PRIME RIB 16 02, \$18 16 02, \$22	
Muddled time & Sodo Mojito	ostago chesse, garic groli & hause mode ketchup Crab Cakes	\$11	Beer battered and der choice of side and	Beer battered and deep fried cod served with fries, choice of side and house made tartor sauce.	ries		Served with smashed patataes and your choice of side	
Muddled Mint & Fresh Squeezed Lemonade Moscow Mule	Short Rib Sliders	\$11	Sides				Desserts	
Souza Blanco Tequia, Patron Cirronace, Muddled Lines, Muddled Lemons & House Made Sour	asioga c'heese, qarlic adu. & house made ketchup C'hucken Wings asiago c'heese, gorhc aioli & house mude ketchup	6	i slad nach	Daily Vegetable Creamed Spinach House Fries	Mac and Cheese Smashed Potatoes Seasonal Risotto	reese statoes sotto	Berry Ple Item Cream Pie Item Brownie/Alamode Снячев Сака Item	(A) (A) (A) (A) (A) (A) (A)

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC
I, James E. Hovde, officer/member for <u>Cityview Restaurant Partners</u> , LLC
(Corporation/LLC), doing business as TBD, authorize and appoint
James E. Hovde (Name) as the liquor/beer agent for the premise
located at 876 Jupiter Drive, Madison, Wisconsin 53718
Subscribed and sworn to before me this 22nd Day of
To be completed by appointed Liquor/Beer Agent
I, James E. Hovde, appointed liquor/beer agent for
Cityview Restaurant Partners, LLCname 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 22ndDay of June 2009 Notary Public, Dane County, Wisconsin Tibby E. B. Torhorst