

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 6-30-09 20 09 ;
ending 6-29 20 10

TO THE GOVERNING BODY of the: Town of } MADISON
 Village of }
 City of }

County of DANE Aldermanic Dist No _____ (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): WAYLON BUTLER INC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

	Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>President</u>	<u>WAYLON BUTLER</u>	<u>220 GALLOWAY CT</u>	<u>HENRICO WJ 194751</u>
Vice President/Member	<u>SAME</u>			
Secretary/Member	<u>SAME</u>			
Treasurer/Member				
Agent		<u>WAYLON BUTLER</u>		
Directors/Managers				

3. Trade Name BADGER HOUSE Business Phone Number 715-563-5785

4. Address of Premises 416 S. PARK ST. Post Office & Zip Code _____

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date 4-4-09 of registration
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) 2 ROOMS STRIP & 6X30' Storage Room

10. Legal description (omit if street address is given above): _____
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? AZZE LIAO'S BAR & GRILL, LLC
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
13. Does the applicant 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] Yes No
14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree 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. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a 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 27 July day of 2009
Reyna Milagros Jaque Rizo Panu/WI
(Clerk/Notary Public)

Waylon Butler
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
Waylon Butler
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
Waylon Butler
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Applicant's Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN): <u>26-4603600</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

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

GREENSBUSH IS 60% RENTAL- 40% HOMEOWNERS. I PLAN TO TARGET
VILAS NEIGHBORHOOD, GREENSBUSH AND EMPLOYMENT FACILITIES

16. What age range would you hope to attract to your establishment? 30-45

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

FREQUENCY CARDS w/ HOSPITALS & EMPLOYERS, ACTIVELY PARTICIPATE IN BOTH NEIGHBORHOOD
ASSOCIATIONS,

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

19. Owner of building where establishment is located: CONN CHUR

Address of Owner: 6255 DALL HOLLOW DR Phone Number 608-444-4864
DIEGO WI 53575

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

WAYLON BUTLER 220 GALLOWAY CT MENOMONIE WI 54751

Name

Address

Name

Address

Name

Address

22. List the Stockholders of your Corporation/LLC

WAYLON BUTLER 220 GALLOWAY CT MENOMONIE WI 54751

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? GRILLED AND FIRED & PIZZA

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? 11am-2am

27. What hours, if any, will food service not be available? N/A

28. Indicate any other product/service offered. N/A

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? 1
During what hours do you anticipate they will be on duty? 11-2 + 6-10

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? 12

How many bartenders do you anticipate you would have working at one time on a busy night? 2

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?

50%

39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 40

What percentage of your advertising budget do you anticipate will be drink related? 60

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? 89

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	50 %
Gross Receipts from Food and Non-Alcoholic Beverages	50 %
Gross Receipts from Other	%
Total Gross Receipts	1 100%

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 July day of 27, 2009 Wendy Batts
(Officer of Corporation/Member of LLC/Partner/Individual)

Reyna Milgrom Jacquil Rizo/Dame W
(Clerk/Notary Public)

My commission expires 09/20/2009

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Waylon Butcher, officer/member for Waylon Butcher INC
(Corporation/LLC), doing business as Broder H&E, authorize and appoint
Waylon Butcher (Name) as the liquor/beer agent for the premise
located at 416 S. Park St.

Subscribed and sworn to before me this

July Day of 27, 2009

Reyna Milagros Jarquín Lizo
Notary Public, Dane County, Wisconsin

My Commission Expires 09/20/2009

Waylon Butcher
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Waylon Butcher, appointed liquor/beer agent for
Waylon Butcher INC (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

July Day of 27, 2009

Reyna Milagros Jarquín Lizo Dane WI
Notary Public, Dane County, Wisconsin

My Commission Expires 09/20/2009

Waylon Butcher
Signature of Agent

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

Marketing Plan: Creating a neighborhood bar and grill

Clientele target: Average age of 28 to 45. Sports fan. Employees looking for affordable lunches.

Organizations to join:

- 1) Join Vilas and Greenbush Neighborhood Associations
- 2) Become member of Madison Chamber of Commerce
- 3) Become member of Mendota Gridiron Club
- 4) Tavern League
- 5) Other local business organizations

Businesses involvement:

- 1) Involvement in Park Street corridor
- 2) Develop a "To Go" business of food for time strapped hospital employees and other office workers in the neighborhood.

Food promotions:

- 1) Develop nightly food specials to encourage evening food sales
- 2) Keep pricing affordable
- 3) Offer discounts on appetizers during sports events
- 4) ~~Keep menu simple and burgers hand made~~
- 5) Promote food discounts with sports event tickets
- 6) Offer personal pizzas for late night
- 7) Offer frequency cards to encourage continued patronage

Advertising:

- 1) In 2010 edition place ad in Bucky Book
- 2) Advertise fish fry in State Journal
- 3) Hand out advertisements and coupons on Badger game days
- 4) Discuss placement of advertisements at local businesses
- 5) Discuss with hospitals placement of "To Go" menus
- 6) Web page with ability to order on-line
- 7) Use of Internet social pages to network sporting events
- 8) Marketing to local business entities to hold meetings in afternoons



BADGER HOLE

...your home for Badger sports

Appetizers:

- Fried Sweet Potatoes**-request your choice of sauce \$4.75
Wings- 12 ounces of buffalo wings \$ 5.25
Mozzarella Sticks- served with marinara sauce \$5.00
Cheese Curds- 8 ounces of golden nuggets: \$4.75
Poppers- Jalapeno poppers with fresh Salsa \$4.75
Chicken Egg Rolls- 8 ounces \$4.75
O rings: 12 ounces of big rings- \$4.75
French Fries- ½ order: \$1.50 Full: \$2.50

Sandwiches Only(request L.T.O for \$.50 more):

- Cheesburger**- \$4.35
Choice of swiss, cheddar or american
Hamburger- \$4.00
Cajun/Grilled Chicken Sandwich- \$4.50
Steak Sandwich- \$4.75
Chicken Tenders- \$4.50

Reuben- \$5.00
Fish Sandwich- \$4.00
Breaded Shrimp- \$4.00

Soups & Salads :

- Dinner Salads** \$1.99
Dressings: French, Italian, Ranch and Thousand Island Lite Dressings: French & Italian
Soup of the Day(Seasonal)- \$2.50 cup

Late Night Pizza

- 9" Homemade Pizza \$5.75 One topping sausage, pepperoni, mushroom

Beverages:

- Pepsi, Diet Pepsi, Sierra Mist, Mountain Dew, Lemonade, Iced Tea \$1.29

***All food served Med Well. If you prefer other choices note that improperly cooked food may increase your risk of food borne illness**

Badger Hole premises description:

Address: 416 South Park Street

Area Descriptions:

Main floor 21'X55' sale of all alcohol takes place here

Dry Storage and alcohol cabinet: 6'X25'

Basement 21'X 22' -location of keg cooler and personal office
