

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning ~~8/2~~ 8/2 20 11 ending 6/30 20 12

TO THE GOVERNING BODY of the: Town of Village of City of Madison

County of DANE Aldermanic Dist. No. 12 (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): The Villa Top LLC
Christopher B. Warren

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>Owner Christopher B. Warren</u>	<u>1207 East Wilson St</u>	<u>Madison, 53703</u>
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent			
Directors/Managers			

3. Trade Name The Villa Top LLC Business Phone Number (608) 244-9627
4. Address of Premises 2302 Pocket Avenue Post Office & Zip Code Madison 53704

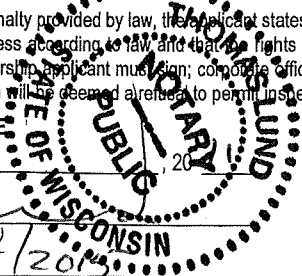
5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Scheduled for 6/20/11 Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? 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 6/11 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.) Please see Supplemental Form

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? VT of Madison 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 23rd day of June, 2011
Thomas
(Clerk/Notary Public)



Christopher B. Warren
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
Christopher B. Warren
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
Christopher B. Warren
(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	

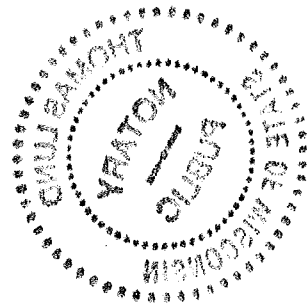
Applicant's Wisconsin Seller's Permit Number: <u>456-1027370938-02</u>
Federal Employer Identification Number (FEIN): <u>45-2567528</u>
LICENSE REQUESTED
<input type="checkbox"/> Class A beer \$
<input checked="" type="checkbox"/> Class B beer \$
<input type="checkbox"/> Wholesale beer \$
<input type="checkbox"/> 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 \$

Completed

5) Will take responsible Beverage Service course
on 6/20/11

8) Will turn in my Salesperson Perm. / Certificate
before license issue.

document employer Wirtz Beverage w/ $\$$.
permit # 300-000034109-05



City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease → <i>hand contract</i> <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Christopher B. Warren / Theville Tap
2. Address of Licensed Premise 2302 Packers Avenue
3. Telephone Number: (608) 244-9627 ④ Anticipated opening date: _____
5. Mailing address if not opening immediately 1207 East Wilson St #1 Madison WI. 53703
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 Not yet
Left message

Explain. _____

8. Business Description, including hours of operation: Neighborhood BAR & Grill.
Engaged in selling Food and Beverage 80% BAR 20% Food
9. Do you plan to have live entertainment? No Yes—What kind? except Rhythmic & Bands.
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.**
Capacity 99, 1 BAR room ^{Approx} 27 BAR stools, 2 rooms with 1-2 pool tables, 11 tables with ^{Approx} 30 SEATS
110 x 35 Feet building, 1 store room, Horseshoe BAR is 39 x 27 Feet

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. 26 parking spaces
(2 H.C) Cameras inside & outside 16 Total 4 outside
spot checks.
13. Describe your management experience, staffing levels, duties and employee training.
Received my degree from UW stud in ~~Respiration~~ Hotel Tourism Management in '96. Trained staff at ~~best~~ best jobs including Nautical at Avenue BAR. ~~labor representative.~~

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.
Christopher B. Warren
Name _____ Address _____

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

Neighborhood residents and Professionals working in the area.

16. What age range would you hope to attract to your establishment? we would like to attract a diverse clientele of all ages.

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

Friday Fish Fry, Daily lunch specials, Saturday Meat Raffle, Sunday Football. will use Facebook and word of mouth. Possible ads in paper.

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

LAND CONTRACT

19. Owner of building where establishment is located: Alan J Tedeschi

Address of Owner: 1725 Elke Lane, Madison, WI Phone Number 244-8041

will be buying business and building under land contract.

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

Christopher B Warner 1207 East Wilson #1
Name Address
Madison, WI 53703

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

See #21
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? See Current Menu

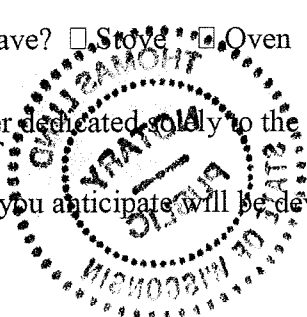
Breakfast Lunch Dinner

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 (Friday Fish Fry)

26. During what hours of your operation do you plan to serve food? 11am - 10pm Grill

27. What hours, if any, will food service not be available? 10pm - BAR Time, Pizza may be purchased After 10pm
28. Indicate any other product/service offered. _____
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? 1-2
During what hours do you anticipate they will be on duty? Friday Nights
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? 25 (11 Tables with 30-35 chairs)
How many bartenders do you anticipate you would have working at one time on a busy night? 2-3
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?
5%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? N/A
What percentage of your advertising budget do you anticipate will be drink related? N/A
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? 99

43. Pursuant to Chapter 38.02 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.

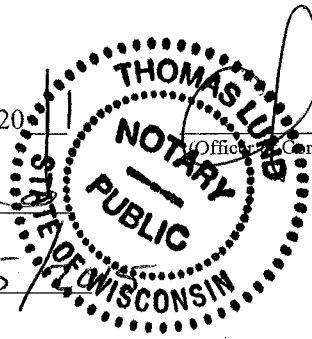
Gross Receipts from Alcoholic Beverages	80 %
Gross Receipts from Food and Non-Alcoholic Beverages	20 %
Gross Receipts from Other	%
Total Gross Receipts	100%

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.

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.

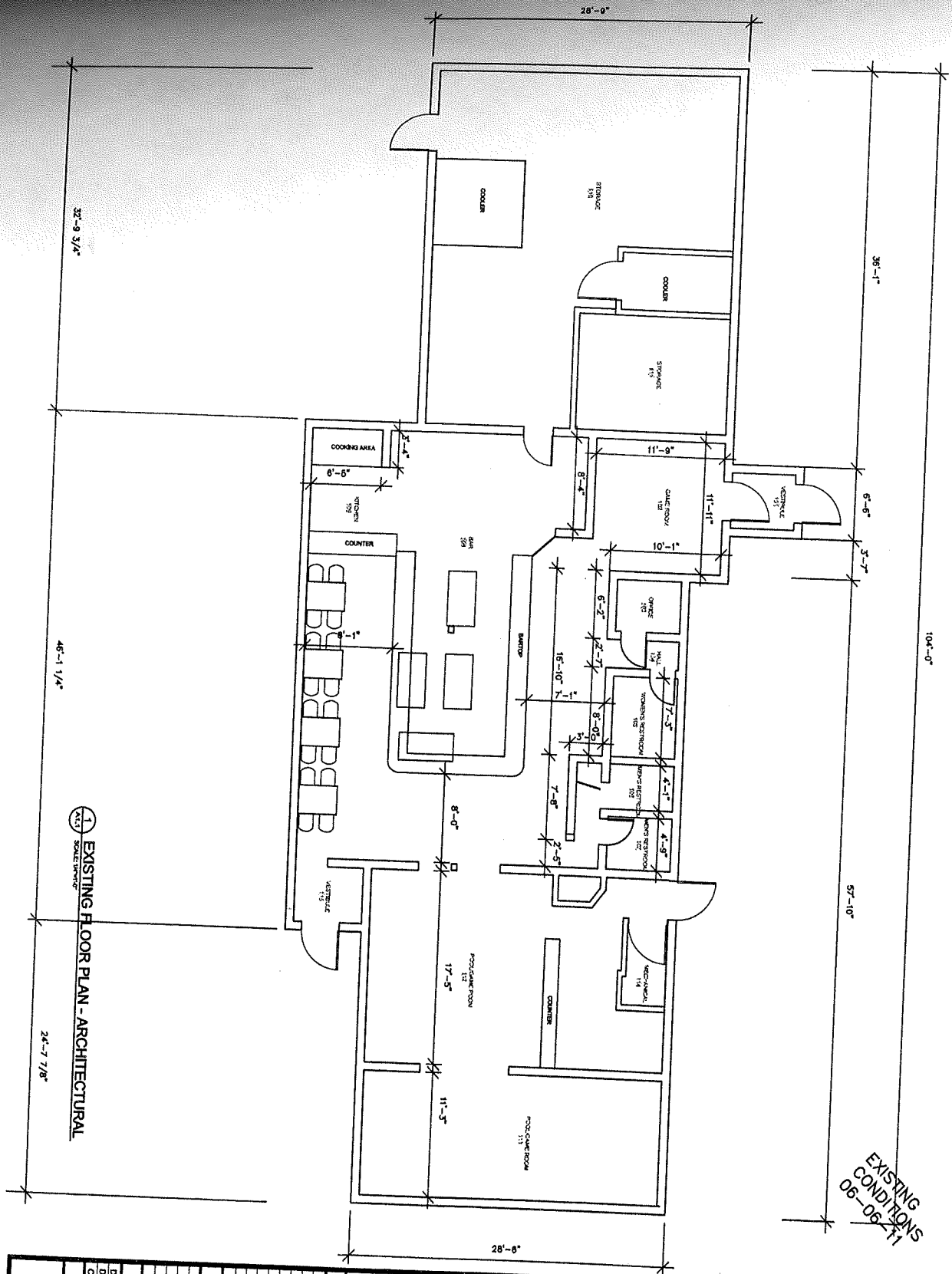
Subscribed and Sworn to before me:

this 28th day of June, 2011
Thomas L...
(Clerk/Notary Public)



[Signature]
Office of Corporation/Member of LLC/Partner/Individual

My commission expires 05/25/12



1 EXISTING FLOOR PLAN - ARCHITECTURAL
SCALE: 1/8" = 1'-0"

EXISTING CONDITIONS
06-06-11

DRAWING NAMES	ARCHITECTURAL
	EXISTING
	FLOOR PLAN
REVISIONS	
PROJECT DATA	
DATE:	06/06/2011
DRAWN BY:	SE
CHECKED BY:	SE
SHEET NO.	A1.1

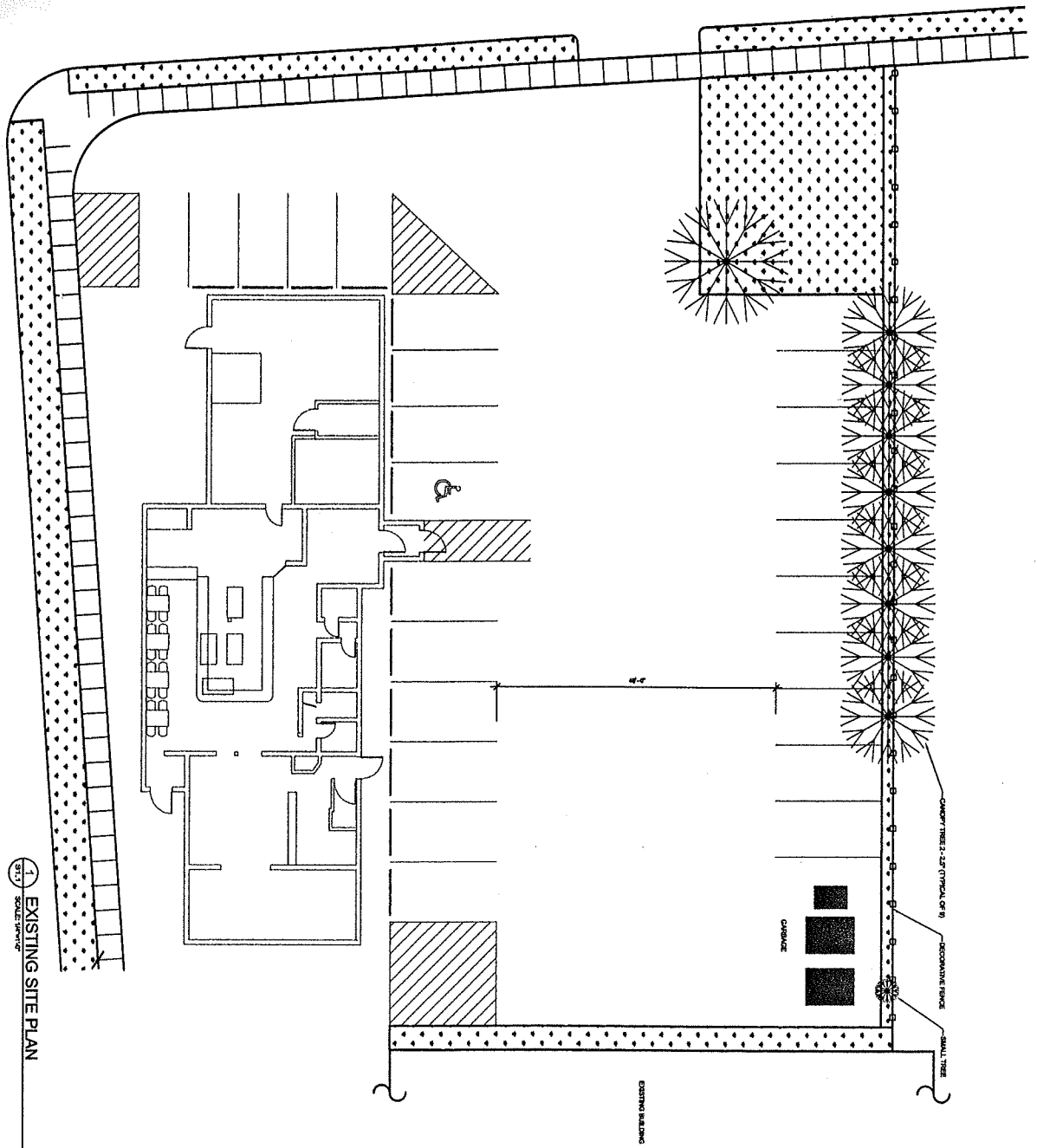
VILLA TAP

2302 Packers Avenue - Madison, WI

SE Design

1280 Fernside Road # 200
Madison, WI 53718

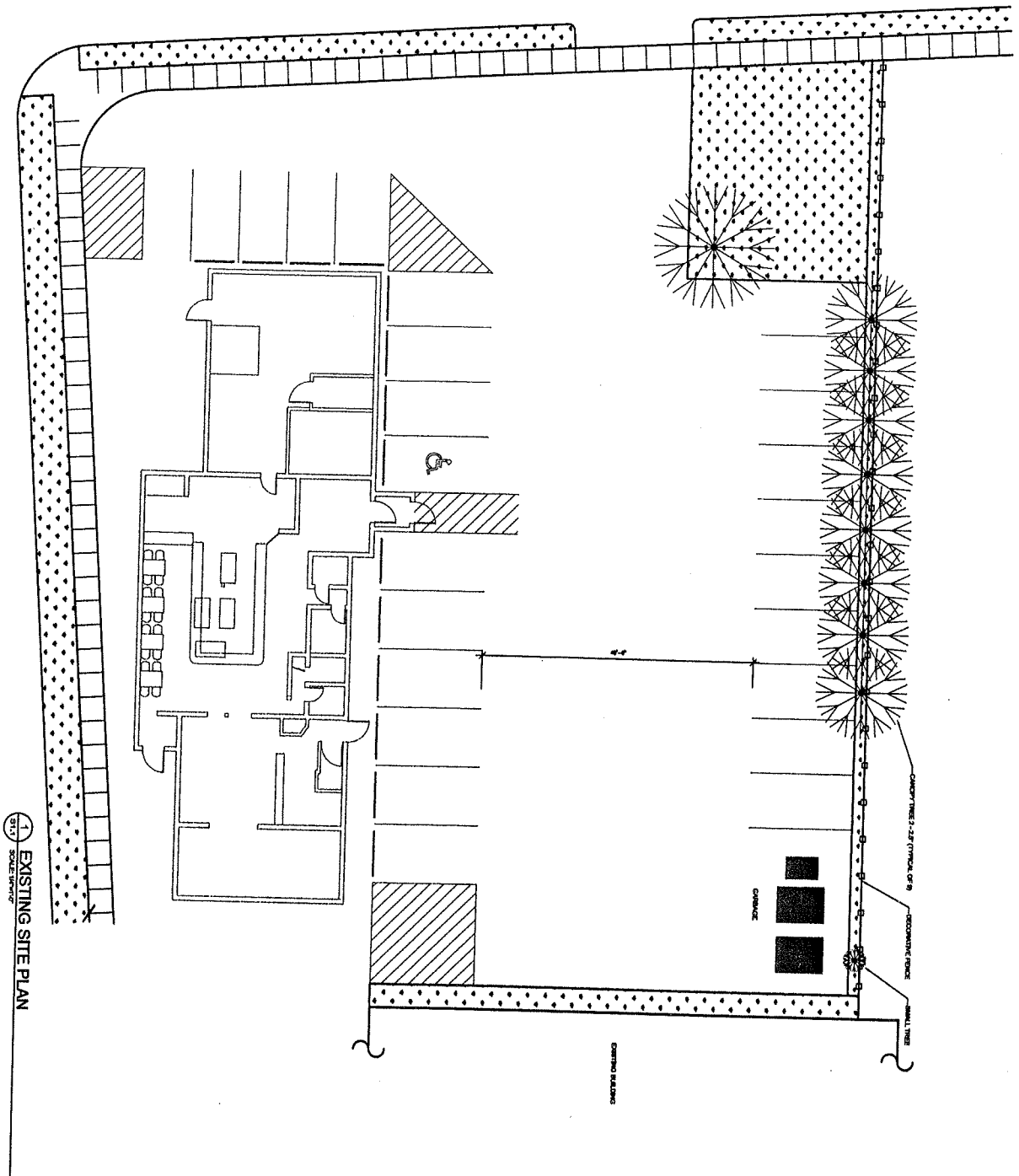
(608) 881-6545
FAX (608) 881-6548



1 EXISTING SITE PLAN

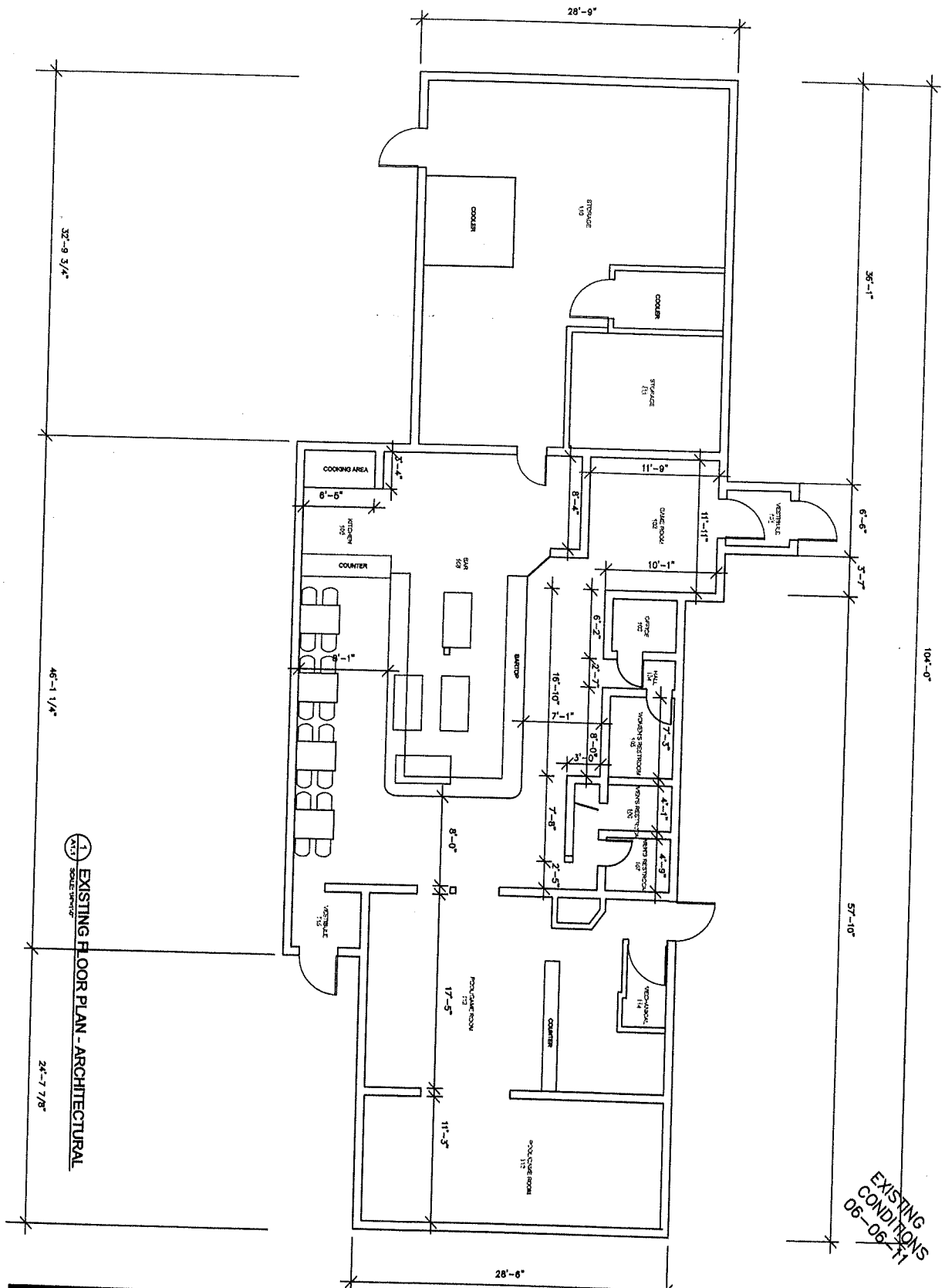
EXISTING CONDITIONS
06-06-11

S1.1	PROJECT DATA		VILLA TAP	SE Design
	DATE: 06/06/2011	DRAWN BY: SC		
	CHECKED BY: SC	SHEET NO.		
REVISIONS		2302 Packers Avenue - Madison, WI		1250 Fernside Road # 300 Madison, WI 53718 (608) 861-4545 FAX (608) 861-4548
DRAWING NAMES		EXISTING		
SITE PLAN				



EXISTING
CONDITIONS
06-06-11

PROJECT DATA DATE: 06/06/2011 DRAWN BY: SE CHECKED BY: SE SHEET NO.	REVISIONS	DRAWING NAMES	VILLA TAP 2302 Packers Avenue - Madison, WI	SE Design 1350 Fenwick Road # 200 Madison, WI 53716 (608) 661-6645 FAX (608) 661-6646
		EXISTING		
		EXISTING SITE PLAN		
S1.1				



1 EXISTING FLOOR PLAN - ARCHITECTURAL
SCALE: 1/8" = 1'-0"

EXISTING CONDITIONS
06-06-11

A1.1	PROJECT DATA DATE: 06/06/2011 DRAWN BY: SE CHECKED BY: SE SHEET NO.	DRAWING NAMES ARCHITECTURAL EXISTING FLOOR PLAN	VILLA TAP 2302 Packers Avenue - Madison, WI	SE Design 1250 Fernside Road # 200 Madison, WI 53718 (608) 681-6648 FAX (608) 681-6648
	REVISIONS			

BUSINESS PLAN ---- THE VILLA TAP

Executive Summary

The Villa Tap is an existing tavern located on the city's north side. The current owner Alan Tedeschi has been in business since 1999. The clientele is a mix between neighborhood residents and business people who work or live on the east side. The Villa tap will continue on the success from the past owners by providing good service and quality food and drinks.

Objectives

I will take my training from UW Stout and past restaurant experience at the Avenue Bar, Nau-Ti-Gal, Mariner's Inn, Fitzgerald's and current job at Wirtz Beverage of Wisconsin to develop and train staff in providing great service and implementing tight controls.

The following objectives are a goal to implement in the first year of business:

- Maintain tight control of costs and operations by working closely with all staff
- Keep food cost under 32% of revenue—taking monthly inventory
- Keep bar cost under 21% of revenue – taking monthly inventory
- Grow lunch business by offering daily lunch specials
- Continue to promote Friday night fish fry—possible addition of a few more tables
- Possibility of adding a limited breakfast during football season
- Possibility of adding daily drink specials with the popularity of craft cocktails
- Continue with Saturday meat raffle
- Promoting special occasions—Kentucky Derby party, Rhythm and Booms celebration
- Use current cash register to help with inventory controls

Mission

The mission of the Villa tap is to be the city's north side best gathering place in a casual environment which provides good food and drink at a great value. We would like to provide a comfortable atmosphere to follow all of our great sports teams in Wisconsin. Our goal will be to combine the above to create a sense of "place" for our clientele in a neighborhood tavern.

Keys to Success

The keys to success in achieving our goal are:

- Lower payroll expenses —The Villa Tap will be able to keep a handle on payroll by working shifts myself, this will also help expand our customer base.
- Continue sponsorships—continue sponsoring softball, kickball, pool and dart leagues. With the sponsorships it should help with slower times throughout the year.
- Location—with the end of construction on Packers the Villa Tap will have excellent street visibility on a highly traveled road.

- Product quality—The Villa Tap will continue to use local vendors like the Jennifer Street Market to ensure higher quality products. The Villa Tap will also look into adding a better selection of local brews.

Company Summary

The Villa Tap is an existing tavern which will run under a new Wisconsin Limited Liability Corporation. The Villa Tap L.L.C. was formed for the new owner Christopher B. Warren who is buying the land and business under land contract from current owner Alan J. Tedeschi.

Market Analysis Summary

The Villa Tap has identified a few target markets it would like to attract.

- Local businesses in the area—two examples are Great Lakes and Covance. Two local businesses who employ many people. Through the use of an outdoor sandwich board we will promote our daily lunch specials for local workers to see on their way to work. We will provide specials that can be made quickly but still have our high quality since time is limited for many. We would also like to attract this group for an after work gathering place.
- North side residents—The Villa Tap is located in an area where many residents live within a 5 mile radius. We would like to attract this market mainly through word of mouth for a gathering place for friends and neighbors. We will also use Facebook to promote special events happening at the tavern.
- Local ball clubs—The Villa Tap sponsors 9 softball/kickball teams in the summer time. We will look to attract this market through sponsorship where they are welcomed to meet friends to celebrate a victory or help get over a hard loss. We feel this segment will order food while enjoying their favorite beverage. The Madison Mallards are also located down the road which we will look into a possible sponsorship package. I feel we will be able to draw from this crowd before and after ballgames at Warner Park.

Villa Tap

SANDWICHES

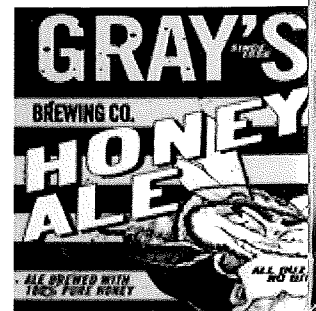
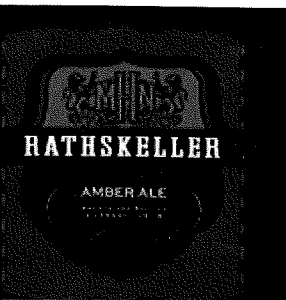
- Hamburger (1 / 3 Pound) \$4.25
 - Cheeseburger (1 / 3 Pound) \$4.50
 - Bacon Cheeseburger (1 / 3 Pound) \$6.00
 - Steak Sandwich \$6.50
 - Grilled Chicken Filet \$5.00
 - Chicken Strips & Fries \$6.00
 - Ham & Cheese \$4.50
 - Shrimp Basket \$5.75
 - Italian Sausage \$4.75
 - International Sandwich \$6.00
 - Grilled Cheese \$3.50
 - B.L.T. \$4.50
 - Fish Filet \$5.00
- All sandwiches come with chips & pickle
Sandwich Add-On:
Lettuce / Tomato \$.25
Swiss cheese \$.25
American cheese \$.25

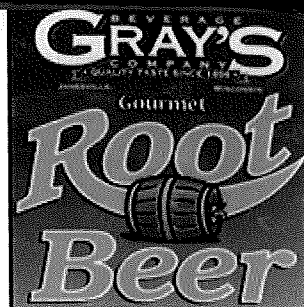
FRIDAY NIGHT FISH FRY

5:00 P.M. - 8:30 P.M.

- Canadian Lake Perch Dinner \$12.50
- Deep Fried Cod Dinner \$10.50
- 6 Jumbo Shrimp \$14.50

All come with baked potato or french fries,
homemade coleslaw & fresh dinner roll.





APPETIZERS

- Broccoli Cheddar Bites \$4.75
- French Fries \$2.00
- Beer Battered Onion Rings \$4.75
- Fried Cheddar Nuggets \$4.50
- Spicy Potato Wedges \$4.50
- Beer Battered Mushrooms \$4.50
- Jalapeno Poppers \$4.75
- Mozzarella Sticks \$5.00
- Regular Wings & Drumsticks \$6.00
- Buffalo Wings & Drumsticks \$6.00
- Soup \$2.50 Cup / \$3.25 Bowl
- Chili \$2.50 Cup / \$3.25 Bowl

KOZY PIZZA

Small \$6.00

Large \$8.00

Gray's Root Beer On-Tap \$2.50

Gray's Beer On-Tap \$3.50

HOURS:

Monday – Thursday 11:00 A.M. – 2:00 A.M.

Friday 11:00 A.M. – 2:30 A.M.

Saturday 10:00 A.M. – 2:30 A.M.

Sunday 11:00 A.M. - ??(Football Season)

(Villa Tap has the NFL Ticket)

