

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 20 ending 20

TO THE GOVERNING BODY of the: [ ] Town of [ ] Village of [X] City of Madison

County of Dane Aldermanic Dist. No. 5 (if required by ordinance)

- 1. The named [ ] INDIVIDUAL [ ] PARTNERSHIP [X] 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): Kelly M Underwood LLC

Table with columns: TYPE, FEE. Rows include Class A beer, Class B beer, Class C wine, Class A liquor, Class B liquor, Reserve Class B liquor, Publication fee, and TOTAL FEE.

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.

Title Name Home Address Post Office & Zip Code
President/Member Owner Kelly M Underwood 809 Eagle Hts Apt. D Madison WI 53726
Vice President/Member
Secretary/Member
Treasurer/Member
Agent Eric Stinson
Directors/Managers

3. Trade Name The Froth House Business Phone Number
4. Address of Premises 11 N. Allen 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 [X] No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? [ ] Yes [X] No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? [ ] Yes [X] No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date June 2011 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? [ ] Yes [X] 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 [X] 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.) See back
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? [X] Yes [ ] No
(b) If yes, under what name was license issued? Lucky Bent LLC
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [X] 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? [X] Yes [ ] No
14. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? [ ] Yes [X] 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.

SUBSCRIBED AND SWORN TO BEFORE ME

this 27 day of September, 20 11
Maibeth Wisel-Behl (Clerk/Notary Public)

Kelly M Underwood LLC (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

My commission expires 8-26-12

TO BE COMPLETED BY CLERK

Table with columns: 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.

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P-301

24046

## City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input 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 type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Kelly M Underwood LLC DBA TheFrothHouse  
 2. Address of Licensed Premise 11 N. Allen St. Madison WI 53706  
 3. Telephone Number: 608-2310100 4. Anticipated opening date: OPEN NOW  
 5. Mailing address if not opening immediately \_\_\_\_\_

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. NONE stated in initial conversation

8. Business Description, including hours of operation: Coffee house, small cafe 6:45-9:30 most days  
Sat-8-2pm, Sun-closed. Open late Thurs-9pm. Desire to extend hrs on other  
week days too.

9. Do you plan to have live entertainment?  No  Yes—What kind? Small Bands, Singer/songwriter  
OPEN MIC, live SPOKEN WORD/Poetry - on Thurs.

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.  
1400sq Ft on main floor. 25% is kitchen workspace. Basement 1400sqft.  
Employees only, storage & office space. Back yard/Patio area for Patrons  
to Bring their purchases to the Back on their own (see back)

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. Street Parking only.  
Surrounding neighborhood is 2hr parking 8-8

13. Describe your management experience, staffing levels, duties and employee training.  
~~Applicant~~ Owner, part-time employee. HAS Manager with 12 yrs experience in Food Service  
Management and 4-5 regular employees w/ bar/cafe duties

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.  
Kelly M Underwood 809 Eagle Hts Apt D, Madison WI 53705  
 Name Address

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

*collages* Understandably, there are a lot of High Schoolers during the day during school  
But all ages come throughout the day & evening is often Adults.

16. What age range would you hope to attract to your establishment? All

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

Network Marketing - internet, Facebook, Twitter. Isthmus Coffee, Sandwiches, Music

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

19. Owner of building where establishment is located: \_\_\_\_\_

Address of Owner: \_\_\_\_\_ Phone Number \_\_\_\_\_

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

Kelly M Underwood 809 Eagle Hts Apt. D  
Name Address

\_\_\_\_\_  
Name Address

\_\_\_\_\_  
Name Address

22. List the Stockholders of your Corporation/LLC

Kelly M Underwood \_\_\_\_\_ 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? \_\_\_\_\_

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? All hrs of operation

27. What hours, if any, will food service not be available? NONE

28. Indicate any other product/service offered. Coffee Bulk Sales  
Local musician CDs owner

29. Will your establishment have a kitchen manager?  Yes  No

30. Will you have a kitchen support staff?  Yes  No

1 Manager  
1 Arts Director  
3-4 Barista/kitchen staff

31. How many wait staff do you anticipate will be employed at your establishment? ↑

During what hours do you anticipate they will be on duty? All hours that we are open

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? \_\_\_\_\_

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  
 Toaster Panini

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? \_\_\_\_\_

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? 60?

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	5 %
Gross Receipts from Food and Non-Alcoholic Beverages	94 %
Gross Receipts from Other	1 %
<b>Total Gross Receipts</b>	<b>100%</b>

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 27 day of September, 2011  
Maibeth Witzel-Behl  
(Clerk/Notary Public)  
My commission expires 8-20-12

Kelly McMichael-Bell  
(Officer of Corporation/Member of LLC/Partner/Individual)