

# ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 11 ;  
ending June 30 20 12

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

County of Dane Aldermanic Dist. No. 6 (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): Fourth Wave Project LLC

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>Member, Scott M. Spilger</u>	<u>2893 Mickelson Parkway #110, Fitchburg, WI, 53711</u>	<u>53711</u>
Vice President/Member	<u>Member, Evan Dannells</u>	<u>414 N. 7th St., Madison, WI, 53704</u>	
Secretary/Member			
Treasurer/Member			
Agent	<u>Member, Scott M. Spilger</u>	<u>2893 Mickelson Parkway #110, Fitchburg, WI, 53711</u>	
Directors/Managers			

3. Trade Name Fourth Wave Project LLC Business Phone Number 608-469-7878

4. Address of Premises 1252 Williamson Street, Madison, WI Post Office & Zip Code 53703

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 Wisconsin and date 03/26/11 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.) First floor restaurant & lower-level 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?

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 3/31 day of August, 2011  
Thomas Lund  
(Clerk/Notary/Public)

My commission expires 05/25/2015

(Signature of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)  
(Signature of Corporation/Member/Manager of Limited Liability Company/Partner)  
(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 received and license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

A-6  
P-408

LICLIB - 2011-01516

Applicant's Wisconsin Seller's Permit Number: <u>456-1027335920-02</u>	
Federal Employer Identification Number (FEIN): <u>45-2290121</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B 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	\$
<b>TOTAL FEE</b>	\$



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

COLLEGE STUDENTS, OFFICE WORKERS, TRAVELERS, PEDESTRIANS, COMMUTERS

16. What age range would you hope to attract to your establishment? 20-50, THOUGH ALL AGES WELCOME.

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

WORD OF MOUTH. FOOD & BEVERAGE PRODUCTS.

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

19. Owner of building where establishment is located: SCOTT LEWIS | CMI MANAGEMENT, INC.

Address of Owner: 106 E. DITY ST., SUITE 310, MADISON, WI, 53703 Phone Number (608) 251-4200

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?  No  Yes  No

21. List the Directors of your Corporation/LLC

SCOTT M. SPILBERG, 28913 WICKELSON PARKWAY #110, FITCHBURG, WI, 53711

Name Address

EVAN DANNEUS, 414 N. 7TH ST., MADISON, WI, 53704

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC  N/A

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? 7:00AM-10:00PM

27. What hours, if any, will food service not be available? NONE
28. Indicate any other product/service offered. NONE
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? 15-20  
During what hours do you anticipate they will be on duty? \_\_\_\_\_
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? 7  
How many bartenders do you anticipate you would have working at one time on a busy night? 1
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?  
80%
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? 122 (INCLUDES MAIN FLOOR & BAR SEATING)

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	20 %
Gross Receipts from Food and Non-Alcoholic Beverages	80 %
Gross Receipts from Other	0 %
<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.

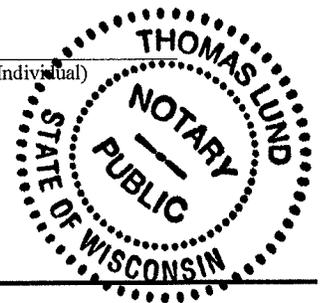
Subscribed and Sworn to before me:

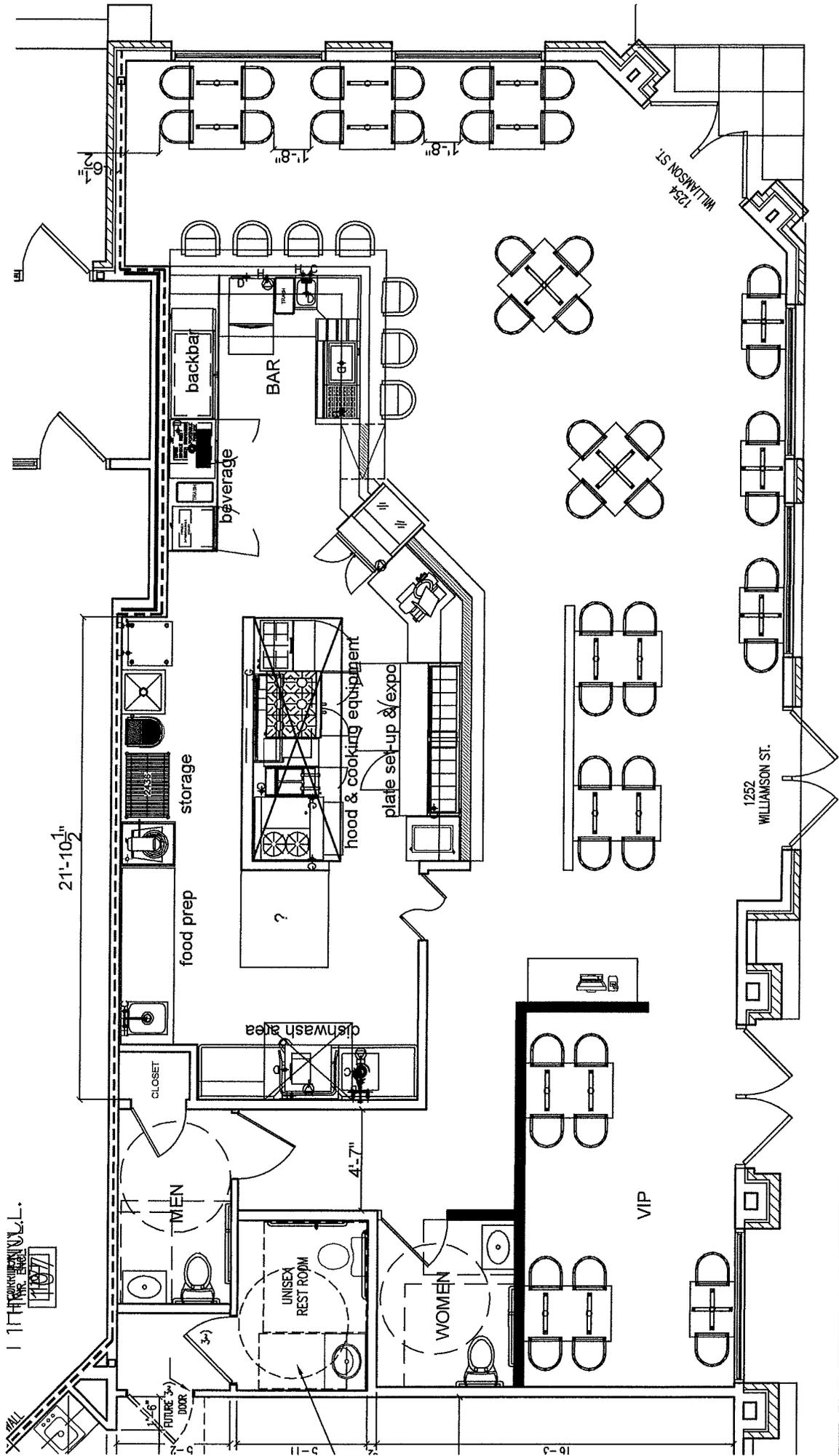
this 31<sup>st</sup> day of August 2011

Thomas Lund  
(Clerk/Notary Public)

My commission expires 05/25/2015

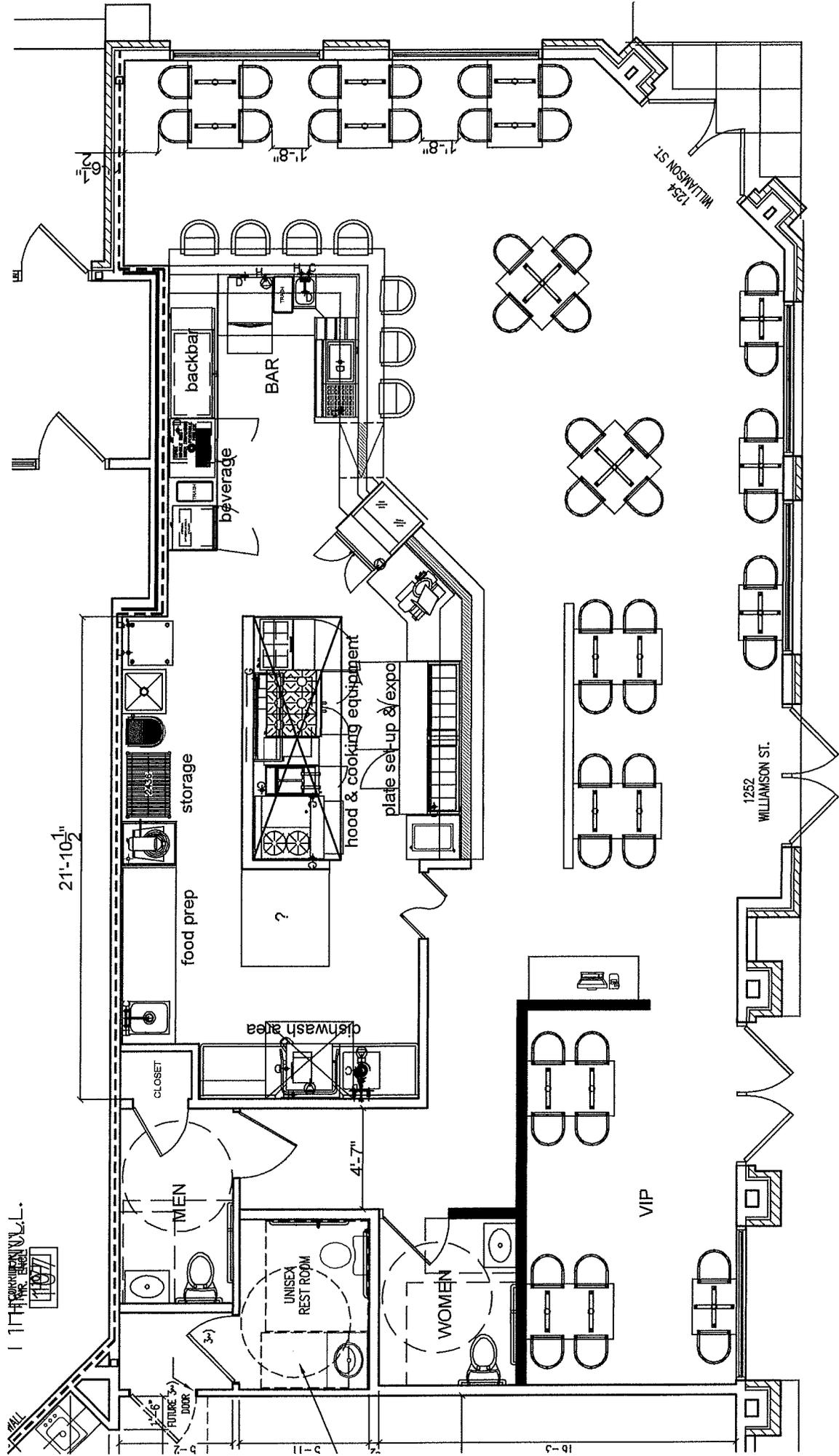
[Signature]  
(Officer of Corporation/Member of LLC/Partner/Individual)





**Kavanaugh Restaurant Supply, Inc.**  
 2323 Broad Street Madison, WI 53713  
 All equipment, fixtures, and materials are property of Kavanaugh Restaurant Supply, Inc. and shall remain the property of Kavanaugh Restaurant Supply, Inc. until the date of purchase. All other items are the property of the respective manufacturer.

**BALDWIN CORNERS**  
 JUNE 21, 2011 1/4"=1'-0"



Kavanaugh Restaurant Supply, Inc.  
 3333 Forest Lake - Madison, WI 53713 - 608.754.1444  
 All equipment and specifications are property of Kavanaugh Restaurant Supply, Inc. and will be used on any other space unless otherwise indicated. © 2011 Kavanaugh Restaurant Supply, Inc.

BALDWIN CORNERS  
 JUNE 21, 2011 1/4"=1'-0"



Sec. 183.0202  
Wis. Stats.

State of Wisconsin  
Department of Financial Institutions

**ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY**

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1.       **Name of the limited liability company:**  
Fourth Wave Project LLC
- Article 2.       **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3.       **Name of the initial registered agent:**  
Scott M. Spilger
- Article 4.       **Street address of the initial registered office:**  
2893 Mickelson Parkway #110  
Fitchburg, WI 53711  
United States of America
- Article 5.       **Management of the limited liability company shall be vested in:**  
A member or members
- Article 6.       **Name and complete address of each organizer:**  
Legalzoom.com, Inc.  
101 N. Brand Blvd  
10th Floor  
Glendale, CA 91203  
United States of America
- Other Information. **This document was drafted by:**  
Not executed in Wisconsin

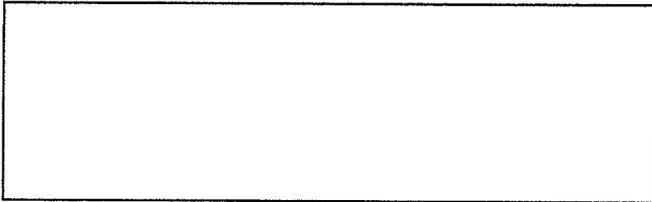
**Organizer Signature:**  
Eileen Gallo  
(Signing on behalf of Legalzoom.com, Inc.)

**Date & Time of Receipt:**  
3/28/2011 5:34:46 PM

**Credit Card Transaction Number:**

201103282550978

**ARTICLES OF ORGANIZATION - Limited Liability  
Company(Ch. 183)**



Filing Fee: \$130.00  
Total Fee: \$130.00

**ENDORSEMENT**

**State of Wisconsin  
Department of Financial Institutions**

EFFECTIVE DATE	
3/28/2011	

<b>FILED</b> 4/1/2011	Entity ID Number F046074
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106 E. Doty St, Ste 310  
Madison, WI 53703  
Phone (608) 256-4200  
Fax (608) 256-4210  
[www.cmimanagement.net](http://www.cmimanagement.net)

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August 23, 2010

Alcohol License Review Committee  
210 Martin Luther King Jr. Blvd. Room #103  
Madison, WI 53703

Attn: Chairperson: David Hart

Baldwin Corners, LLC, landlord, intends to lease commercial space for a restaurant use at 1252 Williamson Street to Fourth Wave Project, LLC. The lease would be contingent on approval of a liquor license for the tenant.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Scott C. Lewis", written over a horizontal line.

Scott C. Lewis

Balwin Corners  
CMI Management, Inc.

## **Breakfast**

Pastries

Yogurt with House-made Granola and Seasonal Fruit

Quiche of the Day

Steel Cut Oats with Cinnamon and Honey

Spinach, Egg and Pleasant Ridge Reserve Sandwich on Sourdough

Eggs Your Way with Cottage Fries and House-Cured Bacon

## **Lunch**

### **Sandwiches**

BLT with lemon aioli on pullman white

Roast beef with lettuce, tomato, cucumber, & horseradish aioli on whole wheat

Ham, salami & mortadella with provolone, "shredded" lettuce, & giardiniera on ciabatta

Smoked trout, whipped dill cream cheese, red onion, & capers on multigrain

Country paté with hard-boiled egg, red onion, pickles, & mustard seed aioli on multigrain

Turkey breast, bacon, lettuce, tomato, & lemon aioli in a whole wheat wrap

Chicken salad with walnuts & grapes on ciabatta

Marinated tomato, imported buffalo milk mozzarella, & basil on ciabatta

PB&J with house-ground peanut butter & house-made preserves on pullman white

### **Sides**

Mixed greens salad with sarvecchio, radish, cucumber, & lemon vinaigrette

Panzanella salad with ciabatta croutons, tomato, summer vegetables, & lemon vinaigrette

Mandy's sweet corn & black bean salad

Potato salad with mustard seed aioli

Krunchers potato chips

Chilled cucumber soup with lemon crème fraîche, dill, & peanuts

Chilled heirloom tomato gazpacho with marcona almonds & saffron oil

**Dinner** - 3 Courses for \$30

1st Course

Simple Salad of Market Greens, Radish, Cherry tomato, and Sweet Onion with Preserved Lemon Vinaigrette

Heirloom Tomato Gazpacho with Chili Oil, Toasted Marcona Almonds and Cilantro

Meat and Cheese on a Board

Prosciutto Wrapped Roasted Figs with Salted Candy Melon

2nd Course

Butter Poached Monkfish with Fried fingerling Potatoes and Tomato Ragout

Fried Pork Belly with Braised Cranberry Beans and Jalapeno Corn Fritters

Summer Squash Pierogi with Heirloom Tomatoes and Tarragon Cognac Jus

Pheasant Roulade with Kale, Mascarpone, and Buckwheat Gnocchi

3rd Course

Flourless Chocolate Cake with Raspberry Sorbet

Beignets with a trio of Dipping Sauces

Roasted Summer Apple Crostata with Cinnamon Ice Cream

Ginger Panna Cotta with Market Peaches and Blueberries



A new restaurant by:

Fourth Wave Project, LLC.  
414 N 7th St.  
Madison, WI 53704  
(608) 469-7878  
[fourthwaveprojectllc@gmail.com](mailto:fourthwaveprojectllc@gmail.com)

## Table of Contents

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1.0 Company Summary .....	1
2.0 Market Analysis Summary .....	2
3.0 Strategy .....	3
3.1 Competitive Edge .....	3
3.2 Marketing Strategy .....	3
3.3 Sales Strategy.....	3

## THREESQUARE (short)

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### 1.0 Company Summary

THREESQUARE is a new restaurant to be located at 1252 Williamson St. We will be offering 3 (square) meals to the residents, workers, and consumers that travel to the "Willy Street" area of the east side of Madison daily. We intend to offer slightly upscale food of a higher caliber than is currently available in that area at a price that is more affordable than most of the restaurants downtown. This will be done by virtue of good management and a lower overhead than can be found within the blocks immediately surrounding the state capitol.

Our mission is to:

1. Buy Locally, but not because it's trendy. Buying local has a direct impact on our community, and whether we're talking about the Madison, Dane County, or Wisconsin "communities," we're members of all of them.
2. Serve *good food* inspired by the ingredients themselves, challenge and exceed expectations for those ingredients, and charge a reasonable price. With respect to the last clause, we are endeavoring to be a restaurant that you can visit more than once a day or week and not take out a small loan.

## THREESQUARE (short)

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### 2.0 Market Analysis Summary

Our target audience consists of:

- College Students
- Office Workers
- Travelers
- Pedestrians
- Commuters

Given the Neighborhood we're to be situated in, the neighborhood traffic will make up a large percentage of our daytime (before 5 business).

Inside of the aforementioned broad customer bases, we expect to be popular with the thriving Madison "Foodie" demographic. This demographic consists mostly of a mix of 20-30 year old socially independent singles, couples, and groups, as well as middle to upper income 30-50 year olds with few (or no) children in the home.

## THREESQUARE (short)

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### 3.0 Strategy

Through use of the following strategies and advantages, THREESQUARE will meet its goals.

### 3.1 Competitive Edge

The advantages we have over other businesses in the area are:

- THREESQUARE will be located at the busiest intersection on Williamson, where no other restaurants are currently.
- THREESQUARE will be a first business in a new space. Almost all of Williamson's businesses buildings are either very old, or are constructed inside spaces that were originally intended to be housing, or industrial.
- THREESQUARE will be one of the only non-"ethnic" restaurants in the area, that is not primarily a bar.
- THREESQUARE will be the only restaurant on Williamson that will be open during all of the standard meal times.
- THREESQUARE will be the only restaurant in the immediate area sourcing almost entirely locally, sustainably, and from naturally grown ingredients. This is obviously very important to the area, as the *Willy St. Co-op*, which is located across the street, grossed over twenty million dollars in sales in 2010.

### 3.2 Marketing Strategy

Our marketing strategy is easily divided into three categories:

- **Social Networking:** THREESQUARE will be present in all popular social networking media. This is not only cost free, but it also is the driving force behind the madison food scene. It takes very little time to let those that follow you on facebook and twitter know what's cooking in the kitchen...If they like what they hear, they may decide to make a special trip in.
- **Local Charity Events:** THREESQUARE will be taking part in a large variety of annual and semi-annual events that raise money for local farms, farmer's markets, and a variety of other local charity organizations. These not only provide a tax write off for the cost of ingredients used, but almost always result in pictures/articles in the local papers as well as helping the causes we care about.
- **Word of Mouth/Keyboard:** Madison's frequent diners are numerous and have reviewed some restaurants hundreds of times on mediums like Google and Yelp. THREESQUARE will strive at all times to serve the best product and provide the best experience possible. This will secure us many positive reviews very quickly. We will also make sure that all reviewing sites possible are kept updated with a current menu, which very few business currently do.

### 3.3 Sales Strategy

We intend to sell our product easily as a result of three things:

## THREESQUARE (short)

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- **Product quality:** Food, coffee-based beverages, and liquor are our products. Because of our sourcing ingredients and products almost entirely locally, they will be of the highest quality. Many of our breakfast and lunch products will be on display behind the counter to showcase their quality.
- **Service:** Our patrons are paying to have great local food in a welcome environment. Their experience (and our sales) will suffer if service is not of the highest caliber. Each member of the staff will be courteous, attentive, and well educated in local foods as well as the farms they come from. We will provide incentives for our staff to continue to learn more about our goods (and where they come from) as well.
- **Atmosphere:** We intend to design THREESQUARE to be compatible with the diverse crowd that the Willy St. area consists of. Most of our decor will be made from "recycled" materials from Wisconsin. This will be evident in the tables that will be constructed from repurposed barn wood, and used industrial lighting. We are confident that by sticking to a "green" interior that we will appeal to the (socially conscious) customers that already frequent Williamson St. as well as making us blend in well with the existing atmosphere of the street outside our business.