

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 12 ;
ending JUNE 30 20 13

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

County of Dane Aldermanic Dist. No. 1 (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): Greenberg & Thompson, 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 Adam D Greenberg</u>	<u>6321 Sleepy Hollow Circle</u>	<u>Middleton 53562</u>
Vice President/Member	<u>Member Timothy G. Thompson</u>	<u>5279 Scenic Ridge Trail</u>	<u>Middleton 53562</u>
Secretary/Member			
Treasurer/Member			
Agent	<u>Timothy G. Thompson</u>	<u>5279 Scenic Ridge Trail</u>	<u>Middleton, WI 53562</u>
Directors/Managers			

3. Trade Name The Tap Room Business Phone Number 608-332-4306
4. Address of Premises 88 Hawks Landing Circle Post Office & Zip Code Verona 53593

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 12/5/12 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.) basement, first floor, second floor of club house and all golf course grounds

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? Tytan Enterprises DBA The Roost
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. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? 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 12 day of Dec, 20 12

[Signature]
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 12/15/2013

(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	

LICLIB-2012-01052

P-135
A-1 (SUBJECT)

7. Thompson is a member of

- Thompson Cofe, LLC 320 N. Rundell Ave Madison, WI
- Parmenter Free House, LLC 1902 Parmenter St. Middleton, WI

Greenberg is a member of

- Zapf, LLC 636 State St. Madison, WI

8c. Same as 7 above



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8946
MADISON, WI 53708-8946

Contact Information:

2135 RIMROCK RD PO BOX 8946
MADISON, WI 53708-8946
ph: 608-266-2776 fax: 608-264-6884
email: dorbusinessstax@revenue.wi.gov
website: revenue.wi.gov

Letter ID L0622469408

GREENBERG & THOMPSON LLC
5279 SCENIC RIDGE TRL
MIDDLETON WI 53562

Wisconsin Department of Revenue Seller's Permit

Legal/real name: GREENBERG & THOMPSON LLC
Business name: 88 HAWKS LANDING CIRCLE
VERONA WI 53593

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

Tax Type

Sales & Use Tax

Account Type

Seller's Permit

Account Number

456-1027844950-02

City of Madison Supplemental Class B License Application

<input type="checkbox"/> Seller's Permit Certificate (Entity must match the Articles of Incorporation) <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 type="checkbox"/> Written Description of Premise <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Greenberg, Thompson, LLC
2. Address of Licensed Premise 88 Hawks Landing Circle Verona 53593
3. Telephone Number: 608-332-4306 4. Anticipated opening date: 3/1/12
5. Mailing address if not opening immediately 5079 Scenic Ridge Tr. Middleton 53562
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: Restaurant & Bar along with food and beverage carts for golf course 7 AM - 2 AM Monday - Sunday
9. Do you plan to have live entertainment? No Yes—What kind? _____

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.

Restaurant area, basement storage area, second floor storage area of clubhouse building (6000 sq ft) rear deck and veranda area of clubhouse. Capacity: 200
All grounds of golf course grounds w/ exception of pool and tennis enclosures.
Bar size = approximately 40 linear 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. Shared parking lot w/ golf & pool facilities. Monitored by golf course and restaurant staff.

13. Describe your management experience, staffing levels, duties and employee training.

Both of us have extensive (>10 years) of restaurant management experience in appropriate staffing of waitstaff, bartenders, security, and kitchen staff and believe in extensive training.

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.

Timothy B. Thompson 5079 Scenic Ridge Tr. Middleton 53562
 Name Address

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

golf club membership, area community and the west side communities of large

16. What age range would you hope to attract to your establishment? 25-80

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

social media and print, food & beverages

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

19. Owner of building where establishment is located: Hawks Golf Land, LLC

Address of Owner: 88 Hawks Landing Circle Phone Number 608-848-4295

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 N/A

21. List the ^{Members} Directors of your Corporation/LLC

Name	Address
Timothy B. Thompson	5279 Sonic Ridge Tr. Middleton 53862
Adam D. Greenberg	6321 Sleepy Hollow Cir. Middleton 53862

22. List the ^{Members} Stockholders of your Corporation/LLC

Name	Address	% of Ownership
Timothy B. Thompson	above	50
Adam D. Greenberg	above	50

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. restaurant, bar, and golf course concessions

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 all Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? 8AM - 10 PM

27. What hours, if any, will food service not be available? possibly none but likely after 10 PM

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? 10

During what hours do you anticipate they will be on duty? 8 AM - 10 PM

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

How many bartenders do you anticipate you would have working at one time on a busy night? 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?
50%

39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? ~~50%~~ 75%

What percentage of your advertising budget do you anticipate will be drink related? 25%

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? 250

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	50 %
Gross Receipts from Food and Non-Alcoholic Beverages	50 %
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 12TH day of DEC, 2012

[Signature]
(Clerk/Notary Public)

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

My commission expires 12/15/2013

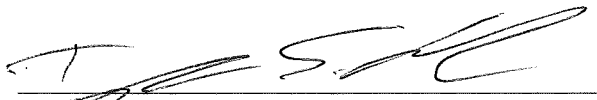
Transfer of Ownership

(letter to surrender previous license)

To be filed with the City Clerk at the time a new application is submitted for a change of ownership for any liquor and/or beer establishment.

The Combination Class B license for the premise located at
Class of License
58 Hawks Landing Circle will be relinquished upon the
Street Address
approval of the application and the issuance of the same type of license for the same
premises to Greenberg & Thompson, LLC.
License Applicant

There have been no convictions for violations during the current license year, nor are there any pending violations against the present licensee except as follows:


Signature of Present License Holder

12/12/12
Date

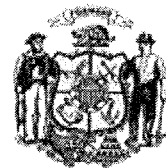
Payment of Taxes on Liquor/Beer License Transfer

I, Timothy G. Thompson, Member, applicant for
Name Title
a liquor and/or beer license for the premise located at 88 Hawks Landing Cir., have
Address
read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand
that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments
must be paid before the Office of the City Clerk can issue said license.

[Signature]
Signature of Applicant

12/12/12
Date

Subscribed and sworn to before me this
12TH day of DEC, 20 12
[Signature]
Notary Public, Dane County, State of Wisconsin
My Commission Expires 12/15/2013



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:**
GREENBERG & THOMPSON LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
TIMOTHY THOMPSON
- Article 4. **Street address of the initial registered office:**
5279 SCENIC RIDGE TRL
MIDDLETON, WI 53562
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:**
TIMOTHY THOMPSON
5279 SCENIC RIDGE TRL
MIDDLETON, WI 53562
United States of America

ADAM GREENBERG
6321 SLEEPY HOLLOW CIRCLE
MIDDLETON, WI 53562
United States of America
- Other **This document was drafted by:**
Information. TIMOTHY THOMPSON

Organizer Signature:

TIMOTHY THOMPSON

ADAM GREENBERG

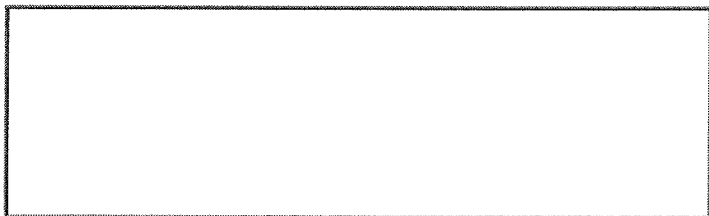
Date & Time of Receipt:

12/5/2012 9:59:31 AM

Order Number:

201212053207728

**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	
12/5/2012	

FILED 12/5/2012	Entity ID Number G048151
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Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Timothy G. Thompson, officer/member for Greenberg; Thompson
(Corporation/LLC) doing business as The Tap Room, authorize and appoint
Timothy G. Thompson (Name) as the liquor/beer agent for the premise
located at 88 Hawks Landing Circle.

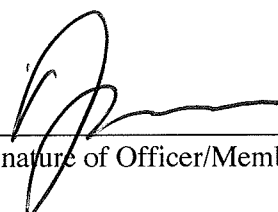
Subscribed and sworn to before me this

12th Day of Dec, 20 12

K.R. Al

Notary Public, Dane County, Wisconsin

My Commission Expires 12/15/2013


Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, Timothy G. Thompson, appointed liquor/beer agent for
Greenberg; Thompson (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 50 %.

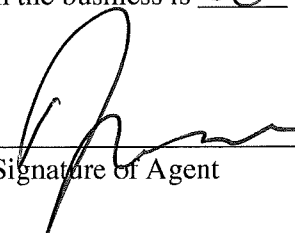
Subscribed and sworn to before me this

12th Day of Dec, 20 12

K.R. Al

Notary Public, Dane County, Wisconsin

My Commission Expires 12/15/2013


Signature of Agent

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

Exhibit A

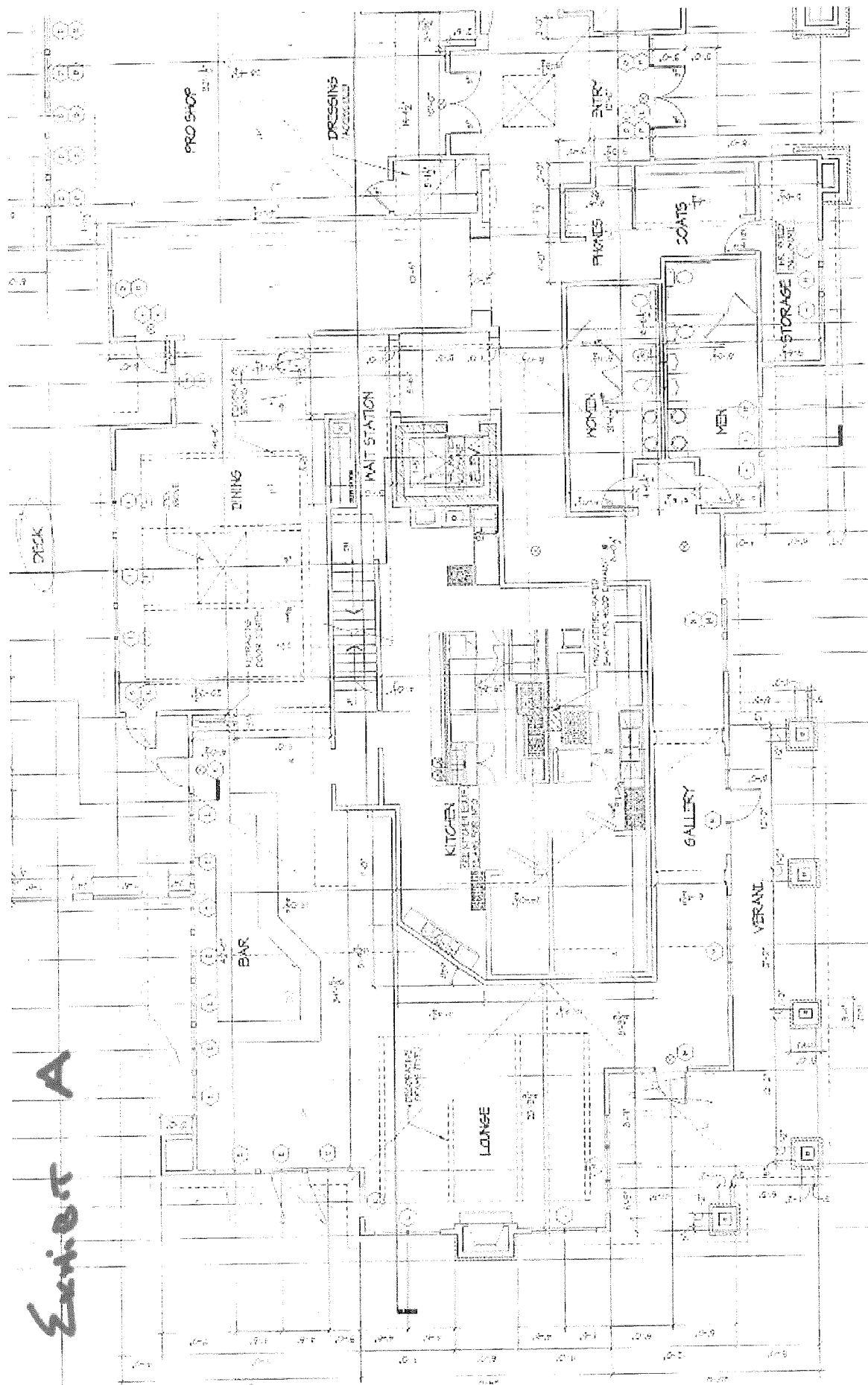
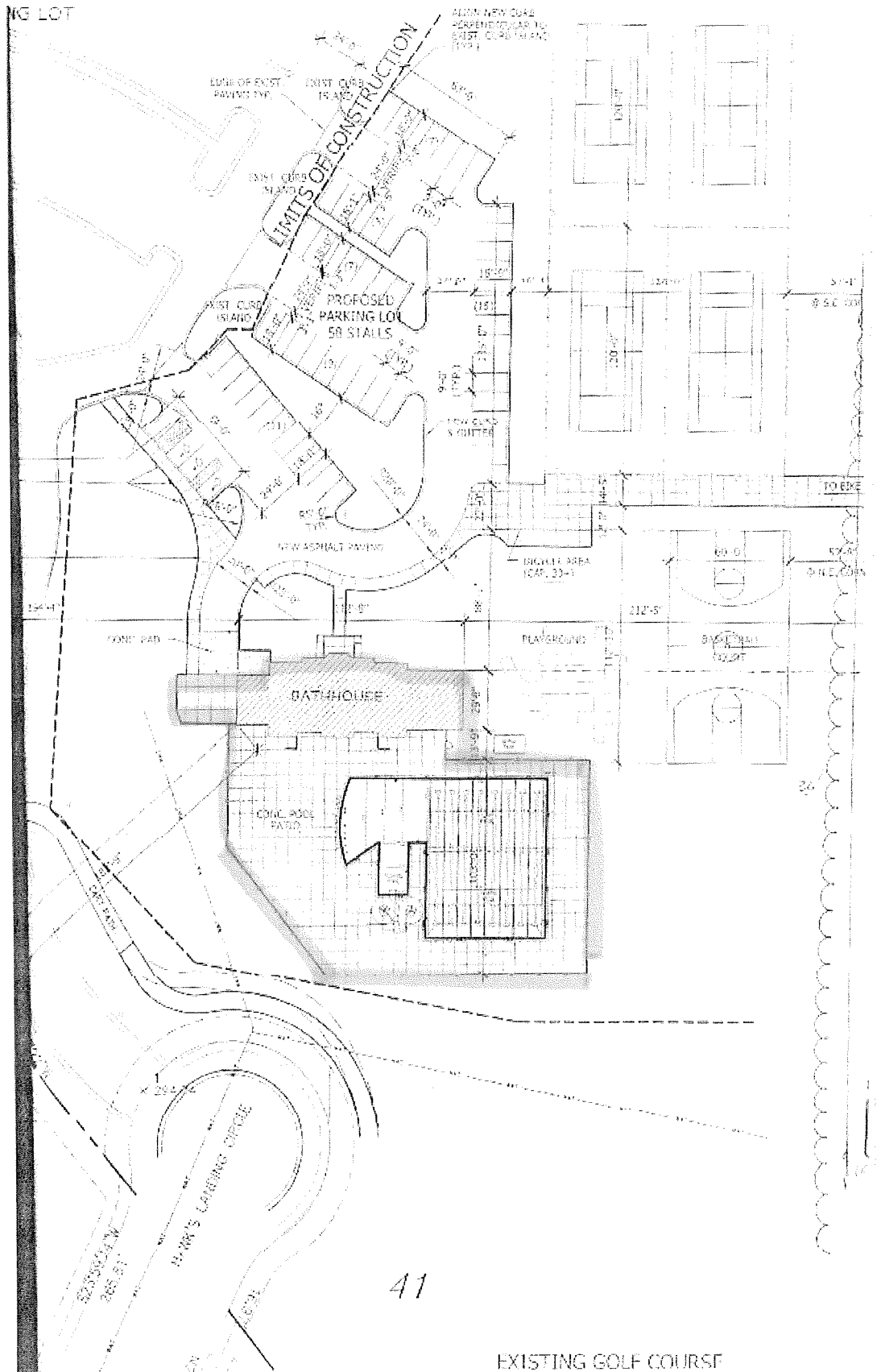


EXHIBIT B



The Tap Room

Appetizers

Wisconsin Cheese Curds	\$6
Gourmet cheddar cheese curds fried to perfection and served with a side of homemade ranch dressing.	
Cheese Bread	\$6
A Madison Sourdough baguette topped with roasted garlic butter, smoked gouda and Door County cherrywood smoked bacon.	
Chips, Salsa & Guacamole	\$5
All three are made in house.	
Homemade Jalapeno Poppers	\$7
Fresh jalapeno peppers charbroiled and stuffed with our spicy cream cheese blend.	
Sweet Potato Fries	\$5
A heaping portion of sweet potato fries served with housemade smoked ketchup.	
Thin Sliced Homemade Onion Rings	\$6
We batter our own thinly cut red onions and serve them up hot with smoked chipotle ranch.	
Quesadilla	\$7.5
A blend of cheeses, jalapenos, homemade refried beans, avocado, tomato, and onions folded into a tortilla and served with homemade salsa and sour cream.	
Garlic Parmesan Fries	\$5
Tossed with minced garlic, shaved parmesan, and scallions and served with lemon dill aioli.	
Nachos	\$8.5
Housemade tortilla chips topped with refried beans, a blend of cheeses, jalapeños, diced tomato and onion, and sliced black olives. Served with homemade salsa, sour cream and homemade guacamole. Add grilled chicken \$2	
Loaded French Fries	\$8
Topped with melted cheddar and Monterey jack cheeses, Door County cherry wood smoked bacon, and scallions. Served with homemade ranch dressing and smoked ketchup.	
Chicken Tenders	\$8
Big juicy tenders fried to a golden brown, served with fries and your choice of homemade ranch or spicy BBQ sauce.	

Sandwiches:

*All sandwiches served with your choice of french fries
or tossed greens and a pickle spear.*

Add \$1 for sweet potato fries or garlic parmesan fries.

Substitute a Cybros whole sprouted grain bun or bread for \$.50.

Oven Roasted Turkey	\$8
Juicy slices of our turkey breast oven roasted on premise, locally sourced cheddar, Door County cherrywood smoked bacon, mayo, salt and pepper served on grilled Madison sourdough.	
Honey Ham & Sharp Cheddar	\$8
Thick slices of ham roasted on premise, locally sourced cheddar, Door County cherrywood smoked bacon, and homemade smoked chipotle orange marmalade aioli served on grilled Madison sourdough.	

Salmon	\$10
A never frozen Jail Island salmon fillet seared medium and topped with lettuce, tomato, capers and housemade lemon dill sauce served on a Colonial Bakery bun.	
A.B.L.T.	\$7.5
Thick-cut, Door County cherry wood smoked bacon, lettuce, tomato, mayo and avocado served on grilled Madison sourdough.	
Loaded Grilled Cheese	\$7
Local cheddar, gouda, sliced tomato, red onion, and roasted garlic grilled between slices of Madison sourdough. Add Door County cherrywood smoked bacon for \$1.	
Pressed Pesto Sandwich	\$7.5
Fresh mozzarella, tomato, and basil pesto grilled together on Cybros whole sprouted grain bread.	
Buffalo Chicken Wrap	\$8.5
Crispy chicken strips tossed in our homemade buffalo garlic sauce and wrapped in a flour tortilla with shredded lettuce, tomato and a blend of cheeses served with homemade ranch.	
Cajun Chicken Sandwich	\$7.5
A grilled chicken breast blackened with Cajun seasonings, cheddar cheese, lettuce, tomato and our homemade spicy mayo on a Colonial Bakery bun.	
Portobello Mushroom Sandwich	\$8.5
A giant portobello mushroom marinated in balsamic vinegar, olive oil, and spices, grilled and topped with goat cheese crumbles, basil pesto, lettuce, tomato, and red onion, served on a Cybros whole sprouted grain bun.	

Burgers:

We use the finest fresh locally sourced beef for all of our burgers and serve them with your choice of french fries or tossed greens and a pickle spear.

Add \$1 for sweet potato fries or garlic parmesan fries.

Substitute a Cybros whole sprouted grain bun or bread for \$.50.

The Old Standby*	\$7.5
Wisconsin cheddar, lettuce, tomato, and onion on a Colonial Bakery bun. Add Door County cherrywood smoked bacon for \$1.	
Black & Blue*	\$8.5
Blackened with Cajun spices, topped with crumbled blue cheese, Door County cherrywood smoked bacon, lettuce, tomato, and onion on a Colonial Bakery bun.	
The Cadillac Mushroom Swiss*	\$10
Topped with a giant marinated portobello mushroom, swiss cheese, lettuce, tomato and red onion on a fresh Colonial Bakery bun.	
BBQ Jalapeno*	\$7.5
Sautéed jalapeno slices, sharp cheddar, spicy BBQ sauce, lettuce, tomato, and red onion on a Colonial Bakery bun.	
The Big Tex*	\$8
Sautéed onions, cream cheese, BBQ sauce, lettuce, and tomato on a Colonial Bakery bun.	
Veggie Burger	\$8
Slightly spicy homemade red bean and chickpea patty topped with greens, tomato, red onion, and avocado on a Cybros whole sprouted grain bun.	

Salads

All salads served with a Madison Sourdough baguette

Add grilled chicken breast to any salad \$2

Add a fresh Jail Island salmon fillet to any salad \$4

Cobb Salad	\$9
Greens topped with diced tomato, red onion, shredded cheese, croutons, crispy bacon, a hard boiled egg, our house-roasted turkey and ham and served with homemade ranch dressing.	
Caesar Salad	\$7.5
Romaine lettuce tossed with shaved parmesan cheese, croutons, caesar dressing and topped with diced Door county cherrywood smoked bacon and grape tomatoes.	
Avocado Salad	\$8
Mixed greens topped with avocado, kalamata olives, grape tomatoes, radishes, and chickpeas, drizzled with a balsamic reduction and served with citrus vinaigrette.	
Greek Salad	\$7.5
Greens topped with diced tomato, red onion, feta cheese, croutons, kalamata olives, pepperoncini peppers and served with balsamic vinaigrette dressing.	
Goat Cheese & Beet Salad	\$8
A blend of greens topped with roasted beets, chevre, garlic croutons, red onions, grape tomatoes, radishes, and citrus vinaigrette.	

Soups

Vegetarian Chili	\$3 cup / \$5 bowl
Hearty homemade spicy chili loaded with beans and veggies.	
Soup of the Day	\$2.5 cup / \$4 bowl

** Hamburgers and steaks that are served rare or medium-rare may be undercooked and will only be served upon the consumers' request. Whether dining out or preparing food at home, consuming raw or undercooked meats or seafood may increase your risk of foodborne illness.*

The Tap Room Business Plan

Mission: To provide creative and outstanding food and beverages to the members, guests and general public players of Hawks Landing Golf Club, the residents of The Hawks Landing neighborhood, and the west side communities at large.

Market:

1. Golf Club Membership
2. Golf Club Events
3. Hawks Landing Community
4. Verona, Fitchburg, West Madison, Middleton

Outlets:

1. Restaurant
2. Bar
3. Food & Beverage Carts
4. Event Tents

Product:

1. Restaurant Food (lunch, dinner, weekend brunch)
2. Food & Beverage Cart Food (doughnuts, candy, chips, cold sandwiches)
3. Restaurant Beverages (craft brewed beer, wine, spirits, soda, juice)
4. Food & Beverage Cart Beverages (bottled water, soda, sports drinks, canned beer, cocktails)

Advertising:

1. Facebook
2. Twitter
3. Print media