

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Certificate (Entity must match the Articles of Incorporation)	<input checked="" type="checkbox"/> Written Description of Premise	<input checked="" type="checkbox"/> Floor Plans
<input checked="" type="checkbox"/> Federal Employer Identification #	<input checked="" type="checkbox"/> Background Investigation Form(s)	<input type="checkbox"/> Lease - <i>N/A</i>
<input checked="" type="checkbox"/> Notarized Original Application Form	<input type="checkbox"/> Notarized Transfer of Ownership - <i>N/A</i>	<input checked="" type="checkbox"/> Sample Menu
<input checked="" type="checkbox"/> Notarized Supplemental Form	<input checked="" type="checkbox"/> *Articles of Incorporation	<input checked="" type="checkbox"/> Business Plan
<input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> *Notarized Appointment of Agent	
	* Corporation/LLC only	

- Name of Applicant/Partner/Corporation/LLC Family Entertainment, LLC
- Address of Licensed Premise 7825 Big Sky Drive
- Telephone Number: (608) 833-3981
- Anticipated opening date: Theatre is currently open
looking to open May 2013

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. There is no neighborhood association for this property.

8. Business Description, including hours of operation: _____
See attached

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.**

See attached

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. _____
See attached

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

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.
Thomas F. Kissinger 100 East Wisconsin Avenue, Suite 1900, Milwaukee, WI 53202
 Name Address

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

a 5-10 mile radius

16. What age range would you hope to attract to your establishment? Target age range is 25 to 65

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

See attached

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

19. Owner of building where establishment is located: B & G Realty (an affiliate of applicant)

Address of Owner: 100 East Wisconsin Avenue, Suite 1900 Milwaukee, Wisconsin 53202 Phone Number (414) 905-1390

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

Douglas A. Neis 2455 Whippletree Lane, Brookfield, Wisconsin 53045
Name Address

Thomas F. Kissinger 601 North Ponderosa Drive, Hartland, Wisconsin 53029
Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Marcus Theatres Corporation 100 East Wisconsin Ave, Ste 1900, Milwaukee, WI 53202 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. Motion Picture Theatre with concessions and a lounge

24. What type of food will you be serving, if any? Shared plate appetizers, Zaffiro's pizza, Salads and Sandwiches
 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? during all theatre operating hours, typically 11:00 am - midnight

27. What hours, if any, will food service not be available? Food will always be available
28. Indicate any other product/service offered. movies, food, Zaffiro's Pizza, meeting rooms, birthday parties, beer, wine and spirits
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? 2-4
During what hours do you anticipate they will be on duty? weekends (Friday/Saturday) 5:00pm - midnight
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? 20+
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?
5-10 %
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
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42. What is your estimated capacity? 3,250 (There are 3152 seats in the auditoria)

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.

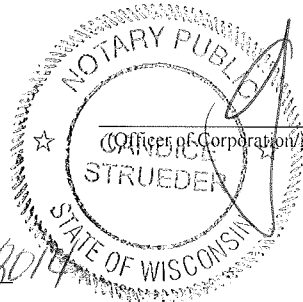
Gross Receipts from Alcoholic Beverages	3.3 %
Gross Receipts from Food and Non-Alcoholic Beverages	26.4 %
Gross Receipts from Other	70.3 %
Total Gross Receipts	100%

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.

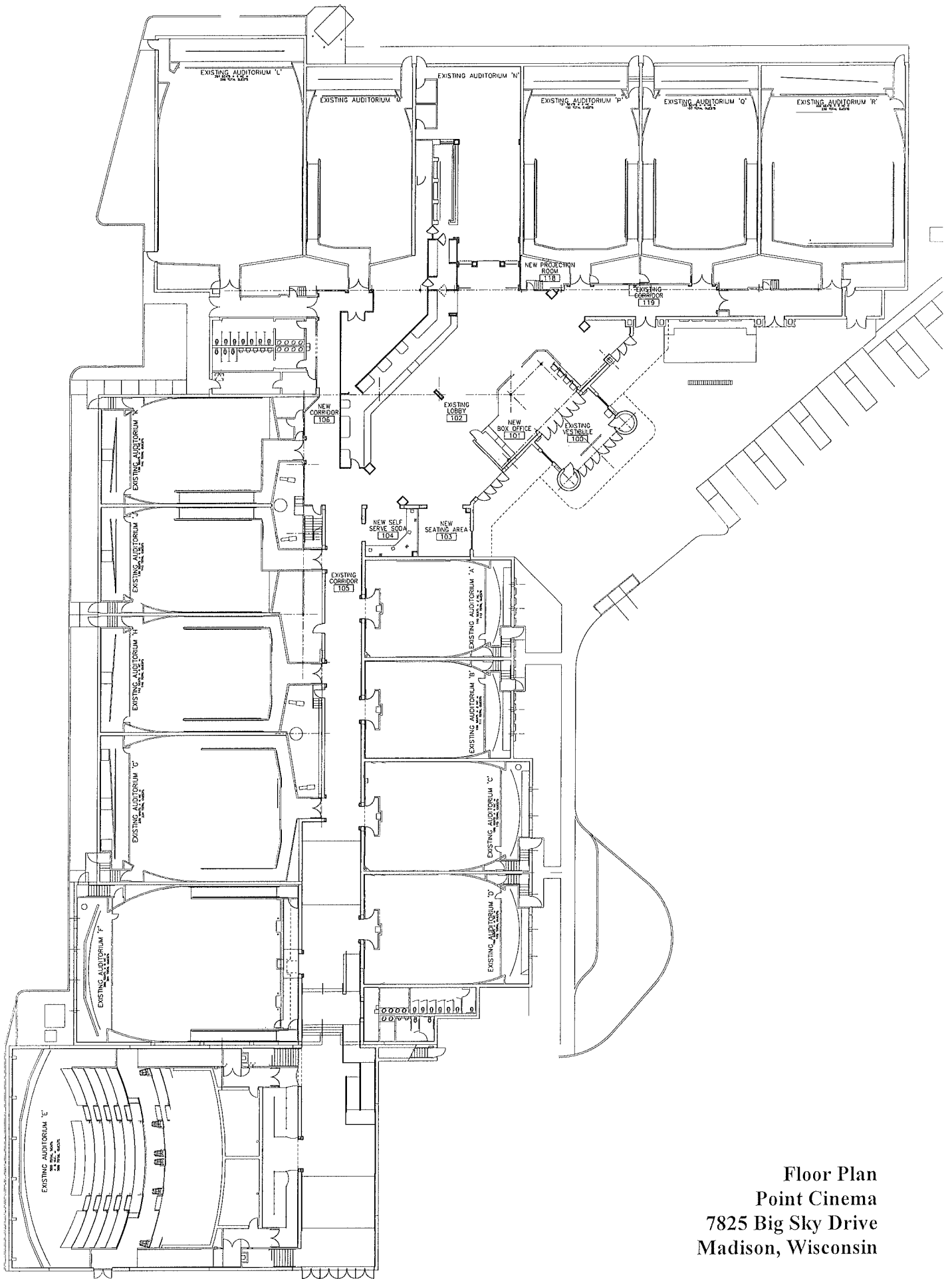
Subscribed and Sworn to before me:

this 16th day of January, 2013
Carolee Strueder
(Clerk/Notary Public)

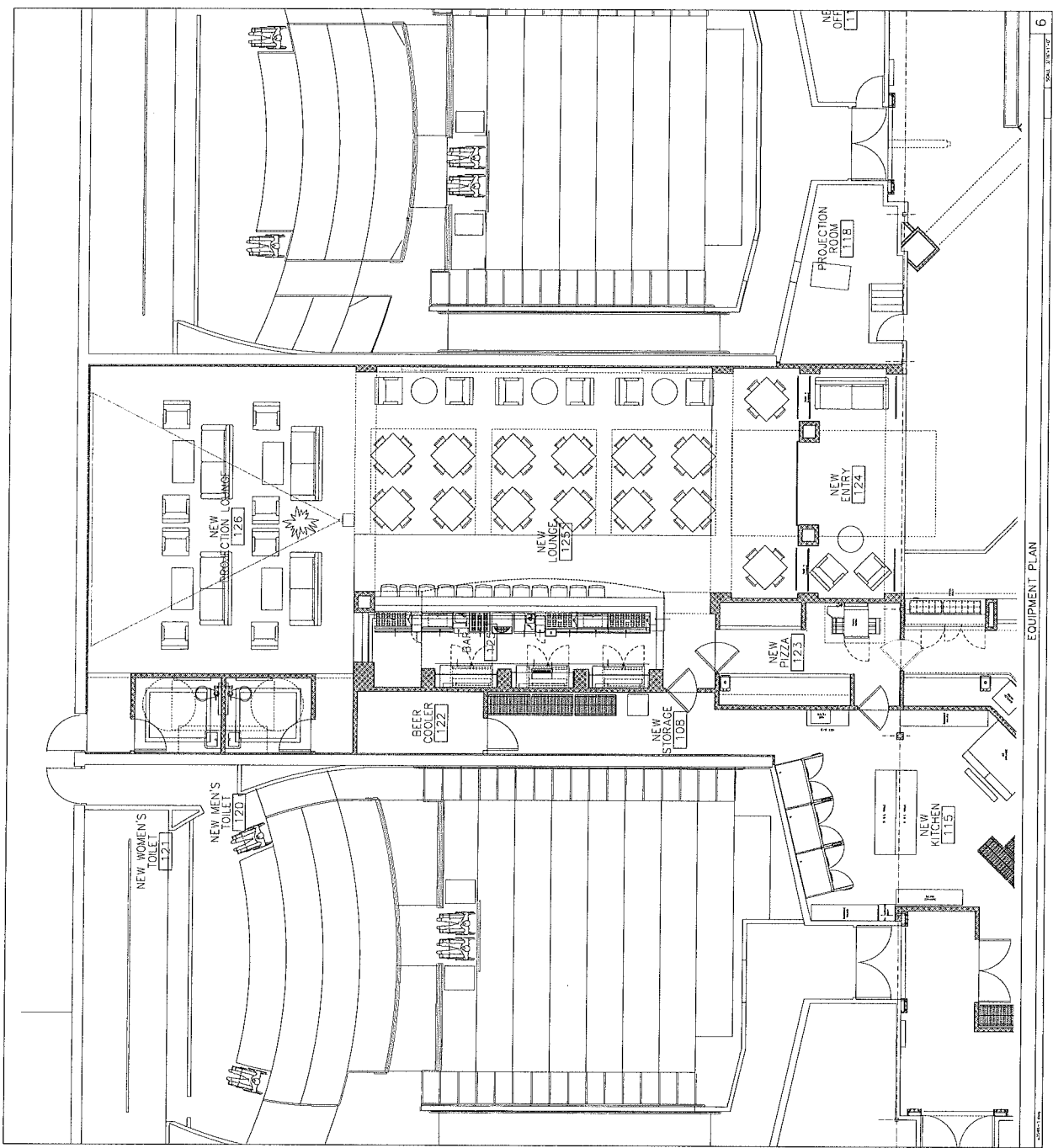


[Signature]

My commission expires February 3, 2014



Floor Plan
 Point Cinema
 7825 Big Sky Drive
 Madison, Wisconsin



Lounge Floor Plan
Point Cinema
7825 Big Sky Drive
Madison, Wisconsin