



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)
2. This application is for the license period ending June 30, 2014.
3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.
Chinchilla JDK L.L.C.
4. Trade Name (doing business as) Red Rock Saloon
5. Address to be licensed 322 W. Johnson Street Madison, WI 53703
6. Mailing address 1227 N. Water Street Milwaukee, WI 53202
7. Anticipated opening date November 2013
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) I hold a liquor license in Milwaukee, I do not hold one in Madison

Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
Located at 322 W. Johnson Street Madison, WI. The space is approximately 9000 sq ft where there will be two interior bars. One in the center of the restaurant and one on the north east side of the building. The patio is approximately 500 sq ft.
11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described below.
12. Applicants for on-premises consumption: list estimated capacity 395

13. Describe existing parking and how parking lot is to be monitored.

approximately 20 parking spots monitored by staff
parking lot is on the north east side of the building

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to Joe Bendetti (name of licensee)

15. Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Jeffrey A. Kovacovich Jr.

17. City, state in which agent resides Milwaukee, WI

18. How long has the agent continuously resided in the State of Wisconsin? 33 years

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin, 6/20/2013

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
President	Jeffrey Kovacovich	Milwaukee, WI
Vice President	Andrew Deuster	Milwaukee, WI
Secretary	Joshua Janis	Milwaukee, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Mark F. King

24. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) _____

25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

No Yes (explain) Red Rock Saloon, McGillicuddy's & The Library Club
in Milwaukee, WI

Section D—Business Plan

26. What type of establishment is contemplated?

Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____

27. Business description Red Rock Saloon is a country themed restaurant
and bar with a mechanical bull, live music & award winning BBQ.
Copy of food menu attached

28. Hours of operation 11:00am - 2:00pm Sunday-Thursday 11:00am - 2:30am Friday &
Saturday

29. Describe your management experience 18 total years of restaurant and bar
experience, 11 years of restaurant/bar management experience and
6 years of owning bars and restaurants

30. List names of managers below, along with city and state of residence.

Tate Winckler (GM) Milwaukee, WI
Jon Gustavson (Executive Chef) Milwaukee, WI

31. Describe staffing levels and staff duties at the proposed establishment Seven days a week
we will be staffing servers, bartenders, goodwill ambassadors,
kitchen staff, hosts and management

32. Describe your employee training Employee Handbook attached

33. Utilizing your market research, describe your target market.

We would like to capture the capital square lunch business
strong dinner business and a 21-65 years of age for our live
music events.

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

Radio, print & social media. We will be focusing on our
award winning BBQ, live music and special events

35. Are you operating under a lease or franchise agreement? No Yes

36. 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

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? live bands,
mechanical bull riding, karaoke and d.j.'s

38. What age range do you hope to attract to your establishment? all ages

39. What type of food will you be serving, if any? BBQ, burgers & wings
 Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? 11:00am - 11:00pm daily

42. What hours, if any, will food service not be available? 11:00pm - close daily

43. Indicate any other product/service offered. merchandise

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

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

46. How many wait staff do you anticipate will be employed at your establishment? 40

During what hours do you anticipate they will be on duty? 10:00am - close daily

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes

If yes, how many barstools do you anticipate having at your bar? 30

How many bartenders do you anticipate having work at one time on a busy night? 8

49. Will there be a kitchen facility separate from the bar? No Yes

50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 40%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 50%
 What percentage of your advertising budget do you anticipate will be drink related? 50%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
60 % Alcohol 30 % Food 10 % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes
65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. I 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] No Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

68. State Seller's Permit 4 5 6 - 1 0 2 8 1 2 1 9 7 7 - 0 2

69. Federal Employer Identification Number 46-3009778

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Jeffrey A. Kovacovich Jr

E-mail address jj@redrockmilwaukee.com

Phone 414-305-5665

Preferred language for correspondence English

Read carefully before signing in front of a notary: 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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of 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:

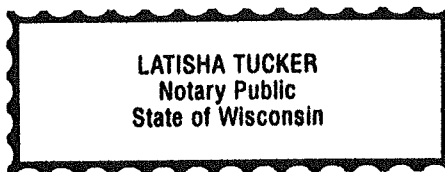
this 27 day of July, 2013

Latisha Tucker
(Clerk/Notary Public)

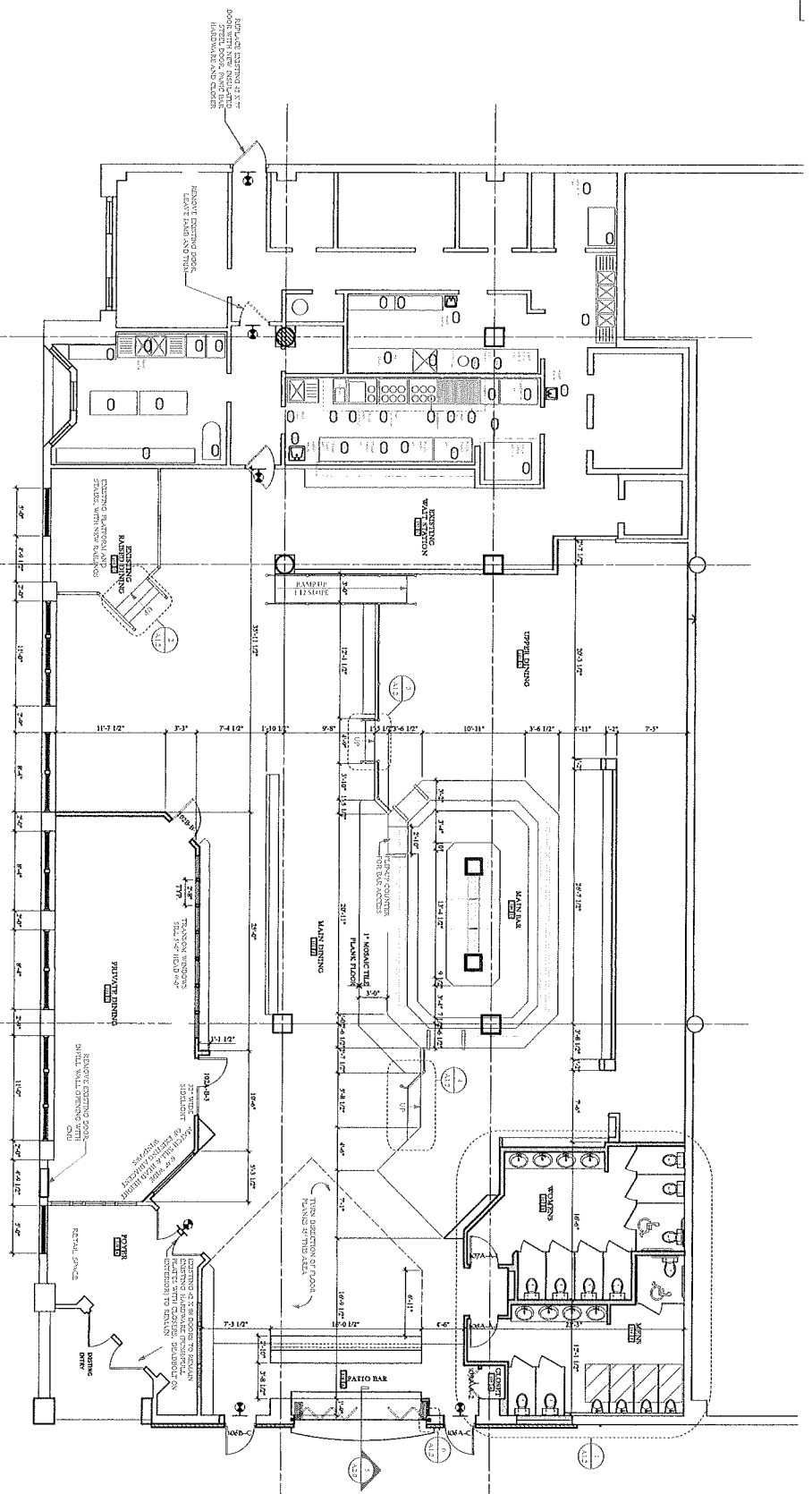
[Signature]

(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 10-30-2016



Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <i>n/a</i> <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		



FLOOR PLAN NOTES

WALLS:
PARTITIONS: ALL EXISTING PARTITIONS TO REMAIN TO FACE OF FINISH.
FIELD: VARY ALL EXISTING DIMENSIONS.
EXISTING PARTITIONS TO BE MAINTAINED IN PLACE.

DOORS:
NEW 24" x 36" WOOD DOORS TO BE 1 1/2" x 1 1/2" FINISH WITH OVERHUNG.
DOOR TO BE MAINTAINED FROM EXISTING. DOOR TYPE & HARDWARE SET:
DOOR TO BE MAINTAINED FROM EXISTING. DOOR TYPE & HARDWARE SET:
DOOR TO BE MAINTAINED FROM EXISTING. DOOR TYPE & HARDWARE SET:

WINDOWS:
NEW WINDOWS: SHOWN AS PER BIDDING OF COLOR ADJUSTMENT (C.A.B.)
WOOD WINDOWS:
NEW WINDOWS: SHOWN AS PER BIDDING OF COLOR ADJUSTMENT (C.A.B.)
WOOD WINDOWS:
NEW WINDOWS: SHOWN AS PER BIDDING OF COLOR ADJUSTMENT (C.A.B.)
WOOD WINDOWS:

DOOR TYPES:

A	WOOD DOOR WITH OVERHUNG
B	WOOD DOOR WITH OVERHUNG
C	WOOD DOOR WITH OVERHUNG

WINDOWS:

1	WOOD WINDOW WITH OVERHUNG
2	WOOD WINDOW WITH OVERHUNG
3	WOOD WINDOW WITH OVERHUNG
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ROOM FINISH TYPE SCHEDULE

ROOM	FLOOR	WALLS	CEILING
KITCHEN	WOOD	WOOD	WOOD
RESTROOM	WOOD	WOOD	WOOD
BAR	WOOD	WOOD	WOOD
DINING	WOOD	WOOD	WOOD
OFFICE	WOOD	WOOD	WOOD
STORAGE	WOOD	WOOD	WOOD
MECHANICAL	WOOD	WOOD	WOOD
REAR	WOOD	WOOD	WOOD
FRONT	WOOD	WOOD	WOOD
STAIR	WOOD	WOOD	WOOD
MECHANICAL	WOOD	WOOD	WOOD
REAR	WOOD	WOOD	WOOD
FRONT	WOOD	WOOD	WOOD
STAIR	WOOD	WOOD	WOOD
MECHANICAL	WOOD	WOOD	WOOD
REAR	WOOD	WOOD	WOOD
FRONT	WOOD	WOOD	WOOD
STAIR	WOOD	WOOD	WOOD