



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

- 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)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

- This application is for the license period ending June 30, 2014.
- 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.
Hops of Dane County Inc.
- Trade Name (doing business as) LAGARTOS
- Address to be licensed 802 Atlas Ave.
- Mailing address 1810 ROT 14 ST. MADISON, WISC. 53704
- Anticipated opening date Nov - 2014
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

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.

SERVED - upstairs, Lower Level, Outside Patio
Stored - Basement, Coolers, - upstairs
↓ Bathrooms, BAR AREA

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 400 - 500 ?

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

PARKING FOR 180 CARS, LIGHTS, SECURITY -

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

No Yes, license issued to _____ (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 Dale Beck

17. City, state in which agent resides McFarland, WISC.

18. How long has the agent continuously resided in the State of Wisconsin? 51 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.

WISC. 1990

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	Dale Beck	McFarland, Wisc. 53558

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.

Dale Beck

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) 1810 BOTT ST. 3737 East Washington Ave

117 South Butler St.

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 BANQUETS, RESTAURANT, ENTERTAINMENT

27. Business description Mexican - South America Food

Mexican - Latino - ENTERTAINMENT

28. Hours of operation SUN-SAT 11:00AM - 2:00AM

29. Describe your management experience 25 YEARS - Restaurant, BARS
NIGHTCLUB

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

NONE AT THIS TIME

Dale Bell -

31. Describe staffing levels and staff duties at the proposed establishment _____

60 employees, Servers, Cooks, Security, Host,
Barenders, ENTERTAINMENT

32. Describe your employee training Have an employee manual

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

ALL PEOPLE / ENTERTAINMENT WILL BE MEXICAN-CATION

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

FOOD - BINGUETS, ENTERTAINMENT
Facebook

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? _____

DJS - Mexican-Cation Music / Mariachi Bands

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

39. What type of food will you be serving, if any? _____

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 - 10:00pm

42. What hours, if any, will food service not be available? 10:00pm - 2:00am

43. Indicate any other product/service offered. BAR -

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? 15

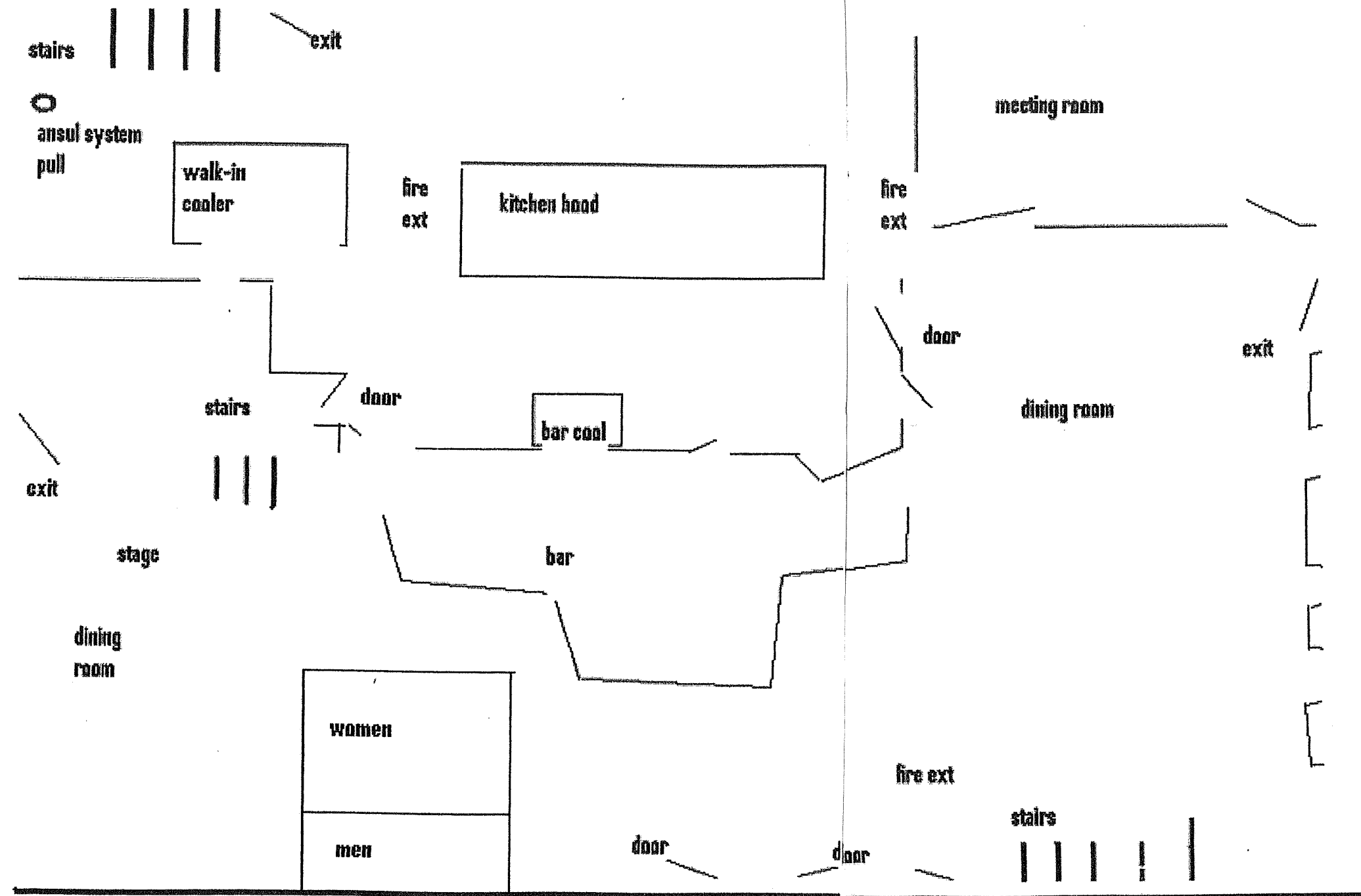
During what hours do you anticipate they will be on duty? ~~11:30am~~ 11:30am - 9:30pm

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? 75
 How many bartenders do you anticipate having work at one time on a busy night? 5
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 150
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? 35%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 100%
 What percentage of your advertising budget do you anticipate will be drink related? 0
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 40 % Food _____ % 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



Emergency Evacuation Plan

1. Manager on duty is responsible for evacuation and emergency medical aid.
2. When a fire is noticed, or fire alarms sound, evacuate the building. Use primary route. Use secondary route only if primary route is blocked or unsafe.
 - a. activate fire alarm system
 - b. call 911
 - c. evacuate building
3. Manager will notify occupants of fire by voice, and indicate location of exits.
4. After occupants have started to evacuate the manager will insure that everybody has left the building.
5. All customers and employees will go to the far south-west side of the parking lot on Cottage Grove Rd. Manager will take head count at this time.
6. When fire dept arrives, manager will assist as much as possible.

Contact Keith and Mary