

38580

LICLIB-2015-00349



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 A = 2
P = 407

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)
 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.
2. This application is for the license period ending June 30, 2015.
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.
 Robin Room LLC
4. Trade Name (doing business as) Robin Room
5. Address to be licensed 821 E Johnson St #B
6. Mailing address 821 E Johnson St #B Madison WI 53703
7. Anticipated opening date October 2015
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) _____

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.
 Alcohol beverages will be sold on the first floor of the business. Alcohol will be stored in the basement and first floor

11. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 40

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

Parking in rear of the building will not be permitted for customer use. Street parking available.

Per the building owners approval The Robin Room would like to install several bicycle parking stalls.

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 Chad Vogel

17. City, state in which agent resides Madison WI

18. How long has the agent continuously resided in the State of Wisconsin? 2001-Present

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 2006

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

Wisconsin, Robin Room LLC, 4-24-15

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 |
|----------------|------------|-----------------------------|
| Owner/Operator | Chad Vogel | Madison 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.

Chad Vogel

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) _____

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 The Robin Room will be a small, cozy 35 seat cocktail bar. Featuring handsome
cocktails and non-alcoholic beverages made with locally produced syrups, shrubs and fruit
juices. Food items will consist of small plates and traditional Wisconsin tavern fare with a handmade
twist.
28. Hours of operation Monday- Thursday 4pm-2am. Friday and Saturday 4pm-2:30am
29. Describe your management experience I have worked as a service professional in Madison
for the last 13 years in several different management positions including; Chef, Sous Chef, Bar Manager
and General Manager.
30. List names of managers below, along with city and state of residence.
Chad Vogel Madison WI 53703

31. Describe staffing levels and staff duties at the proposed establishment Staffing levels will be
relative to the small space. Two bartenders and one cook/bar back daily.
32. Describe your employee training The Robin Room will be employing Three Count Beverage Co.,
a Madison Based restaurant consulting firm excelling at bartender training and cocktail
development.

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

The Robin Room will be targeting neighborhood young professionals, graduate students and people who enjoy handmade beverages and snacks

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

Advertising will be conducted predominately through social media and word of mouth. The Robin Room will be advertised as a neighborhood gathering place for conversation focusing on pre and post dinner service crowds.

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? _____

38. What age range do you hope to attract to your establishment? 21+

39. What type of food will you be serving, if any? Small Snacks
☐ 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? All Hours

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. Cocktail Classes for professionals and the general public

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? 1

During what hours do you anticipate they will be on duty? 4pm-1am

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? 16
How many bartenders do you anticipate having work at one time on a busy night? 2
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? 30%
54. If your business plan includes an advertising budget:
What percentage of your advertising budget do you anticipate will be related to food? 20
What percentage of your advertising budget do you anticipate will be drink related? 80
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:
80 % Alcohol 20 % 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

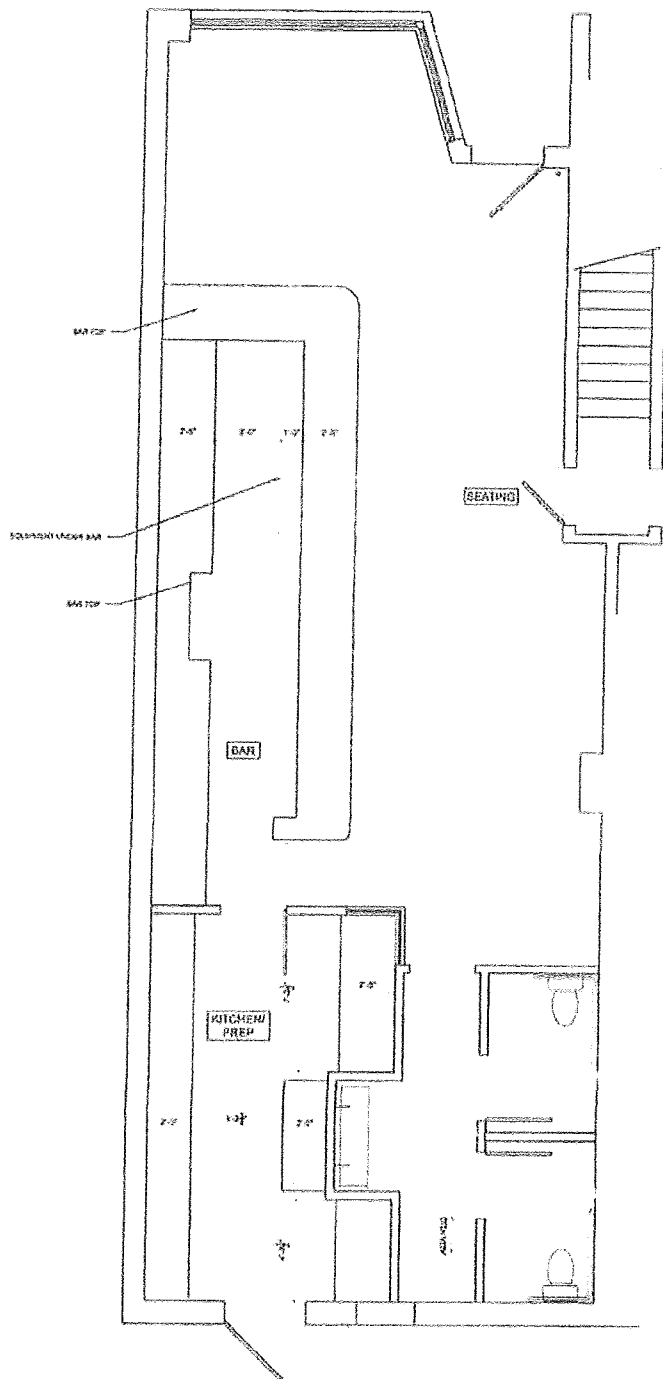


ROBIN ROOM
821 E. JOHNSON ST.
MADISON, WI 53703

| | DATE | REV. |
|---|----------|--------|
| 1 | 04/21/15 | REVIEW |
| 2 | 05/13/15 | REVIEW |

| | |
|--------|----------|
| DATE: | 05/13/15 |
| SCALE: | AS SHOWN |
| PROJ#: | 1405 |
| TITLE: | |

DRAWING NO. A1.2



① SCHEME 2

3/16"=1'-0"



MORRISON
ARCHITECTURE
STUDIO

1933 KEYES AVE.
MADISON, WI 53711
608-320-2258

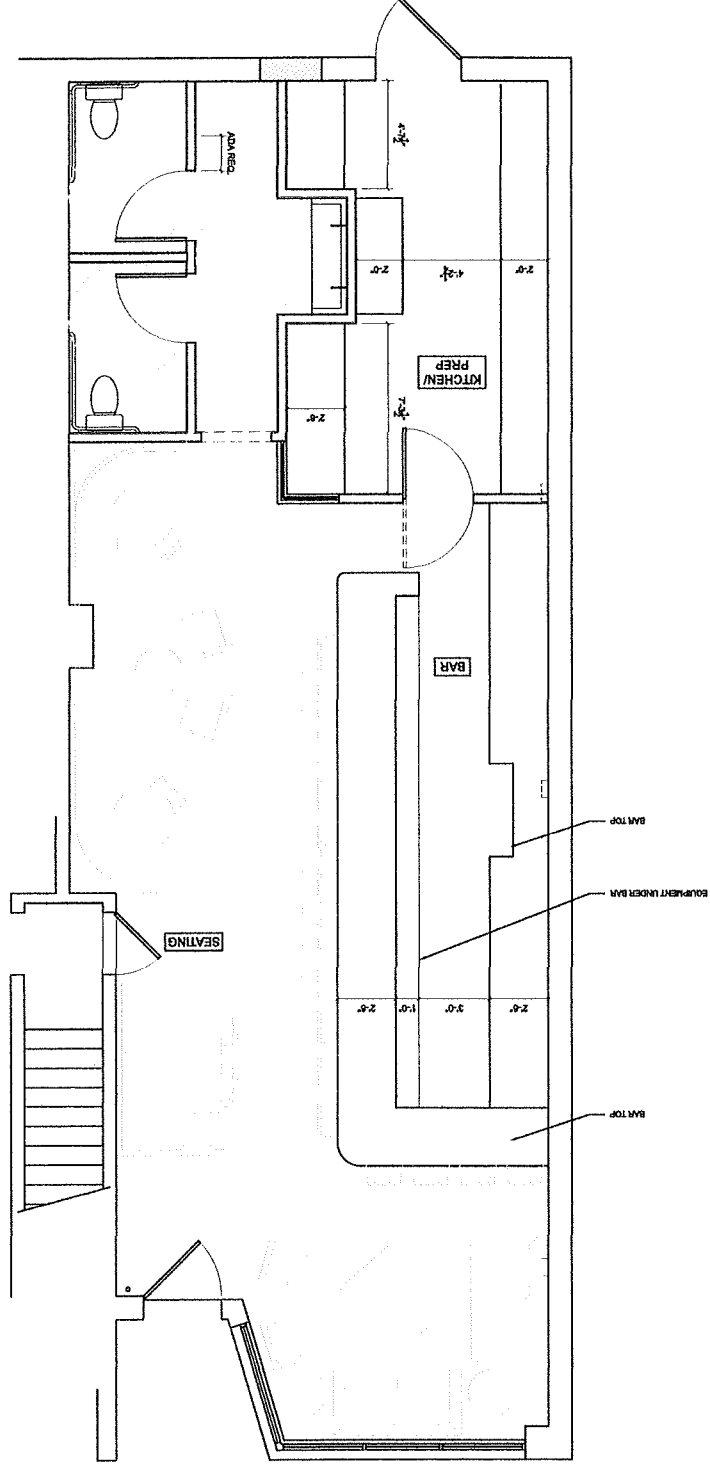
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SCHEME
2

DRAWING NO. A1.2



3/16"=1'-0"

1 SCHEME 2

The Robin Room

821 East Johnson Street





Photo of similarly appointed space
Billy Sunday, Chicago

The Robin Room is to be a welcoming environment for conversation and past time, a place to meet friends and to make new acquaintances, while at the same time pushing the boundaries of beverage development. The Robin Room will mix with new and established businesses in the up-and-coming Tenney-Lapham Neighborhood and help to anchor the 800 block of East Johnson Street as the heart of the neighborhood. The Robin Room aims to be a neighborhood destination for after work conversation, pre-and post-dinner drinks, and night caps.

Key People



Chad Vogel

Owner, Operator, Bartender

A native Wisconsinite with over a decade of madison bar and restaurant experience, Chad is a partner in 3 Count Beverage Co. a Madison-based restaurant and bar consulting firm.



Tom Cranelly

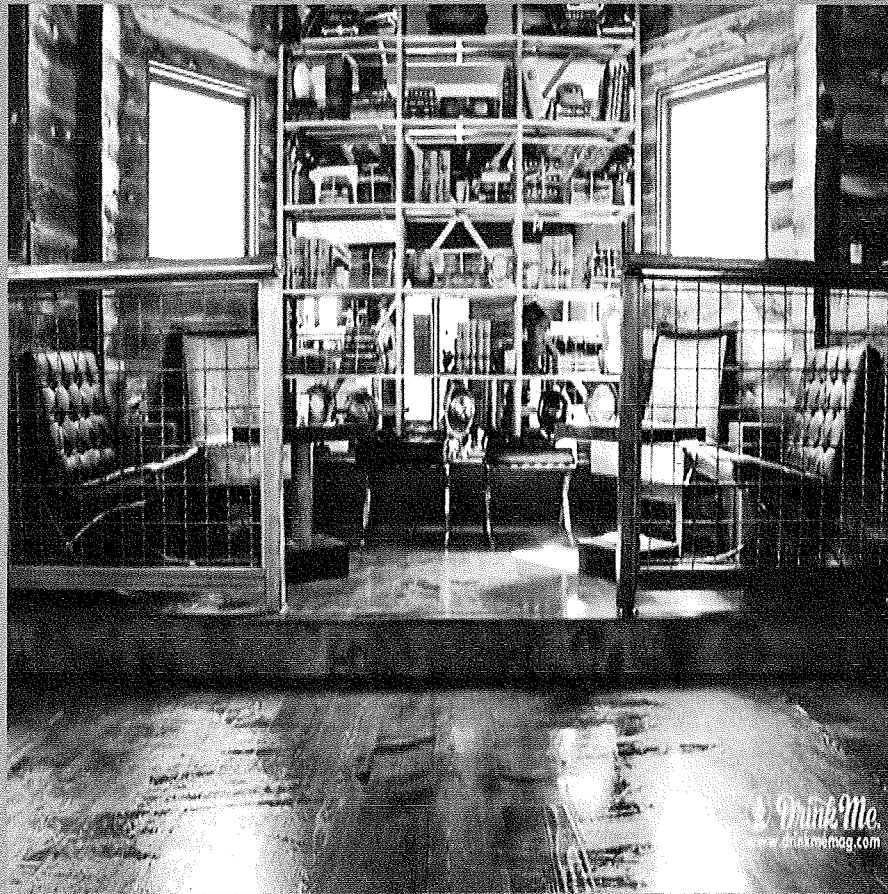
Interior Design, Contractor, Graphic Design

Co-Owner of the Roman Candle, Tom has helped to build a number of Madison small businesses. Including his own Roman Candle, Tom has also worked on Barriques, Natt Spil and several other Madison establishments.



3 Count Beverage Co.

Comprised of Madison bartenders JR Mocanu, Jeremy Bazley and Chad Vogel, 3 Count focuses on beverage development and bartender training.



Specifics:

Location 821 East Johnson St #B

Hours of operation: Monday-Thursday 4pm-2am

Friday and Saturday 4pm-2:30am

Last call one half hour before close

35-40 seats including 15 barstools

1079 SqFt



The Robin Room will utilize local ingredients and handmade products

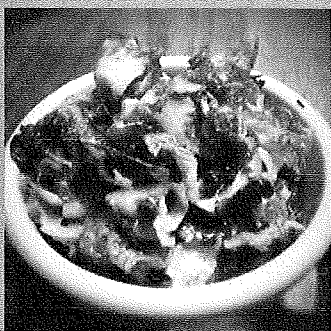
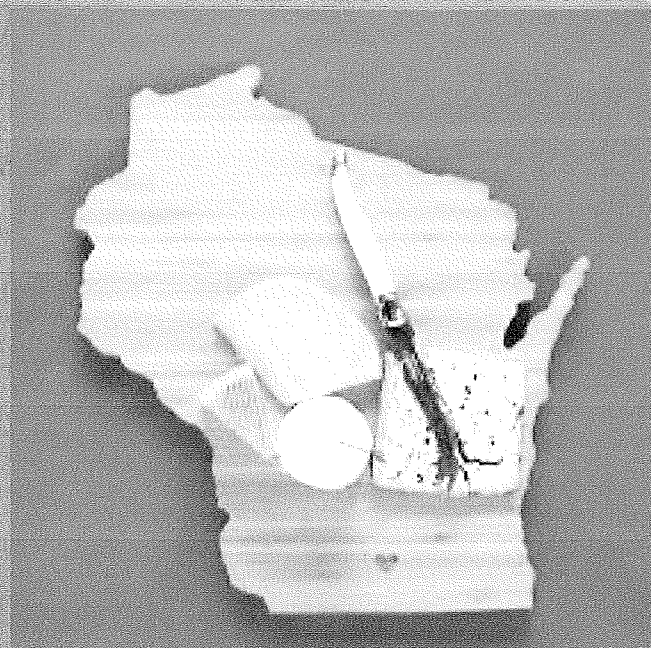
Paired with high quality local and craft spirits and proper service technique the create a high-end beverage program at affordable prices. Low and no alcohol preparations will be offered in addition to craft beers and a small but well curated wine list.



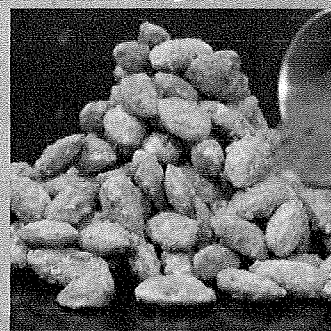


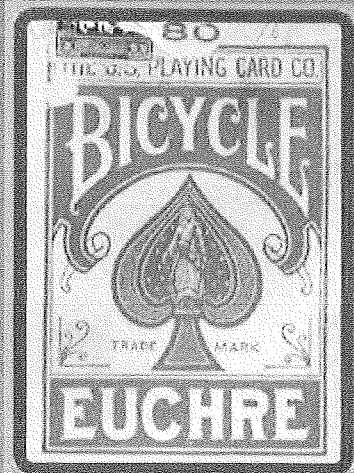
Food Offerings:

The Robin Room's food program will focus on small snacks including a locally produced, rotating selection of cured meats and cheeses, canapés, house made popcorn, pickled vegetables, and small sandwiches. Food will be served from 4 pm-1am daily



Full Menu Not available at this time





At its core, The Robin Room aims to be a place for conversation in an environment which encourages meeting new people and pasting time with old friends. To this end, card games and board games will be available for entertainment and to facilitate lively exchanges.

Security

Given The Robin Room's small size and limited seating, extra security staff will only be used, as needed, on weekend nights or nights of events that might draw larger than usual crowds to the neighborhood. Video surveillance will also be utilized. Bartenders are in charge of not over serving. Bartenders must complete a responsible beverage server-training course and be adept in alcohol laws, how to properly check IDs and conduct service practices that reduce excessive consumption for the safety of our staff, our patrons and our community.

