



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 ☐ Class A Cider

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, 20 16.
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.
Revel LLC
4. Trade Name (doing business as) Revel
5. Address to be licensed 107 N. Hamilton Street, Madison, WI 53703
6. Mailing address 107 N. Hamilton Street, Madison, WI 53703
7. Anticipated opening date March 15, 2016
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 stored, sold, and consumed in the commercial space located at 107 N. Hamilton

St. None of these activities (associated with Revel LLC) will take place anywhere else in the building.

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P-406

11. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above. *estimate: 30 people*
12. Applicants for on-premises consumption: list estimated capacity TBD based on final build-out and furniture layout. We are expecting to cap most workshops and events at ~20 people.
13. Describe existing parking and how parking lot is to be monitored.
Guests will use street parking on N. Hamilton and nearby streets, as well as the nearby public parking ramps (Capitol - North and Dayton/Pinkney).
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 Sarah Van Dyke
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 32 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 11/14/2015
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin - June 29, 2015
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
Member	Sarah Van Dyke	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.

Sarah Van Dyke

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 Creative workshop and event space

27. Business description Revel is a social and creative workshop/studio, offering a curated selection of painting,

modern craft, and DIY workshops. Guests join us for creative explorations of painted art, photography, florals,

entertaining, and more. Additional details can be found in the attached business summary.

28. Hours of operation Anticipated core hours are ~4-9pm weekdays and ~10-6 on weekends.

29. Describe your management experience Ms. Van Dyke has over 10 years of experience in staff, team, and

client management experience in the hospitality and healthcare information technology industries. Ms. Van Dyke

also started, ran, and ultimately sold a successful small business venture (Antics Flipbooks LLC, 2011-2015)

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

Sarah Van Dyke - Madison, WI

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

We anticipate having 2-4 employees present during open hours, depending on the scheduled events for the

day and anticipated guest volumes. Special events may require additional staff.

32. Describe your employee training All employees will be trained via employee handbook and individual training a

needed on topics such as customer service, conflict resolution, Revel's security plan, and more.

Bartenders will be required to provide proof that they have successfully completed the Wisconsin responsible server course and will receive additional training on safe food handling/serving as well as frequent reminders to request identification from any patron who looks to be under 40 years old.

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

Our target market is females between the ages of 20-50 with an emphasis on young professionals who live

downtown. The 2015 DMI report shows that 86% of Madison's downtown residents are between 15 and 34 years old
likely due to the large number of students and young professionals there.

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

We will be advertising our workshops and events via social media, regular newsletters to our mailing list, and

both paid and earned mentions in local publications (Madison Magazine, Isthmus, Brava, Moda Magazine, etc).

We may also participate in local wedding shows to present our private event offering to brides.

35. Are you operating under a lease or franchise agreement? ☐ No ☒ Yes Lease for 107 N. Hamilton

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? 20-50 years old

39. What type of food will you be serving, if any? We will be serving a menu of sweet and savory 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? Food will be offered during any open hours

42. What hours, if any, will food service not be available? n/a - available always

43. Indicate any other product/service offered. We will serve non-alcoholic beverages in addition to food and
a limited beer, wine, and signature cocktail menu.

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? Bartender will be
responsible for serving foo
During what hours do you anticipate they will be on duty? During open hours ~4-9 weekdays, 10-6 weekend

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

We will not have a hostess as guests will not be coming to our establishment for meals, however we will have
a desk and employee at the front of the space to greet and register all guests who come into the space.

48. Do your plans call for a full-service bar? ☒ No ☐ Yes *limited beer, wine, and signature cocktail menu.*
If yes, how many barstools do you anticipate having at your bar? 2-3
How many bartenders do you anticipate having work at one time on a busy night? 1
49. Will there be a kitchen facility separate from the bar? ☒ No ☐ Yes (typical event size is expected to be ~15-20 guests. If more are expected for a special event we will staff additional bartenders)
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? 0-1%
54. If your business plan includes an advertising budget:
What percentage of your advertising budget do you anticipate will be related to food? 0%
What percentage of your advertising budget do you anticipate will be drink related? 0-1% (may mention a cocktail in an advertisement for a workshop. For example, decorating derby hats with mint juleps offered
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:
9 % Alcohol 3 % Food 88 % Other (workshops, drop-in crafts, and space rental for private events)
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.
**Full financial plan as well as key assumptions for calculations available and will be provided upon request

Section F—Required Contacts and Filings

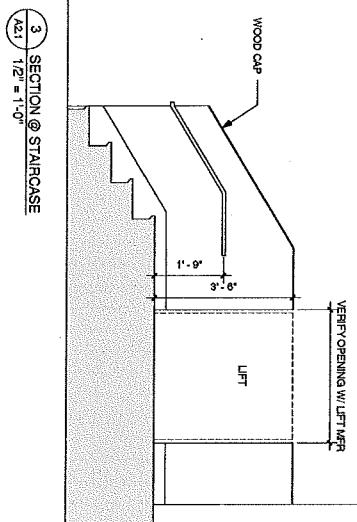
59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes
61. I agree to contact the 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

GENERAL NOTES

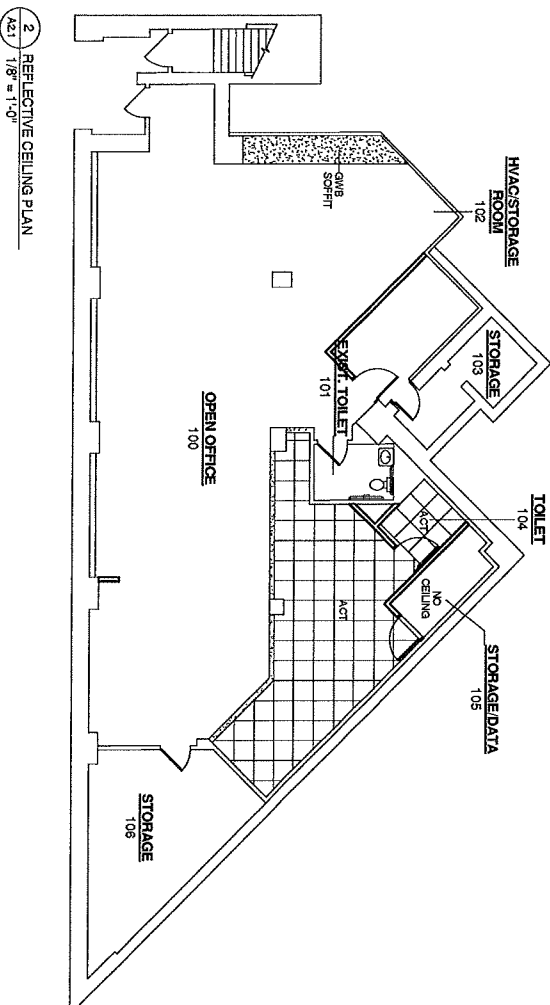
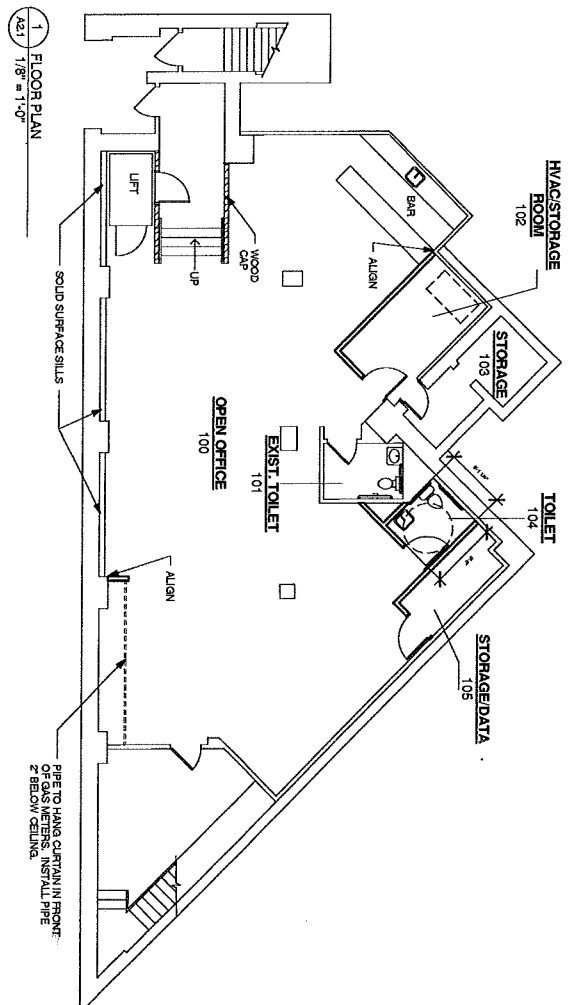
1. NEW PARTITIONS SHALL BE 3/8" METAL STUDS AT 16" O.C. WITH (1) LAYER OF 5/8" GIB EACH SIDE. EXISTING PARTITION TO REMAIN TO BE REPAIRED. ALL WALLS AND CEILINGS TO HAVE PAINT FINISH (PAINTER ON).
2. ALL NEW DOORS TO MATCH EXISTING AND BE 3'-0" X 7'-0" SOLID DOOR. INCLUDE 1 1/2" FINISHES AND LEVER HANDLE SCLAGE LOCKSET FUNCTIONS. SEE ARCHITECT ON DOOR LOCKSET LOCATIONS AND PATCH EXISTING GIB AND PLASTER AS REQUIRED.
3. VERIFY EXISTING GIB AND PLASTER AS REQUIRED. PATCH EXISTING GIB AND PLASTER AS REQUIRED. PATCH EXISTING GIB AND PLASTER AS REQUIRED. PATCH EXISTING GIB AND PLASTER AS REQUIRED.
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10. VERIFY PARTITION ROOM SIZE REQUIREMENT WITH OWNER.

PLAN KEY

- EXISTING PARTITION TO REMAIN
- NEW PARTITION - SEE GENERAL NOTE 1
- NEW DOOR AND FRAME - SEE GENERAL NOTE 2
- EXISTING DOOR AND FRAME TO REMAIN



- ### REFLECTIVE CEILING PLAN GENERAL NOTES
1. ELECTRICAL CONTRACTOR TO PROVIDE DRAWINGS FOR PERMITS & APPROVALS. INCLUDE SWITCHES & CIRCUITS FOR LIGHTS AND OUTLETS FOR APPROVAL.



PROJECT:
107 N. HAMILTON ST. LOWER LEVEL REMODEL
107 N. Hamilton St., Madison, WI 53703

DATE AND
REVISIONS

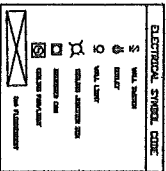
10/29/15	10/29/15
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ARCHITECT:
ARCHITECTURE | CSG, INC.
214 NORTH HAMILTON STREET
MADISON, WI 53703 608/251-4402



A2.1

Electrical plan
w/ furniture shown



Abridged business plan below - full business plan provided upon request.

Revel LLC – Business and Operations Summary

Revel is a **creative studio** in downtown Madison, offering a **curated selection of painting, modern craft, and DIY workshops**. Guests join us for creative explorations of painted art, photography, florals, entertaining, and more. Our mission is to provide a fun atmosphere for guests to socialize, learn and create. Through our workshops, we help guests **live a more beautiful and inspired life**.

Revel's concept is the same as that of a paint bar or group painting class, but with an expanded offering of workshops that include DIY projects (paint-stamped table runners, watercolor greeting cards, paint-dipped wooden utensils) and hands-on explorations of modern concepts (photo styling, calligraphy, etc).

The core elements of the business will be:

1. **Guided Workshops** - *A list of planned workshops has not been included here to protect Revel LLC's intellectual property, however will be gladly provided upon request*
2. **Make & Takes** – small paintings or projects for drop-in guests to create
3. **Private Events** – workshop or event bookings for private groups

Business Logistics & Operations

Clientele

Our target market is females ages 20-50 with an emphasis on young professionals and Millennials. A secondary market is anyone who wants to get outside of his or her everyday routine, try something new, and socialize/learn/have fun.

Hours and Logistics

A sample event calendar for a typical week is below. Hours may shift slightly in response to guest feedback, holidays, and other local events (e.g. Farmer's Market, Badger game schedule, etc).

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12pm-4pm: Drop-Ins 1pm-3pm: Scheduled Workshop	CLOSED	9am-4pm: Available for private rental 4pm-9pm: Drop-Ins 6pm-9pm: Scheduled Workshop	9am-4pm: Available for private rental 4pm-9pm: Drop-Ins 6pm-9pm: Scheduled Workshop	9am-4pm: Available for private rental 4pm-9pm: Drop-Ins 6pm-9pm: Scheduled Workshop	9am-4pm: Available for private rental 4pm-9pm: Drop-Ins 6pm-9pm: Scheduled Workshop	10am-6pm: Drop-In Hours 1pm-3pm: Scheduled Workshop 3pm-6pm: Scheduled Workshop [6pm-9pm: Scheduled Workshop]

Event Size

Average workshop attendance is expected to be between 15-20 guests. Some special events may have more attendees.

Parking

Guests will use nearby public parking options, including street parking on N. Hamilton and nearby streets and the public parking ramps (Capitol-North and Dayton/Pinkney).

Business Ownership

Revel is owned by Sarah Van Dyke, with input and operations assistance from her sisters, Mary Johnston and Grace Stafford. Professional highlights and qualifications of this start-up team include:

- Proven track record of local **business ownership and operations**:
 - ***Antics Flipbooks*** 2011 – 2015 (sold profitable business to Celebrations Entertainment July 2015)
 - ***Sugar Jar*** (Milwaukee) 2012-2014
- **4 years** of experience providing **event services** (mobile flipbook studio) to private and corporate clients for weddings, company parties, fundraisers, bar/bat mitzvahs, and more.
- Over **7 years** of hands-on work experience in **hospitality** industry (banquets/events, restaurant, staff management)
- Over **9 years** of experience in the **retail** industry, including financial planning for large accounts
- Over **5 years** of experience with **digital marketing, copywriting, and brand storytelling** via paid/owned/earned media channels
- Over **10 years of project and account management** experience, including hiring, contracting, staff management, client relations, and internal operations
- **Extensive network** of strong relationships in the Madison area across multiple sectors (downtown Madison community, wedding/event vendors, insurance, hospitality, healthcare/healthcare IT, retail), grown through **22 combined years of residence**

Conclusion

We are thrilled to become part of the vibrant downtown business district and look forward to forging strong relationships with our residential and commercial neighbors.

Please do not hesitate to reach out to me with any questions:

Sarah Van Dyke, owner

RevelMadison@gmail.com