



# 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, 2016.  
 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.

DLS Events, LLC

4. Trade Name (doing business as) DLS Events, LLC

Orpheum Theater

5. Address to be licensed 216 State Street, Madison, WI 53703

6. Mailing address 3780 Wilshire Blvd., Suite 415, Los Angeles, CA 90010

7. Anticipated opening date May 1, 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.

This Application is for alcohol sales the Orpheum Theater in Madison. Alcohol will be sold in the theater concessions area, the bar located in the lobby, and in the theater area. Alcohol will be stored and staged in locked rooms inside of the venue/building.

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 Approx. 2,148
13. Describe existing parking and how parking lot is to be monitored.  
There are a number of City Parking lots around and near the Orpheum Theater. The closest parking lot is the State Street Capitol Garage located at 214 N Carroll St., Madison, WI 53703. It holds 669 public spaces.
14. Was this premises licensed for the sale of liquor or beer during the past license year?  
☐ No ☒ Yes, license issued to ORPHEUM MANAGEMENT LLC (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 Benjamin Roberts
17. City, state in which agent resides Middleton, WI
18. How long has the agent continuously resided in the State of Wisconsin? 44 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 March 10, 2016
21. State and date of registration of corporation, nonprofit organization, or LLC.  
California; March 15, 2012

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
Managing Member	David Solomon	Los Angeles, CA
Member	Allen Gilbert	Los Angeles, CA

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.  
Benjamin Roberts

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) Benjamin Roberts - Salsapants, Inc. ; Madison, WI ; Class B Liquor

### 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 Theater Concessions business
27. Business description The Orpheum Theatre is a live performance and musical theater in downtown Madison, Wisconsin, United States, located at 216 State Street, one block from the Wisconsin State Capitol building. Alcohol sales are proposed for the bar areas and concession stand areas in the theater and lobby. The sale of food and alcohol to patrons will take place during theater events.
28. Hours of operation Hours of operation are based on the performance schedules.
29. Describe your management experience DLS Events, LLC operates similar businesses in eight (8) locations throughout California, Texas, and North Carolina.
30. List names of managers below, along with city and state of residence.  

<u>Ken Ware, Riverside, CA</u>	<u>Brian Schriber, San Antonio, TX</u>
<u>Christopher Tamplin, Raleigh, NC</u>	<u>Elinor Goren, Los Angeles, CA</u>
31. Describe staffing levels and staff duties at the proposed establishment There is one salaried manager on site. There is also a supervising staff consisting of 2-4 supervisors. There are up to 25 sales associates on staff, 5 ID Check employees, 3-5 bar back employees, and 3-5 servers.
32. Describe your employee training DLS Events, LLC requires all employees to take ServSafe and state-appropriate alcohol certification. The staff training includes DLS Events processes, policies & procedures, safety, alcohol safety, food handling, and cash handling.

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

DLS Events, LLC's target market is a very wide audience. The target market for a given event will depend on the events booked in the theater and/or by the booking management company.

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

DLS Events, LLC will not advertise directly. The Orpheum Theater may choose to use social media or the booking management company to advertise 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 entertainment and musical performances, which will be managed by Live Nation.

38. What age range do you hope to attract to your establishment? Varying age ranges, depending on the performances.

39. What type of food will you be serving, if any? There will be a variety of concession stand food and beverages offered.  
☐ 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 available during all operating hours.

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

43. Indicate any other product/service offered. N/A

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? There are 3-5 servers.

During what hours do you anticipate they will be on duty? Servers will be staffed during operating hours, depending on the show schedules.

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? None  
How many bartenders do you anticipate having work at one time on a busy night? 20-25 bartenders
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? Approx. 15%
54. 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
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



## **Concessions Menu**

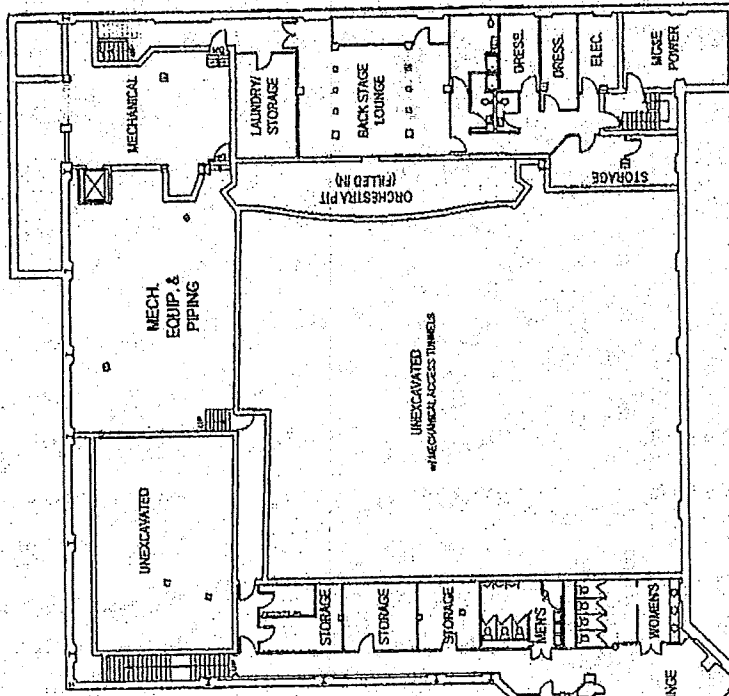
### **Food**

Popcorn	\$5.00
Pizza Slice	\$5.00
Hot Dog	\$5.00
Hamburger	\$6.00
Hot Pretzel	\$5.00
Nachos	\$5.00
Chips	\$4.00
Big Candy	\$4.00

### **Beverages**

Cocktails	\$10.00
Domestic Beer	\$7.00
Imported Beer	\$8.00
Wine	\$10.00
Water	\$4.00
Soda	\$4.00
Juice	\$4.00
Energy Drink	\$5.00

W. JOHNSON STREET



STAIR STREET



1 LOWER LEVEL PLAN  
A-1.0 Scale: 1" = 20' R

0 10 20 30 FT

**KONTEXT**  
ARCHITECTS  
900 K Street, NW  
11th Floor  
Washington, DC 20004  
202.462.1111  
www.kontextarch.com

PROPERTY  
HARRY ATONE  
ORPHEUM  
THEATER

ARCHITECT  
KONTEXT ARCHITECTS

DATE	20 June 2013
BY	ALFRED
CHECKED	ALFRED
DATE	20 June 2013
BY	ALFRED
CHECKED	ALFRED
DATE	20 June 2013
BY	ALFRED
CHECKED	ALFRED

LOWER LEVEL  
PLAN

A-1.0

A detailed floor plan of the interior of the Elks Club building. The plan is oriented with W. Johnson Street to the left. The central feature is a large, semi-circular auditorium with tiered seating. Behind the auditorium is a stage area. To the right of the stage is a green room. The foyer is located at the bottom of the plan, with a concession stand area to its right. Various rooms, including restrooms and a kitchen, are located in the upper right corner. The plan includes numerous numbered rooms and corridors, as well as architectural details like stairs and doors.

**KONTEXT**  
 Berlin  
 Beratung • Entwicklung  
 (116) Düring Street, London, W1  
 Phone: 01-253 4111

[illegible]

ORCHESTRA  
FLOOR PLAN

11

1	ORCHESTRA FLOOR PLAN
A-1.1	Scale: 1" = 20'-0"

Scale: 1" = 20 ft

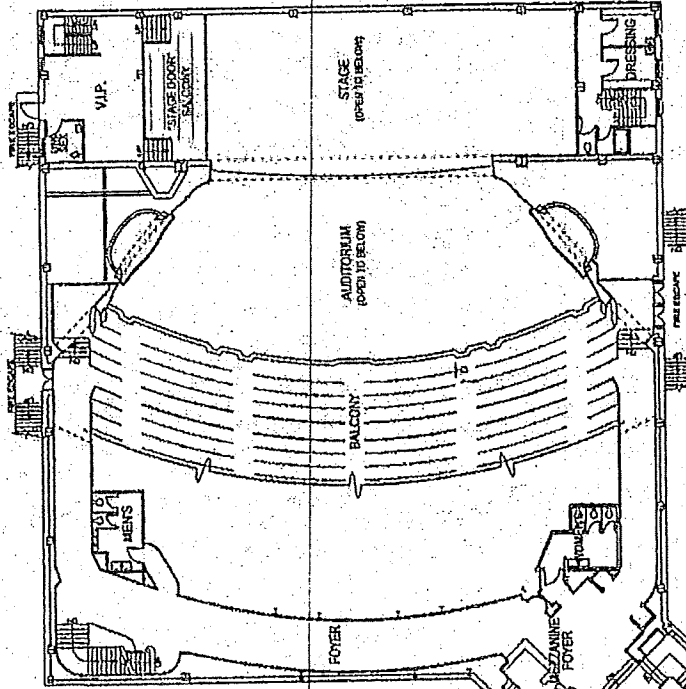
Scale: 1" = 20 ft

Scale: 1" = 20 ft



W. JOHNSON STREET

CONTEXT  
DESIGN ARCHITECTS  
1111 14th Street, N.W.  
Washington, D.C. 20005  
202.462.1111



1 MEZZANINE FOYER PLAN  
A-1.2 Scale: 1" = 20 ft



RENOVATIONS  
ORPHEUM  
THEATER

1111 14th Street, N.W.  
Washington, D.C. 20005  
202.462.1111

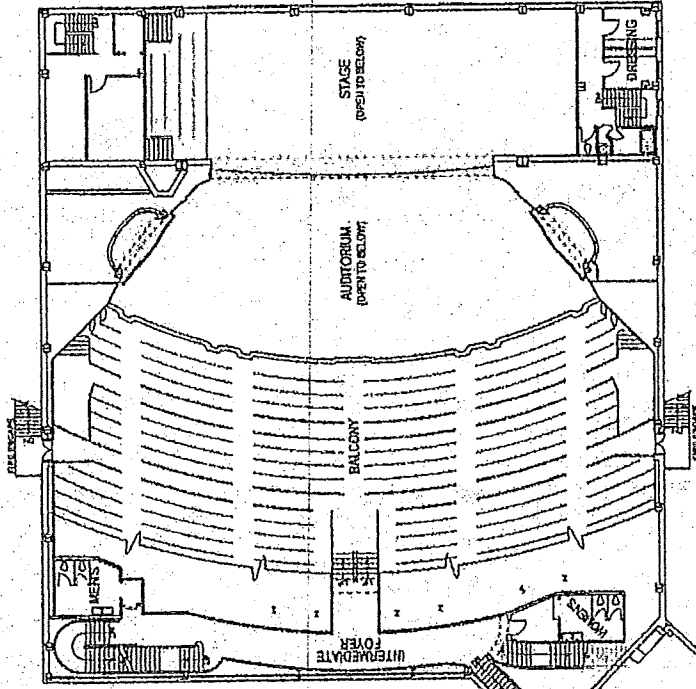
DATE	28 Feb 2014
BY	ALBANY
PROJECT	RENOV
ISSUED BY	ALBANY, INC.
ISSUED FOR	ALBANY, INC.

MEZZANINE  
FOYER PLAN

1111 14th Street, N.W.  
Washington, D.C. 20005  
202.462.1111

A-1.2

W JOHNSON STREET



STATE STREET



1 INTERMEDIATE FOYER PLAN

A-13 Scale: 1" = 20 ft



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PROPOSED  
RENOVATIONS  
OF THE  
OSPREY  
THEATER

DATE	210 FEBRUARY
BY	CHIEF, LABORATORY
REMARKS	REMARKS
TESTING	TESTING
ANALYSIS	ANALYSIS
REVISIONS	REVISIONS
NO.	DATE
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

INTERMEDIATE  
FOYER PLAN

A-1.3



**DLS Business Plan**  
**Location: Orpheum Theater, Madison WI**

The Orpheum Theater is a live performance and musical theater located in downtown Madison, Wisconsin, one block from the Wisconsin State Capitol building. It is our goal to operate food and beverage concessions in the theater and lobby areas of this venue. The capacity of this venue is approximately 2,148 patrons. There are city parking lots located around the venue and the closest lot is State Street Capitol Garage, 214 N. Carroll St, Madison, WI and it holds 669 public spaces.

The hours of operation are dictated by the venue show schedule which is managed by Live Nation. We will have staff consisting of one (1) salaried manager, (2-4) supervisors, up to (25) sales associates, (3-5) servers, (3-5) bar backs and (5) ID check personnel. As required, all necessary staff will be certified by ServSafe and any additional state appropriate alcohol and food certification. Our training process includes our internal processes, policies and procedures, safety, alcohol safety, food handling and cash handling. We adhere and comply with any and all state required courses. This training is reviewed at the beginning of each shift and is given by the onsite salaried manager or supervisors.

The target market for our audience varies depending on the show schedule which is managed by the booking management company, Live Nation. DLS Events does and will not advertise directly, The Orpheum Theater may choose to use social media or the booking management company to advertise events.

There will be a variety of food and beverage options for patrons to purchase. The age range for these events will vary based on the type of performance that is scheduled. Food will be available during all operating hours. All of our beverage inventory will be stored on site at the venue in a secure location not visible to the public and access is given to appropriate DLS staff.

DLS Events is a premiere food & beverage company that currently operates in eight (8) music theater venues across the country. Our experience operating venues of this size and capacity is consistent with our current venue operations. DLS Events will be operating under a lease agreement and it is our intention to utilize our knowledge and expertise as food and beverage concessionaires at the Orpheum Theater, Madison WI to create a profitable business relationship between the venue operator and ourselves.