LICLIB-2016-01096

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 mage 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 17 .

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.

   Madison Concessions, LLC

4. Trade Name (doing business as) Sheraton Madison Hotel

5. Address to be licensed 706 John Nolen Dr., Madison, WI 53713

6. Mailing address 706 John Nolen Dr., Madison, WI 53713

7. Anticipated opening date Transfer of License

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) Madison Concessions, LLC is the concessions manager for property management company Waterton Madison Management, LLC the hotel property manager.

9. Does another alcohol beverage licensee or wholesale permitee 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.

    Entire 237 room, 8 story, full service hotel with dining rooms, bar, ballrooms, meeting rooms, kitchens, and basement storage. Alcohol to be stored in basement.

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 130 plus guest rooms

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

Sizeable parking lot surrounds the building, parking lot near doors is monitored by closed-circuit cameras

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

☐ No ☒ Yes, license issued to Marcus Madison LLC (name of licensee)

15. ☒ Attach copy of lease.

A copy of the Hospitality Management and Concession Lease Agreements are attached.

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 Stewart

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

18. How long has the agent continuously resided in the State of Wisconsin? 1yr 9mos

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.

Delaware, August 22, 2016

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	Mark Zettl	Elgin, IL

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.

CT Corporation System

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

☐ No ☒ Yes (explain) Concessions to property management company, Wateron Hospitality LLC (DE)

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 Hotel

27. Business description

Entire 237 room, 8 story, full service hotel with dining rooms, bar, ballrooms, and basement storage

28. Hours of operation Alcohol service for bar, restaurant, and special events to comply with Madison Ordinance

29. Describe your management experience

Waterton owns and manages hotel and residential property throughout the United States; Liquor Agent, Jeff Stewart, has been Hotel General Manager for 1.5 years.

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

Jenny Hanek, Restaurant Manager	DeForest, WI
Steve Mullen, Director Food & Beverage	Madison, WI

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

Applicant has catering and bar activities staffed by numerous people at all times based on need and demand. Typically 3 or more people on staff in restaurant at any time.

32. Describe your employee training

Staff is trained based on skill set and role. Any staff selling or serving alcohol goes through service training including probationary periods.

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

Hotel caters to weddings, conferences, and other travelers and visitors to Madison

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

Will advertise hotel, event management, and restaurant in normal trade channels.

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 will only perform in the ballroom for contracted social events; no general admission live music

38. What age range do you hope to attract to your establishment? All ages, families, business travelers

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? 6:30am until 11pm

42. What hours, if any, will food service not be available? 2am until 6:30am

43. Indicate any other product/service offered. Hotel and event management

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? 3 on shift at any time

During what hours do you anticipate they will be on duty? 6:30am until 11pm 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? 9
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 100

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? 2.11 M in food and beverage operations at hotel

54. If your business plan includes an advertising budget: Total advertising budget very small < $1000

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:

16 % Alcohol 84 % 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

HEARTLAND GRILL

A Classic American Eatery

Fresh Start

Heartland Express* $10
Two Eggs scrambled with ham and cheddar cheese, Breakfast potatoes & toast

Build to Suit Three Egg Omelet* $11
Ham, sausage, bacon, tomato, onion, bell pepper, mushrooms & Cheese, breakfast potatoes & toast

Two Eggs any Style* $8
Ham, bacon or sausage, breakfast potatoes & toast

Egg White*, Spinach & Wisconsin Cheddar Omelet $11
Grilled tomato or fresh fruit

Corned Beef Hash* $11
Two Eggs any style, breakfast potatoes & toast

Chicken Fried Steak & Eggs * $13
Country gravy, breakfast potatoes & toast

Farmers Breakfast

Biscuits and Country Gravy $9
Breakfast potatoes

Big Country* $11
Biscuits & gravy, short stack of pancakes, two eggs, breakfast potatoes, bacon, sausage or ham

From the Griddle

Cinnamon Roll French Toast $12
Dipped in vanilla batter, choice of bacon, sausage or ham

Hot Iron Waffle $11
Belgium waffle batter, apple compote, banana or pecans

The High Rise $10
Buttermilk pancakes with sweet cream butter and maple syrup choice of bacon, sausage or ham

Everything Bagel Sandwich $9
Two eggs*, bacon or ham, American cheese & breakfast potatoes

*** Substitute egg whites or egg beater add $2**

Lighter Start

Big Bowl of Seasonal Berries $7
Ruby Red Grapefruit $6
Whole grapefruit and berries

Bagel and Lox* $13
Plain bagel with cured salmon, egg, onion, tomato and capers

Fruit Kabobs and Yogurt $10
Skewered seasonal fruit with blueberry, strawberry, plain or vanilla yogurt

Steel – Cut Oatmeal $7
Course cut oats, brown sugar, raisins and fresh cream

Cereal and Toast $5
Choose from the classics or have granola and choice of toast or English muffin

Congee $8
A traditional Chinese rice porridge flavored with ginger, sesame, coriander and scallions. Served with warm soy milk.

Extras

Apple wood Bacon, Sausage, or Ham	$3
Toast — (White, Wheat, Nine Grain, Marled Rye, English muffin)	$2
Bagel and Cream Cheese	$4
Seasonal Fruit Cup	$5
Yogurt — (Strawberry, Blueberry, Plain, Vanilla)	$5
Hashbrown Potatoes	$3
Muffin of the Day	$2
Cinnamon Roll, Scone,	$3
Crumb Cake	$4

Bottomless Beverages

$3
Freshly brewed Starbucks coffee
Freshly brewed Starbucks decaf
Assorted Tazo Tea – Regular or Decaf

By the Glass

$4
Fresh Orange or Grapefruit Juice
Apple, Cranberry, Tomato or V-8
2%, Skim, Whole, Chocolate or Soy
Cappuccino
Espresso

We Proudly Brew

STARBUCKS COFFEE

Color Your Plate is a very simple approach to healthy eating that encourages guests to eat colorful, nutrient dense foods aspart of a well-balanced meal to increase energy and performance. Learn more about our nutrition partner Core Performance and Color Your Plate at Sheraton.com/fitness

*Hamburgers, steaks, fish/seafood & eggs that are served rare or medium-rare may be undercooked and will only be served upon the customers' request. Whether dining out or preparing food at home, the consumption of raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness.

HEARTLAND GRILL

A Classic American Eatery

STARTERS

Wisconsin Cheese Curds (V)
Local Sassy Cow breaded cheese curds served with marinara sauce $9

Nachos
Cheese, tomatoes, onions, olives, fresh jalapeno and shredded lettuce served with salsa and sour cream $9
Grilled seasoned chicken, $13
Steak $15
Add guacamole $1

Wings (GF)
Choice of BBQ, Asian or Buffalo $9

Blue Crab Dip
Artichoke hearts, cream cheese, parmesan cheese baked $15

Wisconsin Cheese Plate (V)
Chef selection of three local artisanal cheeses accompanied with dried fruits, & crackers $15

Tuna Tartare*
Ahi tuna, capers, peppers, onions, and lemon served with bagel chips $13

SANDWICHES

Choice of fries, sweet potato waffle fries, fruit cup, chips or side house salad except with the Quesadilla

Heartland Burger*
Wisconsin cheddar cheese & Jones Dairy Farm bacon $12

Badger Burger*
Guinness-Porter cheddar cheese, Sassy Cow cheese curds, Jones Dairy Farm bacon, fried egg and chipotle mayo $15

Strip Steak Sandwich*
Boz New York strip & caramelized onions served with 706 steak sauce $16

Wisconsin Cheesesteak
Thinly sliced steak and caramelized onions topped with apple-smoked cheddar, Gouda, and Mozzarella served on flatbread with chef's sauce $12

Cod Sandwich
Beer battered cod served with a side of coleslaw $12

Four-Cheese Grilled Cheese (V)
Grilled slices of bread Parmesan encrusted bread & melted in between Gouda, American, and Swiss cheese $10

Grilled Chicken Wrap
Grilled chicken, lettuce, tomato, onion, and guaca-mayo in a flour tortilla $12

Heartland Quesadilla
Your choice of shredded spiced chicken or seasoned steak served with a blend of Monterey Jack and cheddar, salsa & sour cream
Chicken $12 Seasoned Steak $14
** Guacamole $1 extra
Does not include a side

SALADS

Firecracker Shrimp Salad
Crispy shrimp, romaine lettuce, diced cucumber, tomato, onion, pineapple & fried tortillas with spicy ranch $15

Heartland Cobb (GF)
Bed of Romaine, tomatoes, cucumber, red onions, bacon, egg, avocado, ham and blue cheese crumble (GF) $13

Strawberry Pecan Salad (V, GF)
Strawberries, avocado, goat cheese & candied pecans on a bed of spring mix with house apple-blueberry vinaigrette (GF) $12

Chopped Caesar Salad (V)
Classic style Caesar $10

Salad Add-Ons
Grilled Salmon add $7 Chicken Breast add $5

SOUPS

Tomato Bisque (GF) $5/$3 cup

Chef-Crafted Flavor of the Day $5/$3 cup

FLATBREADS

King of Hearts (V)
Garlic butter roasted tomatoes, pears, spinach, artichokes, & local goat cheese on a flatbread $11

BBQ Chicken
Chicken, pineapple, mozzarella, & Mango BBQ sauce on a flatbread $12

= Locally sourced | V = Vegetarian | GF = Gluten Free

*Hamburgers, steaks, fish & seafood that are served rare or medium-rare may be undercooked and will only be served upon the customers' request. Whether dining out or preparing food at home, the consumption of raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness. **Please see server for additional information on food allergies.**

BIG PLATES

Entrees served with choice of soup or house salad

Steak

Steak Marsala*
Two grilled steak medallions topped with a rosemary-thyme mushroom marsala & your choice of side $24

Heartland Ribeye 14oz* (GF)
Served with bacon gorgonzola butter, your choice of side and 706 steak sauce on the side $34

Heartland New York Strip* 12oz (GF)
Served with bacon gorgonzola butter, your choice of side and 706 steak sauce on the side $34

Add Jumbo Shrimp to any steak (GF) $5

Chicken

Roasted Chicken Breast (GF)
Pan roasted with lemon, Kallas cranberry honey & a hint of truffle oil served with garlic mashed potatoes $22

Bricked Chicken (GF)
Seared chicken breast with pepper demi glaze, & cayenne pepper rings served with garlic mashed potatoes $21

Seafood

Miso Glazed Salmon (GF)
Miso glaze served with organic stir fry $22

Fish and Chips
Beer battered cod, served with coleslaw and French fries $14

Shrimp Scampi Linguini
Sautéed shrimp, artichoke hearts, mushrooms and peas in a light cream reduction with parmesan cheese $22
*Whole wheat pasta on request

Vegetarian

Mushroom Ravioli (V)
Truffle-Porcini stuffed ravioli, roasted cherry tomatoes, grilled portabella, basil pesto and shaved parmesan $18

Eggplant Milanese (V)
Lightly fried with ratatouille vegetables squashes, tomatoes, garlic, onion bulbs and sweet peppers $18

Market Vegetable Stir Fry (V)
Carrots, peppers, onions, baby corn, broccoli & zucchini tossed with Sriracha, soy and ginger served with blended wild rice $18
*Whole wheat pasta on request

Sides: Chef Blend Wild Rice, Garlic Mashers, Roasted Baby Red Potatoes, Grilled Asparagus, Broccoli, Sautéed Spinach, Grilled Tomatoes, Chef Seasonal Vegetable Medley

Additional Sides $3

= Locally sourced | V = Vegetarian | GF = Gluten Free

Dessert Menu

Apple Cobbler$6

Caramel salted Apple Pie $6

Door County Cherry Cheesecake$7

Two-layer Chocolate Cake $6

Flourless Chocolate Cake$6

All desserts a la mode $2

Ice Cream $4
Chocolate
Vanilla
Strawberry

Dessert Cocktails
Grasshopper$9
Brandy Alexander$9
Root Beer Cream Float$9

Dessert Menu

Apple Cobbler$6

Caramel salted Apple Pie $6

Door County Cherry Cheesecake $7

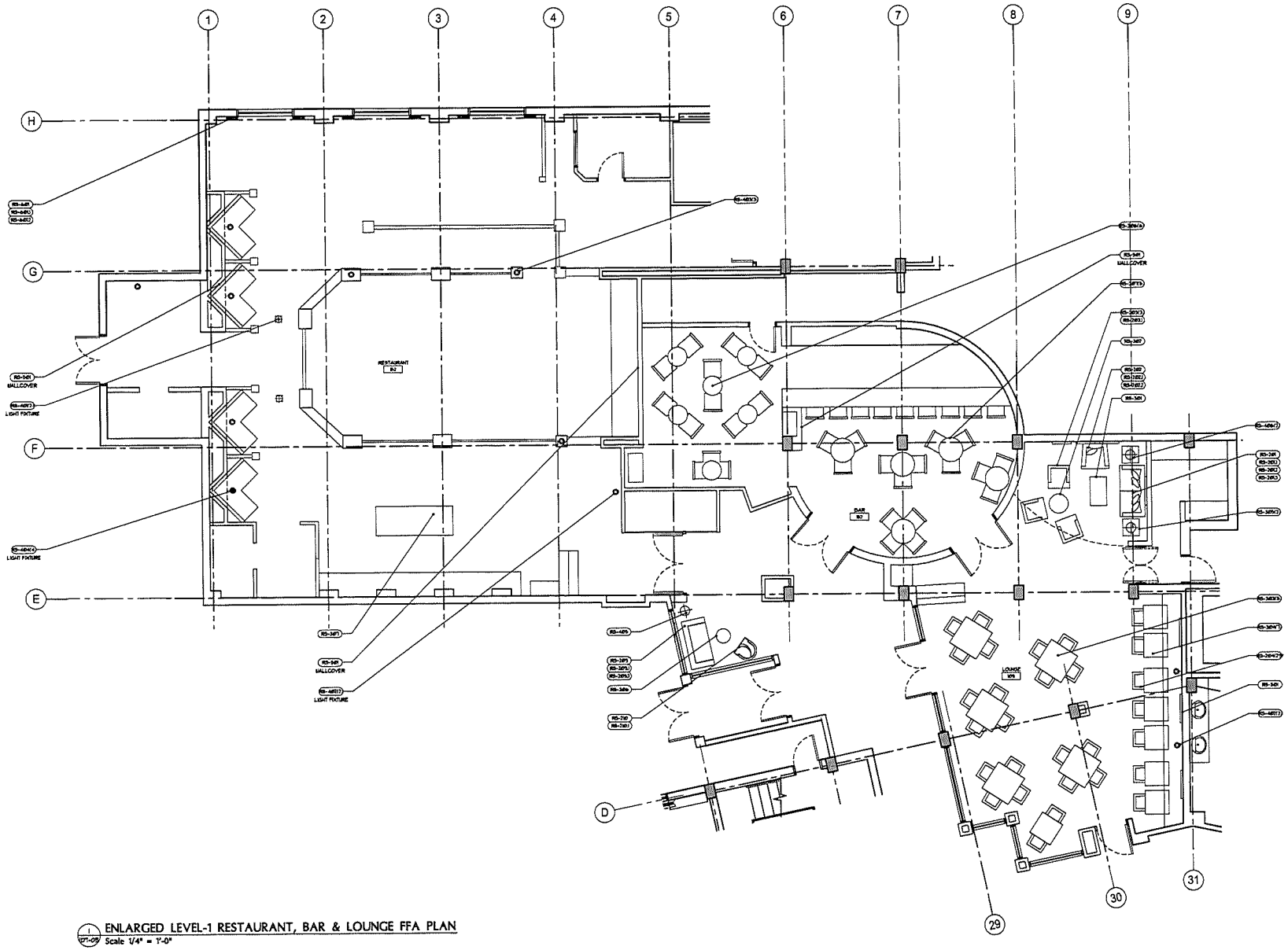
Two-layer Chocolate Cake $6

Flourless Chocolate Cake$6

All desserts a la mode $2

Ice Cream $4
Chocolate
Vanilla
Strawberry

Dessert Cocktails
Grasshopper$9
Brandy Alexander$9
Root Beer Cream Float$9



ENLARGED LEVEL-1 RESTAURANT, BAR & LOUNGE FFA PLAN
ID7-03 Scale 1/4" = 1'-0"

NATALIE SHEEDY INTERIORS
2632 N. DRAKE AVENUE
CHICAGO, ILLINOIS
60647
P: 773.276.3900 F: 773.276.2904
[www.nataliesheedyinteriors.com]

REVISIONS

DATE	DESCRIPTION

SYMBOLS AND LEGEND

SHERATON MADISON

CONSTRUCTION DOCUMENTS

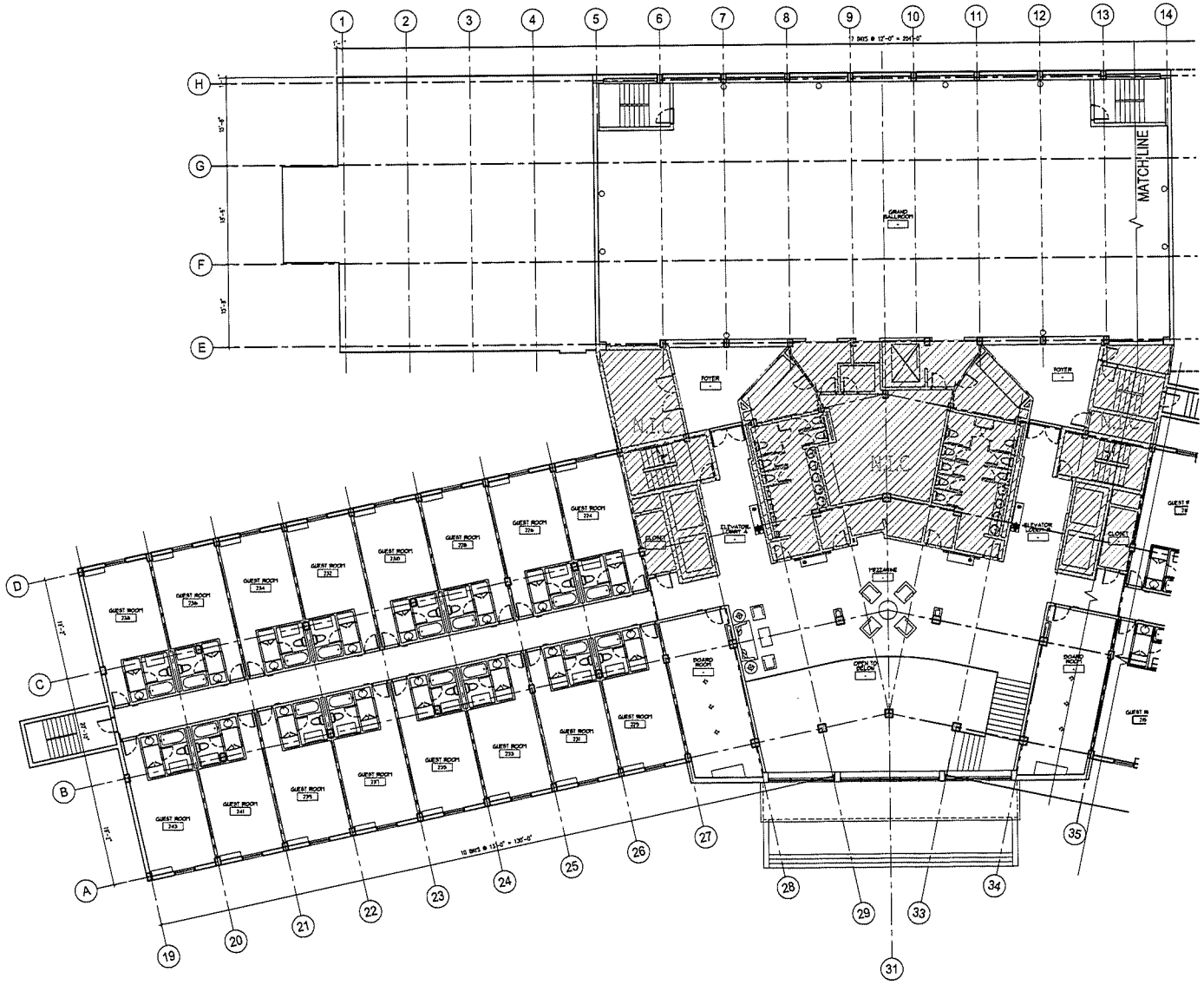
SHERATON MADISON

706 JOHN NOLEN DR.
MADISON, WI 53713

DRAWING
ENLARGED LEVEL-1 RESTAURANT, BAR & LOUNGE FFA PLAN

PROJECT NO:	ID7-03
DATE: 09/01/2007	
DRAWN BY: SK	
CHECKED BY: NS	

COPYRIGHT 2007 NATALIE SHEEDY INTERIORS, INC.



1 / ID7-04 LEVEL-2 FFA PLAN
Scale 1/8" = 1'-0"

NATALIE SHEEDY INTERIORS
2632 N. DRAKE AVENUE
CHICAGO, ILLINOIS
60647
P: 773.276.2900 F: 773.276.2904
| www.nataliesheedyinteriors.com |

PROVISIONS

DATE	DESCRIPTION

KEYNOTES AND LEGEND

SHERATON MADISON

CONSTRUCTION DOCUMENTS

SHERATON MADISON

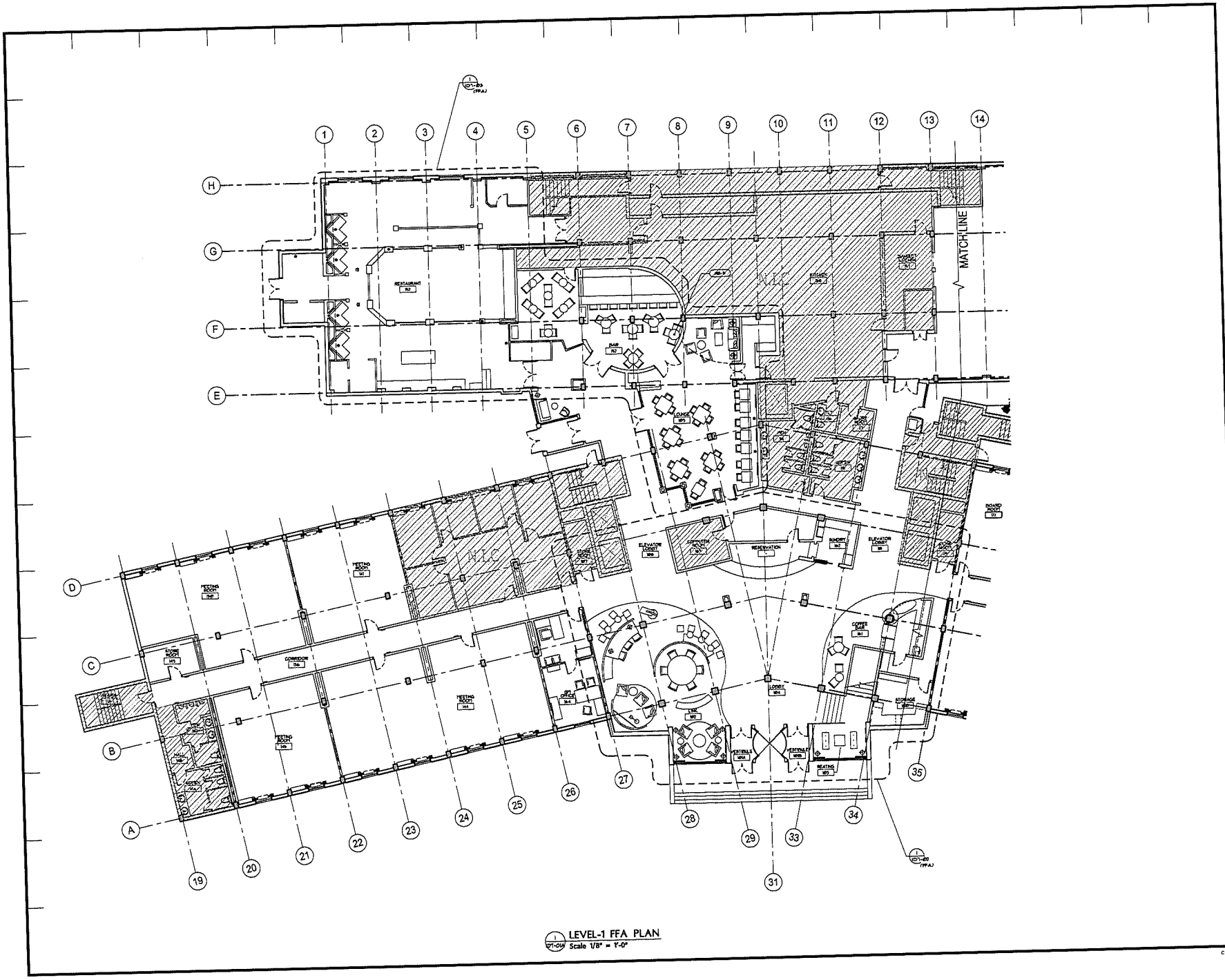
706 JOHN NOLEN DR.
MADISON, WI 53713

DRAWING

LEVEL-2
FFA PLAN

PROJECT NO:	ID7-04
DATE: 08/01/2007	
DRAWN BY: SK	
CHECKED BY: NS	

COPYRIGHT 2007 NATALIE SHEEDY INTERIORS, INC.



LEVEL-1 FFA PLAN
Scale 1/8" = 1'-0"

NATALIE SHEEDY INTERIORS
2433 N. DRAKE AVENUE
CHICAGO, ILLINOIS
60647
P: 773.276.2900 F: 773.276.2904
[www.nataliesheedyinteriors.com]

REVISIONS

DATE	DESCRIPTION

KEYNOTES AND LEGEND

SHERATON MADISON

CONSTRUCTION DOCUMENTS

SHERATON MADISON

706 JOHN NOLEN DR.
MADISON, WI 53713

DRAWING

LEVEL-1
FFA PLAN

PROJECT NO:	ID7-01A
DATE: 09/01/2007	
DRAWN BY: SK	
CHECKED BY: NS	

COPYRIGHT 2007 NATALIE SHEEDY INTERIORS, INC.