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LICLIB-2016-01272



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, 2017.
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.

Top Shelf Hospitality

4. Trade Name (doing business as) The Hail Mary Sports Grill

5. Address to be licensed 401 E Washington Ave Madison WI 53703

6. Mailing address 439 Sugar Maple Ln, Verona, WI 53493

7. Anticipated opening date Feb 2017

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 will be served from both main bar and basement bar as well as in the dining area. It will be stored in the walk-in cooler in the basement as well as in the stock room behind the main bar. The outdoor seating will also have alcohol sales

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 ~ 200

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

there is a city parking structure directly across the street (humboldt st) as well as street parking all around.

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

No Yes, license issued to Gaugan Proprietor (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 Daniel Misal

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

18. How long has the agent continuously resided in the State of Wisconsin? 26 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 1/2015

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

Wisconsin 9/2016

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
owner	Danny Misal	Verona WI
owner	Cathy Perwez	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.

Daniel Misal

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) Mitch Percevez LLC
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) Holds interest in another Madison area Restaurant

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 Hail Mary is a sports bar and Restaurant serving
American style pub food. Open 7 days a week so that every sporting
event can be seen. Food will be served until 1 hour before close
every day
28. Hours of operation M-F 11AM-2AM Saturday 9AM-2AM Sunday 9AM-12AM
29. Describe your management experience our managers have years in the industry and
aim to train employees to hold high standards and exemplary customer
service.
30. List names of managers below, along with city and state of residence.
Alex Theo Madison WI Danny Midal Verona WI
Caleb Percevez Madison WI
31. Describe staffing levels and staff duties at the proposed establishment Hosts to take reservations
and seat people, waiters/servers, Bartenders, all reporting to a general manager
32. Describe your employee training employee training will be focused on quick, friendly,
~~and~~ and great service, aimed to provide customers with a fun
and enjoyable experience

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

our target market is any and all sports fans looking to enjoy
good food and an inviting atmosphere

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

We plan to use social media, radio, and television ads to help
promote our business. We also plan to look into hiring a
marketing firm to help us achieve our maximum potential

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? For private events such
as weddings, they may want a band or DJ. There will not be regular live events.

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

39. What type of food will you be serving, if any? American / Pub fair
 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? until 1 hour before closing

42. What hours, if any, will food service not be available? 1 hour before close, kitchen will shut down

43. Indicate any other product/service offered. Merchandise, clothing, studios, etc

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? 20

During what hours do you anticipate they will be on duty? All hours of food service

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? 15
 How many bartenders do you anticipate having work at one time on a busy night? 3-5
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 90
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? 26%
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:
35 % Alcohol 60 % Food 5 % 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

Appetizers

-Wisconsin Cheese Curds

-Fried Green Tomatoes

-Nachos

-Slider Sampler

-Chicken Wings

-Bacon Wrapped Water Chestnuts and Green Olives

-Spinach Dip

-Loaded Potato Skins

-Popcorn Shrimp

-Mini Corndogs

Sandwiches

-BLT

Lettuce, Tomato, Arizona mustard, cheddar cheese

-Steak Sandwich

Marinated flank steak, sautéed onions, goat cheese spread, blueberry compote

-Grilled Chicken Sandwich

Chicken, tomatoes, mixed greens, fresh mozzarella, cilantro pesto

-Fried Chicken Sandwich

Pickle brined fried chicken, lettuce, and hot sauce

-House Burger

1/4Lb Burger, lettuce, tomato, onion, Topped with bacon, between two grilled cheese buns

-Pulled Pork Sandwich

slow-cooked pulled pork, sautéed greens, fried onions, and a fried egg

-Reuben

Corned beef, house made sauerkraut, swiss cheese, Russian style dressing

-Wisconsin Grilled Cheese

Thick cut sourdough with four types of cheese

-Veggie Wrap

Mushrooms, red peppers, baby arugula, herb cream cheese, balsamic reduction (add grilled chicken)

-The Standard

1/4 Lb Burger, thick cut bacon, cheddar cheese, lettuce, and tomato

Sides: Fries, Sweet potato fries, Tater tots, Pub chips, House slaw
Upgrade to cheese curds, soup, or salad for \$2.00

Soups and Salad

-Wisconsin Beer Cheese

-House Soup

Black bean and Andouille sausage sour cream cilantro and chopped onion.

-Soup of the Day

-House Salad

Iceberg, romaine, red onion, sprouts, croutons, tomato, and cucumber

-Buffalo Chicken Salad

Lightly breaded chicken breast tossed in buffalo sauce, chopped romaine, crisp celery, carrots, blue cheese dressing and crumble

-Southwestern Ranch Salad

Grilled chicken breast, mixed greens, salsa, corn, black beans, spicy cheese, crunchy tortilla strips topped with ranch dressing

-Club Salad

Turkey breast, baked ham, crisp bacon, mixed greens, Wisconsin shredded cheeses, fresh tomatoes and honey mustard dressing

Flatbreads, Focaccias & Pizzas

-Chicken Focaccia

Honey mustard marinated chicken breast and a touch of honey garlic mayo

-Tenderloin Focaccia

Vinaigrette marinated tenderloin, sautéed onions, and horseradish aioli

-Greek Pizza

Spinach, tomatoes, goat cheese, feta cheese, Kalamata olives

-BBQ Chicken Flatbread

BBQ chicken, red onion, cilantro

-Grilled Flank Steak Flatbread

Grilled flank steak, tomato, spinach, and cheese

-Veggie Focaccia

Marinated cucumbers and onions with mixed greens, tomatoes and sprouts

-Monaco Focaccia

Chicken breast, melted mozzarella and ranch with a side of honey buffalo sauce for dipping

-The Delux Pizza

Peperoni, sausage, green peppers, onions

-Garden Flatbread

Basil, tomato, red onion, and sweet corn

-Build Your Own Flatbread, Focaccia, or Pizza

Daily Specials

Monday: *Half off Wings and Curds*

Tuesday: *Taco Tuesday*

Wednesday: *Wing Wednesday 65c Wings*

Thursday: *Half off Appetizers*

Friday: *Fish Fry*

Saturday: *\$5 Cheese Pizza*

Sunday: *Brunch Buffet*

