

UCL1B-2016-01359

A-2
P-406 49496

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

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 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.

North Central Management, Inc.

4. Trade Name (doing business as) AC Hotel Madison
5. Address to be licensed 1 N. Webster Street, Madison, WI 53703
6. Mailing address P.O. Box 620994, Middleton, WI 53562
7. Anticipated opening date April 18, 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.

See attached.

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 N/A 400

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

See attached.

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. N/A

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 Dennis L. Clark

17. City, state in which agent resides Lake Mills, WI

18. How long has the agent continuously resided in the State of Wisconsin? 53 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 9/26/2016

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

Wisconsin, August 26, 1981

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
Director	David A. Lenz	Madison, WI
Director	Kris Lenz	Madison, WI
Director	Jonathan D. Bogatay	Fall River, 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.

North Central Group, Inc.

24. Is applicant a subsidiary of any other corporation or LLC?
☐ No ☒ Yes (explain) North Central Group, Inc. is the sole owner of North Central Management, Inc.
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) See attached.

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 See attached.
28. Hours of operation Hotel & market will be open 24 hours / 7 days a week. Beer & wine sales during hours allowed by law.
29. Describe your management experience North Central Management, Inc. will manage the day-to-day operations for the hotel & has over 30+ years experience managing hotels with responsible liquor operations.
30. List names of managers below, along with city and state of residence.
- | | |
|-------------------------------------|---|
| <u>Dennis Clark, Lake Mills, WI</u> | <u>Phillip Mattsson-Boze, Madison, WI</u> |
| <u>Amy Simchak, Oconomowoc, WI</u> | |
31. Describe staffing levels and staff duties at the proposed establishment Regional Manager,
General Manager, Operations Manager and Front Desk Manager
32. Describe your employee training All staff members that will be involved in selling beer/wine from the market will complete the online Safe Serv class.

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

Hotel guests.

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

None.

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? Various age groups; hotel guests

39. What type of food will you be serving, if any? Pre-packaged snacks will be sold from the market
☐ 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? Pre-packaged snacks will be available for purchase 24/7

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. Market will also sell sundries, water, soda, snacks.

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? N/A

During what hours do you anticipate they will be on duty? N/A

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? _____
How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? ☐ No ☐ Yes N/A
50. Will there be a separate and specific area for eating only? N/A
☐ No ☐ Yes, capacity of that area _____
51. What type of cooking equipment will you have? N/A
☐ 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 N/A
53. What percentage of payroll do you anticipate devoting to food operation salaries? N/A
54. If your business plan includes an advertising budget: N/A
What percentage of your advertising budget do you anticipate will be related to food? _____
What percentage of your advertising budget do you anticipate will be drink related? _____
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:
5 % Alcohol 5 % Food 90 % Other N/A
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

City of Madison Liquor/Beer License Application

AC Hotel Madison

10.) Premises description:

The AC Hotel Madison is a 165-room hotel with guest rooms located on floors 1-9. The hotel is owned by 202 E. Washington Ave., LLC and managed by North Central Management, Inc., both based in Middleton, WI. The hotel will include a small, in-house market for hotel guests to purchase snacks, beverages, and other sundries. The market will be located on the first floor adjacent to the guest reception area and will be managed by North Central Management, Inc. All other food and beverage services will be managed by an experienced third party food and beverage provider, with these food and beverage services being licensed under a separate license.

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

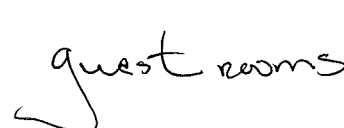
On-site guest parking will consist of valet parking only, and includes up to 80 below grade structured parking stalls. Access to the parking structure will be restricted to one access point with a garage door controlled by an electronic key card. Only valet and hotel employees will be allowed to access the on-site parking structure. Neither guests or the general public will be allowed to access the on-site parking structure. The parking structure will be monitored with security cameras.

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?

- Directors of the corporation, David A. Lenz and Jonathan D. Bogatay, both hold interests in various liquor permits in the State of Wisconsin. A complete list has been included with their Background Forms.
- The liquor agent, Dennis Clark, is currently listed as the liquor/beer agent on the Class B Combination, #64593-64485 for the Courtyard by Marriott, Madison High Crossing Lodging Investors, LLC (licensee).

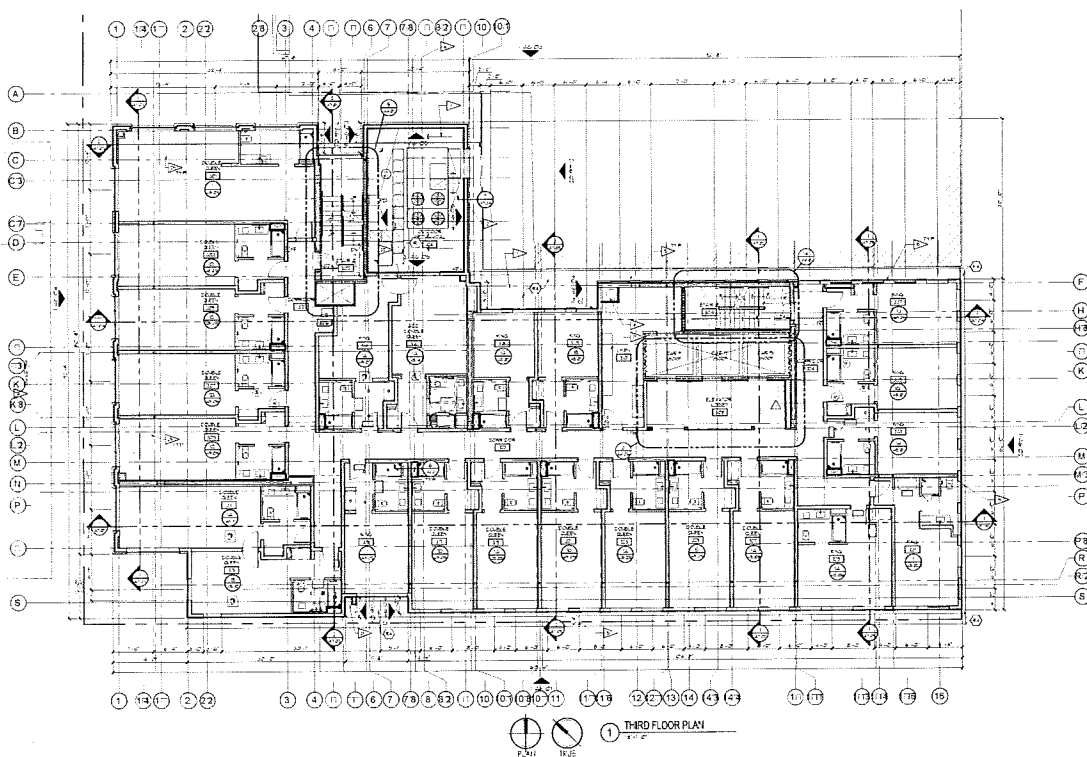
27.) Business Description:

North Central Management, Inc. intends to sell fermented malt beverages and wine from an in-house market for hotel guests located in the lobby of the hotel. The lobby will be staffed by Front Desk staff. The market will be open 24 hours a day, 7 days a week, with fermented malt beverages and wine sales limited to hours allowed by law. All other food and beverage services will be managed by an experienced third party food and beverage provider, with these services being licensed under a separate license.



SECOND
FLOOR
PLAN

A

[illegible][illegible][illegible]

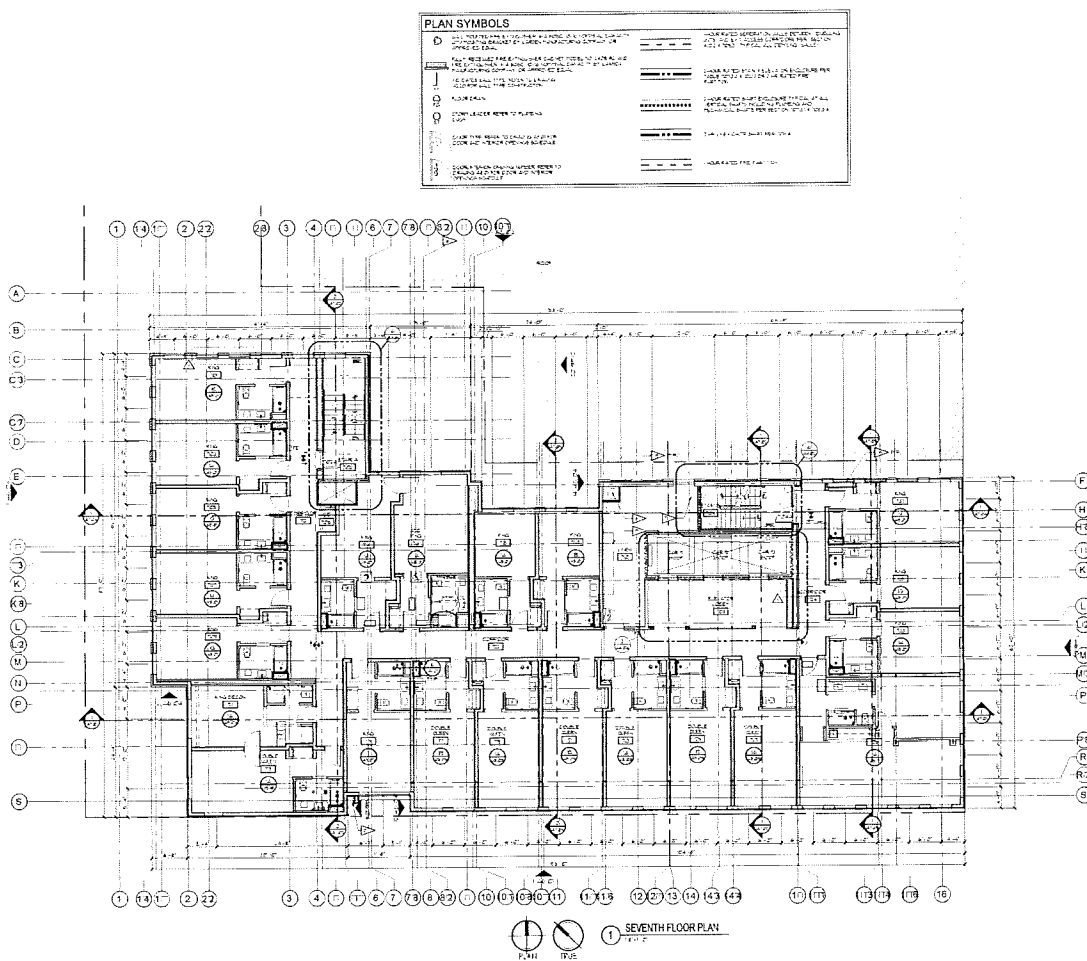
guest rooms

guest rooms

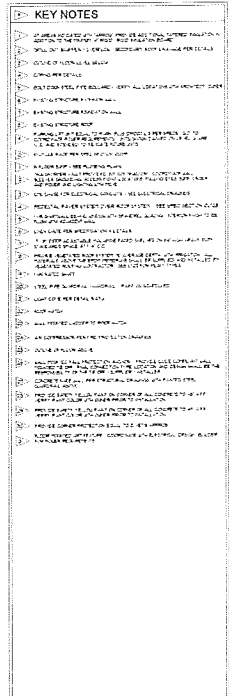
guest rooms



guest rooms

[illegible][illegible][illegible]

guest rooms



guest rooms