



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 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.
High Noon Saloon, LLC
4. Trade Name (doing business as) High Noon Saloon
5. Address to be licensed 701 E. Washington Avenue, Madison, WI 53703
6. Mailing address 155 E. Wilson Street, Suite 100, Madison, WI 53703
7. Anticipated opening date May 1, 2017 (anticipate license issuance on 5/1/17)
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.
One area on the first floor, 3600 square feet with 2 bars, a 750 square foot mezzanine level with seating, and 34 seats
on the outdoor patio. Alcohol will be stored in a walk-in cooler and storage rooms on both the first floor and mezzanine.
This venue currently holds a Class B Combination license and has been in continuous operation since 2004.

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 400
13. Describe existing parking and how parking lot is to be monitored.
Small lot attached to the development; to be monitored as it has for the past 12 years of successful
operation of this venue.
14. Was this premises licensed for the sale of liquor or beer during the past license year?
☐ No ☒ Yes, license issued to Jackal Inc. (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 Fred Frank
17. City, state in which agent resides Middleton, WI
18. How long has the agent continuously resided in the State of Wisconsin? 50 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 10/14/2012
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin, February 10, 2017
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	Frank Productions, Inc.	Madison, WI
Shareholder of FPI	Larry Frank	Madison, WI
Shareholder of FPI	Fred Frank	Middleton, 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.

Larry Frank

24. Is applicant a subsidiary of any other corporation or LLC?
☐ No ☒ Yes (explain) High Noon Saloon, LLC is a wholly owned subsidiary of Frank Productions, 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) FPI owns an LLC with a granted Class B Combo for an under-construction venue

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 Live music venue
27. Business description Operation of a live music venue to present national, regional and local talent.
The venue will also be used to for private events and neighborhood/community events, including weddings,
business events, etc.
28. Hours of operation When live entertainment is presented or special events are held.
29. Describe your management experience 50+ years of producing live events in Madison area and 14
months managing the Orpheum Theater while it was in receivership.
30. List names of managers below, along with city and state of residence.
Larry Frank, Madison, WI Fred Frank, Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment Staffing levels will depend
on the type of event and number of tickets sold. Staffing levels will follow accepted industry practices for
this size venue and will align with staffing levels during the past 12 years of successful operation of this venue.
32. Describe your employee training All staff will be trained and monitored by the venue management team,
which will include an experienced general manager/bar manager who will follow best practices.

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

Fans of live music, including downtown residents, visitors, students, young professionals, etc.

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

Live entertainment events will continue to be advertised on social media, in local newspapers, on TV and radio stations.

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? Music

38. What age range do you hope to attract to your establishment? 18 - 60

39. What type of food will you be serving, if any? Pizza for snack

☐ 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? when available

42. What hours, if any, will food service not be available? when food is not available

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? N/A

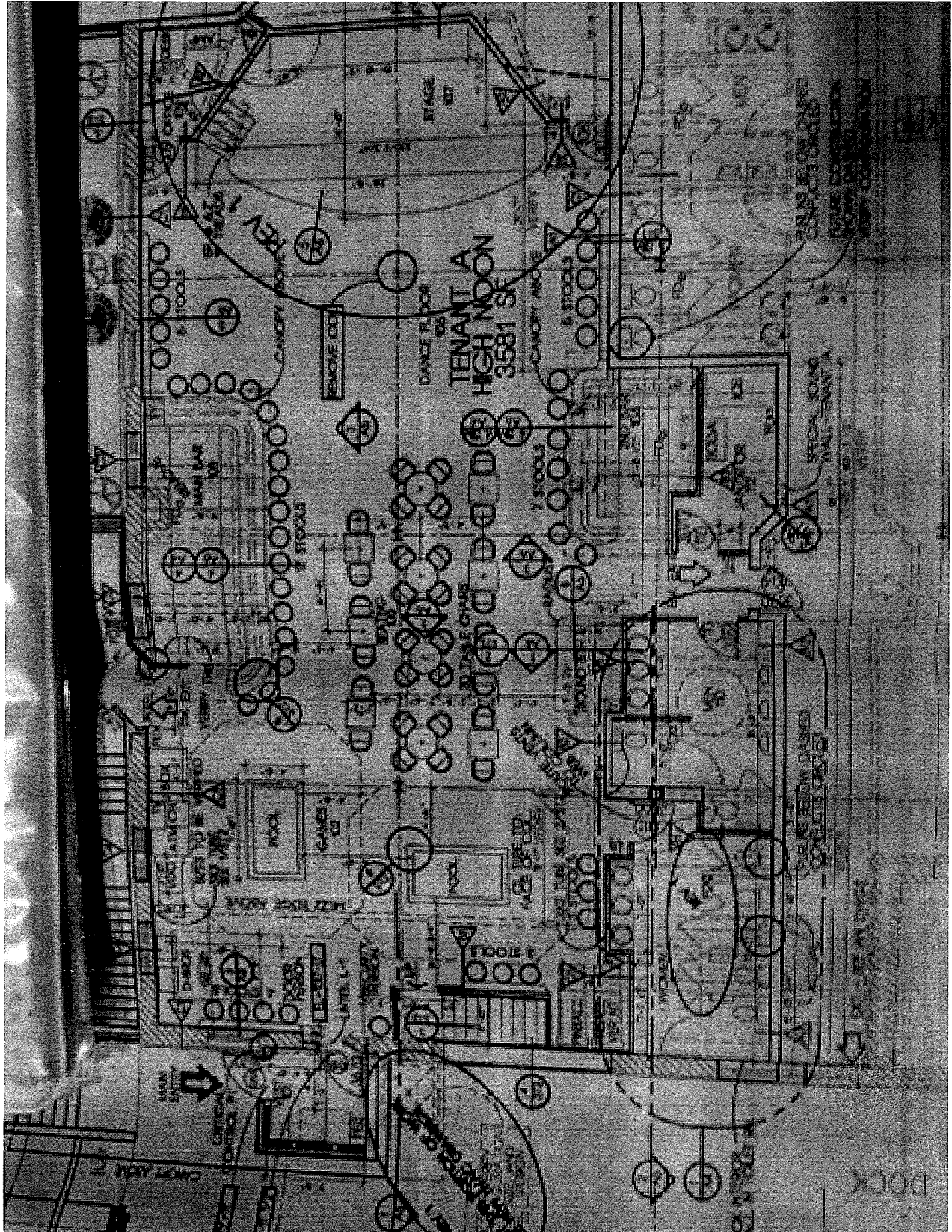
During what hours do you anticipate they will be on duty? N/A

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? 18
How many bartenders do you anticipate having work at one time on a busy night? 4
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? N/A
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 Intend to become member in future
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:
94 % Alcohol 3 % Food 3 % Other *Not including ticket revenue
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



MAIN ENTRY

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MEZZANINE PLAN

