

LICLIB-2017-00168

A-12
P-505

46246



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.
Madison Mallards, LLC
4. Trade Name (doing business as) Madison Mallards
5. Address to be licensed 2920 N Sherman Ave
6. Mailing address 2920 N Sherman Ave
7. Anticipated opening date Currently licensed- open new new venue 5/15
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) Steve Schmitt is named on licenses for other businesses: WI Rapids Rafters, Kenosha Kingfish, Big Top Events, Green Bay Bullfrogs, Rookies

Section B—Premises Sports Bar

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.

The premise includes the entire baseball field and seating areas at Warner Park. All sales & storage will occur inside the premise. Beer & wine sales will be offered throughout the entire stadium at events. Liquor will only be available in privately rented spaces at events. Liquor will not be made available to the general public at events. Liquor will also not be available in general admission areas of the Great Dane Duck Blind. Records will be stored in team office.

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 6,750 - 20,000 concerts
Baseball w/Field
13. Describe existing parking and how parking lot is to be monitored.
We use the parking lot inside Warner Park & a portion of the parking lot at the NorthSide
TownCenter across Sherman Ave. We hire employees for each event to monitor parking.
14. Was this premises licensed for the sale of liquor or beer during the past license year?
☐ No ☒ Yes, license issued to Madison Mallards, 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 Tyler Isham
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 22 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 _____
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin - 2001

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	Steve Schmitt	Stoughton, 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.

Steve Schmitt

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) Steve Schmitt is named on licenses for other businesses: WI Rapids Rafters, Kenosha Kingfish, Big Top Events, Green Bay Bullfrogs, Rookies Sports Bar

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 _____

The Mallards are a popular minor league baseball team offering affordable family entertainment. The team plays 36 home games each summer at Warner Park on the north side of Madison.

28. Hours of operation Monday - Friday 8:30 - 5 & event schedule - service only during events.

29. Describe your management experience _____

Our organization has successfully managed liquor licenses around the state of WI & worked closely with law enforcement to guarantee a safe atmosphere for our fans over the last 16 years.

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

Tyler Isham - Madison, WI Vern Stenman - Madison, WI

Conor Caloia - Madison, WI _____

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

We employ over 350 people each summer. Duties run from alcohol service and food prep to ushering and cleanup and all other roles anticipated with running a baseball team. Approximately half of our employees return on an annual basis

32. Describe your employee training _____

Each employee goes through a rigorous pre-season training program at the ballpark that includes tours, - employee rule training, a focus on customer service, and our alcohol related employees go through a second training focussing on issues related to alcohol service. Madison PD also present.

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

We target young families. The new suite areas we are building are targeting private employee and client outings.

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

We rely heavily on marketing to our existing database and on a ticket sales team that develops relationships around the community year round. We also advertise in traditional media include Facebook, TV & radio.

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 music, mascot, touring entertainment acts, celebrity appearances, etc.

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

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? During all events. Times will vary.

42. What hours, if any, will food service not be available? Food service is always available during events.

43. Indicate any other product/service offered. Souvenirs and kids games.

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? 350+

During what hours do you anticipate they will be on duty? During events.

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? 25
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? 15%
54. If your business plan includes an advertising budget:
What percentage of your advertising budget do you anticipate will be related to food? 20%
What percentage of your advertising budget do you anticipate will be drink related? 20%
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:
13 % Alcohol 27 % Food 40 % 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



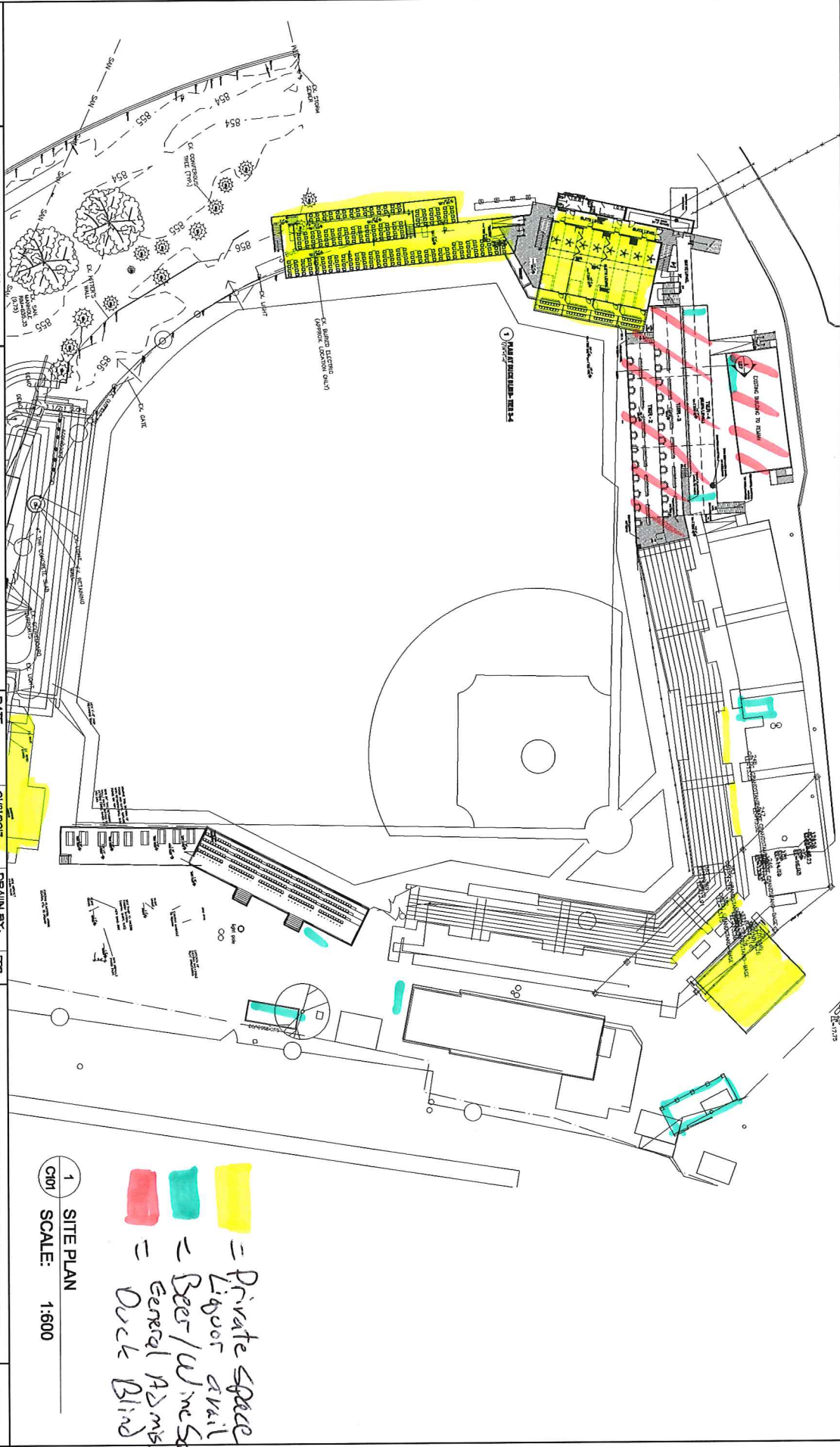
5523 INTEGRITY WAY
APPLETON, WI 54913
OFFICE: 920-560-4800
FAX: 920-560-4850

JOB NAME:
MADISON MALLARDS
DRAWING NAME:
SITE PLAN

DATE	REVISION DATE	DATE	REVISION DATE
01/31/2017			

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SHEET
C-101



1 SITE PLAN
SCALE: 1:500

Legend:
Yellow = Private space
Green = Liquor trail
Red = Beer/wine sales
Blue = General Admission
Pink = Duck Blind