

46895

LICLIB-2017-01266



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.

- This application is for the license period ending June 30, 2018.
- 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.

Bos Meadery LLC

- Trade Name (doing business as) Bos Meadery
- Address to be licensed 849 E Washington Ave, #115
- Mailing address 849 E Washington Ave, #115
- Anticipated opening date 7/1/2017
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- 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.

Please see the attached description of the Licensed Premise.

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 99

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

Please see the attached Description of Licensed Premise

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.

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 Colleen Bos

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

18. How long has the agent continuously resided in the State of Wisconsin? 18 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 1/6/2015

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

Wisconsin, November 29, 2010

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
President	Colleen Bos	Fitchburg, 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.

Colleen Bos

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) Class B Combo License for 849 E Washington, #102

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 We would sell mead, cider and mead-based cocktails by the glass Monday- Sunday. Please see attached Description of License Premise for more detail.

28. Hours of operation Sunday-Wednesday until 10:00pm;
Thursday - Saturday until 11:00 pm

29. Describe your management experience I have been managing the current Bos Meadery Tasting Room for 2 years and the Meadery as a whole for 5 years.

30. List names of managers below, along with city and state of residence.
Colleen Bos Fitchburg, WI

31. Describe staffing levels and staff duties at the proposed establishment 2-3 people will staff the bar at all times: tending bar, cleaning glassware and providing education/giving tours.

32. Describe your employee training 1) responsible server training; 2) Mead production; 3) customer service philosophy; 4) Point of Sale system; 5) Inventory management

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

Craft beverage drinkers between the ages of 25 and 55.
Typically single or married with older or no children.

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

1) website; 2) social media; 3) local event sponsorship
4) cross-marketing with other businesses or clubs;
5) print media as needed.

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? solo, acoustic,
and local musicians of all genres, targeting a 21+ crowd

38. What age range do you hope to attract to your establishment? 25 to 55

39. What type of food will you be serving, if any? pre-packaged snack chips
 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? snacks always on hand

42. What hours, if any, will food service not be available? n/a

43. Indicate any other product/service offered. We offer tours of the Meadery

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 10
 If yes, how many barstools do you anticipate having at your bar? 2
 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 _____
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? 0
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 0
 What percentage of your advertising budget do you anticipate will be drink related? 100
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:
99 % Alcohol 1 % 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

- 65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
- 66. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776] No Yes
- 67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

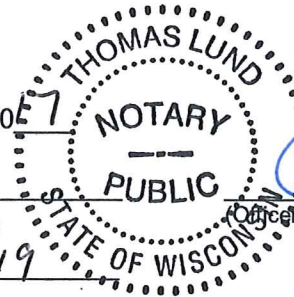
- 68. State Seller's Permit 4 5 6 1 0 2 7 9 2 4 3 0 2 0 2
- 69. Federal Employer Identification Number 27-4383831
- 70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Colleen Bos
 E-mail address colleen@bosmeadery.com
 Phone 608 628 3792 Preferred language english
- 71. Corporate attorney, if applicable: Name _____
 Phone _____ E-mail _____

Read carefully before signing in front of a notary: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 17th day of APRIL, 2017

Thomas Lund
(Clerk/Notary Public)



Colleen Bos
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 05/24/19

Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate <i>on file</i> (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <i>on file</i> <input checked="" type="checkbox"/> *Notarized Appointment of Agent <i>on file</i> * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____ License number _____		

Description of Licensed Premise

Bos Meadery LLC would like to open a Tasting Room at 849 E Washington, #115.

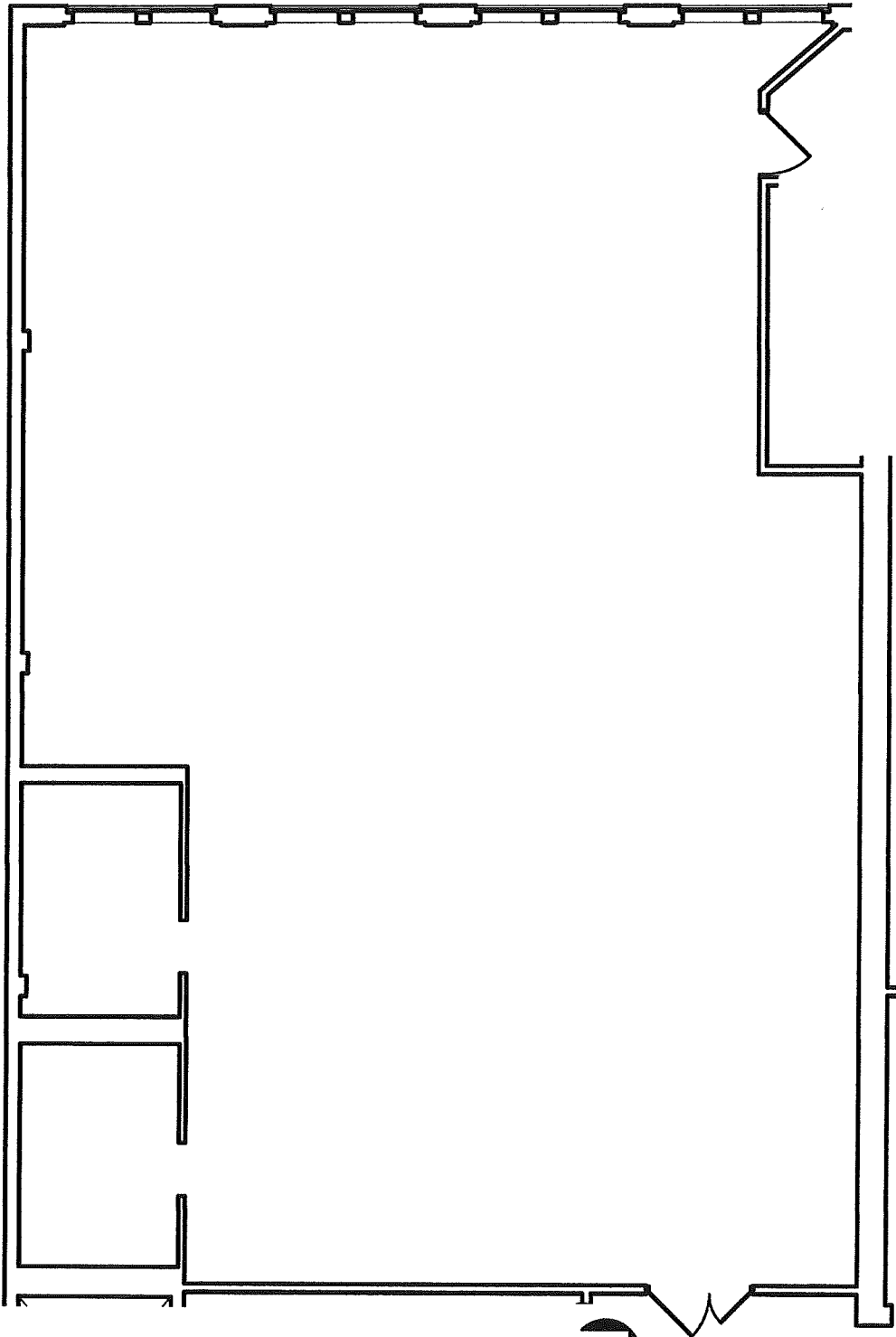
Bos Meadery is leasing this space from 849EWash, LLC. It is comprised of 2544 square feet. Bos Meadery will be submitting a minor alteration of existing conditional use application with the City of Madison to move the existing tasting room (tavern) previously allowed in Suite 102 to Suite 115.

Bos Meadery will set up 10 picnic tables seating 6 people each. There will also be 10 seats at the bar and 6 high-top tables that each seat 4 people. The Suite has 2 bathrooms for customers and there are additional bathrooms in the hallway. Please see the attached floor plan for more detail on layout, including the bathroom and bar.

The tasting room would operate from 4:00 to 10:00 pm on Tuesday-Wednesday; on Thursday-Friday from 4:00 to 11:00 pm; on Saturday Noon to 11:00 pm and Sunday Noon to 10:00 pm. There is a 28-space parking lot located behind the building and the majority of those spaces would be empty during the hours of operation, since the other businesses located at 849 E Washington are typically on a 8:00am to 5:00pm weekday schedule. There is also street parking on Paterson Street.

The legal description of 849 East Washington is as follows:

ORIGINAL PLAT, BLK 144, LOTS 8, 9, & 11 AND PART OF LOT 7, DESC AS FOL: BEG AT N COR LOT 7, TH SELY ALG NE LN LOT 7 165 FT TO E COR SD LOT, TH SWLY ALG SE LN LOT 7 1.75 IN, TH NWLY TO PT ON E WASHINGTON AVE 1.5 IN SW OF N COR LOT 7, TH NELY 1.5 IN TO POB, EXC THAT PART DESC AS FOL: BEG N COR OF SD LOT 9, TH S 43 DEG 54 MIN 59 SEC E 10.85 ALG SW LN OF N PATTERSON ST, TH S 46 DEG 08 MIN 02 SEC W 1.01 FT, TH N 43 DEG 54 MIN 59 SEC W 1 FT TO PT OF CONCAVE CUR, RAD 7 FT, CHR D BRS N 85 DEG 13 MIN 12 SEC W 9.24 FT, TH S 51 DEG 13 MIN 45 SEC W 24.07 FT, TH N 43 DEG 59 MIN 05 SEC W .78 FT TO EXISTING SLY ROW LN USH 151, TH N 46 DEG 08 MIN 01 SEC E 31.09 FT ALG SLY ROW LN TO POB.



1 FLOOR PLAN

1/8" = 1'-0"

Suite 115
2544 sq ft



NORTH

