



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, 20____.
- 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.
BELAIR CANTINA CAPITOL SQUARE, INC.
- Trade Name (doing business as) BELAIR CANTINA
- Address to be licensed 111 MARTIN LUTHER KING JR. BLVD MADISON 53703
- Mailing address SAME AS ABOVE
- Anticipated opening date AUGUST, 2017
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 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.

FIRST FLOOR BAR and RESTAURANT, LIQUOR ROOM,
BASEMENT BEER COOLER, BASEMENT BEER
STORAGE ROOM, SIDEWALK CAFE

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.

STREET PARKING

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

No Yes, license issued to FRANCESCA'S MADISON 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 KRISTYN EITEL

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

18. How long has the agent continuously resided in the State of Wisconsin? 39 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 see attached

21. State and date of registration of corporation, nonprofit organization, or LLC. WI - NOVEMBER, 2010 License with Agent of another license

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	LESLIE MONTENARO	MILWAUKEE, WI
V-PRESIDENT	SCOTT JOHNSON	MILWAUKEE, WI
SEC. TREASURER	KRISTYN EITEL	MILWAUKEE, 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.

KRISTYN EITEL

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) SEE ATTACHMENT
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 ATTACHMENT

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 CALIFORNIA FOOD TRUCK INSPIRED - MEXICAN RESTAURANT. 60% FOOD SALES, HIGH VOLUME, TACOS, BURRITOS, SALADS - ALL FRESH. MARGARITAS MADE WITH FRESH JUICES. SPECIALS ON TUESDAY + THURSDAY

28. Hours of operation MONDAY - FRIDAY 11AM - 2AM (FRIDAY 2:30AM) SATURDAY 10AM - 2:30AM SUNDAY 10AM - 2AM

29. Describe your management experience WE HAVE ALL BEEN IN RESTAURANTS FOR OVER 20 YEARS. THIS WILL BE OUR 6TH BELLAR LOCATION

30. List names of managers below, along with city and state of residence.
ANDREW MILLER, GLENDALE WI
JUSTIN HAIN, WAUKESHA WI

31. Describe staffing levels and staff duties at the proposed establishment FIVE FRONT OF HOUSE MANAGER, THREE KITCHEN MANAGERS, FULLY STAFFED WITH SERVERS, BARTENDERS, HOSTS, RUNNERS, PREP COOKS, LINE COOKS, DISHWASHERS

32. Describe your employee training ALL STAFF GO THROUGH OUR EXTENSIVE TRAINING PROGRAM AND ARE UNABLE TO WORK UNTIL COMPLETED.

Leslie Montemurro, Scott Johnson, Kristyn Eitel

Ownership Attachment

- 1993
Fuel Café, Inc. dba Fuel Café, 818 E Center Street, Milwaukee
Counter Service Café, Deli, Sandwich Shop
Montemurro/Johnson
- 1995
Comet Café, Inc. dba Comet Café, 1947 N Farwell Avenue,
Milwaukee
Full Service Restaurant/Bar
Montemurro/Johnson
- 1998
MJE, Inc. dba HiHat Lounge & Garage, 1701 N Arlington Place,
Milwaukee
Full Service Restaurant/Bar
Montemurro/Johnson
- 2005
Balzac, Inc. dba Balzac Wine Bar, 1716 N Arlington Place,
Milwaukee
Full Service Restaurant/Bar
Montemurro/Johnson
- 2010
BelAir Cantina, Inc. dba BelAir Cantina, 1935 N Water Street,
Milwaukee
Full Service Restaurant/Bar
Montemurro/Johnson/Eitel
- 2013
BelAir Cantina Tosa, Inc. dba BelAir Cantina, 6817 W North
Avenue, Wauwatosa
Full Service Restaurant/Bar
Montemurro/Johnson/Eitel
- 2013
Finks of Milwaukee, Inc. dba Finks, 1875 N Humboldt Avenue,
Milwaukee
Full Service Bar
Montemurro/Johnson/Eitel
- 2014
BelAir Cantina Downer, Inc. dba BelAir Cantina, 2625 N
Downer Avenue, Milwaukee
Full Service Restaurant/Bar
Montemurro/Johnson/Eitel
- 2015
Max Zimmer, LLC dba Panga Bar & Grill, 34422 Delafield Rd,
Oconomowoc
Full Service Restaurant/Bar
Eitel
- 2016
BelAir Cantina Oak Creek, Inc. dba BelAir Cantina, 410 W
Town Square Way, Oak Creek
Full Service Restaurant/Bar
Montemurro/Johnson/Eitel
- 2016
Fuel Café 5th Street, Inc. 630 S 5th Street, Milwaukee
Full Service Restaurant/Bar
Montemurro/Johnson/Eitel

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

BECAUSE OUR CONCEPT IS VERY APPROACHABLE
OUR TARGET MARKET IS A LARGE RANGE 18-60 years,

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

SOCIAL MEDIA, SOME PRINT
STUDENT + PROFESSIONALS

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? 18-60 years

39. What type of food will you be serving, if any? CALIFORNIA FOOD TRUCK INSPIRED MEXICAN
 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? 11AM/10AM - Midnight

42. What hours, if any, will food service not be available? Midnight - 2AM
weekends

43. Indicate any other product/service offered. —

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? 30-35

During what hours do you anticipate they will be on duty? 9AM - 2:30AM

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? 35
 How many bartenders do you anticipate having work at one time on a busy night? 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 _____
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? 60
54. If your business plan includes an advertising budget:
 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:
40 % Alcohol 60 % 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 Deputy Clerk 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 intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes