

**REVISED**  
4/9/18

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 155

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

Above ground parking with 30+ spots to share between two businesses, well-lit, complete with security cameras. Multiple bike stalls.

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 Mitchell Turino

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

18. How long has the agent continuously resided in the State of Wisconsin? 26 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 7/7/17

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

WI, 4/6/16

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	Mitchell Turino	Madison, 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.

Mitchell Turino

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) \_\_\_\_\_

**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 Entertainment venue consisting of over 25 arcade games and 11 pinball machines, along with  
rentable board gaming and space for viewing competitive gaming tournaments. Offers a full bar, as well as bar food including  
pizza, pretzels, popcorn, and chips.
28. Hours of operation Sun: 11am-11pm. Mon-Wed: 4pm-11pm. Thurs: 4pm-12am. Fri-Sat: 11am-2:30am.  
The first and third Sunday of each month will be an all-ages day.
29. Describe your management experience Manager at Mackesey's Irish Pub, 2016-present. Online Marketing Manager  
at boberdoo.com, 2015-16. Publicity manager at Illumination Magazine, 2014-15. Shift leader at Potbelly Sandwich Works 2013-15.
30. List names of managers below, along with city and state of residence.  
Mitchell Turino, Madison WI
31. Describe staffing levels and staff duties at the proposed establishment Weekdays, I/O will have two  
employees active during the day, with a third coming in later that night. Weekends, we may have up to 5 employees working  
at a time. Staff is in charge of watching the door, serving customers at the bar, and serving customers at tables.
32. Describe your employee training Employees will receive two days of fully supervised training on bar operations.  
Employees will have an additional two supervised nights learning how to close the bar properly. Lastly, they will receive occasional  
workshops on arcade maintenance. Employee handbook will cover health, safety, and security procedures. Copies will be kept  
behind the bar and given to each employee to take home.

48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? 17  
 How many bartenders do you anticipate having work at one time on a busy night? 4-5
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? 100%
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? 50%
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:  
75 % Alcohol      15 % Food      10 % 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

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

Of 584 survey participants, 89.6% were aged 21-35. 69.6% were male, 28.1% female, and 2.3% non-binary/non-conforming.

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86% were not students. 98% were gainfully employed.

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

Advertising will primarily be focused on our games - events like tournaments, board game nights, or competitive gaming watch

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parties - and how these pair with our food and drinks. Advertising will be largely online, since that's one of the best ways to reach our target demographic. Reaching out to campus gaming groups and Epic employees will also be effective.

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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? \_\_\_\_\_

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38. What age range do you hope to attract to your establishment? 21-35

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39. What type of food will you be serving, if any? Pizza, pretzels, popcorn, chips, wings, fries, hummus and veggies  
 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? From the time we open to one hour before closing.

42. What hours, if any, will food service not be available? The last hour of service.

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43. Indicate any other product/service offered. Dice, card sleeves, gaming peripherals, board game rentals.

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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? 15-18

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

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47. Do you plan to have hosts or hostesses seating customers?  No  Yes