

Liquor/Beer License Application

(Agenda Item Number)

(Legistar file number)

(License number)

(Alder District #) (Police Sector)

Office Use Only

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Class A: M Beer, Liquor, Cider Madison, WI 53703
Class B: Beer, Liquor,

Class B. 🗆 Beer, 🗀 Liquor,

☐ Class C Wine

licensing@cityofmadison.com 608-266-4601

Se	ction A – Applicant
1.	List the name of your \square Sole Proprietor, \square Partnership, \square Corporation/Nonprofit
	Organization or A Limited Liability Company exactly as it appears on your State Seller's
	Permit.
	Lauran Garden, LLC
2.	Trade Name (doing business as) Louta Granden
3.	Address to be licensed 1403 Regent Street, Mad 150h
4.	Mailing address 502 State Street, Madison WI 53703
5.	Anticipated opening date $\frac{7/1 \int i g}{}$
6.	Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
	☐ No ☐ Yes (explain)
7.	Does another alcohol beverage licensee or wholesale permitee have interest in this business? \square No \square Yes (explain)
	Alde: Applicant holds License et Koi Sushi, 502 State St.
	ction B—Premises
3.	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.
	See Supplement
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9.	Applicants for on-premises consumption only. Estimated capacity (patrons and employees):						
	Indoor: Outdoor:						
10.	Describe existing parking and how parking lot is to be monitored.						
	See Supplement						
11.	Was this premises licensed for the sale of liquor or beer during the past license year?						
	$oxed{eta}$ No $oxed{\Box}$ Yes, license issued to (name of licensee)						
This	tion C—Corporate Information section applies to corporations, nonprofit organizations, and Limited Liability Companies Sole proprietorships and partnerships, skip to Section D.						
12.	Name of liquor license agent Xi Wang Filipp						
13.	Name of liquor license agent Xi Wang Filion City, state in which agent resides Madison (WT)						
14.	How long has the agent continuously resided in the State of Wisconsin?						
	Has the liquor license agent completed the responsible beverage server training course?						
	\square No, but will complete prior to ALRC meeting \square Yes, date completed $\underline{\sigma}$	rk					
16.	State and date of registration of corporation, nonprofit organization, or LLC.						
	10/14/16						
17.	In the table below list the directors of your corporation or the members of your LLC. Attach background check forms for each director/member. On file w/clerk Title Name City and State of Residence Member Xewong Filian Mad 1500 WI						
	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.						
19.	Is applicant a subsidiary of any other corporation or LLC?						
	No 🗆 Yes (explain)						
	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 n Wisconsin?						
□ No X Yes (explain) Applicant is owner licensee at too Sushi, 302 State Strept, 1							

Sec	ction D—Bus	siness Plan					
	I. What type of establishment is contemplated? ☐ Tavern ☐ Nightclub ☐ Restaurant ☐ Liquor Store ☐ Grocery Store						
Convenience Store without gas pumps						umps	
	□ Other	* W/30/6	of free	shir Prep	orca Ch	ince ha	علاء
22.	Other * W/sale of freshlip proposed Chance free S 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						
23. Hours of operation: please enter opening and closing times in the table below.							
	Sunday			Wednesday			Saturday
		L	<u> </u>	9ª-97		L	I
	(Class B on	ly) Enter belo	w any hours	when food ser	vice will not b	oe available, I	<i>if applicable</i>
	-	-	-	-	-	-	_
This (con	ection E—Consumption on Premises — / / A is section applies to Class B and Class C applicants only. Class A license applicants onsumption off premises) may skip to Section F. Indicate any other product/service offered. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages: % Alcohol % Food % Other If applicable, describe "Other":						
	You may be r	equired to su	bmit docume	ent the percent entation verifyir	ng the percen	tages indica	
26.	Do you plan t	o have live e	ntertainment	:? 🗆 No 🗖	Yes—what ki	nd?	
				music (except s ntertainment Lic		, a DJ, or a c	lesignated
27.		that liquor/be	er license re	lings :newal applicati granted. □ No	_	April 15 of ev	ery year,
	I understand that I am required to host an information session at least one week before the ALRC meeting. \square No \nearrow Yes \bigcirc						
29.	I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes						

30.	I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. \square No \bowtie Yes \bowtie					
31.	I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes Or No					
32.	I agree to contact the neighborhood association representative prior to the ALRC meeting. \square No \bowtie Yes \bowtie One					
33.	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					
34.	I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] \square No \bowtie Yes					
35.	I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] \square No \bowtie Yes					
36.	Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☐ No ☐ Yes					
Sec	tion G—Information for Clerk's Office					
37.	This application is for the license period ending June 30, $20\underline{\cancel{19}}$.					
38.	State Seller's Permit 4 5 6 - 1029291568 - 02					
39.	Federal Employer Identification Number 814(34633					
40.	. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?					
	Contact person Xi Wong Flion					
	Business phone 608-338-3302 Business e-mail address Laura Filion 110 gmail COM					
	Preferred language Chinese					
	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.					
41.	Corporate attorney, if applicable: Name					
	Phone E-mail					

NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed applica must be accompanied by the following items:				
☐ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☐ Appointment of Agent (if Corp/LLC), ☐ Member background investigation forms, ☐ Articles of Incorporation (if Corp/LLC), ☐ Floor Plans, ☐ Copy of Lease, ☐ Business Plan, and ☐ Sample Menu (if applying for Class B license)				
If required items are missing, the application will not be considered complete and will not be accepted by the Cleroffice until all requirements are submitted. No exceptions are made.	k ′ s			
Read carefully before signing: Under penalty provided by law, the applicant states that the above information been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business accord to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to anoth 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.	ding ner.			
Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.	n			
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor) (Date)				
Clerk's Office checklist for complete applications				
□ WI Seller's Permit Certificate (matching articles of incorporation) □ Background investigation form(s) □ Floor Plans □ Form for surrender of previous license incorporation) □ *Articles of Incorporation □ Business Pl □ *Appointment of Agent □ **Sample N □ Written description of premises * Corporation/LLC only	Menu			
Upon Application Submission, the Clerk's Office issued to the application: ☐ Orange sign ☐ Orange business card				
□ "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information				
Date complete application filed with Clerk's Office				
Date of ALRC meeting Date license granted by Common Council				
Date provisional issued Date license issued				
As we have the section of the section $rac{1}{2}$.				

Liquor/Beer License Application

City of Madison Clerk

Supplement for Applicant:

Laura Garden, LLC
1403 Regent Street
Xi Wang Filion, Registered Agent
502 State Street
Madison, WI 53703

Section B - Premises

8. 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 sales, service, and/or storage of alcohol beverages and records.

The commercial (non-residential) building in which this business is located and in which licensed activities will occur is approximately 2,200 square feet situated on a triangular parcel with a non-rectangular quadrilaterally shaped structure located thereon. The rear of the building is parallel with the property line at the city right of way along Jefferson Street and the west side of the building is parallel with the adjacent property to the west. The main entrance is located along the northeast elevation facing toward the intersection of Regent and Jefferson Streets.

Alcohol products will be stored in a locked storeroom with exterior access by a locked door at the northwest corner of the building through which supplies will be delivered. Alcohol sales will occur from a retail display located behind the service counter/cashier's station, accessed through a locked metal security gate. There will be no outdoor sales of alcohol beverages/no football day/evening beer garden.

Please see the draft store lay-out. An architecturally prepared store lay-out is being prepared.

10. Describe existing parking and how parking is to be monitored.

This is a neighborhood business with most customers arriving by foot traffic and bicycle. There are two parking spaces located near the entry way at the east portion of the paved surface facing Regent Street. Staff parking and a bicycle rack will be provided on the west portion of the pavement.

The follow information is to provide additional detail consistent with the old form application.

Section D - Business Plan 27. Business Description

The proposed business focuses on the take out sale of freshly prepared Chinese foods of the type served at Koi Sushi at 502 State Street and the food cart operated by the applicant/Xi Wang Filion near the business school. See attached food cart menu. The food will be prepared at Koi Sushi (and at some point, perhaps at 1403 Regent Street). In addition, sales will consist of traditional convenience store sale of milk, soft drinks, water, brewed coffee, nuts, chips and snacks, donuts and pastries, candy, chewing gum, chips, ice cream, limited grocery and fresh produce, personal grooming items, Over-the-county medication toiletries, household items, tobacco products, and lottery tickets, along with the sale of liquor, beer and wine. Store hours will be daily from 9 am to 9 pm. No outdoor beer garden typical in this neighborhood on game days is requested nor contemplated. Sale projections are 90% food and non-alcohol non-food items and 10% liquor/wine/beer and cider.

29. Describe your management experience

Xi Wang Filion has over 27 years' experience in retail, wholesale (import/export), hotel and restaurant businesses as an owner/operator. Her career in business began in China and now includes two businesses in Madison, Koi Sushi on State Street and the Nani Food Cart operating on University Avenue east of N. Brooks Street. She immigrated to the Unites States when she was 29 years old. She has a graduate degree from US-Berkeley in biology. (She has a son who attends the Illinois Mathematics and Science Academy.

30. List names of managers below, along with city and state of residence (Edo) Jiang Xun Jing 916 Emerald Street, Madison, WI 53715 Shaiang-Lan Liu 310 N. Whitney Way, Madison, WI 53705

31. Describe staffing levels and staff duties at the proposed establishment Minimum staffing is established at two people performing duties of cashiering, serving, stocking and cleaning.

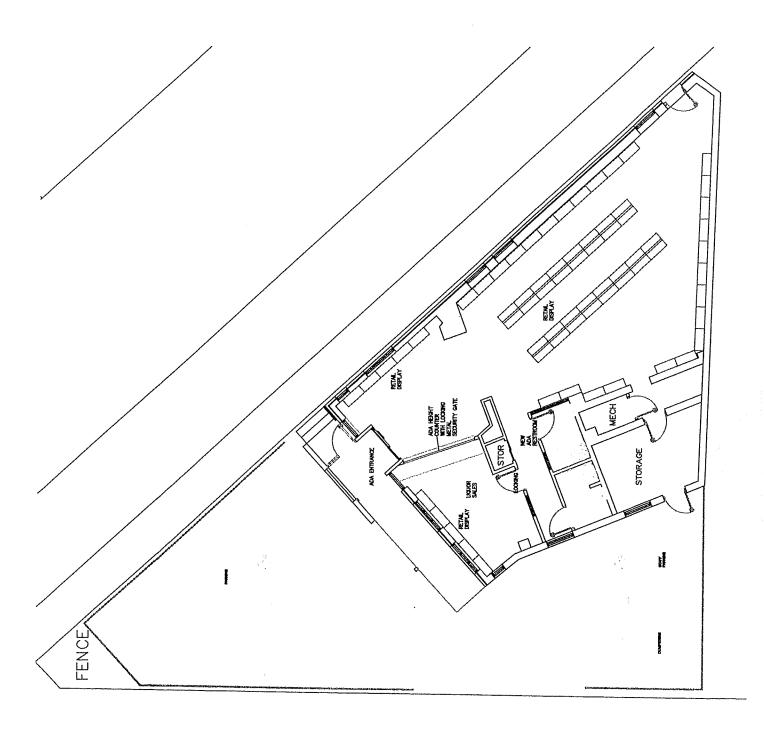
32. Describe your employee training

Employees will receive all required training as specified by the state Department of Revenue through Wisconsin Technical Colleges online offerings.

33. Utilizing your market research, describe your target marketAsian students attending the UW-Madison and neighborhood walk-in/bicycle traffic.

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

Awareness of our business has grown through word-of-mouth among the Chinese student community who we keep informed of daily specials via a smart phone application, *WeChat*. Aside from customary signage on the premises in accordance with MGO Chapter 31, the City Sign Code, we plan no other advertising than with what has already made our two businesses successful.



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on Preserved Egg w/ Hat Pepper (

干豆角原棚

香菇炒鴨

15.99 17.99 17.99 17.99































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Sauteed Lamb (





9.99 10.99 10.99 9.99

湖南炒三雄 減物空心薬

729 Sweet & Sour Fish (720 Braised Sliced Pork (721 Sauteed Eggplant (















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