

# Transfer of License Location

\_\_\_\_\_  
(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  
Madison, WI 53703

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,  
 Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

- This application is only for **Grandfathered Class B Combination Liquor & Beer licenses**.
- A completed City of Madison Liquor/Beer License Application should accompany this form.
- The fees will total \$110: \$100 Publication Fee and \$10 License Transfer Fee.

## Licensed Premises Information

This application modifies existing alcohol license number: LC-LIB-2011-00181  
(Grandfathered Class B license)

Business dba Name: Garver Events

Licensed Address: 809 Williamson St. Madison WI 53703

Liquor/Beer Agent Name: Marilyn Matt Alder, District #: Rummel, #6

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Underground Kitchen & Delicatessen LLC

Business Mailing Address: 1133 East Wilson St. Madison WI 53703

Business Contact Name, Position: Tiara Ranney, office manager

Business Phone: 608-467-2850 Business Email: admin@undergroundfoodcollective.org

## New Premise Information

Include floor plans with the application see attached Liquor/Beer License Application

Address: 3241 Garver Green Madison WI 53704

Physical description of building/land: see attached

Is any other business conducted on same premises?  No  Yes: see attached

Was this location licensed for beer or liquor during the past year?  No  Yes - see below

Name and address of previous licensee: N/A

REV 09/2018

continued on page two - OVER

Will the previous licensee surrender its license?  Yes  No *n/a*

State any interest, directly or indirectly, that any brewer, bottler, wholesaler, manufacturer, or rectifier will hold in the premises for which you are applying:

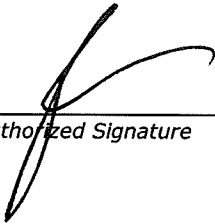
*See attached*

If you do not own the fixtures, state the manner, terms and conditions under which said fixtures are held:

*We own the majority of the fixtures but may enter into a lease agreement with Garver Feed mill master Tenant LLC (our landlord) or a restaurant supply company for some fixtures*

Include City of Madison Alcohol License application form

*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.*

  
Authorized Signature

*5.17.2019*  
Date

Transfer of License Location

LIC-LIB-2011-0081

Garver Events, formerly dba Middlewest

Additional information

New Premise Information

Floorplans are included with attached City of Madison Alcohol License application form

Physical Description of building/land:

Our new location is on the first and second floor of the Garver Feed Mill-- a newly renovated historic property. The Mill is located in the Schenk-Atwood-Starkweather-Yahara (SASY) neighborhood in Madison's near East Side, nestled behind Olbrich Botanical Gardens between the capital City Trail bike path and Starkweather Creek. The property is accessed by Garver Green road, off Fair Oaks Avenue, and has an adjacent parking lot. Garver feed Mill is a two story brick production mill built in 1906. In addition to Garver Events, Garver Feed Mill is home to a number of Madison food and food production businesses, one of which is Ian's Pizza that also holds a Class B license. The Licensed area we are seeking in this application is further described in the attached City of Madison Alcohol License application form.

Other business conducted on the same premises:

In addition to Garver Events, Garver Feed Mill houses a floral design studio, offices, a yoga studios, wellness center, a number of food production businesses, a coffee roaster, a café and Ian's Pizza, which are all separate entities from Garver Events. Ian's Pizza holds a Class B license for their separate space, and shares a portion of the patio & common areas with Garver Events.

Was this location licensed for beer or liquor during the last year:

We have marked 'no' to this as the premises licensed by Ian's Pizza is a separate license, and we are not replacing any businesses previously housed in the space we are licensing.

State any interest...in the premises for which you are applying:

None. Although there are some food manufacturing businesses in Garver Feed Mill, they are not beer or alcohol related. Furthermore, these businesses are in separate office spaces that are not included in the licensed premises, and we do not have an interest in these businesses, we simply share a landlord in common.



# Liquor/Beer License Application

\_\_\_\_\_  
(Agenda Item Number)

\_\_\_\_\_  
(Legistar file number)

LICTIL-2019-00454  
(License number)

6                      602  
(Alder District #)      (Police Sector)  
Office Use Only

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

- Class A:  Beer,  Liquor,  Cider  
 Class B:  Beer,  Liquor,  
 Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

## Section A – Applicant

- 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.  
Underground Kitchen & Delicatessen
- Trade Name (doing business as) Garver Events
- Address to be licensed 3241 Garver Green 53704
- Mailing address 1133 East Wilson St. Madison WI 53703
- Anticipated opening date July 2019
- 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.

See attached

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):  
Indoor: 530 Outdoor: 280

10. Describe existing parking and how parking lot is to be monitored.  
see attached

11. Was this premises licensed for the sale of liquor or beer during the past license year?  
see attached  
 No  Yes, license issued to \_\_\_\_\_ (name of licensee)

**Section C—Corporate Information**

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent Marilyn Matt  
13. City, state in which agent resides Madison, WI  
14. How long has the agent continuously resided in the State of Wisconsin? 16yrs

15. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed June 2012

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

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.

Title	Name	City and State of Residence
<u>managing member</u>	<u>Jonathan Hunter</u>	<u>Madison, WI</u>

18. 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.  
Jonathan Hunter

19. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) \_\_\_\_\_

20. 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 attached

**Section D—Business Plan**

21. What type of establishment is contemplated?  
 Tavern    Nightclub    Restaurant    Liquor Store    Grocery Store  
 Convenience Store without gas pumps    Convenience Store with gas pumps  
 Other \_\_\_\_\_
22. 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	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6 - 2 am am	6 - 2 am am	6 - 2 am am	6 - 2 am am	6 - 2 am am	6 - 2:30 am am	6 - 2:30 am am
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	see attached	-	-	-

**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.*

24. Indicate any other product/service offered. award winning food
25. 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:  
25 % Alcohol   75 % Food   \_\_\_\_\_ % Other
- If applicable, describe "Other": \_\_\_\_\_
- Do you have written records to document the percentages shown?    No    Yes  
 You may be required to submit documentation verifying the percentages indicated.

26. Do you plan to have live entertainment?    No    Yes—what kind? \_\_\_\_\_  
occasional band / DJ

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

**Section F—Required Contacts and Filings**

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.    No    Yes
28. I understand that I am required to host an information session at least one week before the ALRC meeting.    No    Yes
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.  No  Yes
- 31. I agree to contact the Deputy Clerk prior to the ALRC meeting.  No  Yes
- 32. I agree to contact the neighborhood association representative prior to the ALRC meeting.  No  Yes
- 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]  No  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]  No  Yes
- 36. 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**

- 37. This application is for the license period ending June 30, 20 20.
- 38. State Seller's Permit 4 5 6 - 10 270 306 73 - 03
- 39. Federal Employer Identification Number 46-5452972
- 40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Tiara Ranney  
 Business phone 608-467-2850 Business e-mail address admin@undergroundfoodcollective.org  
 Preferred language english

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 \_\_\_\_\_

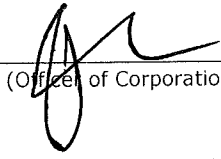
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- 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 Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** 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.

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.

  
 \_\_\_\_\_  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

5.17.2019  
 \_\_\_\_\_  
 (Date)

**Clerk's Office checklist for complete applications**

- |  |  |   |
|--|--|---|
| <input checked="" type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input checked="" type="checkbox"/> Background investigation form(s) | <input checked="" type="checkbox"/> Floor Plans   |
| <input checked="" type="checkbox"/> FEIN   | <input type="checkbox"/> Form for surrender of previous license      | <input checked="" type="checkbox"/> Lease         |
| <input checked="" type="checkbox"/> Written description of premises  | <input checked="" type="checkbox"/> *Articles of Incorporation       | <input checked="" type="checkbox"/> Business Plan |
|  | <input checked="" type="checkbox"/> *Appointment of Agent            | <input checked="" type="checkbox"/> **Sample Menu |
|  | * Corporation/LLC only   | ** Class B only                                   |

**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 \_\_\_\_\_



Transfer of License Location  
LIC-LIB-2011-0081  
Garver Events  
Liquor/Beer License Application  
Additional information

### **Section B**

8. The alcohol service areas include

- the main event Dining Room and Bar area on the first floor that is overlooked by a small balcony on the mezzanine level
- small Mezzanine room on the second level used for private dining and changing quarters for wedding parties
- the Kitchen space were we plan to host visiting chefs, cooking demonstrations and culinary tasting classes
- Outdoor Patio with seating on the front/south of the building for al fresco dining
- Outdoor Courtyard on the back/north side of the building for special events and outdoor weddings

All service areas will be attended to by our trained staff

Alcohol & records storage will be in locked closets or cabinets in the Kitchen & Mezzanine Room. The bar will have locked storage cabinets/shelving as well as locked tap lines and sealable bar rails.

10. Parking is available surrounding the building. There are 23 exterior cameras monitoring outdoor spaces/parking lot. We have included a parking map with this application

11. We have marked 'no' to this as the premises licensed by Ian's Pizza is a separate license, and we are not replacing any businesses previously housed in the space we are licensing. Ian's Pizza holds a Class B license for their separate space, and shares a portion of the patio & common areas with Garver Events.

### **Section C**

20. Jonathan Hunter is the primary owner of Forequarter Restaurant & Underground Butcher and is a partner in The Heights-- all are licensed in Madison, WI

**Section D**

23. Because the majority of our business will be wedding and events we do not anticipate any hours where food service won't be available when requested. We do anticipate hours where alcohol service will not be available, for example when we open at 6am we anticipate this to be coffee service only.

25. Our estimated percentages are based on the other licensed businesses we have operated locally since 2009