

Small Change LLC
DBA TBD

Address:
4102 Monona Dr
Madison WI 53716

Projected opening date October 2019

Capacity: 118 (with summer patio) 88 (without patio) Final capacity numbers are being worked out in coordination with MOTIS architecture.

A bar and lounge space for conversation and entertainment in the form of parlor and tradition bar games.

Hours of Operation

Monday- Friday 4pm-1am

Saturday noon- 1am

Sunday 11 am- midnight

Menu

Extensive spirit selection focused on whiskey paired with a consistent and well curated classic cocktail list. Wine menu will be small with high quality selections of draft wine by the glass and a moderately priced bottle list for larger groups gathering to enjoy conversation of a friendly games of euchre, cribbage and board games. Snacks such as nuts, popcorn and landjagers will be available. We will also allow and encourage carry-in food from neighboring restaurants.

Interior

The space at the Lake Edge building offers high ceilings, a traditional long bar room making it perfect for our concept. Lounge chairs, couches, high top seating will be conducive for larger groups gathering to play card and board games and enough space in between to accommodate large format games such as shuffleboard, ping pong and darts with a few classic arcade games providing more entertainment options.

Visual entertainment will be limited to Green Bay Packer games, World Cup games and important Wisconsin based sports teams games (Buck's, Brewer's playoffs etc). TV's will not be used on a regular basis to ensure the bar retains its conversational nature. TV's/ Projectors will be hidden in the space so they are not visible while not in use.

Exterior

The exterior of the entire building will be going through remodeling over the course of this summer. We will be installing a moderate size sign to advertise our presence from busy Monona drive.

The Landlord has agreed to install a larger patio by the spring of 2020 so that we have outdoor service and to increase our visibility from Monona drive and Buckeye St. There is an existing, large, covered side walk that can be used for shaded seating.

Neighborhood

Sandwiched between Olbrich Gardens and the city of Monona, the neighborhood is a corridor to and from the isthmus as well as a residential hub. Housing stock ranges from million-dollar lakeside houses to Lakeview condos to blue collar and family affordable housing. As the Isthmus housing prices continue to rise people are looking for less expensive affordable houses to buy. The neighborhood behind The Lake Edge Center provides these opportunities.

Food and Future Expansion

The space for Small Change will be 2700- 2900 sqft, however the total available space in the unit is just under 5000 sqft. The landlord has agreed to give Small Change one year to occupy this additional space. We are planning to make this area into a commissary kitchen for partnering food carts and catering operations. In addition, we plan to build a window into the bar so that these entities can offer pop-ups to provide an ever-changing mix of food for the bar.

Ownership

Chad Vogel

Starting out his career as a chef, Chad transitioned to bartending in 2008 and has been behind the bar and managing bars ever since. An expert on bar design and efficiencies. Chad Has designed under bar systems that minimize labor costs without compromising quality while implementing technology and innovation to assist in training, speed and consistency.

Owner of the Robin Room, an easy-going neighborhood cocktail bar. Featuring Madison's best spirit selection and most extensive cocktail list. Voted top 100 bars in the US by Tales of the Cocktail (2018).

Owner of The Barmadillo, A Mobile Cocktail bar housed in a vintage Airstream trailer. The Barmadillo offers bar service for corporate events, weddings and other gatherings.

Co-Owner of the Bartenders Binder, a bar management app. Developed with True Development, The Bartenders Binder is a comprehensive bar management and cocktail database platform for spirit and cocktail costing, batching and scaling of cocktails and inventory management which launches summer 2019. The app is in alpha testing currently at the Mint Mark and The Robin Room.

Partner of the Mint Mark see below

Sean Pharr

Partner and Chef of the Mint Mark. A shared plate restaurant concept with an extensive cocktail menu serving dinner and brunch in the Sheink-Atwood neighborhood. Voted Best New Restaurant by The Isthmus and Madison Magazine. Featured in GQ Magazine Spring 2019.

Pharr began his career in Madison in 2002 working at Harvest. After spending three years there and a few other well-known restaurants he relocated to Chicago to cook at TRU, a Michelin starred fine dining restaurant. This job led to many opportunities over the course of ten years including Chef de Cuisine of NoMI, the flagship restaurant for Park Hyatt and lastly Executive Chef of Bristol.

Pharr and his wife Maggie decided to move back to their native state Wisconsin to raise their family and open Mint Mark with long-time friend Chad Vogel.

Small Change Sample Menu

Small Change is applying for a 90% beer, wine and liquor license with 5% estimated food sales and 5% other

Small Change will be offering a regular menu of snacks such as nuts, popcorn and landjagers will be available. Small Change will allow and encourage carry-in food from neighboring restaurants.