

FOR NEW LICENSES AND TRANSFER
LICENSE AND/OR PERMIT APPLICATION
FOR LIQUOR, COUNTY MALT BEVERAGE, LIMITED, WINERY OR MICROBREWERY

RECEIVED
MAR 2 1 2015

To be completed by the City, Town or County Clerk:

Date Filed: 3 / 31 / 2015.

	Annual Fee	Prorated Fee
Basic Fee:	\$ <u>1500.00</u>	\$ _____
Add'l Dispensing Room Fee:	\$ <u>n/a</u>	\$ _____
Transfer Fee:	\$ <u>n/a</u>	\$ _____
Total License Fee Collected:	\$ <u>1500.00</u>	\$ _____
Publishing Fee Collect:	\$ <u>123.00</u>	\$ _____

Required Attachments Received: Yes

Advertising Dates(2 wks): 4/ 15 & 23/ 2015.

Hearing Date: 4 / 30 / 2015.

Local Licensing Number: 27

To be determined by City Council

For the license term: _____
Month / Day / Year

Through: _____
Month / Day / Year

A copy must be immediately forwarded to:
State of Wyoming Liquor Division
6601 Campstool Rd.
Cheyenne WY 82002-0110

Formerly Held by: _____ BY: _____

Applicant: Hero Primo LLC

Trade Name (dba): The Lair

Premise Address: 412 S 2nd St.
Number & Street

Laramie WY 82070 Albany
City State Zip County

Mailing Address: 1814 Bill Nye Ave
Number & Street or P.O. Box

Laramie WY 82070
City State Zip

Business Telephone Number: (307) 460-2524

Fax Number: () NA

E-Mail Address: rkiser22@yahoo.com

LICENSING AUTHORITY: Begin publishing promptly. As W.S. 12-4-104(d) specifies: **NO LICENSING AUTHORITY SHALL APPROVE OR DENY THE APPLICATION UNTIL THE LIQUOR DIVISION HAS CERTIFIED THE APPLICATION IS COMPLETE.**

FILING FOR <input checked="" type="checkbox"/> NEW <input type="checkbox"/> TRANSFER LOCATION <input type="checkbox"/> TRANSFER OWNERSHIP	TYPE OF LICENSE OR PERMIT (CHOOSE ONLY ONE) <input checked="" type="checkbox"/> RETAIL LIQUOR LICENSE <input checked="" type="checkbox"/> on-premise only (Bar) <input type="checkbox"/> off-premise only (Package Store) <input type="checkbox"/> combination on/off premise (Both) <input type="checkbox"/> RESTAURANT LIQUOR LICENSE <input type="checkbox"/> RESORT LIQUOR LICENSE <input type="checkbox"/> COUNTY RETAIL or SPECIAL MALT BEVERAGE PERMIT <input type="checkbox"/> VETERANS CLUB <input type="checkbox"/> FRATERNAL CLUB <input type="checkbox"/> GOLF CLUB <input type="checkbox"/> SOCIAL CLUB <input type="checkbox"/> MICROBREWERY <input type="checkbox"/> WINERY <input type="checkbox"/> BAR AND GRILL <input type="checkbox"/> LOCATED WITHIN 5 MILES OF CITY (County License only)	To Assist the Liquor Division with scheduling inspections: DO YOU OPERATE? <input checked="" type="checkbox"/> FULL TIME (e.g. Jan through Dec) <input type="checkbox"/> SEASONAL/PART-TIME (specify months of operation) from _____ to _____ DAYS OF WEEK (e.g. Mon through Sat) <u>Sunday through Saturday</u> HOURS OF OPERATION (e.g. 10a - 2a) <u>Sun: 11am - 12am, Mon to Wed: 3pm - 6pm</u> <u>Th to Fri: 3pm - 2am, Sat 11am to 2am</u>
FILING IN (CHOOSE ONLY ONE) <input checked="" type="checkbox"/> CITY OF <u>Laramie</u> <input type="checkbox"/> COUNTY OF _____		
FILING AS (CHOOSE ONLY ONE) <input type="checkbox"/> INDIVIDUAL <input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> CORPORATION <input type="checkbox"/> LTD PARTNERSHIP <input type="checkbox"/> ASSOCIATION <input type="checkbox"/> ORGANIZATION	<input checked="" type="checkbox"/> LLC <input type="checkbox"/> LLP	

1. Location of License:
(a) Give a description of the dispensing room and state where it is located in the building (e.g. 10 x 12 room in SE corner of 1st floor of building). If the building is not in existence, provide the location and an architect's drawing or suitable plans of the room and premises to be licensed: W.S. 12-4-102(a)(i): (Please submit a drawing of the establishment that includes the dispensing room)

46 1/2 ft X 42 ft room in East end of building on the first floor

(b) If Winery or Microbrewery, also list manufacturing facility.(e.g. MFG: 10' X 12' room in SW portion of bldg.)
NA

(c) Do you have an additional dispensing room? YES NO If yes, provide description and location:

(d) Provide the legal description and the zoning of the site where the applicant will conduct business:

Downtown commercial (DC) zone, in Block 218, Lot 445, Old Town, City of Laramie, Albany County, Wyoming

2. Do you W.S. 12-4-103 (a) (ii):

- (1) OWN the building in which sales room is located? YES (own)
 (2) LEASE the building in which sales room is located? YES (lease)
- (A) DATE lease expires 5/31/2018 located on page 1 of lease document
 (B) Provision for SALE of alcoholic or malt beverages located on page 1 paragraph 2 of lease.

NOTE: Attach a true copy of the lease to application. Lease MUST contain provision for SALE OF ALCOHOLIC OR MALT BEVERAGES and be valid THROUGH the TERM OF THE LICENSE W.S. 12-4-103(a)(iii).

3. Have you already assigned, leased, transferred or do you intend to assign, lease, transfer, contract or in any other manner agree with any person or firm other than yourself as licensee to operate and assert control or partial control of the license and the licensed room to carry on the licensed liquor business? YES NO

4. Does any manufacturer, brewer, rectifier, wholesaler, or through a subsidiary affiliate, officer, director or member of any such firm: W.S. 12-5-401, 12-5-402, 12-5-403

- (a) Hold any interest in the license applied for? YES NO
- (b) Furnish by way of loan or any other money or financial assistance for purposes hereof in your business? YES NO
- (c) Furnish, give, rent or loan any equipment, fixtures, interior decorations or signs other than standard brewery or manufacturer's signs? YES NO
- (d) If you answered YES to any of the above, explain fully and submit any documents in connection therewith:

5. Does applicant have any interest or intent to acquire an interest in any other retail liquor license to be issued by this licensing authority? W.S. 12-4-103(b) YES NO
If "YES", explain: _____

6. Is applicant a mayor, member of a city or town council, or member of the board of county commissioners within the jurisdiction of this licensing authority? W.S. 12-4-103(a)(i) YES NO

7. Is applicant employed by the State, City or Town, or County as a law enforcement officer, or hold office as a law enforcement officer through election? W.S. 12-4-103(a)(ii) YES NO

RESTAURANT OR BAR AND GRILL LICENSE: Complete questions 8(a) and 8(b):

- 8. (a) Have you submitted a valid food service permit upon application? YES NO
W.S. 12-4-407(a) W.S. 12-4-413(a)
- (b) Was your dispensing room for alcoholic and/or malt beverages in existence and open for consumption purposes prior to February 1, 1979? W.S. 12-4-410(b) YES NO N/A

RESORT LICENSE: Complete questions 9(a) through 9(c):

- 9. (a) Is the actual valuation of the resort complex at least one million dollars, or have you committed or expended at least one million dollars (\$1,000,000.00) on the complex, excluding the value of the land? W.S. 12-4-401(b)(i) YES NO
- (b) Does the resort complex include a restaurant and a convention facility which will seat at least one hundred (100) persons? W.S. 12-4-401(b)(ii) YES NO
- (c) Does the resort complex include motel or hotel accommodations with at least one hundred (100) sleeping rooms? W.S. 12-4-401(b)(iii) YES NO

MICROBREWERY AND/OR WINERY LICENSE: Complete questions 10 through 11:

10. Is premise to be co-existent with a retail, restaurant, resort or bar and grill liquor license? W.S. 12-4-412(b)(iii) YES NO

If "YES", please specify type: Microbrewery Winery Retail
 Restaurant Resort Bar & Grill:

- 11. (a) Do you self distribute your products? YES NO
- (b) Do you distribute your products through an existing malt beverage wholesaler? YES NO

ORGANIZATION AND/OR CLUB LICENSE: Complete questions 12 through 15 as applicable:

12. FRATERNAL CLUBS W.S. 12-1-101(a)(iii)(B)

- (a) The name and address of the grand lodge or national organization is: _____
- (b) Does lodge or fraternal organization hold a charter from a national organization or national grand lodge? YES NO
- (c) Has the fraternal organization been actively operating in at least thirty-six (36) states? YES NO
- (d) Has the fraternal organization been actively in existence for at least twenty (20) years? YES NO

13. VETERANS CLUBS W.S. 12-1-101(a)(iii)(A):

- (a) The name and address of the National Veterans organization is: _____
- (b) Has the Veteran's organization been chartered by the Congress of the United States for patriotic, fraternal or benevolent purposes? YES NO
- (c) Is the membership of the Veteran's organization comprised only of Veterans and its duly organized auxiliary? YES NO

14. SOCIAL CLUBS W.S. 12-1-101(a)(iii)(E):

- (a) Do you have more than one hundred (100) bona fide members who are residents of the county in which the club is located? YES NO
- (b) Is the club incorporated and operating solely as a nonprofit organization under the laws of this state? YES NO
- (c) Is the club qualified as a tax exempt organization under the Internal Revenue Service? YES NO
- (d) Has the club been in continuous operation for a period of not less than one (1) year? YES NO
- (e) Has the club received twenty-five dollars (\$25.00) from each bona fide member as recorded by the secretary of the club and are club members at the time of this application in good standing by having paid at least one (1) full year in dues? YES NO
- (f) Does the club hold quarterly meetings and have an actively engaged membership carrying out the objectives of the club? YES NO
- (g) Have you filed a true copy of your bylaws with the local licensing authority and the Wyoming Liquor Division? YES NO
- (h) Has at least fifty one percent (51%) of the membership signed a petition indicating a desire to secure a Limited Retail Liquor License?
(THE PETITION MUST BE ATTACHED TO APPLICATION) YES NO
- (i) Have you filed with the licensing authority and the Wyoming Liquor Division a detailed statement of your activities during the preceding year which were undertaken or furthered in pursuit of the objectives of the club, along with an itemized statement expended for such activities? YES NO

15. GOLF CLUBS W.S. 12-1-101(a)(iii)(D):

- (a) Do you have more than fifty (50) bona fide members? YES NO
- (b) Do you own, maintain, or operate a bona fide golf course together with clubhouse? YES NO

- 16. (a) If applicant is an Individual or Partnership:** State the name, date of birth and residence of each applicant or partner, if the application is made by more than one individual or by a partnership.
If the application is for a Club: State the name, date of birth and residence of each officer.

True and Correct Name	Date of Birth	DONOT LIST PO BOXES Residence Address No. & Street City, State & Zip	Residence Phone Number	Have you been a DOMICILED resident for at least 1 year and not claimed residence in any other state in the last year?	Have you been Convicted of a Felony Violation?	Have you been Convicted of a Violation Relating to Alcoholic Liquor or Malt Beverages?
				YES <input type="checkbox"/>	NO <input type="checkbox"/>	YES <input type="checkbox"/>
				YES <input type="checkbox"/>	YES <input type="checkbox"/>	YES <input type="checkbox"/>
				NO <input type="checkbox"/>	NO <input type="checkbox"/>	NO <input type="checkbox"/>
				YES <input type="checkbox"/>	YES <input type="checkbox"/>	YES <input type="checkbox"/>
				NO <input type="checkbox"/>	NO <input type="checkbox"/>	NO <input type="checkbox"/>
				YES <input type="checkbox"/>	YES <input type="checkbox"/>	YES <input type="checkbox"/>
				NO <input type="checkbox"/>	NO <input type="checkbox"/>	NO <input type="checkbox"/>
				YES <input type="checkbox"/>	YES <input type="checkbox"/>	YES <input type="checkbox"/>
				NO <input type="checkbox"/>	NO <input type="checkbox"/>	NO <input type="checkbox"/>

(If more information is required, list on a separate piece of paper and attach to this application.)

- (b) If the applicant is a Corporation, Limited Liability Company, Limited Liability Partnership or Limited Partnership:** State the name, date of birth and residence of each stockholder holding, either jointly or severally, ten percent (10%) or more of the outstanding and issued capital stock of the corporation, limited liability company, limited liability partnership, or limited partnership, and every officer, and every director.

True and Correct Name	Date of Birth	DONOT LIST PO BOXES Residence Address No. & Street City, State & Zip	Residence Phone Number	No. of Years in Corp or LLC	% of Stock Held	Have you been Convicted of a Felony Violation?	Have you been Convicted of a Violation Relating to Alcoholic Liquor or Malt Beverages?
						YES <input type="checkbox"/>	NO <input type="checkbox"/>
Ryan M. Kiser	03/01/84	1814 Bill Nye Ave Laramie, WY 82070	(307) 760-4001	1	100	YES <input type="checkbox"/>	YES <input type="checkbox"/>
						NO <input checked="" type="checkbox"/>	NO <input checked="" type="checkbox"/>
						YES <input type="checkbox"/>	YES <input type="checkbox"/>
						NO <input type="checkbox"/>	NO <input type="checkbox"/>
						YES <input type="checkbox"/>	YES <input type="checkbox"/>
						NO <input type="checkbox"/>	NO <input type="checkbox"/>
						YES <input type="checkbox"/>	YES <input type="checkbox"/>
						NO <input type="checkbox"/>	NO <input type="checkbox"/>

(If more information is required, list on a separate piece of paper and attach to this application.)

OATH OR VERIFICATION

(Requires signatures by ALL Individuals, ALL Partners, ONE (1) LLC Member, or TWO (2) Corporate Officers or Directors except that if all the stock of the corporation is owned by ONE (1) individual then that individual may sign and verify the application upon his oath, or TWO (2) Club Officers.) W.S. 12-4-102(b)

Under penalty of perjury, and the possible revocation or cancellation of the license, I swear the above stated facts, are true and accurate.

STATE OF WYOMING)

SS.

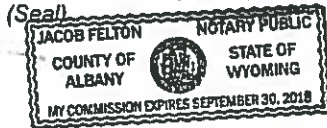
COUNTY OF Albany

Before Me, Jacob D. Felton, (specify)
(Printed name of Notary or other officer authorized to administer oaths)

a Notary Public, Officer authorized to administer oaths in and for
Albany County, State of Wyoming, personally appeared

Ryan Kiser name he/she being first duly sworn
(insert Names)

by me upon his oath, says that the facts alleged in the foregoing instrument are true.



1. R. Kiser
2. _____
3. _____
4. _____

My Commission expires: 9-30-18

Witness my hand and official seal:

Jacob D. Felton
(Notary Public or other officer authorized to administer oaths)
Title Notary Public

Dated: 8-31-15

REQUIRED ATTACHMENTS:

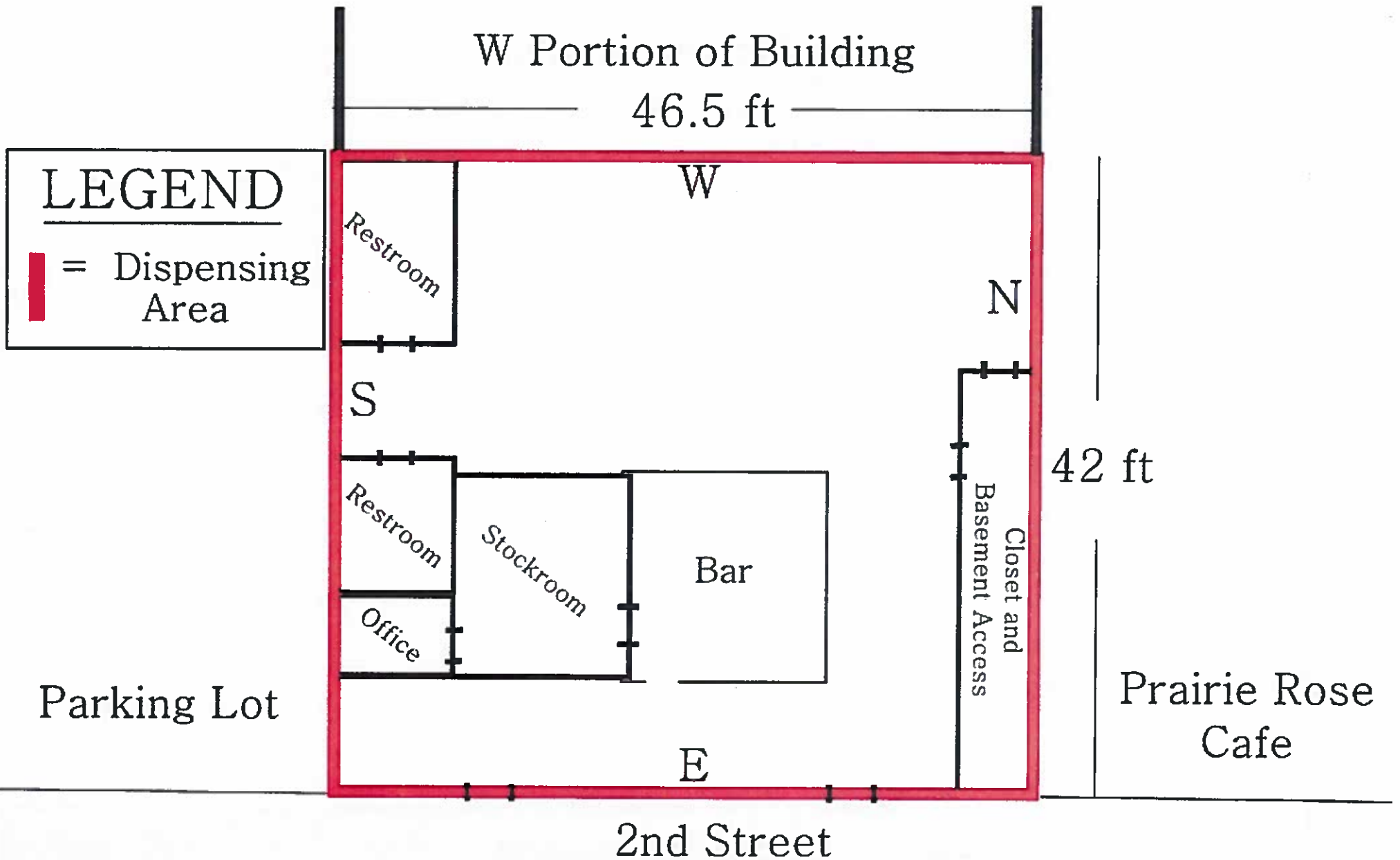
- (a) Attach any lease agreements W.S. 12-4-103 (a) (iii).
- (b) If the building is not in existence, an architect's drawing or suitable plans of the room and the premises to be licensed must be attached W.S. 12-4-102 (a) (i).
- (c) A statement indicating the financial condition and financial stability of the applicant W.S. 12-4-102 (a) (vi).
- (d) Restaurant or Bar & Grill Liquor License applicants must include a copy of the CURRENT food service permit W.S. 12-4-407 (a) or 12-4-413 (a).
- (e) Include a drawing of the dispensing room W.S. 12-5-201 (a).
- (f) Check or bank draft as payment for the application and publishing the notice of application (Direct billing is permissible for publication fees) W.S. 12-4-101-4 (a).
- (g) If transferring a license from one ownership to another, a form of assignment from the current licensee to the new applicant authorizing the transfer W.S. 12-4-601 (b).

ADVERTISING REQUIREMENTS W.S. 12-4-104(a):

When an application for a license, permit, renewal or any transfer of location or ownership thereof has been filed with a licensing authority, the clerk shall promptly prepare a notice of application, place the notice conspicuously upon the premises shown by the application as the proposed place of sale and public the notice in a newspaper of local circulation once a week for four (2) consecutive weeks. The notice shall state that a named applicant has applied for a license, permit, renewal or transfer thereof, and that protests against the issuance, renewal, or transfer of the license or permit will be heard at a designated meeting of the licensing authority.

FOR LIQUOR DIVISION USE ONLY		
Reviewer	Initials	Date
Agent:		
Chief:		
Acct.:		

DRAWING OF DISPENSING ROOM



March 25, 2015

Hero Primo LLC
412 S 2nd Street
Laramie, WY 82070

City of Laramie
Laramie City Council
406 Ivinson Street, P.O. Box C
Laramie, WY 82073

Dear Mayor and Honorable Members of the Laramie City Council:

It is in the interest of Hero Primo LLC, owned by Ryan Kiser, to sell beverages containing alcohol from our business currently operating in downtown Laramie. This letter is being submitted with the intent to apply for a retail liquor license.

i. Principal:

Ryan Kiser, Owner
1814 Bill Nye Ave
Laramie, WY 82070
rkiser22@yahoo.com
(307) 760-9211

- ii. Hero Primo LLC is owned and operated by long-term resident and community advocate, Ryan Kiser. This limited liability company is currently conducting business under the trade name, Hero Depot, at 412 S 2nd St. in downtown Laramie. If a retail liquor license is successfully obtained, the trade name will be rebranded as The Lair, to help signify changes to the business.

At Hero Depot, we currently run a blast from the past arcade with a large selection of coin-operated classic arcade games (e.g. Asteroids, Donkey Kong, Pac-Man, and more), pinball, Skee-ball, and modern ticket redemption games. Furthermore, we operate as a game shop, where customers can learn about, play, borrow, and/or buy board games and card games. We also sell a variety of other products like snacks, movies, comics, apparel, and gift cards for local business. These items can either be purchased with cash or redeemed with prize tickets earned from game play. Patrons can also turn in tickets toward our "Heart of a Hero" program, from which contributions (based on the number of tickets collected) are provided to a reputable, local beneficiary. In addition, Hero Depot has been used as a venue for live music and other events.

We serve a diverse range of customers that enjoy both casual and competitive game play. Yet, the group that contributes the most time and revenue is young adults in their 20s and 30s.

- iii. We are proud of our successes at Hero Depot. Yet, we would like to be able to offer more, and many customers still have two common requests, being: 1) add more games and 2) offer alcoholic drinks during gameplay. Thus, our goal is to obtain a retail liquor license so that we can become an arcade and game lounge for individuals that are 21 and older. We expect that selling alcohol will catalyze business growth. Then, fun but low-profit activities like board game nights, live music, comic book swaps, and free tournaments will become more gainful. This will allow us to regularly add more games and high quality products. Eventually, we plan to add a family friendly (alcohol-free) area that will be designed with the desires of children in mind. Until then, we will have special (no alcohol) occasions when people of all ages can come in and play.

If we are awarded the retail license, operations will remain much the same. There will still be tournaments, games with prizes, high-score challenges, organized board/card game nights, local art and music events, "Heart of a Hero" campaigns, and lots of laughs and smiles. The most notable difference will be that customers will have the option to enjoy a satisfying beer, wine, or cocktail while playing games. As the number of customers grow, we will implement a gamers' club and/or a pinball league, and we plan to offer more comic book services.

We will strive to make our services beneficial to other local businesses. Thus, we will offer locally brewed craft beers. We'll continue to offer local business gift cards and products as prizes. Local artists and musicians will be able to display and sell their creations at The Lair.

In addition to beers on tap, our arcade and game lounge will offer a craveable selection of wine and mixed drinks. However, we want the focus to be more on the game play and less on the consumption of alcohol. Furthermore, we will offer light snacks to help enforce drinking responsibly and for the satisfaction of the customers. Bar menus will contain a list of our beers, wines, cocktails, and non-alcoholic beverages, which will be recommended with a snack pairing and will have an amusing name that fits our theme. For example, The Princess will be a peach vodka martini suggested with a peach and pecan chocolate bar. A non-alcoholic option, The Extra Life, will be coconut water paired with tropical trail mix. We want to create a fun place for game players to socialize, play, and enjoy beverages while avoiding overconsumption and disorderly, binge drinking.

While some businesses have options for different types of licenses that would allow them to sell alcohol, our proposed business can only exist in Wyoming with (specifically) a retail license.

- iv. The Lair will be located in our existing retail store front at 412 S 2nd St. It will establish a mainstay at the southern end of downtown Laramie. The location is zoned as downtown commercial (DC), which permits a building to be used as a bar or tavern. It is unlikely that the business will have a significant impact on vehicle traffic. However, The Lair will likely increase the amount of foot traffic in the area, which should have a positive impact on other businesses nearby. It will be an exciting, one-of-a-kind place in Laramie that provides services that no one else offers in the downtown area. The business will attract both locals and out-of-towners.

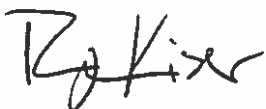
- v. Our establishment is in the outermost building on the west side of 2nd Street before it intersects (to the south) with Custer Street. The building is owned by Richard Arbour, who has provided written authorization for our business, Hero Primo LLC, to sell alcohol within the portion of the building where our business operates. The Lair will occupy nearly 2,000 square feet of space. Customers will be able to access the business via the sidewalk on the east side of the establishment. Adjacent to the building on the south side, is a large All-Day parking lot, and within one block to the west, is another very large All-Day parking lot. Additionally, there are several 2-Hour parking spaces in front of the building and surrounding other businesses nearby.
- vi. If Hero Primo LLC is awarded the retail license, we want to transition into the new arcade and game lounge right away. Essentially, our proposed business is ready to go. We already occupy the space, which currently houses our large selection of games. We will need to put in a bar and make minor renovations/improvements before reopening. We anticipate that this will take one to two months to complete. The Lair will open for business shortly thereafter. Our goal is to be back in operation no later than the end of summer 2015.
- vii. We've found that there are numerous adults that enjoy playing games for social entertainment. However, there is an extremely limited number of places where game enthusiasts can meet, interact, and play a wide variety of games together. In addition, the majority of game players prefer to enjoy a drink when socializing with others. The Lair will provide this complete experience, which cannot be found anywhere else in the community. Not only will it be a comfortable place to play games, it will be a place to appreciate art and music. It will create an atmosphere, in which an entire subculture can become empowered and can flourish.

We analyzed the industry and found a multitude of successful arcade/game themed bars that are using similar business models. Many Laramie residents are frequently traveling outside the community into Colorado and other places that offer these services. Establishing an arcade and game lounge in Laramie will fulfill a unique need for our local niche of game enthusiasts and will keep dollars spent within our community.

- viii. The Lair will be a one-of-a-kind Laramie business with no affiliation to any chain or franchise.

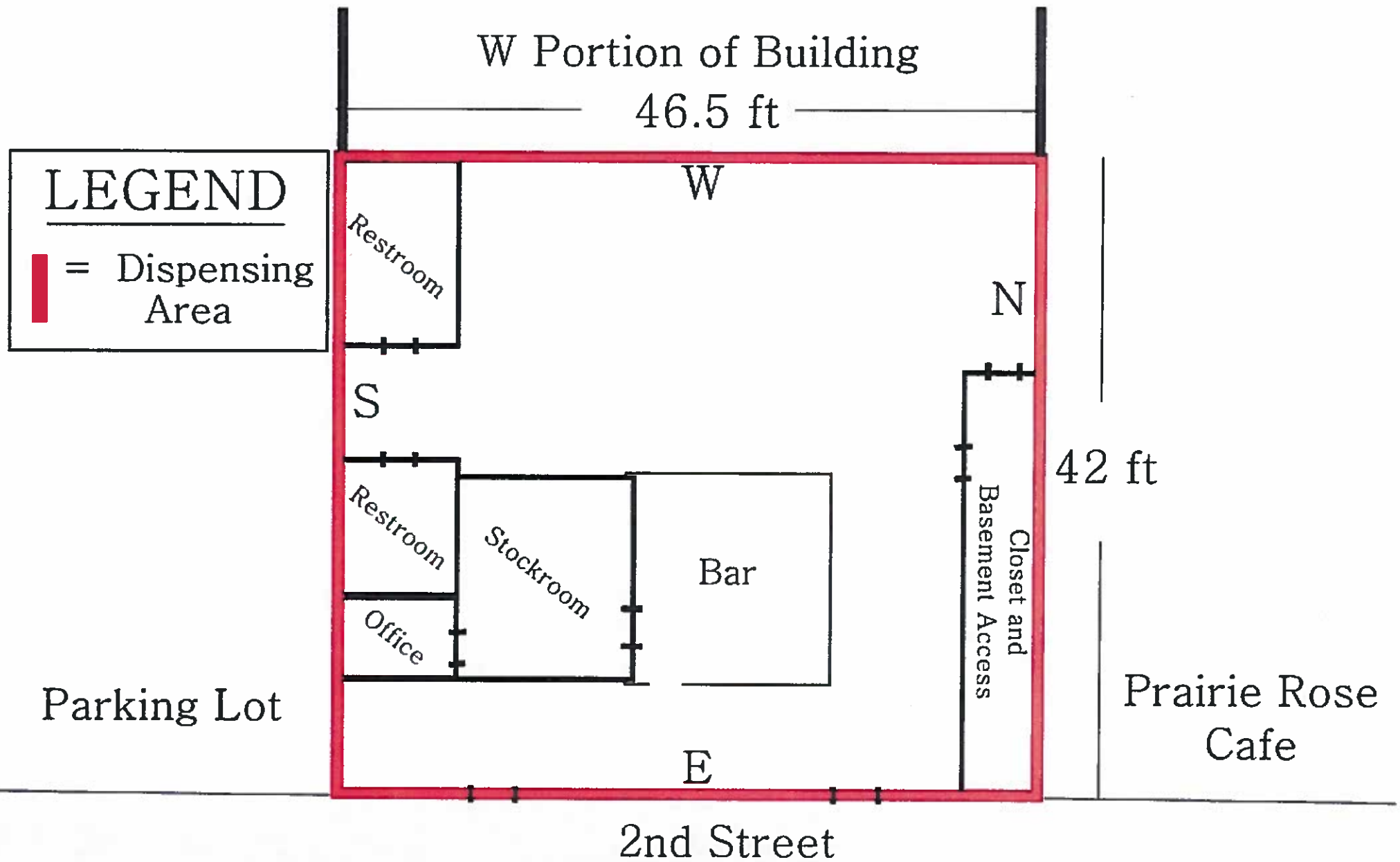
Thank you for your consideration to award the retail liquor license to Hero Primo LLC. Please let us know if you need any further information. A detailed business plan is readily available upon request.

Sincerely,



Ryan Kiser

DRAWING OF DISPENSING ROOM



Photos of our games currently on premises



Photos of events

