



Liquor/Beer License Application

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

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

Class B: ☒ Beer, ☐ Liquor,

☒ Class C Wine

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)	45229
(Legistar file number)	LIC18-2021-00130
(License number)	19
(Alder District #)	218
(Police Sector)	
Office Use Only	

Section A – Applicant

1. 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.

CEC Entertainment, LLC.

2. Trade Name (doing business as) Chuck E. Cheese's
3. Address to be licensed 438 Grand Canyon Dr., Madison, WI 53719
4. Mailing address c/o Licensing Dept. 1707 Market Place Blvd., Suite 200, Irving, TX 75063
5. Anticipated opening date *12/30/2020 Change of Ownership
6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)
7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

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 the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
- 12,873 sf free standing building - Beer to be stored in the walk-in cooler which is in the kitchen. Service would be at the counter.

9. *Applicants for on-premises consumption only.* Estimated capacity (patrons and employees):
Indoor: 491 Outdoor: n/a
10. Describe existing parking and how parking lot is to be monitored.
Plenty of parking around the building. Parking lot is well lit and equipped with security cameras.
11. Was this premises licensed for the sale of liquor or beer during the past license year?
☐ No ☒ Yes, license issued to CEC Entertainment, Inc. (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 Diane Wilson
13. City, state in which agent resides Montello, WI
14. How long has the agent continuously resided in the State of Wisconsin? 25 years
15. Has the liquor license agent completed the responsible beverage server training course?
☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 02/10/2021
16. State and date of registration of corporation, nonprofit organization, or LLC.
Delaware - December 30, 2020

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
Please see attached		

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.
Corporation Service Company 8040 Excelsior Drive, Suite 400 Madison, WI 53717
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) 4 locations in Wisconsin have a beer and/or beer and wine license

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 Coin Operated Amusement Machines
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
11am -9pm	11am -9pm	11am -9pm	11am - 9pm	11am - 9pm	11am -10pm	10am - 10pm
(Class B only) Enter below any hours when food service will not be available, if applicable						
n/a	-	-	-	-	-	-

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. Pizza Restaurant / Family Entertainment Center with amusement machines
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:
1.35 % Alcohol 37.21 % Food 61.45 % Other
- If applicable, describe “Other”: Amusement, Birthday Deposits & Merchandise
- 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? Walk around
Chuck E. Cheese character

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 180 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 21.
38. State Seller's Permit 4 5 6 - 1 0 3 0 5 2 2 5 8 3 0 4
39. Federal Employer Identification Number 85-4343185
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Maribel Alamillo

Business phone (972) 258-5481 Business e-mail address malamillo@cecentertainment.com

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 David A. Deck
- Phone (972) 258-4603 E-mail ddeck@cecentertainment.com

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)

(Date)

04/12/2021

Clerk's Office checklist for complete applications

<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent <input type="checkbox"/> * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
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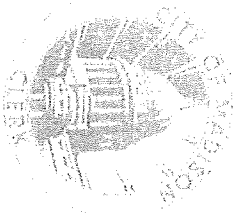
Upon Application Submission, the Clerk's Office issued to the application:

- ☐ 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 _____



Liquor/Beer Agent

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

Class A: ☐ Beer, ☐ Liquor, ☐ Cider
Class B: ☒ Beer, ☐ Liquor,
licensing@cityofmadison.com
608-266-4601

☒ Class C Wine

(Agenda Item Number) -if change-
(Registrar file number) -if change-
(License number)
(Alder District # and Name) Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
 - If you are a **new agent** for a **new** license, there is no charge.
 - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

To be completed by Corporate Officer or Member of LLC

I, David A. Deck, Assistant Secretary, officer/member for CEC Entertainment, LLC (Corp/LLC),
doing business as Chuck E. Cheese, authorize and appoint Diane Wilson
Name
as the liquor/beer agent for the premise located at 438 Grand Canyon Dr., Madison, WI 53719.

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.

,
Signature of corporate officer/member Date 04/12/2021

To be completed by appointed Liquor/Beer Agent

I, Diane Wilson, appointed liquor/beer agent for CEC Entertainment, LLC (Corp/LLC),
being first duly sworn, affirm that I have full authority and control of the premise described
in this license, and I am involved in the actual conduct of the business as an employee, or have a direct
financial interest in the business of the licensee. The percent of the business I own is 0 %.

☒ I have included a copy of my photo ID and Beverage Server Training certificate/Operator's license.

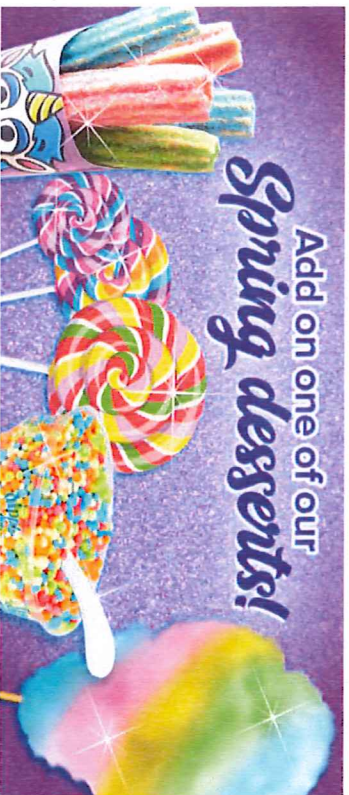
Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

,
Signature of corporate Agent Date 3/26/2021

REV 09/2018

☒ Form submitted by mail/e-mail
Office Use Only

SPRING-TASTIC SWEETS



Celebrate the magic of spring with our rainbow inspired desserts! Our Rainbow Dippin' Dots, Unicorn Churros, Rainbow Lollipops, and Unicorn Cotton Candy are sure to make your spring the sweetest ever! Available at participating locations.

Pizza Made To Order Built For Flavor



Build Your Own

Create the pizza that's perfect for you and your family. Choose your size, crust, and toppings.



Supreme

What more could you want in a pizza? This delicious pizza comes stacked with pepperoni, sausage, beef, black olives, mushrooms, red onions and green peppers. It's a super combo piled on our delicious cheese pizza with red sauce.



Five Meat

Absolute meat satisfaction! Our five meat combo is a classic pizza loaded with five different types of delicious meats, making it the king of meat pizzas. Pepperoni, sausage, bacon, ham, and beef work together in perfect pizza harmony.



Veggie

Whether you're a vegetarian or just a vegetable-lover, this pizza is for you. A medley of vegetables including black olives, mushrooms, red onions, green peppers, and tomatoes sits on top of a classic cheese pizza with red sauce.



Gluten-Free

No kidding, we didn't sacrifice any flavor to make this personal pizza gluten-free! This is a classic cheese pizza with a delicious Smart Flour™ crust. Note: pizza is prepared in a shared kitchen and cannot be guaranteed completely free of gluten.

Wings

Our wings are sauced with flavor! Choose from bone-in traditional buffalo wings or oven-baked all-white-meat nuggets. Choose one our delicious sauces like hot buffalo, smoky BBQ, sweet chili or plain. Every order of wings is served with side of celery and ranch or blue cheese dressing.



SMALL: Serves Approx. 2
MEDIUM: Serves Approx. 4
LARGE: Serves Approx. 6

Appetizers And Platters For Sharing



Cheesy Bread

Our irresistible cheesy bread is packed with garlic spread and freshly shredded, freshly melted mozzarella and cheddar cheese. It's served with pizza sauce and lite ranch dressing for dipping.



French Fries

Classics are classics for a reason. Our French fries are crispy, golden brown and served with ketchup.



App Sampler

A little bit of this and a little bit of that! Our app sampler offers a taste of three party favorites: Cheesy Bread, French Fries and your choice of traditional bone-in or boneless wings. Serves 2-4.

Salads



Our garden salad is a great appetizer! Get started with fresh-cut lettuce, tomatoes, cucumber and red onion, served with your choice of dressing. Bring your appetite so you can eat a garden's worth!

Desserts For Everyday Treats And Birthday



Cakes

Whether you are celebrating a birthday or a special accomplishment, we serve cakes anytime, any day. Now, we offer Edible Images to customize your cake with your favorite character! Currently, we offer Chuck E., Barbie™, Paw Patrol™, Batman™, Hello Kitty®, and PJ Masks™.

Sizes: 8" Round (serves up to 12) and 1/2 Sheet (serves up to 20)

Flavors: Chocolate or Vanilla



Giant Warm Cookie

Our cookie is giant, so we cut it like a pizza to serve it! There's enough warm chocolate chip cookie for everyone in the family to enjoy a slice.



Unicorn Churros

Our churros just became magical! They are baked to perfection, and dusted with cotton candy, sour apple, and blue raspberry sugar.



Dippin' Dots®

Pick from a variety of delicious flavors.

Drinks And Adult Beverages



Soft Drinks

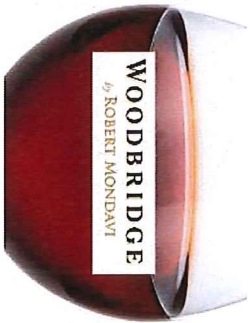
Thirsty? We have plenty of tasty drinks to fuel your party. There's Pepsi® soft drinks, Gatorade and juices.



Beer

Choose from our selection of premium beers.

*Only available at select locations



Wine

Choose from our selection of wines.

*Only available at select locations

Business Plan

CEC Entertainment, LLC currently owns and operates over 450 locations in the United States and Canada. Chuck E. Cheese's is a family restaurant and entertainment experience specializing in birthday parties and group celebrations. Our restaurants cater to families with children between the ages of 2-12 and do not permit anyone under the age of 18 entrance unless accompanied by a parent or guardian.

Our food service consists of pizza, hot sandwiches, salad bar, appetizers, dessert items and soft drinks. Most locations offer beer and/or wine service as a convenience to our adult guests.

CEC Entertainment, LLC is reapplying for an alcohol license due to emerging from bankruptcy.