

Liquor/Beer License Application

(Agenda Item Num	ber)
(Legistar file numbe	
UCLIA-Z	025-00456
(License number)	
10	2/2
(Alder District #)	(Police Sector)
Office U	Jse Only

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor, Cider

Class B: Beer, Liquor, Liquor, Licensing@cityofmadison.com

☐ Class C Wine 608-266-4601 Section A - Applicant List the name of your \square Sole Proprietor, \square Partnership, \square Corporation/Nonprofit Organization or M Limited Liability Company exactly as it appears on your State Seller's Permit. Speedway LLC Trade Name (doing business as) Speedway 4132 2. Address to be licensed 4902 Verona Road 3. Mailing address Attn: Licensing Dept. PO Box 139044 Dallas TX 75313 4. Anticipated opening date Already open we want to add Class A Liquor along with our Class A Beer 5. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant 6. named in question 1? M No ☐ Yes (explain) Does another alcohol beverage licensee or wholesale permitee 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Alcoholic beverages are sold at the cash register and stored on the main sales floor, coolers, utility/storage closet.

9.	Applicants for on-premises consumption only. Estimated capacity (patrons and employees):			:	
	Indoor: N/A	Outdoor			
10.	Describe existing parking and how parking lot is to be monitored.				
11.	Was this premises	licensed for the sale of	liquor or beer during the past license year?		
	□ No ☑ Yes, li	cense issued to Speedw	vay LLC (name of licensee))	
This			organizations, and Limited Liability Companies cip to Section D.		
12.	Name of liquor lice	nse agent Charles Sa	atterfield		
	. City, state in which agent resides Fitchburg, Wi				
14.	How long has the agent continuously resided in the State of Wisconsin? Over 20 years				
15.	5. Has the liquor license agent completed the responsible beverage server training course?				
	☐ No, but will complete prior to ALRC meeting ☐ Yes, date completed				
16.	5. State and date of registration of corporation, nonprofit organization, or LLC. 07/18/1997 DE				
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		
	President	David L. Seltzer	Southlake, TX 76092		
	Vice President	Rory L. King	Heath, TX 75032		
18.	notice or demand of necessarily the sar	required or permitted b ne as your liquor agent	LC. This is your agent for service of process, y law to be served on the corporation. This is not :. Of W. Main Avenue #B1, Spokane WA 99201		
19.		sidiary of any other corp			
	☐ No ☑ Yes (e	explain) SEI Speedway H	loldings LLC 86-2507617	_	
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) Certain Speed throughout W	dway and 7-Eleven Stores that hold liquor license isconsin.	es	

	Section D—Business Plan 21. What type of establishment is contemplated? ☐ Tavern ☐ Nightclub ☐ Restaurant ☐ Liquor Store ☐ Grocery Store						
	☐ Convenie	nce Store wit	hout gas pur	nps 🗖 Conv	enience Store	e with gas pu	mps
	☐ 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 ope	ration: please	e enter openi	ing and closing	times in the	table below.	
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	24 hrs	24 hrs	24-hrs	24 hrs	24 hrs	24 hrs	24 hrs
	(Class B on	ly) Enter belo	ow any hours	when food ser	vice will not b	e available,	if applicable
	_	-	-	-	_	-	-
This (con 24.	ection E—Consumption on Premises his section applies to Class B and Class C applicants only. Class A license applicants consumption off premises) may skip to Section F. 4. Indicate any other product/service offered. 5. 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":						
26.	Do you have written records to document the percentages shown? No Yes You may be required to submit documentation verifying the percentages indicated. Do you plan to have live entertainment? No Yes—what kind?						
				music (except ntertainment L), a DJ, or a	designated
	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 ALRC meetin			st an informatio	n session at l	least one we	ek before the
29.				this location to		pplication ar	id to invite

	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. \square No \square 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 180 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 \square 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 \square Yes				
36.	Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? No Y Yes				
Sec	ction G—Information for Clerk's Office				
37.	This application is for the license period ending June 30, 20 <u>26</u> .				
38.	State Seller's Permit 4 5 6 - 0000048548-03				
39.	Federal Employer Identification Number 31-155(430				
	Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?				
	Contact person Shameka Wiley				
	Business phone 972-828-1888 Business e-mail address shameka.wiley2@7-11.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				
	Phone E-mail				

Monday) to get on the agenda for the proce must be accompanied by the following item	reding months Alcohol License Review Committee. A	completed application	
☐ Member background investigation forms	ess Tax Registration Certificate), Appointment of A		
If required items are missing, the application Office until all requirements are submitted.	on will not be considered complete and will not be ac No exceptions are made.	ccepted by the Clerk's	
been truthfully completed to the best of the to law, and that the rights and responsibility	enalty provided by law, the applicant states that the knowledge of the signer. Signer agrees to operate ies conferred by the license(s), if granted, will not b emises during inspection will be deemed a refusal to s for revocation of this license.	the business according e assigned to another.	
Penalty for materially false application infor on this application may be required to forfe	mation: Any person who knowingly provides materi it not more than \$1,000. 04/10/2025	ally false information	
(Officer of Corporation/Member of LLC/Partner/S	Sole Proprietor) (Date)		
Clerk's Office checklist for complete	applications		
WI Seller's Permit Certificate (matching articles of incorporation) FEIN	Background investigation form(s) Form for surrender of previous license *Articles of Incorporation *Appointment of Agent	図 Floor Plans I Lease 図 Business Plan □ **Sample Menu	
Written description of premises	* Corporation/LLC only	** Class B only	
Upon Application Submission, the	Clerk's Office issued to the application:		
☐ Orange sign ☐ Orange busines	s card		
☐ "Applying for a Liquor/Beer License	e in the City of Madison" brochure with contact	information	
Date complete application filed with Clerk	's Office 5/12/15		
Date of ALRC meeting Date license granted by Common Council			
Date provisional Issued D	ate license Issued		