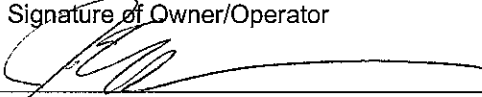


Application Date: 26MAR07

Proof of WI Seller's Permit No. 004-0003171330

Name of Corporation, Limited Liability Company, Individual Owner, Private Club or Partner(s)	Liquor/Beer Agent		
Marcus Madison, LLC	Jerrold S. Egner		
Mailing Address 100 East Wisconsin Avenue Suite 1900	Liquor/Beer Agent Address 253 North 116th Street		
City/State/Zip Code Milwaukee WI 53202	Liquor/Beer City/State/Zip Code Wauwatosa WI 53226		
Name of Registered Agent or General Partner Thomas F. Kissinger	Local Contact Person	Phone Number	
	Dan Hoppe , G.M.	608-251-2300	
Trade Name Sheraton Madison Hotel	Estimated Opening Date Upon issuance of licenses.		
Business Address 706 John Nolen Drive	Signature of Owner/Operator 		
Type of Business <input type="checkbox"/> Restaurant <input type="checkbox"/> Tavern <input type="checkbox"/> Grocery Store <input type="checkbox"/> Caterer <input type="checkbox"/> Cafeteria <input checked="" type="checkbox"/> Other <u>Full Service Hotel</u>			
Food and Drink License? Needed for: Restaurants and Room Service Private Club? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
<b>License Description</b>	<b>Type</b>	<b>Fee</b>	<b>Number</b>
Liquor and Beer, Class B	108		77106
Hotel/Motel Tourist Rooms (200+)	816		77107
Places of Assembly	327	\$790	77108
Nightclub	706	\$100	77109
Food Drink (\$1,000,000-5,000,000)	205	\$1,215	77110
Discharge of Nonstorm Water - Initial	900	\$25	77111
Indoor Swimming Pool	614	\$250	77112
Additional Indoor Pool	616	\$20.00	77113
Application Fee - Publication			
<b>Pre-Inspection &amp; License Fees Non-Refundable</b>	<b>TOTAL</b>	<b>\$20.00</b>	

IT IS MANDATORY THAT ALL APPLICABLE INFORMATION BE COMPLETED. INACCURATE INFORMATION MAY RESULT IN SUSPENSION OR REVOCATION OF LICENSE.

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning Upon Issue 20 07 ;  
ending 30JUN 20 07

TO THE GOVERNING BODY of the:  Town of } Madison  
 Village of }  
 City of }

County of Dane Aldermanic Dist. No. 14 (if required by ordinance)

- 1 The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): MARCUS MADISON, LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member	President William J. Otto	7720 Mary Ellen Place	Wauwatosa WI 53213
Vice President/Member	Vice. Pres. Stephen H. Marcus	7580 N. River Road	River Hills WI 53217
Secretary/Member	Sec'y Thomas F. Kissinger	601 N. Ponderosa Drive	Hartland WI 53029
Treasurer/Member	Treasurer Douglas A. Neis	2455 Whippetree Lane	Brookfield WI 53045
Agent	Jerrold S. Egner	253 North 116th Street	Wauwatosa WI 53226
Directors/Managers	Marcus Hotels, Inc.	100 E. Wisconsin Ave. #1900	Milwaukee WI 53202

- 3 Trade Name Sheraton Madiosn Hotel Business Phone Number 608-251-2300

- 4 Address of Premises 706 John Nolen Drive Post Office & Zip Code Madison WI 53713

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No
- 6 Is the applicant an employe or agent of or acting on behalf of anyone except the named applicant?  Yes  No
- 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No
- 8 (a) Corporate/limited liability company applicants only: Insert state DE and date 15NOV06 of registration
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No
- (c) Does the corporation, or any officer, director stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

- 9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service and/or storage of alcohol beverages and records (Alcohol beverages may be sold and stored only on the premises described) See Attached.

- 10 Legal description (omit if street address is given above):
- 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No
- (b) If yes, under what name was license issued? Haazo Management, Inc.
- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864]  Yes  No
- 13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2. above? [phone (608) 266-2776]  Yes  No
- 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license

SUBSCRIBED AND SWORN TO BEFORE ME  
this 21st day of MARCH, 20 07

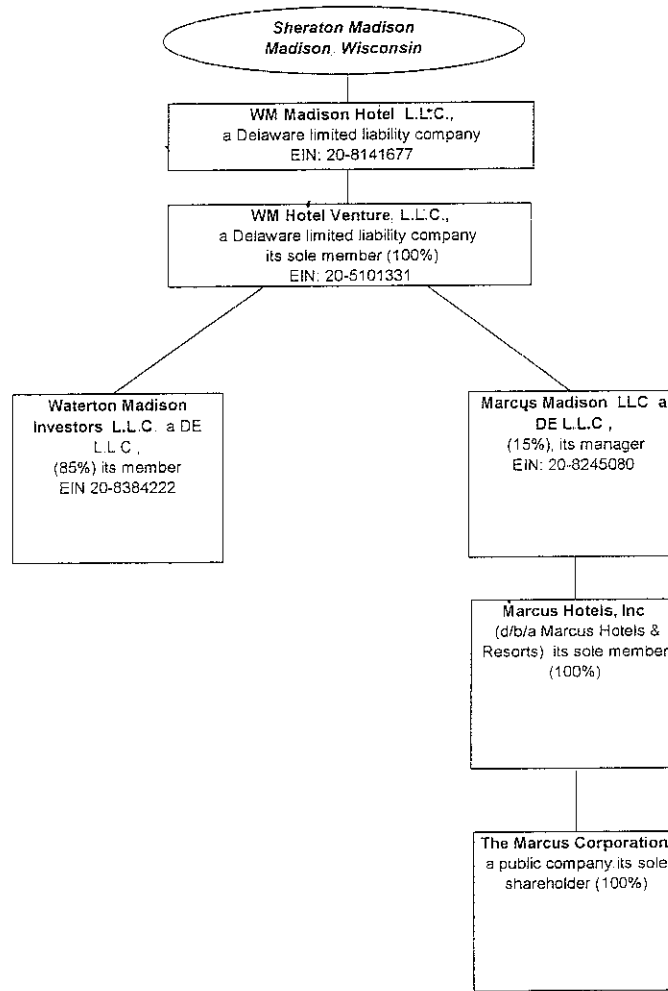
[Signature]  
(Clerk/Notary Public)  
My commission expires 28MAR10

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)  
[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company /Partner)  
[Signature]  
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

Applicant's Wisconsin Seller's Permit Number <u>004-0003171330-01</u>	
Federal Employer Identification Number (FEIN): <u>20-8245080</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input checked="" type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
<b>TOTAL FEE</b>	<b>\$</b>

## TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>3-26-07</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>77106</u>	



JERROLD S. EGNER  
PRESIDENT/VICE PRESIDENT/DIRECTOR/TREASURER/AGENT  
CAFE REFRESHMENTS INC.  
CAPTAIN'S JUNEAU INC  
CAPTAIN'S KENOSHA INC.  
HASTY HOST DISTRIBUTING CORP.  
MARCUS WS REFRESHMENTS, INC.  
WOODFIELD REFRESHMENTS OF COLORADO INC.  
WOODFIELD REFRESHMENTS OF OHIO INC.  
MARCUS HOTELS HOSPITALITY LLC  
MARCUS WS REFRESHMENTS, INC  
FAMILY ENTERTAINMENT, LLC

PRESENT LICENSES:

Marcus Hotels Hospitality LLC holds Class "B" Combination Beer and Liquor Licenses at the following locations:

424 East Wisconsin Avenue, Milwaukee WI 53202  
509 West Wisconsin Avenue, Milwaukee WI 53203  
7036 Grand Geneva Way at Hy 50 East, Lake Geneva WI 53147  
9 East Wilson Street, Madison WI 53704  
139 East Kilbourn Avenue, Milwaukee WI 53202

Family Entertainment, LLC holds a Class "B" Combination Beer and Liquor License at the following locations:

3916 west College Avenue, Grand Chute WI, 54914  
770 North Springdale Road, Brookfield WI 53045

FORMER LICENSES:

Cafe Refreshments Inc. has held Class "B" Combination Beer and Liquor Licenses at the following locations (Since closed):

7926 West Capitol Drive, Milwaukee WI 53222  
5265 N. Port Washington Road, Glendale WI 53217  
2878 So 108th Street, West Allis WI 53227  
130 West Layton Avenue, Milwaukee WI 53207  
275 West Wisconsin Avenue, Milwaukee WI 53203  
3016 W. Kohler Memorial Drive, Sheboygan WI 53081  
1111 North Van Buren Street, Milwaukee WI 53202  
1930 Omro Road, Oshkosh WI 54901  
131 N. Pioneer Road, Fond Du Lac WI 54935  
305 So. 18th Avenue, Wausau WI 54401  
7550 118th Avenue, Kenosha WI 53142  
20371 West Bluemound Road, Brookfield WI 53045 (later Marcus WS Refreshments, Inc.

Captain's Juneau Inc. has held Class "B" Combination Beer and Liquor Licenses at the following locations (Since Sold):

2500 North Mayfair Road, Wauwatosa WI 53226  
20101 West Bluemound Road, Brookfield WI 53045  
5100 So 76th Street, Greenfield WI 53129

3730 West College Avenue, Appleton WI 54911  
5900 No Port Washington Road, Glendale WI 53217  
4710 East Towne Road, Madison WI 53704  
660 So Whitney Way, Madison WI 53711  
900 Hansen Road, Ashwabenon WI 54304  
4745 Golf Road, Eau Claire WI 54701  
2521 So Green Bay Road, Racine WI 53405

Captain's Kenosha Inc. has held a Class "B" Combination Beer and Liquor License (since sold) at:  
5900 N. Port Washington Road, Glendale WI 53217

Hasty Host Distributing Corporation has held Liquor Licenses at the following locations (since sold) at:  
601 Martingale Road, Schaumburg IL 60173  
354 Army Trail Road, Bloomingdale IL 60108  
100 So Waukegan Road, Deerfield IL 60015  
999 Elmhurst Road, Mount Prospect IL 60056  
880 South Barrington Road, Streamwood IL 60107  
9380 Joliet Road, Hodgkins IL 60525  
1191 East Ogden Road, Naperville IL 60566  
5690 Northwest Highway, Crystal Lake IL 60014

Woodfield Refreshments of Colorado Inc. has held a Type 1970 Liquor License at  
9009 East Arapahoe Road, Greenwood Village CO 80112

Woodfield Refreshments of Ohio Inc. has held a Class D5A Liquor License at 11029  
Dowlin Drive, Sharonville OH 45241

Marcus WS Refreshments, Inc. has held a Class "B" Combination Beer and Liquor License at 20701 West Bluemound Road, Brookfield WI 53045

**City of Madison  
Liquor and/or Beer Original Supplemental Form**

*Supplemental  
Form must  
be Notarized.*

**Office Use Only**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Seller's Permit Number                        | <input checked="" type="checkbox"/> Lease  |
| <input checked="" type="checkbox"/> Federal Employer Identification Number        | <input checked="" type="checkbox"/> Notarized Transfer of Ownership Letter       |
| <input checked="" type="checkbox"/> Notarized Original Application Form (AT-106)  | <input checked="" type="checkbox"/> *Schedule of Appointment of Agent (AT-104)   |
| <input checked="" type="checkbox"/> Notarized Supplemental Form                   | <input checked="" type="checkbox"/> *Notarized Agent Appointment/Acceptance Form |
| <input type="checkbox"/> Description of Licensed Premise                          | <input type="checkbox"/> *Articles of Incorporation/ Organization                |
| <input checked="" type="checkbox"/> Notarized Auxiliary Questionnaire(s) (AT-103) | <input type="checkbox"/> Sample Menu, if possible                                |
| <input checked="" type="checkbox"/> Background Investigation Form(s)              | <input type="checkbox"/> Business Plan, if one exists                            |
| <input checked="" type="checkbox"/> Floor Plans                                   | * Forms required of Corporation/LLC only   |

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

**Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.**

- Alderperson Timothy Bruer can be reached at 608-267-8837, at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com.
- The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm.
- Police Department District Captain James Wheeler can be reached at 608-267-8687  
South District
- Alcohol Policy Coordinator Joel Plant can be reached at 264-9295

- 1 Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate?  Yes  No  
Except Neighborhood Assn.
- 2 Are there any special conditions desired by the neighborhood?  Yes  No  
Explain. Per Jule Stroick, No Representative Exists.
3. Name of Applicant/Partner/Corporation/LLC Marcus Madison, LLC
4. Telephone Number: 414-905-1390
- 5 Address of Licensed Premise 706 John Nolen Drive
- 6 Anticipated opening date: As soon as license is issued
- 7 Mailing address if not opening immediately 100 East Wisconsin Avenue, Suite 1900  
Milwaukee WI 53202

8. What type of establishment is contemplated?  Tavern  Nightclub  Restaurant  
 Liquor Store  Grocery Store  Convenience Store – Gas Pumps  Yes  No  
 Other Please explain Full Service Hotel

9. Business Description including hours of operation and if entertainment is part of your venue, what type:  
Full Service Hotel open 7 days per week, 24 Hours per day; Liquor Service Available from 8:00 A.M. to 2:00 A.M.

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

Entire 237 Room, 8 Story, Full Service Hotel with Dining Rooms, Bars, Ballrooms, Meeting Rooms, Kitchens, w/Basement Storage.

11. Are any living quarters directly or indirectly accessible and under control of the applicant?  Yes  No  
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters. Former Suite Closed.

12. Describe existing parking and how parking lot is to be monitored. Two Lots; One at North Side with most capacity and Hotel access; One South with no guest access. Both lots patrolled by Security from 10:00 P.M. to 6:00 A.M.

13. Describe your management experience, staffing levels, duties and employee training  
Marcus Hotels, Inc., sole member of Marcus Madison, LLC own and/or operates 18 Full Service Hotels in 10 States including the Hilton, Madison at Monona Terrace at 9 East Wilson Street.

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your liquor/beer agent This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation. Thomas F. Kissinger

The Marcus Corporation

Name

100 East Wisconsin Avenue, Suite 1900, Milwaukee WI 53202

Address

City

State

Zip

15. Excluding pre-packaged snacks, how late will food be served? 11:00 P.M.

Fine Dining, Casual Dining; Breakfast, Lunch &

16. What type of food will you be serving, if any? Dinner, Banquets, Room Service.

Meeting Rooms, Swimming Pool, Spa, Live

17. Indicate any other product/service offered: Entertainment.

18. Describe your target market Business and Recreational Travelers, Diners and Entertainment Patrons

19 What is your estimated capacity? 2623, Including Room Service.

20 Are you operating under a lease or franchise agreement?  Yes  No (If yes, attach a copy.)

21 Owner of building where establishment is located: W M Madison Hotel, L.L.C.  
100 East Wisconsin Avenue, Suite 1900  
Address of Owner: Milwaukee WI 53202 Phone Number 414-905-1390

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course?  Yes  No If Yes, indicate names: \_\_\_\_\_

**License cannot be issued until proof of Beverage Server Training completion is shown.**

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting?  Yes  No

24 Corporation/LLC: Agent must disclose interest held in business: 0 %

25 Corporation/LLC: Has agent completed the Beverage Server Training Course?  Yes  No  
Has held Operators Licenses and/or Agent positions since 1977: (9 East Wilson St.)  
**License cannot be issued until proof of Beverage Server Training completion is shown.**

26. Corporation/LLC: List Directors, Stockholders, and Managers below

Director(s) Name	Home Address
Marcus Hotels, Inc	100 East Wisconsin Avenue Milwaukee WI 53202

Stockholder's Name	Address	Extent of Ownership%
Marcus Hotels, Inc.	100 East Wisconsin Avenue Milwaukee WI 53202	100%

Manager's Name	Address	Business Phone	Home Phone
Dan Hoppe	S100W325607 Eagles Preserve Drive Eagle WI 53119	608-251-2300	262-893-4704



27. 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?  Yes  No
28. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. **For new establishments, the percentage will be an estimate.**

Calendar/fiscal year:  January 1 – December 31  July 1 – June 30 JUN1–MAY30

Percent Gross Receipts from Alcohol Beverages	7 %	Includes Lodging Fees
Percent Gross Receipts from Food	15 %	
Percent Gross Receipts from Other	78 %	
<b>Total Gross Receipts</b>	<b>100 %</b>	

Do you have written records to document the percentages shown?  Yes  No  
**You may be required to submit documentation verifying the percentages you've indicated.**

29. What type of establishment are you? (Check all that apply)  Tavern  Restaurant  Nightclub  
 Other Please explain: Full Service Hotel
30. Will your establishment have a kitchen manager?  Yes  No Executive Chef
31. Will your establishment be a member of the Wisconsin Restaurant Association?  Yes  No
32. How many wait staff will be employed at the establishment? 20-23
33. What hours, if any, will food service not be available? 11:00P.M. - 6:00A.M.
34. Describe how you plan to advertise/promote your business What products will you be advertising?  
e-commerce; print, direct sales. Lodging, Food and Beverage

**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 signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. (Individual applicants and each member of a partnership must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME:

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
 (Clerk/Notary Public)

My commission expires 28MAR10

William J. Oles  
 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

[Signature]  
 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

\_\_\_\_\_  
 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

**If you have any questions, please contact the City Clerk's Office at (608) 266-4601.**

**Liquor/Beer Agent Authorization**

I, Thomas F. Kissinger, officer/member for Marcus Madison, LLC

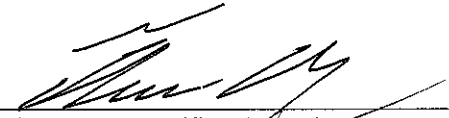
(Corporation/LLC), doing business as Sheraton Madison Hotel authorize and appoint

Jerrold S. Egner (Name) as the liquor/beer agent for the premise

located at 706 Jahn Nolen Drive

Subscribed and sworn to before me this

~~21<sup>st</sup>~~ Day of MARCH, 2007

  
Signature of Officer/Member

  
Notary Public, Dane County, Wisconsin  
My Commission Expires 28MAR10

**Acceptance of Liquor/Beer Agent Appointment**

I, Jerrold S. Egner, appointed **liquor/beer agent** for

Marcus Madison, LLC (name of Corporation or LLC), being first duly sworn

say I have vested in me, by properly authorized and executed written delegation, full authority

and control of the premise described in the license of such corporation or limited liability

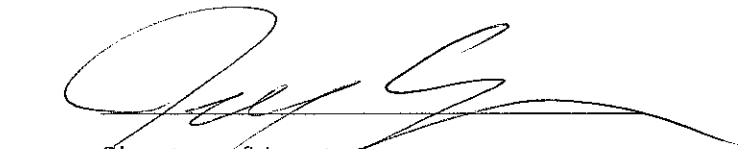
company, and I am involved in the actual conduct of the business as an employee, or have a

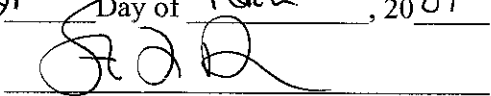
direct financial interest in the business of the licensee, therein relating to the intoxicating

liquor/fermented malt beverage. The interest I have in the business is 0 %

Subscribed and sworn to before me this

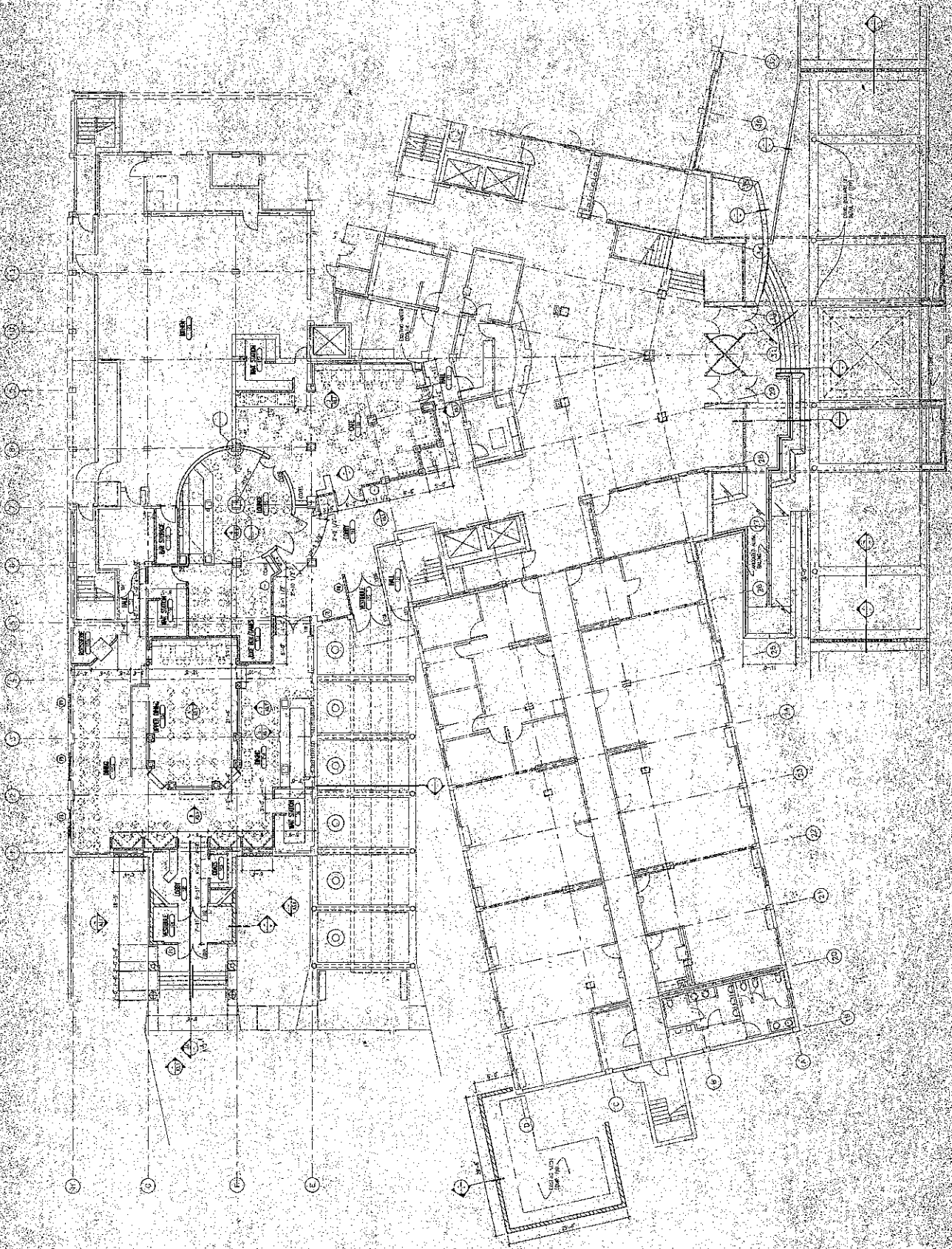
21<sup>st</sup> Day of March, 2007

  
Signature of Agent

  
Notary Public, Dane County, Wisconsin  
My Commission Expires is primary

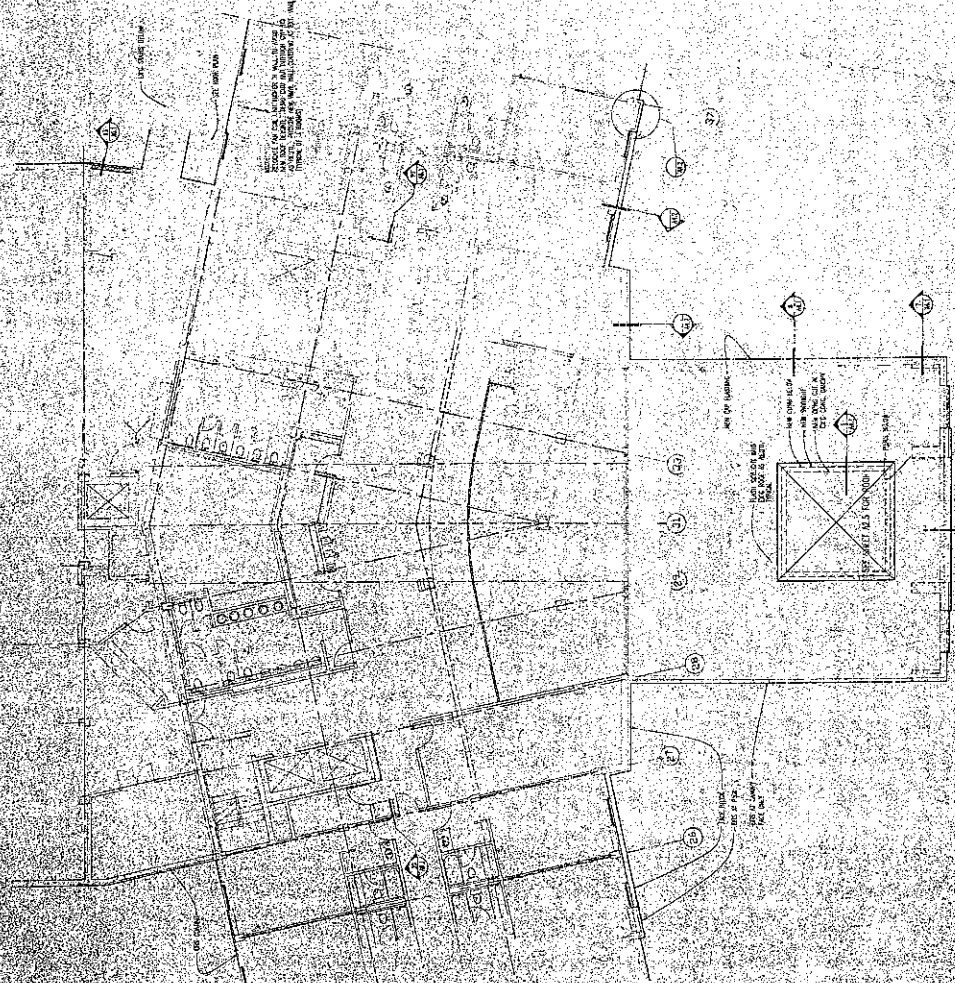
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FIRST FLOOR PLAN

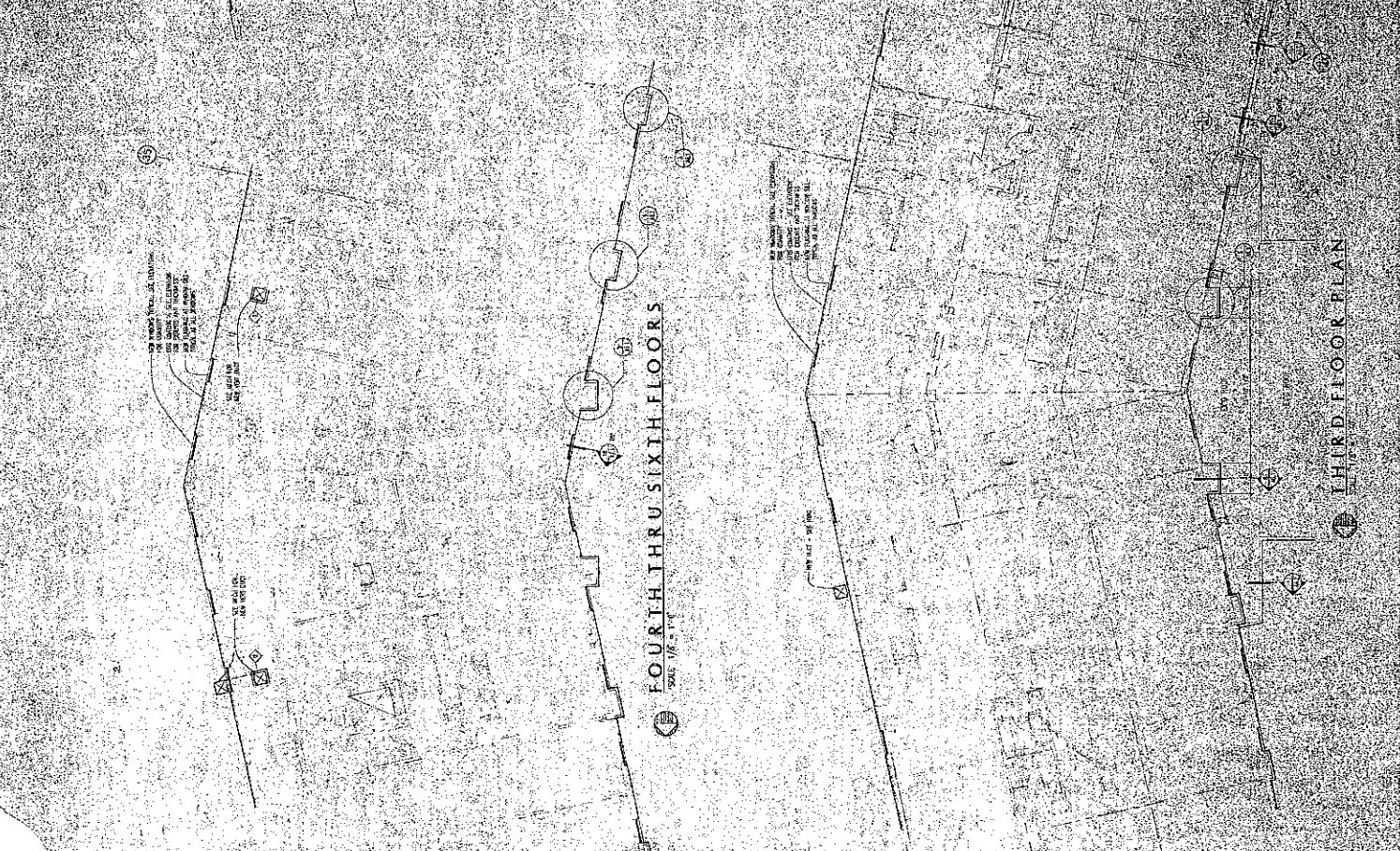




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SECOND FLOOR PLAN  
SCALE 1/8" = 1'-0"



THIRD FLOOR PLAN  
SCALE 1/8" = 1'-0"

FOURTH THRU SIXTH FLOORS  
SCALE 1/8" = 1'-0"

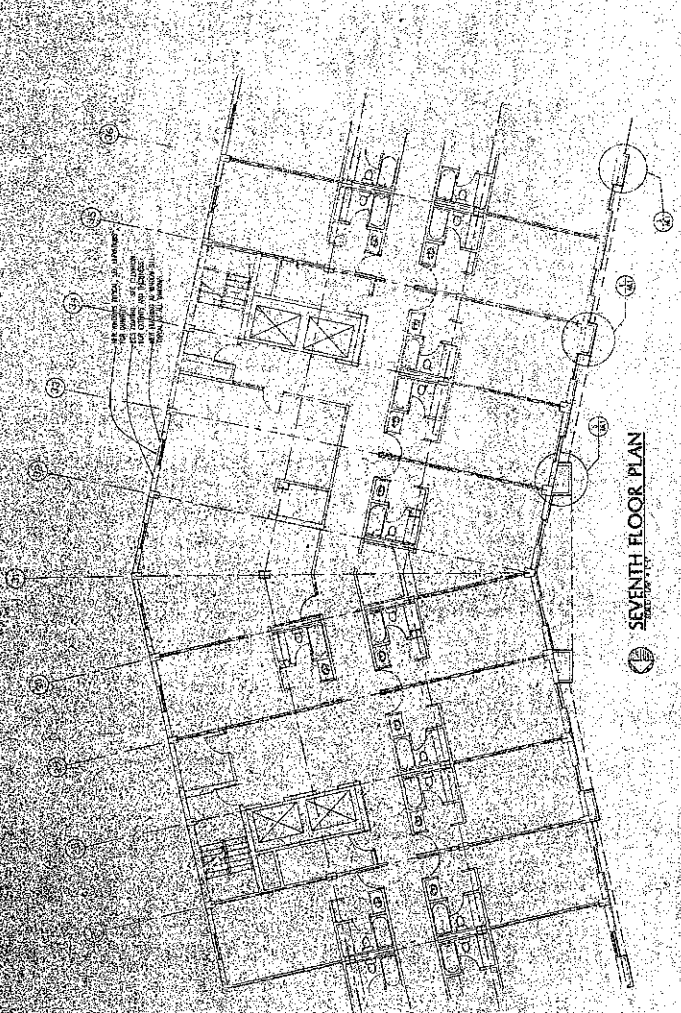


**RDC Schutte Wiscam Birge**  
 ARCHITECTS  
 1000 W. WISCONSIN ST. SUITE 200  
 MADISON, WISCONSIN 53703  
 TEL: 608-261-1111 FAX: 608-261-1112

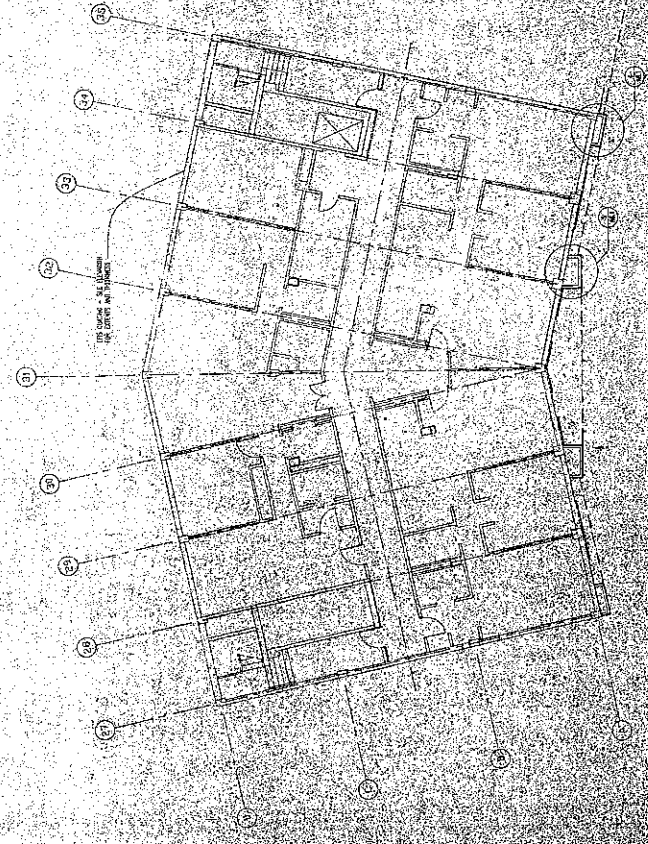
**Sheraton Inn Renovation & Swimming Pool Enclosure**  
 Madison, Wisconsin  
**WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY**

DATE: 10/15/88  
 DRAWN BY: J. BIRGE  
 CHECKED BY: J. BIRGE

**A2.4**



**SEVENTH FLOOR PLAN**



**EIGHTH FLOOR PLAN**