

50246



City of Madison Liquor/Beer License Application

On-Premises Consumption: ☒ Class B Beer ☐ Class B Liquor ☒ Class C Wine
 Off-Premises Consumption: ☐ Class A Beer ☐ Class A Liquor ☐ Class A Cider

Section A – Applicant

1. 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.
2. This application is for the license period ending June 30, 2018.
3. 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.
North Central Management, Inc.
4. Trade Name (doing business as) Tru by Hilton
5. Address to be licensed 8102 Watts Road, Madison, WI 53719
6. Mailing address PO Box 620994, Middleton, WI 53562
7. Anticipated opening date April 11, 2018
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
☒ No ☐ Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
☒ No ☐ Yes (explain) _____

Section B—Premises

10. 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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
See attached.

11. ☒ Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity Total building capacity is 417
13. Describe existing parking and how parking lot is to be monitored.
There are 100 parking spaces at the property. Parking is for hotel guests.
-
14. Was this premises licensed for the sale of liquor or beer during the past license year?
☒ No ☐ Yes, license issued to _____ (name of licensee)
15. ☐ Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Stephanie Bracken
17. City, state in which agent resides Cottage Grove, WI
18. How long has the agent continuously resided in the State of Wisconsin? 15 years
19. ☒ Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?
☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 4/27/2004
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin, 8/26/1981
22. 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
Director	David A. Lenz	Madison, WI
Director	Kris Lenz	Madison, WI
Director	Jonathan D. Bogatay	Fall River, WI

23. 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.
North Central Group, Inc.

24. Is applicant a subsidiary of any other corporation or LLC?
☐ No ☒ Yes (explain) North Central Group, Inc. is the sole owner of North Central Management, Inc.
25. 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) See attached statements.

Section D—Business Plan

26. What type of establishment is contemplated?
☐ Tavern ☐ Nightclub ☐ Restaurant ☐ Liquor Store ☐ Grocery Store
☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps
☒ Other Hotel
27. Business description Beer and wine will be sold to hotel guests from a market located in the hotel lobby.
28. Hours of operation Hotel & lobby market will be open 24/7. Beer and wine will be sold during hours allowed by law.
29. Describe your management experience North Central Management, Inc. will manage the day-to-day operation of the hotel and has over 30+ years of experience managing hotels with responsible liquor operations.
30. List names of managers below, along with city and state of residence.
Stephanie Bracken, Cottage Grove, WI
Amy Simchak, Oconomowoc, WI
31. Describe staffing levels and staff duties at the proposed establishment Regional Manager, General Manager, Operations Manager, Front Office Manager. All are involved in the day-to-day operations and management of the hotel.
32. Describe your employee training All employees who will be involved in selling beer/wine from the lobby market will complete the online Safe Serv class.

33. Utilizing your market research, describe your target market.

Hotel guests

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

N/A

35. Are you operating under a lease or franchise agreement? ☐ No ☒ Yes

36. 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

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.

37. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? _____

38. What age range do you hope to attract to your establishment? Various age groups; hotel guests

39. What type of food will you be serving, if any? Prepackaged snacks will be sold from the market
☐ Breakfast ☐ Brunch ☐ Lunch ☐ Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
☐ Appetizers ☐ Salads ☐ Soups ☐ Sandwiches ☐ Entrees ☐ Desserts
☐ Pizza ☐ Full Dinners

41. During what hours of operation do you plan to serve food? Prepackaged snacks will be available for purchase 24/7

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. Sundries, water, soda, snacks.

44. Will your establishment have a kitchen manager? ☒ No ☐ Yes

45. Will you have a kitchen support staff? ☒ No ☐ Yes

46. How many wait staff do you anticipate will be employed at your establishment? N/A

During what hours do you anticipate they will be on duty? N/A

47. Do you plan to have hosts or hostesses seating customers? ☒ No ☐ Yes

48. Do your plans call for a full-service bar? ☒ No ☐ Yes
If yes, how many barstools do you anticipate having at your bar? _____
How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? ☒ No ☐ Yes
50. Will there be a separate and specific area for eating only?
☒ No ☐ Yes, capacity of that area _____
51. What type of cooking equipment will you have? N/A
☐ Stove ☐ Oven ☐ Fryers ☐ Grill ☐ Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
☐ No ☐ Yes N/A
53. What percentage of payroll do you anticipate devoting to food operation salaries? 0
54. If your business plan includes an advertising budget: N/A
What percentage of your advertising budget do you anticipate will be related to food? _____
What percentage of your advertising budget do you anticipate will be drink related? _____
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ☒ No ☐ Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ☒ No ☐ Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
20 % Alcohol 40 % Food 20 % Other
58. Do you have written records to document the percentages shown? ☒ No ☐ Yes
You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
63. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
☐ No ☒ Yes
65. I intend to operate under the alcohol license within 90 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

66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
67. I 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] ☐ No ☒ Yes
68. 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

69. State Seller's Permit 4 5 6 0 0 0 0 0 5 8 2 4 3 0 3

70. Federal Employer Identification Number 46-3793484

71. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Christine Hoebel

E-mail address choebel@ncghotels.com

Phone 608-662-3628 Preferred language English

72. Corporate attorney, if applicable: Name Catherine Gillman

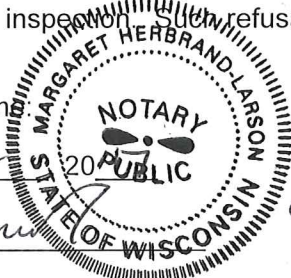
Phone 608-662-3615 E-mail cgillman@ncghotels.com

Read carefully before signing in front of a notary: 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.

Subscribed and Sworn to before me

this 18th day of November 2020

Margaret Herbrand-Larson
(Clerk/Notary Public)



[Signature]
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 11/16/2020

Clerk's Office checklist for complete applications

- ☐ Orange sign
- ☒ WI Seller's Permit Certificate (matching articles of incorporation)
- ☒ FEIN
- ☒ Notarized application
- ☒ Written description of premises

- ☒ Background investigation form(s)
- ☐ Form for surrender of previous license
- ☒ *Articles of Incorporation
- ☐ *Notarized Appointment of Agent
- * Corporation/LLC only

- ☒ Floor Plans
- ☐ Lease
- ☐ Sample Menu
- ☐ Business Plan

Date complete application filed with Clerk's Office _____

Date of ALRC meeting _____ Date license granted by Common Council _____

Date provisional issued _____ Date license issued _____ License number _____

City of Madison Liquor/Beer License Application Tru by Hilton

10.) Premises description:

The premises is a 106 room, 46,725 sq. ft limited service hotel with 4 floors plus an outdoor patio area. The Tru by Hilton hotel will include a small, in-house market located in the hotel lobby (shown as the Command Center 129 on the 1st Floor Plan). The market is intended for hotel guests to purchase snacks, beverages (including beer and wine), and other sundries. The market will be located on the first floor at the front desk area shown as area 129 on the plans and will be managed by North Central Management, Inc. Alcohol will be stored in closet 136A shown on the 1st Floor Plan.