



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

Police 313

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, 20 15.
- 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.

Nolen Hotel Investment LLC

- 4. Trade Name (doing business as) Holiday Inn Express & Suites

- 5. Address to be licensed 610 John Nolen Drive

- 6. Mailing address same

- 7. Anticipated opening date 11-4-14

- 8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 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.

off-premise consumption sales of Beer & Wine
in the hotel gift shop, adjacent to the front
desk

P-313

A-14 (Strasser)

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity N/A

13. Describe existing parking and how parking lot is to be monitored.

N/A - customers will be 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 Neil Densmore

17. City, state in which agent resides Mt. Horeb, WI

18. How long has the agent continuously resided in the State of Wisconsin? 20 yr.

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 8-22-14

21. State and date of registration of corporation, nonprofit organization, or LLC.

4-30-2013

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
MNG Member	Neil Densmore	Mt. Horeb, WI
MNG Member	Mark Langgraph	Madison, WI
MNG Member	John Kotke	Madison, WI (Madison, WI)
MNG Member	Kevin Page	Madison, 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.

Neil Densmore

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
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) _____

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 Gift Shop/Convenience Shop in hotel
27. Business description selling off-premise beer & wine in
a gift shop to guests staying in the hotel
28. Hours of operation 9:00 am - 9:00 pm
29. Describe your management experience Multiple years managing
hotels w/ restaurants & bars
30. List names of managers below, along with city and state of residence.
Jessica Johnson Edgerton, WI
31. Describe staffing levels and staff duties at the proposed establishment _____
Sold @ Front Desk - 1-2 people working
during hours of operation
32. Describe your employee training Complete Responsible Beverage
Server Training Course

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?
 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
53. What percentage of payroll do you anticipate devoting to food operation salaries? _____
54. If your business plan includes an advertising budget:
 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:
 _____ % Alcohol _____ % Food _____ % 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 Alcohol Policy Coordinator 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 understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. 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
67. 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

68. State Seller's Permit 4 5 6 - 1 0 2 8 5 6 6 8 6 0 - 0 2

69. Federal Employer Identification Number 46-2619889

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

Contact person Neil Densmore

E-mail address neil.densmore@gmg-hotels.com

Phone 608-848-2995 Preferred language English

71. Corporate attorney, if applicable: Name _____

Phone _____ E-mail _____

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:

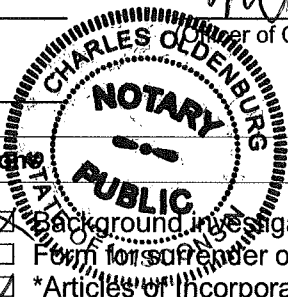
this 25 day of August, 2014

Charles H. Oldenburg
 (Clerk/Notary Public)

[Signature]

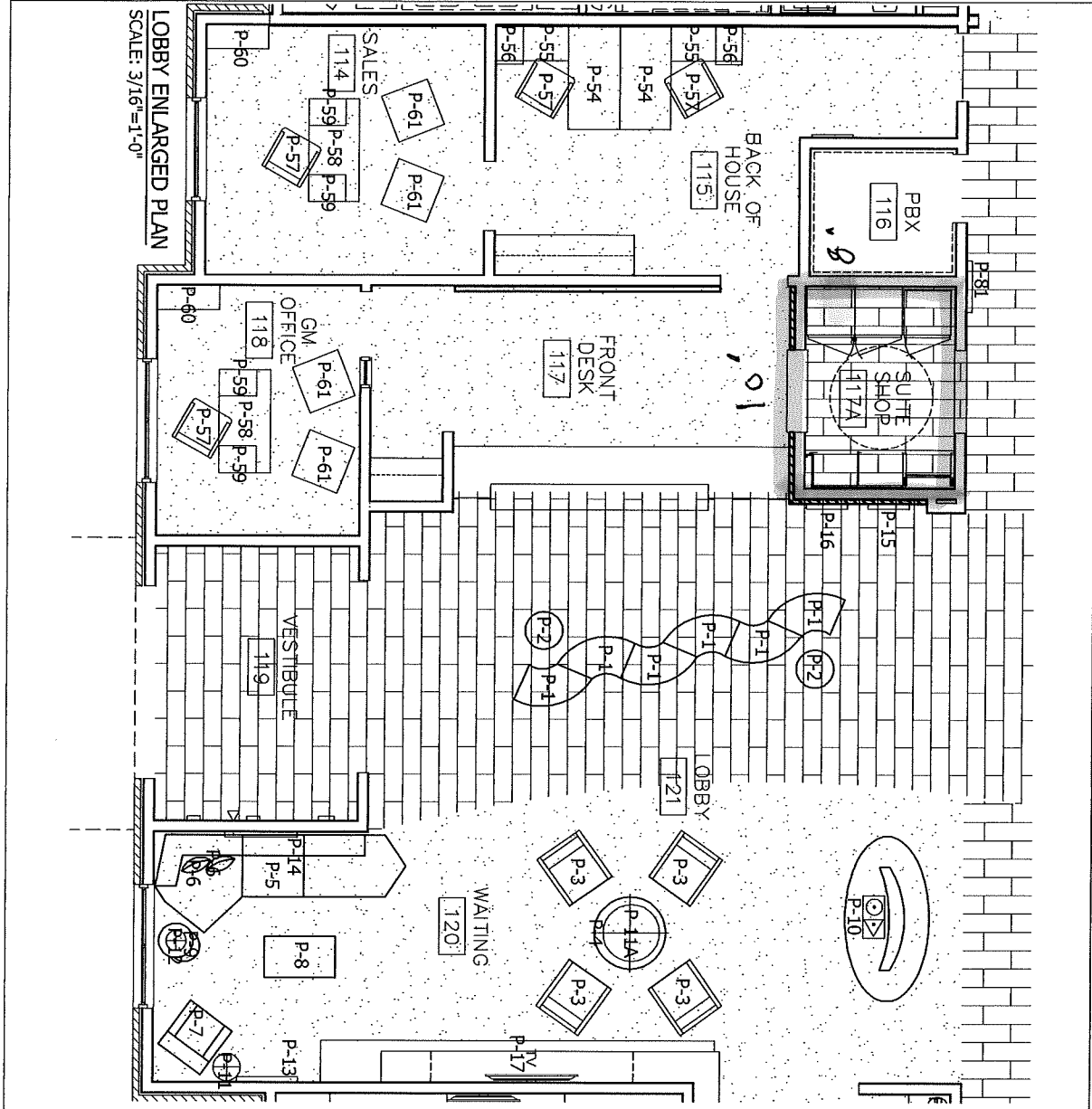
 Member of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 05-10-2015



Clerk's Office checklist for complete application		
<input checked="" type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office <u>8-25-14</u> Date of ALRC meeting _____ Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number _____		

(, B X , 01)



FURNITURE LEGEND - PUBLIC SPACE	
P-1	WAIVY BENCH
P-2	END TABLE BY WAIVY BENCH
P-3	LOUNGE CHAIR
P-4	COCKTAIL TABLE
P-5	SECTIONAL
P-6	TOSSE PILLOW FOR SECTIONAL
P-7	CORNER LOUNGE CHAIR
P-8	COCKTAIL TABLE
P-9	NESTING END TABLES
P-10	OVAL SOFA
P-11	FLOOR LAMP BY CORNER SEATING
P-11A	ENTRY CEILING LIGHT PENDANT
P-12	TABLE LAMP ON NESTING TABLE
P-13	ART AT TV WALL
P-14	ART AT BACK OF VESTIBULE
P-15	ART 1 AT BACK OF STAIRS
P-16	ART 2 AT BACK OF STAIRS
P-17	60" FLAT PANEL TV
P-18	DINING CHAIR
P-19	BANQUETTE
P-20	CURVED SOFA
P-21	TOSSE PILLOWS ON CURVED SOFA
P-22	LOUNGE CHAIR
P-23	CSHARE TABLE
P-24	ROUND OTTOMAN
P-25	24" x 30" DINING TABLE TOP
P-27	30" x 30" DINING TABLE TOP
P-28	30" DIA. BAR TABLE TOP
P-29	DINING TABLE BASE
P-30	BAR TABLE BASE
P-31	COMMUNITY TABLE
P-32	FLOOR LAMP BY SOFT SEATING
P-33	PENDANTS OVER COMM. TABLE
P-34	PENDANTS OVER BANQUETTE TABLE
P-35	PENDANTS OVER ISLAND
P-36	WALL SCIENCE ON DECOR WALL
P-37	BREAKFAST AREA ARTWORK
P-38	BREAKFAST AREA ARTWORK
P-39	BREAKFAST AREA CANVAS
P-40	60" FLAT PANEL TV
P-41	STACKING MEETING BR. CHAIR
P-42	FOLDING TABLE WITH T-SHAPE
P-43	DECORATIVE CEILING LIGHT
P-44	MEETING ROOM ART 1
P-45	MEETING ROOM ART 2
P-46	MEETING ROOM ART 3 (BACK WALL)

P-47	BUS CTR ERGO CHAIR
P-48	BUS CTR BANQUET
P-49	BUS CTR TABLE LAMP
P-50	PENDANTS OVER COUNTER
P-51	BUSINESS CENTER ARTWORK
P-52	BUSINESS CENTER ARTWORK
P-53	BUSINESS CENTER CANVAS
P-54	BOH OFFICE DESK SHELL
P-55	BOH OFFICE RETURN SHELL
P-56	BOH OFFICE PERI-DISK FILE
P-57	ERGO CHAIRS
P-58	GM & SALES OFFICE DESK SHELL
P-59	GM & SALES OFFICE HANGING FILE
P-60	GM & SALES OFFICE S-SHELF
P-61	GUEST CHAIRS FOR GM & SALES OFFICE
P-62	FITNESS ART 1
P-63	FITNESS ART 2
P-64	FITNESS ART 3
P-65	FLAT PANEL TV 47"
P-66	BREAK ROOM CHAIR
P-67	36" ROUND TABLE TOP
P-68	TABLE BASE
P-69	VANITY MIRROR - 24" x 36"
P-70	EMPLOYEE REST ROOM VANITY LAMP
P-71	VENDING ART 1
P-72	VENDING ART 2
P-73	VENDING ART 3
P-74	WOMEN'S RESTROOM ART
P-75	WOMEN'S RESTROOM ART
P-76	VANITY MIRROR - 24" x 36"
P-77	Z7 VANITY FIXTURE
P-78	ELEVATOR LOBBY BENCH
P-79	CORRIDOR WALL SCIENCE
P-80	ELEV LOBBY CEILING MOUNT
P-81	CORRIDOR ARTWORK AT PUBLIC RESTROOM
P-82	CORRIDOR ARTWORK AT BRK
P-83	ELEVATOR LOBBY CANVAS
P-84	ELEVATOR LOBBY CANVAS
P-85	ELEVATOR LOBBY ART 2ND
P-86	ELEVATOR LOBBY ART 3RD FLOOR
P-87	ELEVATOR LOBBY ART 4TH FLOOR
P-88	SING CHAIR
P-89	CHAISE LONGE
P-90	SIDE TABLE
P-91	DINING TABLE
P-92	UMBRELLA

DRAWINGS ARE NOT FOR ARCHITECTURAL USE. TO BE USED FOR DESIGN PURPOSES ONLY.

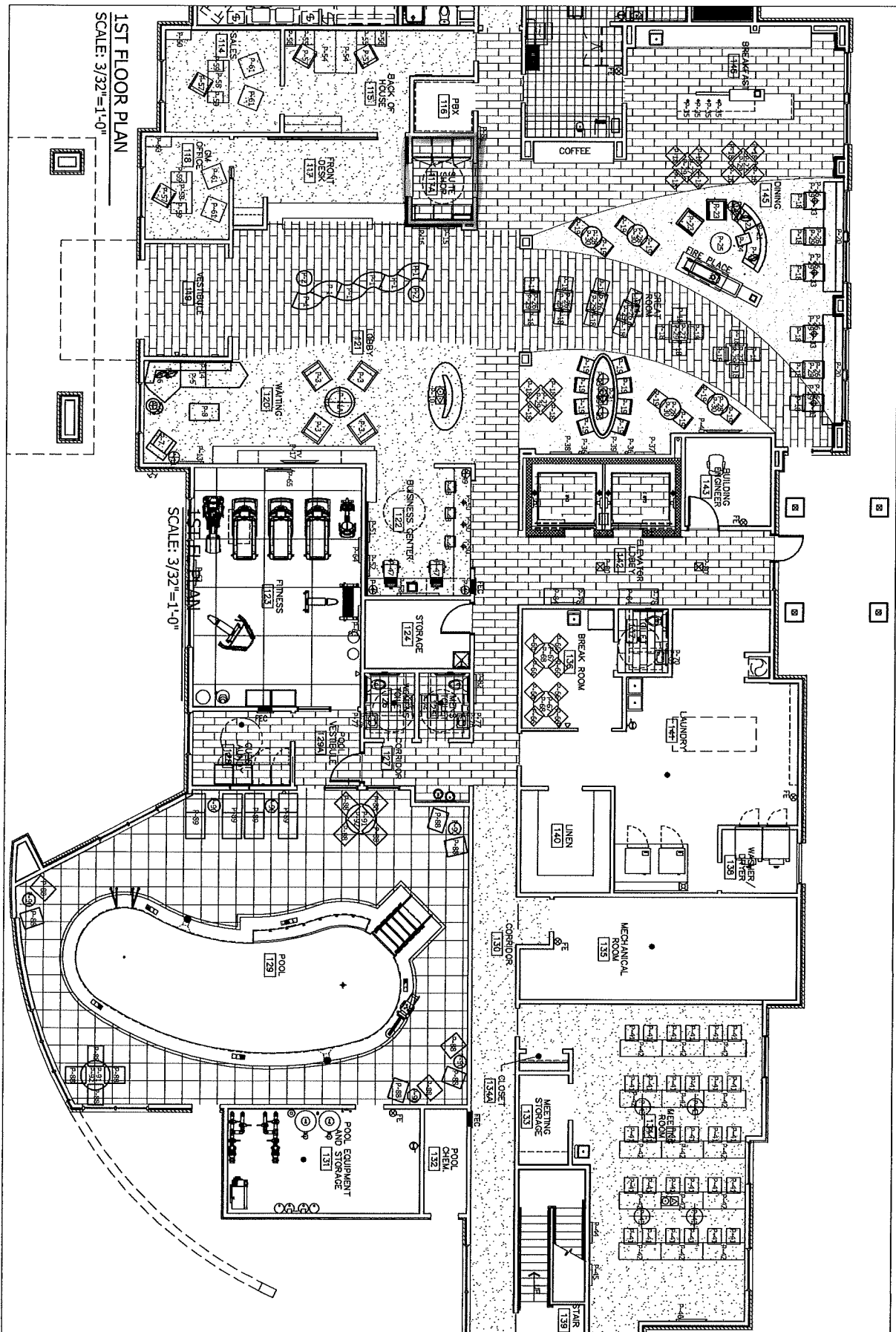
LAST REVISED:
2/5/2014

SHEET #
PS-2

HOSPITALITY FURNISHINGS & DESIGN

146 CHESTNUT ST.
PHILADELPHIA, PA 19103
PM: JULEE CROSSAN
PH: 440-249-6094

HOLIDAY INN EXPRESS: MADISON, WI
PUBLIC SPACE LAYOUTS
DESIGNER: CALANDRA EARNST
DRAWN BY: CRE



1ST FLOOR PLAN
SCALE: 3/32"=1'-0"

1ST FLOOR PLAN
SCALE: 3/32"=1'-0"

<p>SHEET # PS-1</p>	<p>LAST REVISED: 2/5/2014</p>	<p>***DRAWINGS ARE NOT FOR ARCHITECTURAL USE. TO BE USED FOR DESIGN PURPOSES ONLY.***</p>		<p>HOSPITALITY FURNISHINGS & DESIGN 146 CHESTNUT ST. ZELIENOPLE, PA 16063 PM: JULEE CROSSAN PH: 440-249-6094</p>	<p>HOLIDAY INN EXPRESS: MADISON, WI PUBLIC SPACE LAYOUTS DESIGNER: CALANDRA EARNEST DRAWN BY: CRE</p>
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