



Liquor/Beer License Application

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

licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

(Agenda Item Number)

57121

(Legistar file number)

UCLIA-2019-00781

(License number)

17

(Alder District #)

633

(Police Sector)

Office Use Only

Section A – Applicant

- 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.
CASEY'S MARKETING COMPANY
- Trade Name (doing business as) CASEY'S GENERAL STORE #3833
- Address to be licensed 3603 CROSS HILL DR, MADISON 53718
- Mailing address ATTN: MIKAEL LAGE, PO BOX 3001, ANKENY, IA 50021
- Anticipated opening date OCTOBER 31ST, 2019
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 No Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee 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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

ONE STORY PRESTRUCTURED STEEL BUILDING

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: N/A Outdoor: N/A

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

ATTACHED PARKING LOT WITH FRONT OF STORE PARKING.

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to _____ (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 HEIDI MARCYES, DISTRICT MANAGER FOR CASEY'S GENERAL STORES, INC.

13. City, state in which agent resides SOLDIERS GROVE, WI

14. How long has the agent continuously resided in the State of Wisconsin? APPROXIMATELY 16 MONTHS

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed 11-20-2018

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

INCORPORATED DATE-3-15-1995

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	MEGAN T. ELFERS	CLIVE, IOWA
VICE PRESIDNET	JOHN C. SOUPENE	ANKENY, IOWA
SECRETARY	JULIA L. JACKOWSKI	ANKENY, IOWA
TREASURER	JAMES R. PISTILLO	URBANDALE, IOWA

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.

CT CORPORATION-44 E. MIFFLIN STREET, MADISON, WI 53703

19. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) CASEY'S GENERAL STORES, INC.

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) CASEY'S MARKETING COMPANY HOLDS SEVERAL LICENSES IN WISCONSIN.

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 _____
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
5A - 11P	5A - 11P	5A - 11P	5A - 11P	5A - 11P	5A - 11P	5A - 11P
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

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. _____
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:
 _____ % Alcohol _____ % Food _____ % Other

If applicable, describe "Other": _____

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? _____

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 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
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, 20²⁰_____.
38. State Seller's Permit 4 5 6 - 0 0 0 0 6 0 2 9 5 7 - 0 3
39. Federal Employer Identification Number 42-1435913

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

Contact person MIKAEL LAGE

Business phone 515-965-6517 Business e-mail address MIKAEL.LAGE@CASEYS.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 DOUGLAS M. BEECH

Phone 515-965-6284 E-mail DOUG.BEECH@CASEYS.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.

Julia L. Jackowski
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)
 JULIA L. JACKOWSKI, SECRETARY FOR CASEY'S MARKETING COMPANY

08/15/2019
 (Date)

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

Upon Application Submission, the Clerk's Office issued to the application:

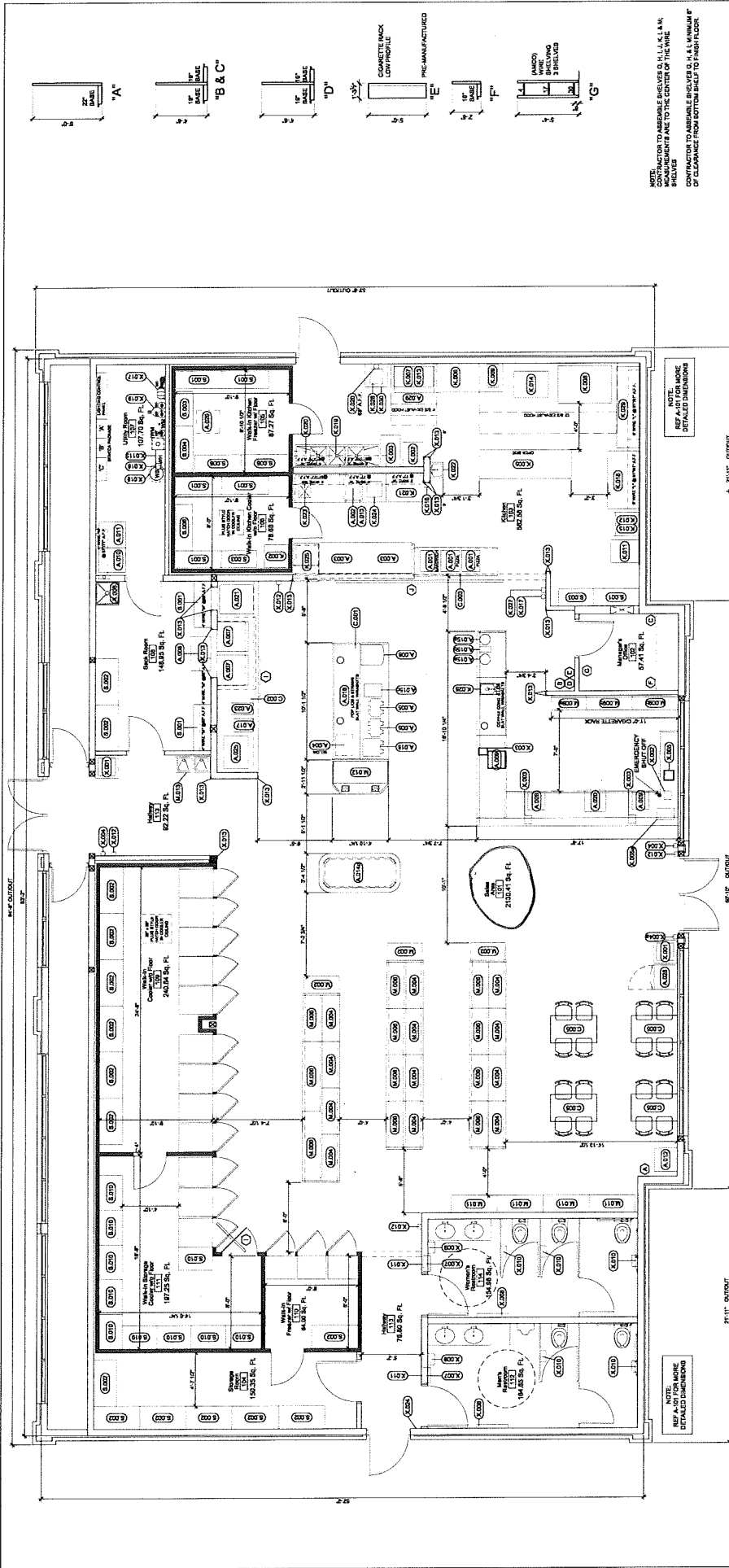
Orange sign Orange business card

"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 _____



Equipment and Furnishings Floor Plan

NOTE: MANUFACTURER TO ASSEMBLE BELIEVERS, S.L., L.L.C. IN MAINTENANCE AREA TO THE CENTER OF THE WIRE BELIEVER. BELIEVERS TO BE SPACED TO MATCH THE FORM OF CLOSURE FROM BOTTOM BELIEVER TO THE HULL.

Shelving Components

1/4" x 1" x 0"

Remote Pull Detail

1/4" HOLE

LOCATE IN MIDDLE REMOTE PULL SQUARE BOX. WELD BOLTS TO BE SQUARE WELDED TO REMOTE PULL. HOLE TO BE DRILLED IN 2 1/2" X 2 1/2" SQUARE BOX. 500 INCH OUT AROUND SQUARE BOX.

NOTE: REF PLAN FOR MORE DETAILED DIMENSIONS

Equipment Schedule

NO.	DESCRIPTION	QTY	REMARKS
1.001	1/4" x 1" x 0" STEEL SHELVING	100	AS SHOWN ON PLAN
1.002	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.003	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.004	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.005	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.006	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.007	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.008	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.009	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.010	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.011	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.012	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.013	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.014	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.015	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.016	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.017	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.018	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.019	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.020	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.021	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.022	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.023	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.024	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.025	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.026	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.027	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.028	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.029	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.030	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.031	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.032	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.033	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.034	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.035	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.036	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.037	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.038	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.039	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.040	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.041	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.042	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.043	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.044	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.045	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.046	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.047	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.048	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.049	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN
1.050	1/4" x 1" x 0" STEEL BELIEVERS	50	AS SHOWN ON PLAN

Equipment Schedule

NO.	DESCRIPTION	QTY	REMARKS
2.001	4x6x8x16	50	AS SHOWN ON PLAN
2.002	4x6x8x16	50	AS SHOWN ON PLAN
2.003	4x6x8x16	50	AS SHOWN ON PLAN
2.004	4x6x8x16	50	AS SHOWN ON PLAN
2.005	4x6x8x16	50	AS SHOWN ON PLAN
2.006	4x6x8x16	50	AS SHOWN ON PLAN
2.007	4x6x8x16	50	AS SHOWN ON PLAN
2.008	4x6x8x16	50	AS SHOWN ON PLAN
2.009	4x6x8x16	50	AS SHOWN ON PLAN
2.010	4x6x8x16	50	AS SHOWN ON PLAN
2.011	4x6x8x16	50	AS SHOWN ON PLAN
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2.019	4x6x8x16	50	AS SHOWN ON PLAN
2.020	4x6x8x16	50	AS SHOWN ON PLAN
2.021	4x6x8x16	50	AS SHOWN ON PLAN
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2.029	4x6x8x16	50	AS SHOWN ON PLAN
2.030	4x6x8x16	50	AS SHOWN ON PLAN
2.031	4x6x8x16	50	AS SHOWN ON PLAN
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2.035	4x6x8x16	50	AS SHOWN ON PLAN
2.036	4x6x8x16	50	AS SHOWN ON PLAN
2.037	4x6x8x16	50	AS SHOWN ON PLAN
2.038	4x6x8x16	50	AS SHOWN ON PLAN
2.039	4x6x8x16	50	AS SHOWN ON PLAN
2.040	4x6x8x16	50	AS SHOWN ON PLAN

NOTE: REF PLAN FOR MORE DETAILED DIMENSIONS

Remote Pull Detail

1/4" HOLE

LOCATE IN MIDDLE REMOTE PULL SQUARE BOX. WELD BOLTS TO BE SQUARE WELDED TO REMOTE PULL. HOLE TO BE DRILLED IN 2 1/2" X 2 1/2" SQUARE BOX. 500 INCH OUT AROUND SQUARE BOX.

Equipment Schedule

NO.	DESCRIPTION	QTY	REMARKS
3.001	4x6x8x16	50	AS SHOWN ON PLAN
3.002	4x6x8x16	50	AS SHOWN ON PLAN
3.003	4x6x8x16	50	AS SHOWN ON PLAN
3.004	4x6x8x16	50	AS SHOWN ON PLAN
3.005	4x6x8x16	50	AS SHOWN ON PLAN
3.006	4x6x8x16	50	AS SHOWN ON PLAN
3.007	4x6x8x16	50	AS SHOWN ON PLAN
3.008	4x6x8x16	50	AS SHOWN ON PLAN
3.009	4x6x8x16	50	AS SHOWN ON PLAN
3.010	4x6x8x16	50	AS SHOWN ON PLAN
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3.012	4x6x8x16	50	AS SHOWN ON PLAN
3.013	4x6x8x16	50	AS SHOWN ON PLAN
3.014	4x6x8x16	50	AS SHOWN ON PLAN
3.015	4x6x8x16	50	AS SHOWN ON PLAN
3.016	4x6x8x16	50	AS SHOWN ON PLAN
3.017	4x6x8x16	50	AS SHOWN ON PLAN
3.018	4x6x8x16	50	AS SHOWN ON PLAN
3.019	4x6x8x16	50	AS SHOWN ON PLAN
3.020	4x6x8x16	50	AS SHOWN ON PLAN
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3.027	4x6x8x16	50	AS SHOWN ON PLAN
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3.029	4x6x8x16	50	AS SHOWN ON PLAN
3.030	4x6x8x16	50	AS SHOWN ON PLAN

CASEY'S CONSTRUCTION DIVISION

One Commonwealth Blvd., P.O. Box 5001, Albany, N.Y. 12211-5001

PROJECT: AQ-101

DATE: 7/27/18

CONTRACTOR: CASEY'S CONSTRUCTION DIVISION

EQUIPMENT PLAN: 10/20/18

CONSTRUCTION DIVISION: EQUIPMENT PLAN

PROJECT NO: AQ-101

Remote Pull Detail

1/4" HOLE

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CASEY'S GENERAL STORES, INC.

P.O. Box 3001 • One SE Convenience Blvd • Ankeny, Iowa • 50021 • 515-965-6100

Casey's Business Plan:

Casey's General Stores, Inc., Casey's Marketing Company (Casey's) operates convenience stores under the name Casey's General Store in 16 Midwestern states. The stores carry a selection of food (including freshly prepared foods, such as pizza, donuts, and sandwiches), beverages, tobacco products, health and beauty aids, automotive products and other nonfood items. In addition, all stores offer gasoline for sale on a self-service basis.