

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning June 1 20 07 ;
ending June 30 2007

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

County of _____ Aldermanic Dist. No. _____ (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): Liquor Baron 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 <u>Member</u>	<u>Jeremiah Hopwood</u>	<u>343 Eastridge Dr Reeburg WI</u>	<u>53959</u>
Vice President/Member <u>Member</u>	<u>Pete Cartwright</u>	<u>6645 Scattergood Ln #16 Windsor WI</u>	<u>53598</u>
Secretary/Member			
Treasurer/Member			
Agent	<u>Jeremiah Hopwood</u>		
Directors/Managers			

- 3 Trade Name Liquor Baron Business Phone Number 608-644-9082
4 Address of Premises 2929 E. Washington Ave Madison WI 53704 Post Office & Zip Code Madison WI 53704

- 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 WI and date _____ 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) 90'x90' open retail - 18x25' cooler and 9'x12' cooler - small office - storage
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?
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 20th day of April, 20 07

Mark Bolton
Mark Bolton (Clerk/Notary Public)
My commission expires 12-7-08

[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)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>4-24-07</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

Alder Palm
Police Sector 603

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

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 checked="" type="checkbox"/> Description of Licensed Premise	<input checked="" 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 Harry Palm can be reached at 284-1508
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 Jill Klubertanz can be reached at 267-2106

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

2 Are there any special conditions desired by the neighborhood? Yes No

Explain _____

3 Name of Applicant/Partner/Corporation/LLC Liquor Beer LLC

4 Telephone Number: 608-644-8082

5 Address of Licensed Premise 2929 E. Washington Ave Madison WI 53704

6 Anticipated opening date: 5-5-07

7 Mailing address if not opening immediately 813 Phillips Blvd Sauk City WI 53583

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

9. Business Description including hours of operation and if entertainment is part of your venue, what type:
Monday - Sat 9-9 Sunday 11-9, Sales of Liquor Wine Beer

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.**

80' x 90' open retail space w/ 1 25' x 15' walk in cooler.
Storage area in back of store. Small office, 6' x 6', behind sales counter. Second walk in cooler behind sales counter 8' x 12'.

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.

12. Describe existing parking and how parking lot is to be monitored. Parking lot in front, monitored by owners + Employees

13. Describe your management experience, staffing levels, duties and employee training
8 yrs - Working at this store, and 5 yrs of owning, and presently owning a store.

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.

Jeremiah A. Hopwood
 Name

343 Eastridge Dr Reedsburg WI 53959
 Address City State Zip

15. Excluding pre-packaged snacks, how late will food be served? None

16. What type of food will you be serving, if any? None

17. Indicate any other product/service offered: None

18. Describe your target market. ADULT

19 What is your estimated capacity? N/A

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: Mark O'Connell

Address of Owner: 4706 Cottage Grove Rd Madison WI 53716 Phone Number 335-8240

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course? Yes No If Yes, indicate names: Jeremiah Hepwood, Peter Conright
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: 50 %

25 Corporation/LLC: Has agent completed the Beverage Server Training Course? Yes No
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

Stockholder's Name	Address	Extent of Ownership%
<u>Jeremiah Hepwood</u>	<u>343 Eastridge Dr Reedsburg WI 53759</u>	<u>50 %</u>
<u>Peter Conright</u>	<u>6645 Scattergood Ln Windsor WI 53598</u>	<u>50 %</u>

Manager's Name	Address	Business Phone	Home Phone

n/a 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

n/a 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

Percent Gross Receipts from Alcohol Beverages	%
Percent Gross Receipts from Food	%
Percent Gross Receipts from Other	%
Total Gross Receipts	100 %

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.

n/a 29. What type of establishment are you? (Check all that apply) Tavern Restaurant Nightclub
 Other Please explain: _____

n/a 30. Will your establishment have a kitchen manager? Yes No

n/a 31. Will your establishment be a member of the Wisconsin Restaurant Association? Yes No

n/a 32. How many wait staff will be employed at the establishment? _____

n/a 33. What hours, if any, will food service not be available? _____

34. Describe how you plan to advertise/promote your business. What products will you be advertising?
newspaper ads - advertising beer liquor wine.

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 20th day of April, 2007

Mark Bolton
(Clerk/Notary Public) Mark Bolton

My commission expires 12-7-08

[Signature]
(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.

90'

80'

Coolers

Shelves

Shelves

Shelves

Rest room

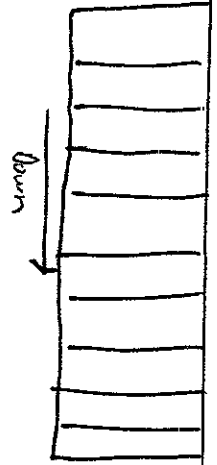
Shelves

Shelves

Shelves

Shelves

Cooler



Sales Counter

Shelves

Shelves

Cooler

Office

