



City of Madison Liquor/Beer License Renewal

→ Clerk's Office Liaison: Rachel, rrodriguez2@cityofmadison.com

Deadline: In Clerk's Office by 4 p.m. Monday, April 15 or postmarked by April 15

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

Off-Premises Consumption: ☐ Class A Beer ☐ Class A Liquor ☐ Class A Cider

1. Name of Sole Proprietor, Partnership, Corporation or LLC

Apple Hospitality Group, LLC

2. Trade Name (doing business as) Applebee's Neighborhood Grill & Bar

3. Licensed Address 4710 East Towne Boulevard, Madison, WI 53704

4. State Seller's Permit 4 5 6 - 1 0 2 0 4 2 0 9 6 0 - 0 2

5. Federal Employer Identification Number (FEIN) 39-1928009

6. Do you understand that you must purchase alcohol beverages only from Wisconsin wholesalers, breweries, and brewpubs? ☒ Yes ☐ No

7. Do you understand that alcohol invoices must be kept at the licensed premises for two years from the date of invoice and made available for inspection by law enforcement? ☒ Yes ☐ No

8. Since filing of last application, has the named licensee or any other person affiliated with this license (partner, member, officer, director, manager or liquor/beer agent) been **convicted of any offenses** (excluding traffic offenses not related to alcohol) for violation of any federal laws, Wisconsin laws, any laws of other states, or ordinances of any county or municipality?
☐ Yes (If yes, complete convictions supplement) ☒ No

9. Are any **charges for any offenses** presently **pending** (excluding traffic offenses not related to alcohol) against the named licensee or any other persons affiliated with this license (partner, member, officer, director, manager or liquor/beer agent)?
☐ Yes (If yes, complete pending charges supplement) ☒ No

10. Was the profit or loss from the sale of alcohol beverages for the previous year reported on the Wisconsin Income or Franchise Tax return of the licensee?
☐ Yes ☐ No ☒ Taxes are not filed yet, but will include this profit/loss when filed

11. Areas where alcohol beverages are sold/permitted, including outdoor seating, if applicable.

One story restaurant, with approximately 5266 sf. located on a parcel of land containing 57,200 sf. Liquor is sold/consumed in dining room, bar

area, including the sidewalk path to, and including the dedicated "To-Go" parking stalls for fulfillment of carry-out orders that include the purchase of packaged beverages with alcohol.

12. Areas where alcoholic beverages are stored Alcoholic beverages are stored in a locked cabinet within the premises interior.

13. **Class B establishments:** estimated percentage of gross sales for liquor/beer vs. food business

15 % Alcohol

85 % Food

 % Other

14. Class B establishments Please list your lowest approved capacities for each category that apply:

Indoor: 168

Outdoor: N/A

Other (Type and #): N/A
(Such as Badger Football, upper level, etc.)

15. Entertainment:

(a) Do you offer or allow live music performances (excluding solo acoustic)? ☐ Yes ☒ No

(b) Do you have a designated dance floor area? ☐ Yes ☒ No

(c) Do you offer or allow the use of a disc jockey? ☐ Yes ☒ No

If you answered yes to any of the above questions, please complete an Entertainment License application.

16. Establishments that currently hold and 21+ or 18+ Entertainment Licenses: N/A

Please also complete the Entertainment License Renewal Form and submit with this form.

17. Corporation/LLC: Name of Liquor/Beer Agent Larry Cook

18. Corporation/LLC: City and state in which Agent resides Lodi, WI

19. Corporation/LLC: Is this Liquor/Beer Agent listed on your current license?

☒ Yes ☐ No (If no, file Change of Agent application)

20. Corporation/LLC: List names of all officers/members, along with city and state of residence.

Mark Louis Dillon- CEO/President Oconomowoc, WI

21. List names of managers, along with their city and state of residence.

Larry Cook Lodi, WI

22. Krista Sobieski 414-266-5119
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application Phone Number

krista.sobieski@whgroup.com
E-mail Address

23. Does the name on your Wisconsin Seller's Permit exactly match the name on your liquor/beer license?

☒ Yes ☐ No

24. Are you indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☐ Yes ☒ No

25. Preferred language for correspondence from the City Clerk's Office English

Apple Hospitality Group, LLC

X

Signature of Officer/Member/Partner/Sole Proprietor

Mark Dillon, CEO/President

4/9/19
Date

Clerk's Office: Date Filed/Postmarked APR 15 2019 ☐ Filed Timely ☐ Filed Late (\$250 Late Filing Fee)

MADISON CITY CLERK