



# City of Madison Liquor/Beer License Renewal

→ Clerk's Office Liaison: Eric, [echristianson@cityofmadison.com](mailto:echristianson@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

Chinchilla JDK LLC

2. Trade Name (doing business as) Red Rock Saloon

3. Licensed Address 322 W Johnson Street Madison, WI 53703

4. State Seller's Permit 4 5 6 - 1 0 2 8 1 2 1 9 7 7 - 0 2

5. Federal Employer Identification Number (FEIN) 46-3009778

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.

liquor room, beer cooler, coolers behind both bars  
Two bars, dining room, patio

12. Areas where alcoholic beverages are stored liquor room, beer cooler,  
coolers behind both bars

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

75 % Alcohol 20 % Food 5 % Other



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

Indoor: 399 Outdoor: 100 Other (Type and #): \_\_\_\_\_  
(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:**

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

17. **Corporation/LLC:** Name of Liquor/Beer Agent Jeffrey Kovacovich

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

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

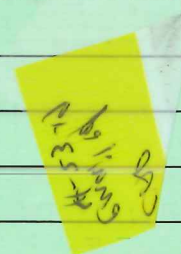
- Yes  No (If no, file Change of Agent application)

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

Jeffrey Kovacovich Milwaukee, WI

Phil Erno Milwaukee, WI

Drew Deuster Milwaukee, WI



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

Mike Schilling Madison, WI

Bailey Bauer Madison, WI

22. Jeffrey Kovacovich (414) 305-5665  
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application Phone Number

JJ@Wild-Planet.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

**X** [Signature] 3/22/2019  
Signature of Officer/Member/Partner/Sole Proprietor Date

Clerk's Office: Date Filed/Postmarked MAR 25 2019  Filed Timely  Filed Late (\$250 Late Filing Fee)

