



# Liquor/Beer License Application

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

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

(Agenda Item Number)

57116

(Legistar file number)

LICUB-2019 00758

(License number)

16

(Alder District #)

617

(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.  
Madison Indoor Golf LLC
- Trade Name (doing business as) Madison Indoor Golf
- Address to be licensed 2425 S. Stoughton Rd, Madison 53716
- Mailing address same as above
- Anticipated opening date 11-1-2019
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?  
 No  Yes (explain)  
Agent for WI Indoor Golf Center in Waukesha since 2013
- 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.

Alcohol will be sold at each simulator bay and waiting area. And will be stored in the kitchen.

@ 5200 sq. ft. section -

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):  
Indoor: 49 Outdoor: 0

10. Describe existing parking and how parking lot is to be monitored.  
Paved, striped and under video surveillance.

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 Christopher Verhoff  
13. City, state in which agent resides Waukesha, WI  
14. How long has the agent continuously resided in the State of Wisconsin? 34 yrs

15. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed 2013

16. State and date of registration of corporation, nonprofit organization, or LLC.  
WI, May 2019

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
<u>Owner</u>	<u>John Platt III</u>	<u>Waukesha, WI</u>
<u>Owner</u>	<u>Christopher Verhoff</u>	<u>Waukesha, WI</u>

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.  
Christopher Verhoff

19. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) WI Indoor Golf Center LLC

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) same as above

**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 Golf simulator entertainment

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
8am - 10pm	8am - 10pm	8am - 10pm	8am - 10pm	8am - 10pm	8am - 12am	8am - 12am
<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. Golf Simulator rental, food, supplies

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:

12-15 % Alcohol    3-5 % Food    80-85 % Other

If applicable, describe "Other": Golf Simulator rental

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 - 1 0 2 9 5 9 4 5 1 5 - 0 4
39. Federal Employer Identification Number 83-4508825
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Christopher Verhoff  
 Business phone 262 436-0002 Business e-mail address rocky.wigc@gmail.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 \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**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.



\_\_\_\_\_  
(Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

8-8-19

\_\_\_\_\_  
(Date)

<b>Clerk's Office checklist for complete applications</b>		
<input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> <del>Form for surrender of previous license</del> <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input checked="" type="checkbox"/> **Sample Menu ** Class B only
<b>Upon Application Submission, the Clerk's Office issued to the application:</b>		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "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 _____		









## Beer

### Classic.....\$3.50

Miller Lite  
Miller High Life  
Coors Light  
Bud Light

Michelob Ultra

### Premium.....\$4.50

Corona Extra  
Guinness Stout  
Sam Adam's Boston Lager  
Smirnoff Ice  
Stella Artois  
Goose Island IPA  
Spotted Cow  
Lakefront IPA  
Fat Tire

## Now Serving Mixed Drinks!

Singles.....\$5.50  
Bloody Mary's.....\$7.00  
Margarita's.....\$7.00

## Food

Pizza.....\$9.00  
(Sausage, Pepperoni, Sausage and Pepperoni, Supreme)  
Boneless Chicken Wings.....\$8.00  
(Hot or Barbeque)  
Jalapeño Poppers.....\$7.00  
Mozzarella Sticks.....\$6.00  
Onion Rings.....\$6.00  
Shrimp Basket.....\$10.00  
Bagel Dogs.....\$7.00





# The One-Page Business Plan

Answer each question with one or two short sentences.

## OVERVIEW

What will you sell?

FOOD BEVERAGE / RETAIL

GOLF SIMULATOR ENTERTAINMENT

Who will buy it?

AMATEUR GOLFERS

FAMILY ENTERTAINMENT CENTER

How will your business idea help people?

WE WILL PROVIDE GOLF LESSONS

AND WINTER INDOOR GOLF

## KA-CHING

What will you charge?

35 PER HOUR

How will you get paid?

CASH, CREDIT CARDS

GIFT CARDS

How else will you make money from this project?

RETAIL APPAREL

## HUSTLING

How will customers learn about your business?

RADIO SPACES

SOCIAL MEDIA

How can you encourage referrals?

WORD OF MOUTH

STATE OF THE ART SIMULATORS

## SUCCESS

The project will be successful when it achieves these metrics:

Number of customers

50 PER DAY

7500 PER YEAR

or

Annual net income

\$250,000

(or other metric)

## OBSTACLES / CHALLENGES / OPEN QUESTIONS

Specific concern or question #1

HOW DO I DRIVE SALES

Proposed solution to concern #1

PARTNERSHIP WITH

I HEART RADIO AND UW-MADISON

