



# City of Madison Liquor/Beer License Renewal

→ Clerk's Office Liaison:

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

On-Premises Consumption:	<input checked="" type="checkbox"/> Class B Beer	<input checked="" type="checkbox"/> Class B Liquor	<input type="checkbox"/> Class C Wine
Off-Premises Consumption:	<input type="checkbox"/> Class A Beer	<input type="checkbox"/> Class A Liquor	<input type="checkbox"/> Class A Cider

- Preferred language for correspondence from the City Clerk's Office English
- Name of Sole Proprietor, Partnership, Corporation or LLC  
Cielito LLC
- Trade Name (doing business as) Cielo
- Licensed Address 118 State St. Madison, WI 53703
- State Seller's Permit 4 5 6 - 1 0 3 1 5 3 2 3 9 9 - 0 2
- Federal Employer Identification Number (FEIN) 93 4096459
- Do you understand that you must purchase alcohol beverages only from Wisconsin wholesalers, breweries, and brewpubs?  Yes  No
- 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
- 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
- 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
- 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
- Areas where alcohol beverages are sold/permitted, including outdoor seating, if applicable.  
Alcoholic beverages are sold indoors, on the first floor at a bar on the State St. side and a bar on the Carroll St. side
- Areas where alcoholic beverages are stored Liquor bottles  
Stored in basement non-cooling cooler. Beer stored inside a beer cooler.

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

85 % Alcohol      15 % Food      \_\_\_\_\_ % Other

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

Indoor: 318      Outdoor: 0      Other (Type and #): \_\_\_\_\_  
(Such as Badger Football, upper level, etc.)

16. **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.*

17. **Establishments that currently hold and 21+ or 18+ Entertainment Licenses:**  
Please also complete the Entertainment License Renewal Form and submit with this form.

18. **Corporation/LLC:** Name of Liquor/Beer Agent Sean Ortega McKinney

19. **Corporation/LLC:** City and state in which Agent resides Madison, WI

20. **Corporation/LLC:** Is this Liquor/Beer Agent listed on your current license?  
 Yes       No (If no, file Change of Agent application)

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

Susan McKinney - Fitchburg, WI  
\_\_\_\_\_  
\_\_\_\_\_

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

Sean O. McKinney - Madison, WI  
Carlo Ortega McKinney - Fitchburg, WI  
\_\_\_\_\_

23. Susan McKinney      608-217-1031  
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application      Phone Number

susanmckinney123@gmail.com  
E-mail Address

24. Does the name on your Wisconsin Seller's Permit exactly match the name on your liquor/beer license?  
 Yes       No

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

**X** Auron McKinney      April 10, 2026  
Signature of Officer/Member/Partner/Sole Proprietor      Date

Clerk's Office: Date Filed/Postmarked \_\_\_\_\_       Filed Timely       Filed Late (\$250 Late Filing Fee)  
**MADISON CITY CLERK**