



Liquor/Beer License Application

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

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICLIB-2024-00274
(License number)

17 631
(Alder District #) (Police Sector)
Office Use Only

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

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.
THRILL FACTORY ENTERTAINMENT, LLC
- Trade Name (doing business as) THRILL FACTORY
- Address to be licensed 131 E. TOWNE WAY MADISON, WI 53704
- Mailing address SAME
- Anticipated opening date OCTOBER 1, 2024
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
 No Yes (explain)
- 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 receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

THRILL FACTORY IS A FAMILY ENTERTAINMENT CENTER WITH GAMES LIKE BOWLING, MINI GOLF, ESCAPE ROOMS, ETC. THERE IS ALSO A RESTAURANT / BAR IN THE BUILDING.

Alcohol will be served in the restaurant / bar area, as well as in the bowling and arcade area. There will be a liquor cabinet that all alcoholic beverages will be stored near the back end of the bar / restaurant.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
 TOTAL = 850 / 300 FOR RESTAURANT
 Indoor: _____ Outdoor: Ø

10. Describe existing parking and how parking lot is to be monitored.

MALL PARKING LOT HAS SECURITY

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 GUY KITCHELL

13. City, state in which agent resides MADISON, WI

14. How long has the agent continuously resided in the State of Wisconsin? 35 YEARS

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed 5/23

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

WI 9-30-2022

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
CEO	GUY KITCHELL	MADISON, WI

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.

GUY KITCHELL

19. Is applicant a subsidiary of any other corporation or LLC?

No Yes (explain) I OWN OTHER COMPANIES - THE WORKS MADISON, LLC
ESCAPE IN TIME, 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) _____

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 WITH FAMILY 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
AM	11 - 00	11 - 00	11 - 00	11 - 00	11 - 00	11 - 00	11 - 00
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>							
PM	11 - 00	11 - 00	11 - 00	11 - 00	11 - 00	11 - 00	11 - 00

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. FOOD - FULL MENU

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:

10 % Alcohol 20 % Food 70 % Other

If applicable, describe "Other": FAMILY ENTERTAINMENT GAMES / BOWLING

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 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 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, 20 25.
38. State Seller's Permit 4 5 6 - 1031486445-05
39. Federal Employer Identification Number 92-0549465
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person GUY KITCHELL
 Business phone 608-287-6965 Business e-mail address guykitchell@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 CLARKE SUGAR
 Phone 608-260-2481 E-mail CSugar@Axley.com


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)

4/30/2024

 (Date)

Clerk's Office checklist for complete applications

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> WI Seller's Permit Certificate
(matching articles of incorporation) | <input checked="" type="checkbox"/> Background investigation form(s)
<input type="checkbox"/> Form for surrender of previous license | <input checked="" type="checkbox"/> Floor Plans |
| <input checked="" type="checkbox"/> FEIN | <input checked="" type="checkbox"/> *Articles of Incorporation | <input checked="" type="checkbox"/> Lease |
| <input checked="" type="checkbox"/> Written description of premises | <input checked="" type="checkbox"/> *Appointment of Agent | <input checked="" type="checkbox"/> Business Plan |
| | * Corporation/LLC only | <input checked="" type="checkbox"/> **Sample Menu |
| | | ** Class B only |

Upon Application Submission, the Clerk's Office issued to the application:

- Orange sign Orange business card
- "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 _____