



Liquor/Beer License Application

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

licensing@cityofmadison.com
608-266-4601

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

(Agenda Item Number)
(Legistar file number)
UCLIB.2024.00186
(License number)
4 405
(Alder District #) (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.
Apple TRS Madison 7131, LLC
- Trade Name (doing business as) Embassy Suites Madison Downtown
- Address to be licensed 231 South Pinckney Street, Madison WI 53703
- Mailing address 4601 Frey St., Suite 400, Madison WI 53705
- Anticipated opening date 6/4/2024
- 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)
Apple Nine Hospitality Management, Inc. is the sole member of the LLC

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.
Eight story, 260 room hotel with service in restaurant/bar. Occasional service in meeting space.
Packaged beer/wine sold out of a market in lobby. INDIVIDUAL SERVINGS/SERVICE OCCASIONALLY ORDERED THROUGH ROOM SERVICE.
outdoor/sidewalk patio service in summer months as an extension of the restaurant on the first floor of the hotel.

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

Indoor: 153 Outdoor: N/A Maximum 40-45.

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

The hotel does not have on-site parking. Parking offered is City of Madison Street Parking and Madison Wilson Parking Garage.

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 Michael Luehrs

13. City, state in which agent resides Sun Prairie, WI

14. How long has the agent continuously resided in the State of Wisconsin? 11 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 2/25/2024

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

Virginia 1/19/2023

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
Sole Member	Apple Nine Hospitality Management, Inc.	Richmond, VA
Director of	Matthew Rash	Richmond, VA
Apple Nine Hospitality Management		

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.

Corporation Service Company, 33 E. Main St., Suite 610, Madison WI 3703

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

No Yes (explain) See attached organizational chart.

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) Sole Member Apple Nine Hospitality Management, Inc. holds license # LICLIB-2020-00759 for the Hilton Garden Inn Madison



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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 Hotel
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.
 Hotel is open 24 hours. Hours below are for restaurant/bar.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6a-10a 5p-11p	6a-10a 5p-11p	6a-10a 5p-11p	6a-10a 5p-11p	6a-10a 5p-11p	6a-10a 5p-11p	6a-10a 5p-11p
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
N/A	-	-	-	-	-	-

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. N/A
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:
40 % Alcohol 60 % Food _____ % Other
- If applicable, describe "Other": _____
- 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, 2024.
38. State Seller's Permit 4 5 6 - 1 0 3 1 5 8 3 0 5 7 - 0 2
39. Federal Employer Identification Number 92-1861433
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
 Contact person Michael Luehrs
 Business phone 608-609-7226 Business e-mail address luehrs@raymondteam.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 Matthew Rash
 Phone 804-344-8121 E-mail legal@applereit.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.

Matthew Rash

March 26, 2024

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

(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 checked="" type="checkbox"/> Floor Plans |
| <input checked="" type="checkbox"/> FEIN | <input type="checkbox"/> Form for surrender of previous license | <input checked="" type="checkbox"/> Lease |
| <input checked="" type="checkbox"/> Written description of premises | <input checked="" type="checkbox"/> *Articles of Incorporation | <input checked="" type="checkbox"/> Business Plan |
| | <input checked="" type="checkbox"/> *Appointment of Agent | <input checked="" type="checkbox"/> **Sample Menu |
| | * Corporation/LLC only | ** 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 _____

BLOSSOM BAR AND GRILL

SHAREABLES

Mix and Match - 10% off 2 or more items from the shareables menu

CHICKEN WINGS – Tossed in your choice of buffalo sauce or BBQ sauce. Served with celery and carrot sticks with ranch dressing.	15
STREET TACOS – Choice of Chicken/Shrimp/Potato - pico de gallo, crema, cotija cheese and shredded cabbage.	10
CHICKEN QUESADILLA – Mixed cheese with diced chicken and pico de gallo. Served with salsa and crema.	15
CRISPY BRUSSEL SPROUTS – Brussel sprouts tossed with pine nuts, bacon bits and maple syrup.	14
FRIED PICKLES – Breaded pickle chips, served with chipotle aioli.	12
HUMMUS – Hummus spread, feta cheese, kalamata olives, pita bread, carrot and celery sticks.	14
BANG BANG SHRIMP – Tempura shrimp tossed in spicy mayo, served on a bed of shredded cabbage and green onions	17
BYO FLATBREAD PIZZA – Choice of sauce (marinara/pesto/bbq), shredded mozzarella. \$1 per topping. sausage/pepperoni/onions/jalapenos/tomato/mushroom/ham/pineapple	12
*POKE BOWL – Ahi Tuna, spicy mayo, white rice, edamame, cucumber, pickled ginger & wasabi, avocado, green onion, seaweed salad and furikake.	17
VEGAN FAJITA BOWL – Beyond steak strips, white rice, onions, peppers and avocado	21

SALADS

Add chicken - 4, Add shrimp - 6, Add steak - 12

NAPA SALAD – Mixed greens, strawberries, feta, red onion, candied pecans and champagne vinaigrette.	17
BURRATA CAPRESE – Burrata cheese ball, sliced tomato, cherry tomato, pesto sauce, micro basil and balsamic reduction.	16
CAESAR SALAD – Chopped romaine, asiago cheese, croutons and caesar dressing.	13
GARDEN SALAD – Mixed greens, red onion, cucumbers, tomato and radish. Your choice of dressing.	13

HANDHELDS

Select one side

*EMBASSY BURGER – 7oz patty, bacon, lettuce, tomato, caramelized onions, pickles and white cheddar cheese. Served on a brioche bun with djonaise	20
*JALAPENO JAM BURGER – 7oz patty, pimiento cheese, bacon, lettuce and tomato. Served on a brioche bun with jalapeno jam.	21
*NY STEAK SANDWICH – NY steak, caramelized onion and tomato, white cheddar cheese and mixed greens. Served on a ciabatta roll with djonaise.	25
CHICKEN WRAP – Grilled chicken breast, bacon, lettuce, tomato, red onion, avocado, chipotle aioli, wrapped in a flour tortilla.	15
VEGAN WRAP – Beyond steak strips, lettuce, tomato, onion and avocado. Wrapped in a flour tortilla with vegan mayo.	23

HOUSE SPECIALTIES

*NY STEAK – 8oz NY steak topped with horseradish demi-glace and bleu cheese, roasted fingerling potatoes and seasonal vegetables.	28
ROASTED CHICKEN – Herbed airline chicken breast, roasted fingerling potatoes, brussel sprouts and mushroom, pan sauce.	25
BUCATINI BOLOGNESE – Bucatini pasta tossed in bolognese meat sauce, topped with asiago cheese and micro basil. Served with a slice of grilled bread.	21
CAJUN PASTA – Bucatini pasta, onions, bell peppers, cherry tomato, asiago cheese and green onions, with a cajun cream sauce.	22

Add chicken - 4, Add shrimp - 6, Add steak - 12

KIDS MENU

Select one side

PASTA / GRILLED CHEESE / MAC N' CHEESE / CHICKEN TENDERS / *CHEESEBURGER / *HAMBURGER
10

SIDES

FRENCH FRIES / TATER TOTS / ONION RINGS / SIDE HOUSE SALAD / SOUP OF THE DAY / SEASONAL VEGGIES
6

Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness.

DESSERTS

CHEESECAKE - 10
CHOCOLATE CAKE - 12
SCOOP OF ICE CREAM - 5
CHEF'S CURATED DESSERT - CHECK WITH SERVER

BEERS ON TAP

BUD LIGHT - 7/9
BLUE MOON - 8/10
STELLA ARTOIS - 9/11
MODELO ESPECIAL - 10/12
LOCAL SELECTION - 8/10

BOTTLED BEERS

BUDWEISER - COORS LIGHT - MICHELOB ULTRA - MILLER LITE - 7
ANGRY ORCHARD - CORONA EXTRA - HEINEKEN - LAGUNITAS IPA - MODELO ESPECIAL - FAT TIRE - 8

SPARKLING WINE

LA MARCA / PROSECCO / VENETO, ITA/ 187ML	BTL - 18
SILVER GATE / BRUT SPARKLING / CA	BTL - 80
CHANDON / BRUT ROSE / CA	BTL - 140

WHITE WINES

SILVER GATE / CHARDONNAY / CA	6OZ - 9 / 9OZ - 13 / BTL - 41
RODNEY STRONG CHALK HILL / CHARDONNAY / CA	6OZ - 12 / 9OZ - 17 / BTL - 46
LA CREMA / CHARDONNAY / SONOMA COAST, CA	6OZ - 13 / 9OZ - 19 / BTL - 51
RODNEY STRONG / SAUVIGNON BLANC / NORTHERN SONOMA, CA	6OZ - 10 / 9OZ - 14 / BTL - 41
WAIRAU RIVER / SAUVIGNON BLANC / MARLBOROUGH, NZ	6OZ - 15 / 9OZ - 22 / BTL - 59
CHATEAU STE. MICHELLE / RIESLING / COLUMBIA VALLEY, WA	6OZ - 8 / 9OZ - 12 / BTL - 37
SILVER GATE / PINOT GRIGIO / CA	6OZ - 9 / 9OZ - 13 / BTL - 41
MASO CANALI / PINOT GRIGIO / ITA	6OZ - 14 / 9OZ - 19 / BTL - 54
SEVEN DAUGHTERS / MOSCATO / VENETO, ITA	6OZ - 9 / 9OZ - 13 / BTL - 21

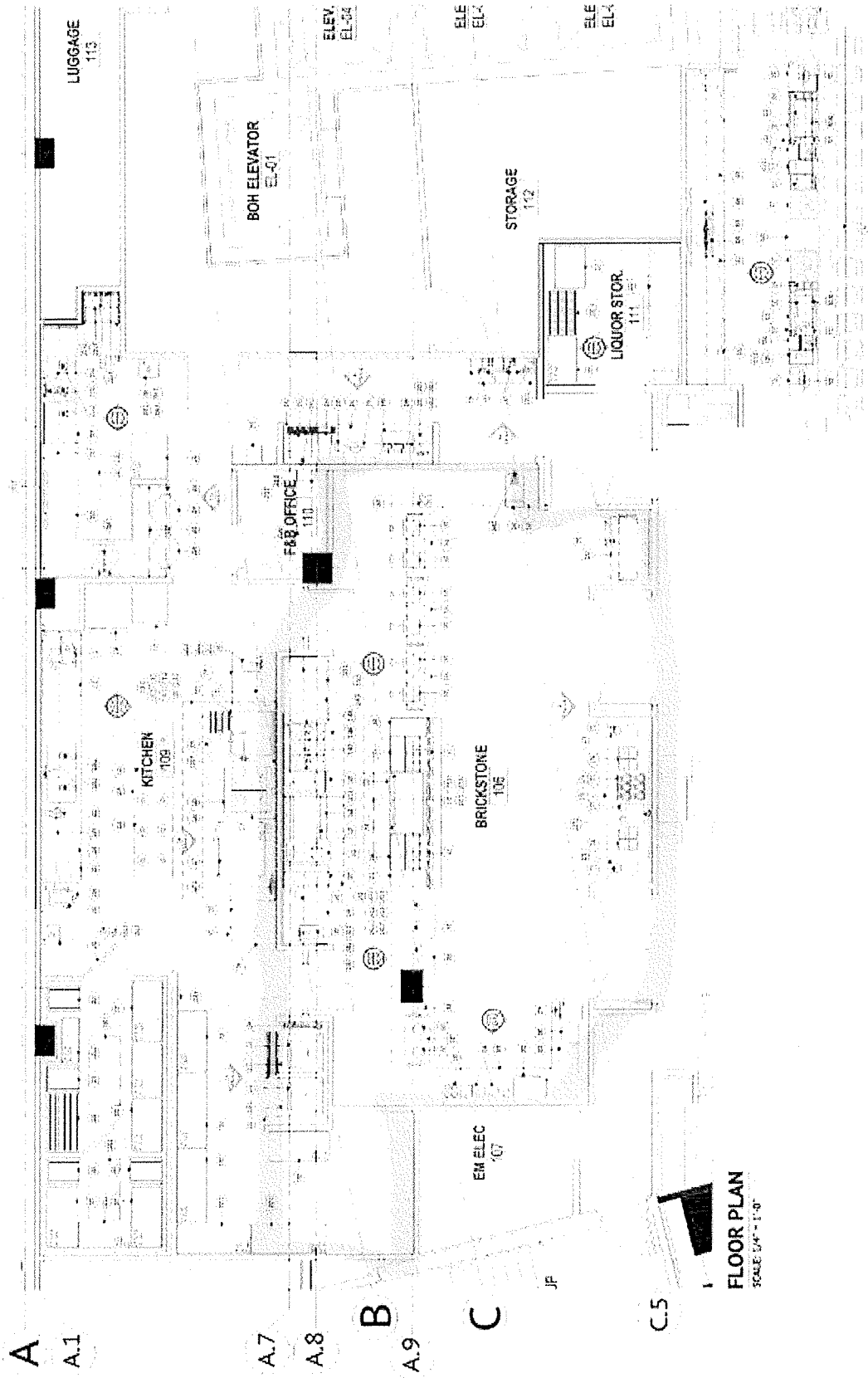
RED WINES

SILVER GATE / CABERNET SAUVIGNON / CA	6OZ - 9 / 9OZ - 13 / BTL - 41
LOUIS M. MARTINI / CABERNET SAUVIGNON / CA	6OZ - 13 / 9OZ - 19 / BTL - 51
JUSTIN / CABERNET SAUVIGNON / PASO ROBLES, CA	6OZ - 17 / 9OZ - 24 / BTL - 67
SILVER GATE / MERLOT / CA	6OZ - 9 / 9OZ - 13 / BTL - 41
SILVER GATE / PINOT NOIR / CA	6OZ - 9 / 9OZ - 13 / BTL - 41
MEIOMI / PINOT NOIR / MONTEREY-SANTA BARBARA-SONOMA COUNTIES, CA	6OZ - 13 / 9OZ - 18 / BTL - 49
DECOY / RED BLEND / CA	6OZ - 11 / 9OZ - 16 / BTL - 44
DON MIGUEL GASCÓN / MALBEC / MENDOZA, ARGENTINA	6OZ - 9 / 9OZ - 12 / BTL - 39
FLEUR DE MER CÔTES DE PROVENCE / ROSÉ / PROVENCE, FRA	6OZ - 13 / 9OZ - 19 / BTL - 51

2 2.1

43.1

4



NOTE: CLIENT
 POSS. FINISHES
 SECURITY, L.I.S.
 TIME GARDOS &
 ON ELECTRICAL

FLOOR PLAN
 SCALE 1/4" = 1'-0"

Embassy Suites Madison Downtown Beverage Plan

<p>Purpose</p> <p>Beverage service as a complement to a meal or event is central to our hospitality mission to provide great service experience to our guests</p>	<p>Problem</p> <p>Travelers expect bar and restaurant options as a welcome place to end the workday. The Embassy Suites Madison Downtown meets this need with a restaurant and bar</p>
<p>Our solution</p> <p>High quality products served in an inviting environment with informed product knowledge and a brand of guest service characterized by warmth, kindness and authenticity</p>	<p>Target market</p> <p>The target audience is adults traveling on business and staying at the hotel and adults in town for leisure who'd like, high-quality food and beverage during their stay.</p>
<p>The competition</p> <p>The restaurant and bar will cater almost exclusively to guests staying in the hotel. While nearby food and beverage options exist, busy schedules and inclement weather make the hotel restaurant and bar appealing to hotel guests</p>	<p>Revenue streams</p> <p>The bar will serve beer, wine, spirits and a menu of traditional Wisconsin favorites. The hotel will earn beverage revenue from catered events such as wedding receptions and reunions as well as Room service. Special events such as University of Wisconsin football games create opportunities for creativity such as 'Tailgate' events.</p>
<p>Marketing activities</p> <p>Hilton hotels' Embassy Suites brand is prominently supported at the National level. The hotel Food & Beverage team will augment these efforts with promotions, flyers and visible displays to invite guests into the restaurant and bar</p>	<p>Expenses</p> <ul style="list-style-type: none"> ● Cost of product (beer, wine, spirits) ● Cost for staffing ● Utilities expense ● Insurance expense ● Licensing expense
<p>Team and key roles</p> <p>Food & Beverage service led by onsite hotel management team include General Manager, Asst General Manager and F&B Manager</p>	<p>Foundation</p> <p>The hotel is owned by Apple REIT and managed by Madison-based Raymond Management Company</p>