



REVISED
1/23/26

Liquor/Beer License Application

Class A: Beer, Liquor, Cider

City of Madison Clerk
210 MLK Jr Blvd, Room 105
Madison, WI 53703

Class B: Beer, Liquor,

licensing@cityofmadison.com
608-266-4601

Class C Wine

(Agenda Item Number)

(Legistar file number)

LICLIA-2025-01108

(License number)

17

(Alder District #)

518

(Police Sector)

Office Use Only

Section A – Applicant

1. 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 Sunrise Hotel LLC

2. Trade Name (doing business as) Hampton Inn

3. Address to be licensed 4820 Hayes Rd, Madison, WI, 53704

4. Mailing address 4820 Hayes Rd, Madison, WI, 53704

5. Anticipated opening date January 6th, 2026

6. Is the applicant an employee or agent of, or acting on behalf of anyone except the applicant named in question 1?

No Yes (explain)

7. Does another alcohol beverage licensee or wholesale permittee have interest in this business? No Yes (explain)

Section B—Premises

8. 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.

In the lobby of a 115 room limited service hotel, there will be beer/wine sold to hotel guests from a snack shop / pantry located in the lobby. The beer/wine will be stored in the pantry.