



Change of Premises

Fee: \$25.00

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)

LICPCH-2024-00281

(License number)

60

408

(Alder District #)

(Police Sector)

Office Use Only

Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2023-00742

Business dba Name: Moxy by Marriott Madison Downtown

Licensed Address: 823 E. Washington Avenue, Madison WI 53703

Liquor/Beer Agent Name: Sheri Straka

5 % Alcohol, 5 % Food, 90 % Other Alder, District #: _____ Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): North Central Management, Inc.

Business Mailing Address: 1600 Aspen Commons Ste 200, Middleton, WI 53562

Business Contact Name, Position: Christine Hoebel

Business Phone: 608-836-6060

Business Email: choebel@ncghospitality.com

Current Capacity (indoor): 836

Current Capacity (outdoor): 20

Proposed Capacity (indoor): 836

Proposed Capacity (outdoor): 20

If your capacity is increasing, contact Building Inspection: (608) 266-4551, binspection@cityofmadison.com

Change is: Permanent Temporary (from _____ until _____)
Date Date

Is this change related to a Roadway Café Expansion License/Roadway Permit: Yes or No

Description of Changes (include approximate measurements, and fencing, if necessary):

We wish to remove the 8th floor meeting space from our premises description. This space will be under the operation of a separate licensee in relation to the 8th floor restaurant.

No other changes to the licensed premises.

Detailed Floor Plans included (required) - sent via email

Authorized Signature

Date

4/22/2024



Orange sign and business card issued

"License Renewals & Changes" brochure with next steps issued

Office Use Only

Moxy by Marriott Madison Downtown

LICLIB-2023-00742

Amended Premises Description

The premise is an 8 floor, 151 room Moxy by Marriott hotel. The first floor of the hotel will feature the lobby, signature Bar Moxy, and lobby pantry selling prepackaged food and beverages. Alcohol will be sold and served from the Bar Moxy on the 1st and 2nd floors, in the pantry, small outdoor seating patio and walk-up window. Liquor will be stored in the bar area on the 1st floor and in a locked closet/cage that only the Manager has access to. Receipts will be stored in the General Manager's office on the 2nd floor. Food will be served from the lobby bar.

Not included in the premises is the 8th floor restaurant and meeting space that will be leased and operated by a 3rd party. This space will be licensed separately.