



Change of dba Name

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)

93236

(Legistar file number)

LICLIB-2018-00439

(License number)

District 14 - Lieberman

(Alder District # and Name)

Office Use Only

Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2018-00439

Current Business dba Name: Sheraton Madison Hotel

Licensed Address: 706 John Nolen Drive

Liquor/Beer Agent Name: Chris Scheel

Alder, District #: Lieberman/14

Corporate Information

Business Legal Name (as on WI State Sellers Permit): LRP Madison1, LLC

Business Mailing Address: 300 Marietta Street NW, Ste 304, Atlanta, GA 30313

Business Contact Name, Position: Elizabeth Roth

Business Phone: 404-222-9100

Business Email: eroth@lvmgt.com

New dba Name: Madison Marriot South


Authorized Signature

5/12/2026

Date

Form submitted by mail/e-mail
Office Use Only