



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)

LIC13-20220537

(License number)

6
(Alder District #)

400
(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.
MOS ESPA LLC
- Trade Name (doing business as) Woody & Anne's
- Address to be licensed 2236 Winnebago St 53704
- Mailing address 1209 WILLIAMSON ST 53703
- Anticipated opening date 09/20/2022
- 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)
All members hold interest in other establishments. See attached.

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.
Storage - Main Bar Area / Back Room / Basement / Locked Cage
Serving - Main Bar Area

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
Indoor: 40 Outdoor: _____

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

Ample parking on both sides of building

11. Was this premises licensed for the sale of liquor or beer during the past license year?

☐ No ☒ Yes, license issued to BOA INC (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 Joshua Swentzel

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

14. How long has the agent continuously resided in the State of Wisconsin? 7 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 _____

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

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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
Member	Troy Armbruster	Madison, WI
Member	Michael Randall	Madison, WI
Member	Joshua Swentzel	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.

Joshua Swentzel

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

☒ No ☐ Yes (explain) _____

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) See Attached

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 _____

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
10am - 2am	10am - 2am	10am - 2am	10am - 2am	10am - 2am	10am - 230am	10am - 230am
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

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. bar snacks, merchandise, cigarettes

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:

80 % Alcohol 15 % Food 5 % Other

If applicable, describe "Other": tobacco

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

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)

06/21/22

(Date)

Clerk's Office checklist for complete applications

- | | | |
|---|---|--|
| ☐ WI Seller's Permit Certificate
(matching articles of incorporation) | ☐ Background investigation form(s) | ☐ Floor Plans |
| ☐ FEIN | ☐ Form for surrender of previous license | ☐ Lease |
| ☐ Written description of premises | ☐ *Articles of Incorporation | ☐ Business Plan |
| | ☐ *Appointment of Agent | ☐ **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 _____

Troy Armbruster is part owner of Ideal Bar and Star Liquor
Michael Randall is part owner of Ideal Bar, Alchemy Cafe & Star Liquor
Josh Swentzel is part owner of Star Liquor & Ohio Tavern

Copy of lease not attached. The property is also being purchased, a lease will be issued at closing.