



# Liquor/Beer License Application

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

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

_____ (Agenda Item Number)
_____ (Legistar file number)
<u>LICLIP-2022-00211</u> (License number)
<u>12</u> (Alder District #)
<u>504</u> (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.  
Family Dollar Stores of Wisconsin, LLC (converted from a Corporation to a Limited Liability Company on July 31, 2017)
- Trade Name (doing business as) Family Dollar #27003
- Address to be licensed 2849 N. Sherman Avenue, Madison, WI 53704
- Mailing address 500 Volvo Parkway, Attn: 9th Floor AB Licensing, Chesapeake, VA 23320
- Anticipated opening date Store is open.
- 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)  
The licensee’s parent company, Family Dollar, Inc., holds alcoholic beverage licenses in other states across the U.S.

## 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.  
Family Dollar is located in Northside Town Center at the corner of Northport Drive and North Sherman Drive. The store occupies 10,267 sq. ft. of space in the shopping center. The stockroom equals 2,155 sq. ft. and includes two (2) restrooms, one of which is accessible to customers. The stockroom also contains the manager’s office. The sales floor occupies 7,801 sq. ft. There are no living quarters. Alcoholic beverages will be displayed for sale in the coolers near the front of the store, and any beverages that cannot fit in the cooler will be stored in the stockroom. Sales records for this store will be maintained at the corporate office in Chesapeake, Virginia.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):  
Indoor: N/A Outdoor: N/A

10. Describe existing parking and how parking lot is to be monitored.  
There is ample parking available to customers of the Northside Town Center where Family Dollar is located.

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 Priscilla Santos  
13. City, state in which agent resides Kenosha, Wisconsin.  
14. How long has the agent continuously resided in the State of Wisconsin? 30+ 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 6/28/2019

16. State and date of registration of corporation, nonprofit organization, or LLC.  
Virginia; 7/31/2017

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
President	Peter A. Barnett	Virginia Beach, Virginia
VP & Treasurer	Roger W. Dean	Virginia Beach, Virginia
Member	Family Dollar, Inc.	Chesapeake, Virginia

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, 8040 Excelsior Dr., Suite 1400, Madison, WI 53717

19. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) Family Dollar, Inc.

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 list of other alcoholic beverage-licensed stores in Wisconsin.

**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 Discount Retail Store

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   N/A

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9am - 9pm	9am - 9pm	9am - 9pm	9am - 9pm	9am - 9pm	9am - 9pm	9am - 9pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
-	-	-	-	-	-	-

**Section E—Consumption on Premises** -- This section is not applicable to Class A license applicants.

*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. \_\_\_\_\_

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:

\_\_\_\_\_ % Alcohol   \_\_\_\_\_ % 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, 2022.
38. State Seller's Permit 4 5 6 - 0 0 0 0 3 4 4 9 4 3 - 0 5
39. Federal Employer Identification Number 56-1356720
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Application contact: Vicki M. Thomas, Licensing Specialist, GrayRobinson, P.A.  
 Contact person License/Renewal: Steph Ankney, Adult Beverage Project Specialist, Family Dollar  
 Application: 813-273-5158 Application: vicki.thomas@gray-robinson.com  
 Business phone License/Renewal: 757-321-5000 Business e-mail address License/Renewal: stephana@familydollar.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 N/A
- Phone N/A E-mail N/A

**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:

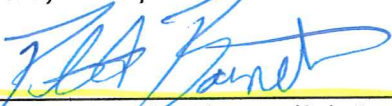
- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

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.

Peter A. Barnett  
President



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

2/28/2022

(Date)

**Clerk's Office checklist for complete applications**

<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation)	<input type="checkbox"/> Background investigation form(s)	<input type="checkbox"/> Floor Plans
<input type="checkbox"/> FEIN	<input type="checkbox"/> Form for surrender of previous license	<input type="checkbox"/> Lease
<input type="checkbox"/> Written description of premises	<input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Business Plan
	<input type="checkbox"/> *Appointment of Agent	<input 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 \_\_\_\_\_



Family Dollar Stores of Wisconsin, LLC  
Stores Licensed (Filed or In Process Applications) to Sell Alcohol  
As of 3/14/2022

Family Dollar #21485, 935 N. Main St., Oshkosh, WI 54901  
Family Dollar #22912, 861 4th Avenue South, Park Falls, WI 54552  
Family Dollar #23800, 808 W. Wisconsin Ave., Appleton, WI 54914  
Family Dollar #25259 240 N. Main Street, Adams, WI 53910  
Family Dollar #26599, 607 S. Main Street, De Forest, WI 53532  
Family Dollar #26644, 1029 River Street, Belleville, WI 53508  
Family Dollar #26961, 514 W. Walnut Ave., Green Bay, WI 54303  
Family Dollar #27003, 2849 N. Sherman Ave., Madison, WI 53704  
Family Dollar #27308, 8353 Highway 13 North, Phillips, WI 54555  
Family Dollar #27376, 926 E. Main Street, Winneconne, WI 54986  
Family Dollar #27435, 909 Frontage Road, Balsam Lake, WI 54810  
Family Dollar #27449, 599 S. 3rd Street, Cornell, WI 54732  
Family Dollar #27757, 449 East State Road 70, Grantsburg, WI 54840  
Family Dollar #28804, 317 N. Sawyer Street, Oshkosh, WI 54902  
Family Dollar #28813, 708 Lime Kiln Rd., Green Bay, WI 54302  
Family Dollar #29220, 412 McKay Avenue, Spring Valley, WI 54767  
Family Dollar #29368, 528 W. Johnson Street, Fond Du Lac, WI 54935  
Family Dollar #29409, 635 Main St., Wausaukee, WI 54177  
Family Dollar #30309, 510 N. Margaret Street, Markesan, WI 53946  
Family Dollar #30374, 720 Main Street, Wild Rose, WI 54984  
Family Dollar #30511, 1091 Horicon St., Mayville, WI 53050  
Family Dollar #30572, 512 S. Main Street, Greenwood, WI 54437  
Family Dollar #30987, 4667 75th Street, Pleasant Prairie, WI 53142  
Family Dollar #31141, 218 South US Highway 51, Poynette, WI 53955  
Family Dollar #31254, 1343 3rd Street, Pepin, WI 54759  
Family Dollar #31960, 320 1st Street, Glenwood City, WI 54013  
Family Dollar #32306, 320 Lincoln Avenue, Fennimore, WI 53809

Family Dollar Stores of Wisconsin, LLC  
d/b/a  
Family Dollar #27003  
2849 N. Sherman Avenue  
Madison, WI 53704

Priscilla Santos – Acting as Agent for Other Family Dollar Stores:

Family Dollar #26599 – 607 S. Main Street, De Forest, WI 53532  
Family Dollar #26644 – 1029 River Street, Belleville, WI 53508  
Family Dollar #30987 – 4667 75<sup>th</sup> Street, Pleasant Prairie, WI 53142  
Family Dollar #31141 – 218 S. US Hwy. 51, Poynette, WI 53955  
Family Dollar #32306 – 320 Lincoln Ave., Fennimore, WI 53809