

54159

LIC1B-2018-01214

A = 11 P = 108



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor Class A Cider

Section A - Applicant

1. 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.

2. This application is for the license period ending June 30, 20 19.
3. 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.

Frey Street Beverage, LLC

4. Trade Name (doing business as) SpringHill Suites - Madison
5. Address to be licensed 4601 Frey Street, Madison WI 53705-2644
6. Mailing address 8333 Greenway Blvd. Suite 200, Middleton WI 53562
7. Anticipated opening date 4/1/2019

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 3?
 No Yes (explain) _____

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

Section B - Premises

10. 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 records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

The premises include a gift shop, indoor bar and outdoor patio all of which are part of the SpringHill Suites hotel. Alcohol will be secured in locked, monitored cabinets. The bar area will be monitored by staff during open hours. The gift shop will be monitored 24 hours per day as it is an extension of the front desk. The patio is visible from the lobby area so it can be monitored by staff. (See 11/20/18 e-mail adding hotel rooms to premises)

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity MA 2048
(see 11/20/18 email)
13. Describe existing parking and how parking lot is to be monitored.
The parking is within an above-ground structure that is for hotel guests. The entry/exit is camera surveilled.
14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to _____ (name of licensee)
15. Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Lisa Steinhauer
17. City, state in which agent resides Madison, WI
18. How long has the agent continuously resided in the State of Wisconsin? 25 years
19. Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed _____
21. State and date of registration of corporation, nonprofit organization, or LLC.
Wisconsin

22. 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	Frey Street Beverage, LLC	Middleton, WI
Manager	Judi P. Raymond	Middleton, WI

23. 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.

Robert J. Bruni

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
25. 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 hotel liquor licenses.

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other Gift shop and bar located within the hotel.
27. Business description We seek to provide a full service bar within the hotel lobby, in addition to selling bottled beer and wine from our gift shop. Guests may desire to purchase beer or wine as souvenirs or consume them on site as part of their in-room dining.
- Hours of operation 8am-11pm
- Describe your management experience I have 8 years of management experience, and 6 of those as a General Manager. For the last 3 years I managed a hotel that had a bar, restaurant, and significant banquet space.
- List names of managers below, along with city and state of residence.
- Matt Landgraf Madison, Wisconsin
31. Describe staffing levels and staff duties at the proposed establishment The gift shop will be staffed 24 hours by 2-6 staff per shift. The bar will be staffed during open hours.
32. Describe your employee training 1 person per shift will be T.I.P.S. (state approved course) trained and certified.

33. Utilizing your market research, describe your target market.

Hotel guests to include business people, tourists, conference attendees, etc.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Alcohol will not be actively advertised but will be available for purchase alongside soda, water and juice. All alcohol sold within the gift shop will be sealed bottles of beer and wine. The bar will offer spirits, beer and wine.

35. Are you operating under a lease or franchise agreement? No Yes

36. 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

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.

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? All ages

39. What type of food will you be serving, if any? Hotel breakfast and small plates served at the bar.
 Breakfast Brunch Lunch Dinner

Submit a sample menu if applicable. What will be included on your operational menu?

Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

During what hours of operation do you plan to serve food? 5pm - 10pm (11pm weekends)

What hours, if any, will food service not be available? 11pm - 5am + 10am - 5pm

Indicate any other product/service offered. n/a

Will your establishment have a kitchen manager? No Yes

Will you have a kitchen support staff? No Yes

How many wait staff do you anticipate will be employed at your establishment? 5-10

During what hours do you anticipate they will be on duty? 4pm - 11pm + 5am - 11pm

Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
If yes, how many barstools do you anticipate having at your bar? _____
How many bartenders do you anticipate having work at one time on a busy night? _____

49. Will there be a kitchen facility separate from the bar? No Yes

Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____

51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave

52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes

What percentage of payroll do you anticipate devoting to food operation salaries? 15%

If your business plan includes an advertising budget:

What percentage of your advertising budget do you anticipate will be related to food? 10%

What percentage of your advertising budget do you anticipate will be drink related? 10%

Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes

Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes

All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:

65 / 10 % Alcohol 40 / 5 % Food 85 % Other (see 12/19/18 e-mail)

Do you have written records to document the percentages shown? No Yes

You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes

60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes

61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes

62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes

63. I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes

64. I agree to contact the neighborhood association representative prior to the ALRC meeting. No Yes

65. I intend to operate under the alcohol license within 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. No Yes

66. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
67. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776] No Yes
68. 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

69. State Seller's Permit 4 5 6 - 1 0 3 0 3 3 0 1 3 1 0 2

70. Federal Employer Identification Number 83-2395720

71. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Lisa Steinhauer

E-mail address Steinhauer@raymondteam.com

Phone 608-662-8323 Preferred language english

72. Corporate attorney, if applicable: Name Tim Umland

Phone 608-256-1978 E-mail tim@mmwp-law.com

Read carefully before signing in front of a notary: 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.

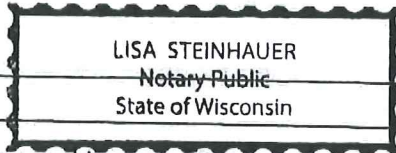
Subscribed and Sworn to before me:

this 6 day of November, 2018

Lisa Steinhauer
 (Clerk/Notary Public)

Jolite P. Raymond
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 09-20-2021



Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input checked="" type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____ Date of ALRC meeting _____ Date license granted by Common Council _____ Date provisional issued _____ Date license issued _____ License number _____		

Liquor License Summary

Hotel Name	State	Year Issued	Address
Courtyard	Wisconsin	2003	2502 Crossroads Drive Madison, WI 53718
Hilton Garden Inn	Wisconsin	2004	1801 Deming Way Middleton, WI 53562
Residence Inn	Wisconsin	2005	8400 Market Street Middleton, WI 53562
Hilton Garden Inn	Illinois	2006	7675 Walton St. Rockford, IL 61108
Courtyard	Wisconsin	2006	2266 Deming Way Middleton, WI 53562
Hampton Inn & Suites	Wisconsin	2008	483 Commerce Drive Madison, WI 53719
Homewood Suites	Wisconsin	2008	479 Commerce Drive Madison, WI 53719
Courtyard	Minnesota	2010	1080 28th Ave South Moorhead, MN 56560
Hilton Garden Inn	Wisconsin	2010	5890 South Howell Ave. Milwaukee, WI 53207
Hilton Garden Inn	North Dakota	2011	4351 17th Ave. South Fargo, ND 58103
SpringHill Suites	Texas	2011	16520 Interstate 45 S. Conroe, TX 77384
Fairfield Inn & Suites	Wisconsin	2011	2702 Crossroads Drive Madison, WI 53718
Hilton Garden Inn	Michigan	2012	1401 Briarwood Circle Ann Arbor, MI 48108
Hilton Garden Inn	Texas	2012	912 Northton St. Ft. Worth, TX 76104
Homewood Suites	Texas	2013	2200 Charlie Lane Ft. Worth, TX 76104
Hampton Inn	Wisconsin	2013	4820 Hayes Road Madison, WI 53704
AC Hotel	Ohio	2016	7505 Gibson Street Liberty Township, OH 45069
Home2 Suites	Wisconsin	2016	5880 South Howell Ave. Milwaukee, WI 53207
Hampton Inn & Suites	Texas	2016	23523 Northgate Crossing Blvd. Spring, TX 77373
Hilton Garden Inn	Texas	2016	23535 Northgate Crossing Blvd. Spring, TX 77373
Home2 Suites	Illinois	2017	4095 Hennepin Drive Joliet, IL 60431
Hampton Inn & Suites	Wisconsin	2017	440 W. Johnson St. Madison, WI 53703
Hampton Inn & Suites	Oregon	2017	354 NW 9th Ave. Portland, OR 97209
Hampton Inn	Wisconsin	2017	615 South 24th Ave Wausau, WI 54401
Hampton Inn & Suites	Texas	2017	1001 Commerce St. Ft. Worth, TX 76102
Hampton Inn	Wisconsin	2017	350 Fox River Drive Appleton, WI 54913
TownePlace Suites	Missouri	2018	130 S Stewart Rd Liberty, MO 64068

Haar, Jennifer

From: Lisa Steinhauer <steinhauer@raymondteam.com>
Sent: Tuesday, November 20, 2018 10:43 AM
To: licensing
Cc: Verbick, Jim
Subject: RE: 4601 Frey Street - SpringHill Suites Hotel - Class B Liquor License Application

Thanks, Jennifer.

If a hotel guest were to purchase a sealed bottle of beer or wine from the gift shop, we would like to allow them to consume that item in their guest room if they choose.

Thanks,

Lisa Steinhauer
Real Estate Coordinator
Raymond Management Company | 8333 Greenway Blvd Suite 200 Middleton, WI 53562
Direct: (608) 662-8323 | Cell: (608) 692-8353



<http://www.raymondteam.com>

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From: licensing <licensing@cityofmadison.com>
Sent: Tuesday, November 20, 2018 10:40 AM
To: Lisa Steinhauer <steinhauer@raymondteam.com>
Cc: Verbick, Jim <JVerbick@cityofmadison.com>
Subject: RE: 4601 Frey Street - SpringHill Suites Hotel - Class B Liquor License Application

Hi Lisa,

I received the mailed application and check this morning in the mail. I will process your application so that there is record of it in in the system. Jim will be back tomorrow morning and can make the final decision on if your application can go before the Dec 19 and Jan 8 meetings.

Also, I wanted to ask – will alcohol be allowed in the guest hotel rooms? As the premises description is currently written, alcohol would not be allowed in guest rooms.

Please reply via email and I'll attach your email answer to the application so that they can see the clarification.

Thank you,

Jennifer S. Haar, WCMC

Verbick, Jim

From: Haar, Jennifer
Sent: Wednesday, December 19, 2018 8:19 AM
To: Verbick, Jim
Subject: FW: 4601 Frey Street - SpringHill Suites Hotel - Class B Liquor License Application

From: licensing
Sent: Tuesday, November 20, 2018 2:34 PM
To: 'Lisa Steinhauer' <steinhauer@raymondteam.com>
Subject: RE: 4601 Frey Street - SpringHill Suites Hotel - Class B Liquor License Application

Thank you!

I've processed the application as far as I can. I created an invoice for the publication fee and have sent that with your check to the Treasurer's office.

Jennifer S. Haar, WCMC

City of Madison Clerk's Office
City-County Building Room 103
210 Martin Luther King Jr Blvd
Madison WI 53703
608.266.4601
Website: www.cityofmadison.com/clerk
Twitter: [@MadisonWIClerk](https://twitter.com/MadisonWIClerk)

From: Lisa Steinhauer <steinhauer@raymondteam.com>
Sent: Tuesday, November 20, 2018 2:32 PM
To: licensing <licensing@cityofmadison.com>
Subject: RE: 4601 Frey Street - SpringHill Suites Hotel - Class B Liquor License Application

Sorry, I also saw actually occupancy loads listed on our architectural plans which may be more helpful to you. The total occupants that the building can support is 2,048 people.

Lisa Steinhauer
Real Estate Coordinator
Raymond Management Company | 8333 Greenway Blvd Suite 200 Middleton, WI 53562
Direct: (608) 662-8323 | Cell: (608) 692-8353



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Verbick, Jim

From: Lisa Steinhauer <steinhauer@raymondteam.com>
Sent: Wednesday, December 19, 2018 9:53 AM
To: licensing
Subject: RE: SpringHill Suites Alcohol License Application

God morning Jim,

I will come pick up the sign today and post it on the property.

We answered question 57 assuming the bar was a stand-alone unit. If revenue from guestroom sales on the hotel side are considered, the breakdown would indeed be considerably different as our primary revenue will be room revenue, with the bar being more of an amenity. I would say the breakdown of the hotel revenue as a whole unit would be: 85% Other, 10% alcohol, 5% food.

Thank you,

Lisa Steinhauer

Real Estate Coordinator
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From: licensing <licensing@cityofmadison.com>
Sent: Wednesday, December 19, 2018 8:28 AM
To: Lisa Steinhauer <steinhauer@raymondteam.com>
Subject: SpringHill Suites Alcohol License Application

Good morning,

We have your orange sign, to be displayed at 4601 Frey Street. This sign should have been picked up within three business days of the application filing. Someone will need to get the sign from our office as soon as possible, otherwise, we will need to move the application to the February ALRC to allow for proper notice to the public.

I did have a question regarding the application. On question 57, it asks about estimate gross receipts broken down between Alcohol, Food, and Other. Right now that application says 60% alcohol, 40%, and 0% other. I would think a hotel's room fees would factor into the "Other" and reduce some of the other percentages. Can you verify the accuracy of your estimated percentages and confirm them in a reply to this email?

Sincerely,