



Change of Officers

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)

LICLIB-2024-00186

(License number)

4-VERVEER

(Alder District # and Name)

Office Use Only

- o This application is to inform the city of any changes in corporate structure.
- o **The fee** for filing this application is \$25.00.
- o Please include a completed a **Background Investigation Form** and copy of a **picture ID** for each **new** officer/member/director with this application (not necessary for title changes).

Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2024-00186

Business dba Name: Embassy Suites Madison Downtown

Licensed Address: 231 S. Pinckney St., Madison, WI 53703

Liquor/Beer Agent Name: Michael Luehrs Alder, District #: 4

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Apple TRS Madison 7131, LLC

Business Mailing Address: 4601 Frey St., Suite 400, Madison WI 53705

Business Contact Name, Position: Michael Luehrs, General Manager

Business Phone: 608-609-7226 Business Email: luehrs@raymondteam.com

List New Officers/Members/Directors, if applicable (attach background check form for each):	
Name	Title
Rachel Labrecque	VP-Manager
Officers/Members/Directors who will no longer hold their positions:	
Name	Former Title

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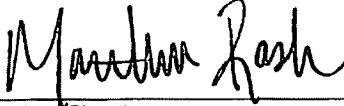
Do any of the officers/members/directors possess any interest or control in any other Class A, B or C license?

☐ No ☒ Yes, explain: VP of Apple Nine Hospitality Management, Inc., license #LICLIB-2020-00759

After this change, how many total officers/members/directors will be in the organization? 2 officer/managers*

Will this change alter your business plan? ☒ No ☐ Yes, please attach new business plan with application.

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.



Authorized Signature
Matthew Rash

4.22.2025
Date

☐ Form submitted by mail/e-mail
Office Use Only

*LLC has one member - Apple Nine Hospitality Management, Inc., previously disclosed.
It has two managers: Matthew Rash (previously disclosed) and Rachel Labrecque.