



# 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>LICLIB - 2023 - 00742</u>
(License number)
(Alder District #) (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.  
North Central Management, Inc.
- Trade Name (doing business as) Moxy by Marriott Madison Downtown
- Address to be licensed 823 E. Washington Avenue, Madison, WI 53703
- Mailing address PO Box 620994, Middleton, WI 53562
- Anticipated opening date 3/1/2024
- 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)  
\_\_\_\_\_

## 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.  
See attached.

## **Liquor / Beer License Application**

### **Moxy by Marriott Madison Downtown**

#### **Section B – Premises**

8. The premise is an 8 floor, 151 room Moxy by Marriott hotel currently under construction. The hotel is scheduled to open in March of 2024. The first floor of the hotel will feature the lobby, signature Bar Moxy, and lobby pantry selling prepackaged food and beverages. Alcohol will be sold and served from the Bar Moxy on the 1<sup>st</sup> and 2<sup>nd</sup> floors, in the pantry, small outdoor seating patio, walk up window and also in the meeting room on the 8<sup>th</sup> floor. Liquor will be stored in the bar area on the 1<sup>st</sup> floor and in a locked closet/cage that only the Manager has access to. Receipts will be stored in the General Manager's office on the 2<sup>nd</sup> floor. Food will be served from the lobby bar and 8<sup>th</sup> floor meeting space when leased.

Not included in the premises is the 8<sup>th</sup> floor restaurant space that will be leased and operated by a 3<sup>rd</sup> party. This space will be licensed separately.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):  
 Indoor: 836 Outdoor: N/A
10. Describe existing parking and how parking lot is to be monitored.  
Parking will be available at the Livingston Street Garage in accordance with an executed Parking Agreement with the City of Madison. Copy of Parking Agt available upon request
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 Sheri Straka
13. City, state in which agent resides Stoughton, WI
14. How long has the agent continuously resided in the State of Wisconsin? 41 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 4/11/2022
16. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin, 8/26/1981
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
Director	David A. Lenz	Madison, WI
Director	Kris Lenz	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.  
North Central Group, Inc.
19. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) North Central Group, Inc. is the sole owner of North Central Management, 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.

20. The Officers and Directors of North Central Management, Inc. have the following liquor licenses in the state of Wisconsin:

Licensee: North Central Management, Inc.  
d/b/a: Brookfield Conference Center  
Type of License: Class B Liquor  
License issued by: State of Wisconsin

Licensee: North Central Management, Inc.  
d/b/a: Brookfield Conference Center  
Type of License: Class B Beer  
License issued by: City of Brookfield, WI

Licensee: North Central Management, Inc.  
d/b/a: Hilton Garden Inn Brookfield  
Type of license: Class B Liquor  
License issued by: City of Brookfield, WI

Licensee: North Central Management, Inc.  
d/b/a: Home2 Suites Madison  
Type of license: Class B Combination  
License issued by: City of Madison, WI

Licensee: North Central Management, Inc.  
d/b/a: DoubleTree Madison East  
Type of license: Class B Combination & Entertainment License  
License issued by: City of Madison, WI

Licensee: North Central Management, Inc.  
d/b/a: Tru by Hilton  
Type of license: Class B Beer, Class C Wine  
License issued by: City of Madison, WI

Licensee: North Central Management, Inc.  
d/b/a: AC Hotel  
Type of license: Class A Beer, Class A Liquor  
License issued by: City of Madison, WI

**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 Hotel

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.  
 Hotel is open 24/7. Hours of the lobby bar are listed below:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9:00AM - 2:00 AM	9:00 AM - 2:00 AM	9:00AM - 2:00AM	9:00 AM - 2:00 AM	9:00 AM - 2:00 AM	9:00 AM - 2:00AM	9:00 AM - 2:00 AM
<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 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. Prepackaged food & sundries sold at lobby pantry
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: \*  
3 % Alcohol   1 % Food   96 % Other

If applicable, describe "Other": Hotel room revenue & items sold at lobby pantry/market

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? We may have live music  
performed by a DJ or acoustic performer in the lobby/bar area on the 1st & 2nd floor.

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, 2024.
38. State Seller's Permit 4 5 6 - 0 0 0 0 0 5 8 2 4 3 - 0 3
39. Federal Employer Identification Number 46-3793484
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?  
 Contact person Christine Hoebel  
 Business phone 608-662-3628 Business e-mail address choebel@ncghospitality.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 \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_

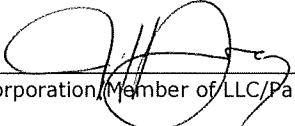
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- 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)

10/9/2023  
 \_\_\_\_\_  
 (Date)

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