



58443-52533

City of Madison Liquor/Beer License Renewal

→ Clerk's Office Liaison: Eric Christianson@cityofmadison.com

Jim

Deadline: In Clerk's Office by 4 p.m. Monday, April 15 or postmarked by April 15

On-Premises Consumption:	<input type="checkbox"/> Class B Beer	<input type="checkbox"/> Class B Liquor	<input type="checkbox"/> Class C Wine
Off-Premises Consumption:	<input type="checkbox"/> Class A Beer	<input type="checkbox"/> Class A Liquor	<input type="checkbox"/> Class A Cider

- ✓ 1. Name of Sole Proprietor, Partnership, Corporation or LLC
Blue Velvet Lounge LLC
- ✓ 2. Trade Name (doing business as) Blue Velvet Lounge
- ✓ 3. Licensed Address 430 W. Gilman St.
4. State Seller's Permit 4 5 6 - 0 0 0 0 3 3 3 7 6 8 - 0 1
- ✓ 5. Federal Employer Identification Number (FEIN) 613790
6. Do you understand that you must purchase alcohol beverages only from Wisconsin wholesalers, breweries, and brewpubs? Yes No
7. Do you understand that alcohol invoices must be kept at the licensed premises for two years from the date of invoice and made available for inspection by law enforcement? Yes No
8. Since filing of last application, has the named licensee or any other person affiliated with this license (partner, member, officer, director, manager or liquor/beer agent) been **convicted** of **any offenses** (excluding traffic offenses not related to alcohol) for violation of any federal laws, Wisconsin laws, any laws of other states, or ordinances of any county or municipality?
 Yes (If yes, complete convictions supplement) No
9. Are any **charges** for **any offenses** presently **pending** (excluding traffic offenses not related to alcohol) against the named licensee or any other persons affiliated with this license (partner, member, officer, director, manager or liquor/beer agent)?
 Yes (If yes, complete pending charges supplement) No
10. Was the profit or loss from the sale of alcohol beverages for the previous year reported on the Wisconsin Income or Franchise Tax return of the licensee?
 Yes No Taxes are not filed yet, but will include this profit/loss when filed
11. Areas where alcohol beverages are sold/permitted, including outdoor seating, if applicable.
First level Bar + 6 tables, Second level Bar + tables
Second level rear Couches + Chairs
12. Areas where alcoholic beverages are stored behind first + second level bars
liquor room + coolers in basement
13. **Class B establishments:** estimated percentage of gross sales for liquor/beer vs. food business
95 % Alcohol 5 % Food _____ % Other

missing ENT renewal

14. **Class B establishments** Please list your lowest approved capacities for each category that apply:

Indoor: _____ Outdoor: _____ Other (Type and #): _____
(Such as Badger Football, upper level, etc.)

15. **Entertainment:**

- (a) Do you offer or allow live music performances (excluding solo acoustic)? Yes No
- (b) Do you have a designated dance floor area? Yes No
- (c) Do you offer or allow the use of a disc jockey? Yes No

If you answered yes to any of the above questions, please complete an Entertainment License application.

16. **Establishments that currently hold and 21+ or 18+ Entertainment Licenses:**

Please also complete the Entertainment License Renewal Form and submit with this form.

17. **Corporation/LLC:** Name of Liquor/Beer Agent Lawrence W. Schmock

18. **Corporation/LLC:** City and state in which Agent resides Fitchburg, WI

19. **Corporation/LLC:** Is this Liquor/Beer Agent listed on your current license?

- Yes No (If no, file Change of Agent application)

20. **Corporation/LLC:** List names of all officers/members, along with city and state of residence.

Lawrence W. Schmock, Fitchburg WI

21. List names of managers, along with their city and state of residence.

Timothy Schmock

22. Lawrence W. Schmock 608 235 8149

Who to contact 8 a.m. - 4:30 p.m. regarding problems with application Phone Number

lws2727@aol.com

E-mail Address

23. Does the name on your Wisconsin Seller's Permit exactly match the name on your liquor/beer license?

- Yes No

24. Are you indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

25. Preferred language for correspondence from the City Clerk's Office english

X Lawrence W. Schmock 4-5-19

Signature of Officer/Member/Partner/Sole Proprietor

Date

Clerk's Office: Date Filed/Postmarked APR 05 2019 Filed Timely Filed Late (\$250 Late Filing Fee)

