

# 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

|                        |                            |
|------------------------|----------------------------|
| (Agenda Item Number)   | 85802                      |
| (Legistar file number) | LICLIB-2024-00936          |
| (License number)       | 5                      206 |
| (Alder District #)     | (Police Sector)            |
| Office Use Only        |                            |

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

## Section A – Applicant

1. 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.

Blue Moon Bar and Grill, LLC

2. Trade Name (doing business as) Blue Moon Bar and Grill

3. Address to be licensed 2535 University Ave, Madison, WI 53705

4. Mailing address 5074 W Clayton Rd, Fitchburg, WI 53711

5. Anticipated opening date currently open

6. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?

No     Yes (explain)

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

## Section B—Premises

8. 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.

1st floor - serve alcohol beverages

2nd floor - serve alcohol beverages

Front & side patio - serve alcohol beverages

Liquor room in basement - storage

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 90 Outdoor: 52

10. Describe existing parking and how parking lot is to be monitored.

20 parking stalls on west end of building  
Bartenders & servers monitor parking lot.

11. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to Schmock and Schmock (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 Tracy Schmock

13. City, state in which agent resides Madison, WI

14. How long has the agent continuously resided in the State of Wisconsin? 55 yrs

15. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed \_\_\_\_\_

16. State and date of registration of corporation, nonprofit organization, or LLC.

Blue Moon Bar and Grill, LLC

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 |
|--------------|----------------------|-----------------------------|
| <u>owner</u> | <u>Tracy Schmock</u> | <u>Madison, WI</u>          |
|              |                      |                             |
|              |                      |                             |

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.

Tracy Schmock

19. Is applicant a subsidiary of any other corporation or LLC?

No  Yes (explain) Sundown Saloon of Madison, LLC

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) Sundown Saloon of Madison, LLC

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

| Sunday   | Monday    | Tuesday   | Wednesday | Thursday  | Friday    | Saturday  |
|--|-----------|-----------|-----------|-----------|-----------|-----------|
| 11am-12am  | 11am-12am | 11am-12am | 11am-12am | 11am-12am | 11am-12am | 11am-12am |
| <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. \_\_\_\_\_
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:  
50 % Alcohol   50 % 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, 20\_\_\_\_\_.

38. State Seller's Permit 4 5 6 - 1 0 3 1 8 4 0 3 6 1 - 0 4

39. Federal Employer Identification Number 995095617

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

Contact person Tracy Schmock

Business phone (608) 438-3326 Business e-mail address madbunnee@aol.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 \_\_\_\_\_





Blue Moon

# Patio

West

P1

P2

P3

P4

P5

P6

P7

P8

S1

S2

S3

S4

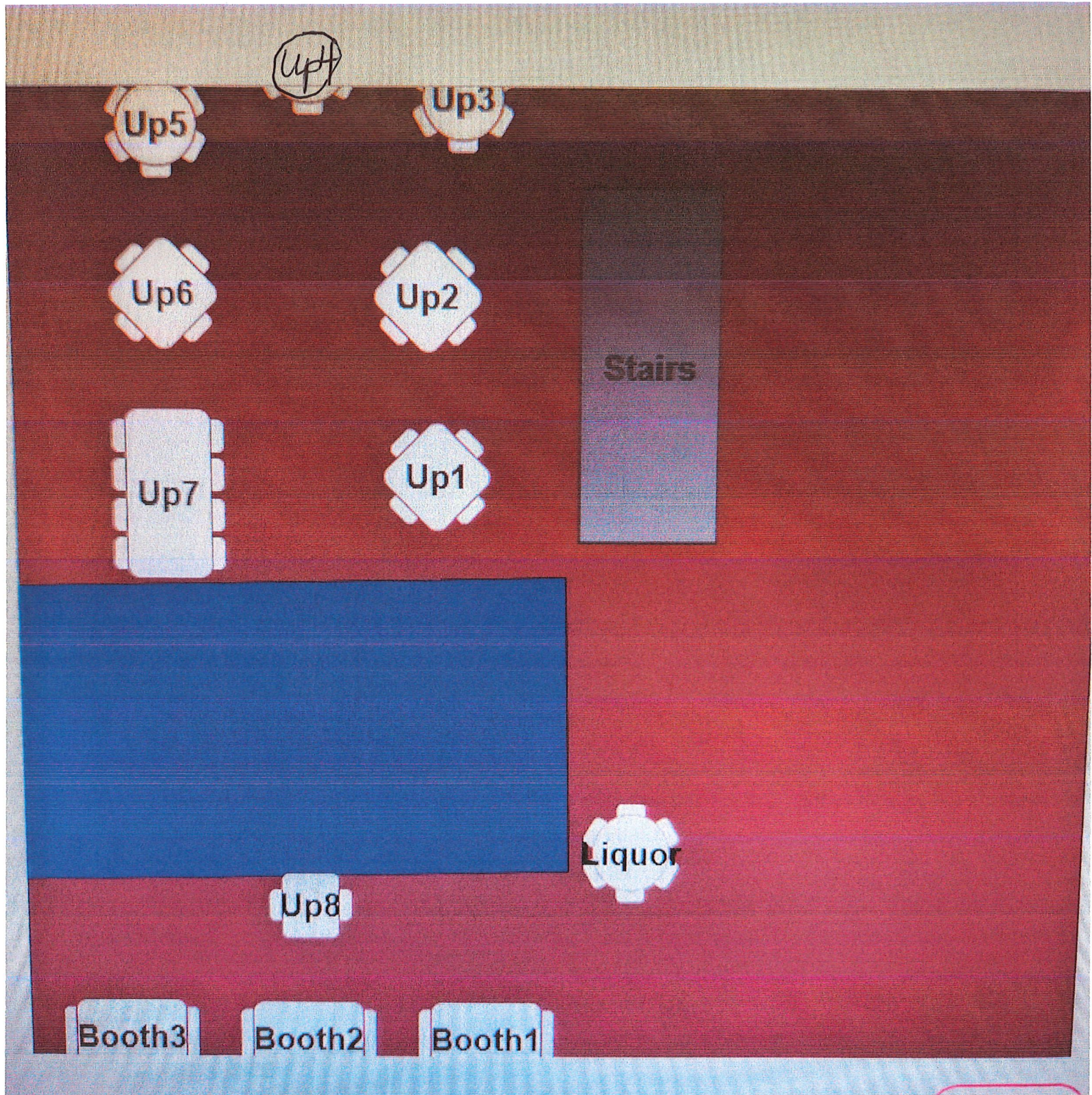
S5

NO. 1234



Blue Moon

# 2<sup>nd</sup> fl. Upsfairs

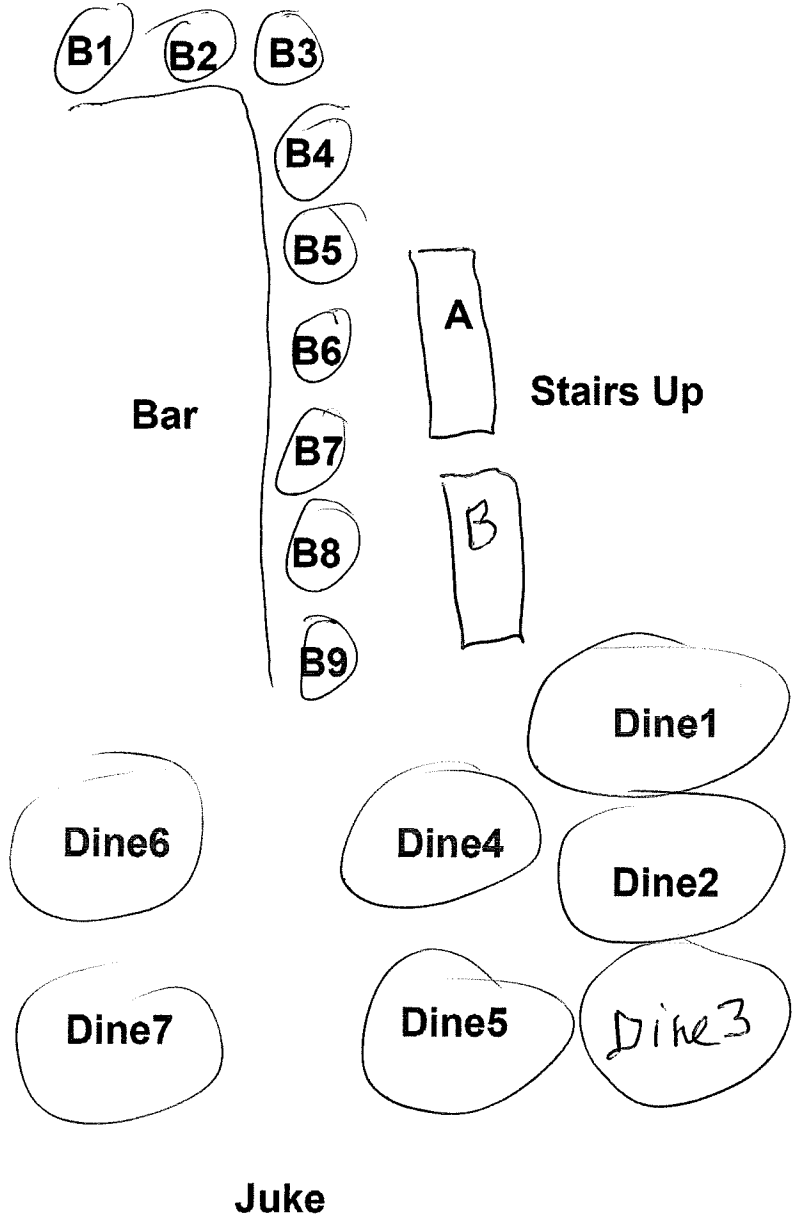




**Room Layout**

Selection Name

Blue Moon 1st Floor





# Blue Moon Food Menu

## Appetizers & Sides

|  |               |
|--|---------------|
| Cheese Curds   | <u>\$9.00</u> |
| Broccoli Cheddar Bacon Nuggets                         | <u>\$8.00</u> |
| Buffalo Chicken Bites                                  | <u>\$7.00</u> |
| Chicken Strips   | <u>\$8.00</u> |
| Chicken Wings  | <u>\$9.00</u> |
| Deep Fried Mushrooms                                   | <u>\$7.00</u> |
| Jalapeno Poppers                                       | <u>\$8.00</u> |
| Popcorn Shrimp   | <u>\$7.00</u> |
| Onion Rings  | <u>\$7.00</u> |
| French Fries Small: <u>\$3.00</u> Large: <u>\$4.00</u> |               |
| Seasoned Waffle Fries                                  | <u>\$6.00</u> |
| Coleslaw   | <u>\$2.50</u> |

## Dipping Sauces

First Included, each additional sauce .50

Barbeque, Bleu Cheese, Buffalo Sauce, Cocktail Sauce, Creamy Dill, Ranch, Salsa, Tartar, Thousand Island, Sour Cream

## BURGERS

Half-pound ground beef, served on a toasted bun.

Substitute veggie patty, gluten free bun, or bread for one dollar.

**\*Best Burger In Town ~\$9.50**

**\*Best Cheeseburger - Cheddar, American, Swiss, Pepperjack ~\$10.50**

**\*Bacon Cheeseburger - Choice of Cheese ~\$11.50**

**\*Blue Moon Burger - Garlic Bleu Cheese & Raw Onion ~\$11.50**

**\*Cajun Burger - Lettuce & Tomato ~\$9.50**

**\*Mushroom Swiss Burger ~\$10.50**

**\*Pile Driver - Ham, 3 Cheeses, Fried Onions ~\$12.50**

**\*Spanish Burger - Pico, Pepperjack & Black Olives ~\$11.50**

## WEDNESDAY & FRIDAY FISH FRY

**\*\*Please No Substitutions on Fish Fry Items\*\***

Baked Cod Dinner - Mashed Potatoes, Coleslaw & Roll ~\$13.00

Beer-Battered Cod Dinner - French Fries, Coleslaw & Roll ~\$13.00

**\*Grilled Salmon Dinner - Mashed Potatoes, Coleslaw & Roll ~\$13.00**

Jumbo Fried Shrimp Basket - French Fries & Roll ~\$12.00

Beer-Battered Cod Sandwich - Tartar, Lettuce & Tomato ~\$9.00

Boston Clam Chowder - Our Famous Recipe

## CHICKEN SANDWICHES

Served on a toasted bun

Naked Chicken Breast - Lettuce & Tomato ~\$8.00

Blue Moon Chicken - Garlic Bleu Cheese & Raw Onion ~\$10.00

Cajun Chicken Breast - Lettuce & Tomato ~\$8.00

Chicken Cordon Bleu - Ham & Swiss Cheese ~\$10.00

Spanish Chicken - Pico, Pepperjack & Black Olives ~\$10.00

## MELTS

On Whole Wheat, Marble Rye, Sourdough or GF Bread

California Rubeen - Turkey, Coleslaw, & Swiss Cheese ~\$9.00

Grilled Cheese - Cheddar, American, Swiss, Pepperjack ~\$5.00

Ham Melt - Choice of Cheese ~\$9.00

Turkey Melt - Choice of Cheese ~\$9.00

## OTHER SANDWICHES

Bacon, Lettuce & Tomato ~\$9.00

Big Brat ~\$8.00

Rubeen - House-Made Corned Beef on Rye, Swiss & Sauerkraut ~\$12.00

\*Sockeye Salmon Sandwich ~\$12.00

Vienna Beef Hot Dog ~\$7.00

## Add-Ons

|  |               |
|--|---------------|
| Lettuce, Tomato, Fried Onion, Raw Onion      | Free          |
| Sauteed Mushrooms, Pico De Gallo             | <u>\$1.00</u> |
| Cheese: American, Cheddar, Pepperjack, Swiss | <u>\$1.00</u> |
| Garlic Bleu Cheese Crumbles                  | <u>\$2.00</u> |
| Bacon  | <u>\$2.00</u> |

## SOUP & SALADS

Chicken Black & Bleu Salad - Cajun Chicken, Red Onion, Tomatoes, Black Olives, Bleu Cheese Crumbles ~\$13.00

**\*Salmon Black & Bleu Salad ~\$16.00**

Caesar Salad - Black Olives, Croutons, Parmesan ~\$9.00

Grilled Chicken Caesar Salad ~\$12.00

**\*Salmon Caesar Salad ~\$15.00**

# Blue Moon Business Plan:

- Revenue already 1.6 million a year
- Expenses from vendors
- Target customers from neighborhood hospital, hotel and locals, Team Sports.
- Best burgers!
- Managers in place already and employees been there since 1994