



# City of Madison Liquor/Beer License Renewal

→ Clerk's Office Liaison: Jen, [jhaar@cityofmadison.com](mailto:jhaar@cityofmadison.com)

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

On-Premises Consumption: ☒ Class B Beer ☒ Class B Liquor ☒ Class C Wine

Off-Premises Consumption: ☐ Class A Beer ☐ Class A Liquor ☐ Class A Cider

1. Name of Sole Proprietor, Partnership, Corporation or LLC

Next Five LLC

2. Trade Name (doing business as) The Double U

3. Licensed Address 620 University Ave. Madison, WI 53715

4. State Seller's Permit 4 5 6 - 1 0 2 8 4 9 7 9 1 4 - 0 2

5. Federal Employer Identification Number (FEIN) 46-5019548

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.

Main Floor Bar Area. Front Patio. Rooftop Patio

12. Areas where alcoholic beverages are stored Main Floor Bar Area

Liquor Closet (locked) Rooftop Bar Area

13. **Class B establishments:** estimated percentage of gross sales for liquor/beer vs. food business

90 % Alcohol

10 % Food

           % Other

LICLIB-2015-00346

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

Indoor: 386 Outdoor: 144 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 William T Rudy

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

William T. Rudy, Oregon, WI. 53515  
Chase W. Rudy, Madison, WI.

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

Bryan Stefanko, Madison, WI  
Austin Van Helden, Madison, WI

22. William T. Rudy  
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application

608.628.5226  
Phone Number

bill@mactownventures.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

[Signature]  
Signature of Officer/Member/Partner/Sole Proprietor

3-1-19  
Date

Clerk's Office: Date Filed/Postmarked

**RECEIVED**  
**RECEIVED**  
**MAR 20 2019**  
**MADISON CITY CLERK**

☐ Filed Timely

☐ Filed Late (\$250 Late Filing Fee)

## Haar, Jennifer

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**From:** Bill Rudy <bill@madtownventures.com>  
**Sent:** Friday, April 12, 2019 4:32 PM  
**To:** Haar, Jennifer  
**Subject:** Re: Liquor License Renewal - Follow Up Question

Thanks for the email .  
My error - Chase is NOT an officer  
Simply a Manager .  
Please remove . My apologies .

Bill Rudy

Sent from my iPhone

On Apr 12, 2019, at 3:54 PM, Haar, Jennifer <[JHaar@cityofmadison.com](mailto:JHaar@cityofmadison.com)> wrote:

Hi Bill,

I received your liquor license renewal paperwork for The Double U at the end of March. I appreciate the timely return on that. I did have one question upon quick review.

- You list Chase W Rudy as an Officer of the Next Five LLC. Chase has not been listed either on the original application or subsequent renewals. I was unable to locate any previous Change of Corporate Control to add him. Is he now a member of the LLC? If so, we'll need you to complete the attached Change of Corporate Officers and Background Check form. There is a \$25.00 filing fee. The deadline for new applications to go before the May 15, 2019 Alcohol License Review Committee meeting is noon, April 15, 2019 (this Monday). We'll need both forms, a copy of Chase's ID and the \$25.00 filing fee.

If this was simply an oversight and the sole member is you, please let me know as well. Feel free to reply via email and I'll attach the answer to the paperwork.

Thank you,

**Jennifer S. Haar, WCMC**

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

*"We exist to assist."*

<Change of Officers.pdf>

<Background Form.pdf>