



C1CL1B-2017-00353

City of Madison Liquor/Beer License Renewal

→ Clerk's Office Liaison: Jim, jverbick@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

ALABASTER ENTERTAINMENT LLC

2. Trade Name (doing business as) CRUCIBLE

3. Licensed Address 3116 COMMERCIAL AVE.

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

5. Federal Employer Identification Number (FEIN) 82-1150537

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.

BAR, MUSIC HALL, BACKSTAGE. ALCOHOL NOT PERMITTED OUTSIDE

12. Areas where alcoholic beverages are stored BACK STORAGE ROOM, BAR, WALK-IN COOLER

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

95 % Alcohol

3 % Food

2 % Other

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

Indoor: 325

Outdoor: 0

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 GREGORY KUEBERG ✓

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

JASON SOCHA - MADISON, WI ✓

GREGORY KUEBERG - SUN PRAIRIE, WI

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

VICTOR ECKSTEIN - MADISON, WI

22. JASON SOCHA 608-213-9838
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application Phone Number

GNOSES@CRUCIBLEMADISON.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 EN

X

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

2019-04-03
Date

Clerk's Office: Date Filed/Postmarked APR 08 2019 ☐ Filed Timely ☐ Filed Late (\$250 Late Filing Fee)

RECEIVED
MADISON CITY CLERK