



# City of Madison Liquor/Beer License Renewal

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

**Deadline:** In Clerk's Office by 4 p.m. Wednesday, 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

The Farm Tavern Inc

2. Trade Name (doing business as)

The Farm Tavern

3. Licensed Address

1701 Moorland Rd, Madison, WI

4. State Seller's Permit

4 5 6 - 00 00 1 6 6 0 8 9 - 03 <sup>5370</sup>

5. Federal Employer Identification Number (FEIN)

39-1214622

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 area & outside fenced in patio area.

12. Areas where alcoholic beverages are stored

back storage area  
refrigerated ~~coolers~~ coolers behind bar

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

81 % Alcohol

10 % Food

9 % Other



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

Indoor: 160 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 Gerry Rider

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

President - Dave Reinike	Madison, WI
Vice President - Becky Calvert	WI
Secretary	"
Treasurer	"

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

Gerry Rider Madison, WI

**22.** Becky Calvert 608-577-2198  
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application Phone Number

petersonafts@gmail.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] 4/14/2020  
Signature of Officer/Member/Partner/Sole Proprietor Date

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