



# City of Madison Liquor/Beer License Renewal

➔ Clerk's Office Liaison: Eric, [echristianson@cityofmadison.com](mailto:echristianson@cityofmadison.com)

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

On-Premises Consumption:	<input checked="" type="checkbox"/> Class B Beer	<input checked="" 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

M&M Madison Concessions LLC

2. Trade Name (doing business as) Howard Johnson Plaza

3. Licensed Address 3841 East Washington Ave. Madison, WI 53704

4. State Seller's Permit 4 5 6 - 0 0 0 2 6 3 5 3 7 4 - 0 2

5. Federal Employer Identification Number (FEIN) 20-1845812

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, Restaurant, Banquet Rooms, Guest Rooms

12. Areas where alcoholic beverages are stored

Locked Liquor Closet

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

25 % Alcohol

25 % Food

0 % Other



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

Indoor: 50 Outdoor: N/A Other (Type and #): N/A  
(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  
*Wedding Reception only*  
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 Enik Giggstad

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

Robert Davis, Albuquerque, NM  
Doy McLeod, Albuquerque, NM

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

Kyle Muckala, Madison, WI

**22.** Enik Giggstad 608-819-6298  
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application Phone Number

Enik.Giggstad@hopmadison.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] 04/13/2020  
Signature of Officer/Member/Partner/Sole Proprietor Date

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