



# Liquor/Beer License Application

\_\_\_\_\_  
(Agenda Item Number)

\_\_\_\_\_  
(Legistar file number)

\_\_\_\_\_  
(License number)

\_\_\_\_\_  
(Alder District #) (Police Sector)  
Office Use Only

City of Madison Clerk  
210 MLK Jr Blvd, Room 103  
Madison, WI 53703

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

## 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.

SQUARE WINE COMPANY LLC

2. Trade Name (doing business as) SQUARE WINE COMPANY

3. Address to be licensed SUITE 100  
1 EAST MAIN ST., MADISON, WI 53703

4. Mailing address SUITE 100  
1 EAST MAIN ST., MADISON, WI 53703 (CURRENT MAILING ADDRESS: 5 N. PINCKNEY ST. MADISON, WI 53703)

5. Anticipated opening date JANUARY 2021

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)

\*WE CURRENTLY HOLD THE LICENSE @ SQUARE WINE CO. LOCATED AT  
5 N. PINCKNEY ST., MADISON, WI 53703

## 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.

Our shoppe/wine bar hybrid will offer a table in the front window for on site consumption, along with a bar that will seat roughly eight customers and a tasting table in the rear of the store for weekly tastings. All stock will be on premise contained in racks against the wall opposite the bar. Wine will also be case stacked on the floor and we will also be using coolers and refrigerators for storage.



**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 MOSTLY WINE RETAIL w/ on PREMISE CONSUMPTION
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 N/A
23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11am - 4pm	11am - 7pm	11am - 7pm	11am - 7pm	11am - 7pm	11am - 9pm	11am - 7pm
<i>(Class B only) Enter below any hours when food service will not be available, if applicable</i>						
11am - 4pm	11am - 7pm	11am - 7pm	11am - 7pm	11am - 7pm	11am - 9pm	11am - 7pm

**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. In addition to wine & beer we will also offer wine accessories like glassware, books, gift bags.
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:  
95 % Alcohol   1 % Food   4 % Other

If applicable, describe "Other": Accessories associated w/ wine: books, glassware

Do you have written records to document the percentages shown?    No    Yes - from the PAST 8 years in business.  
 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 90 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 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, 2021.
- 38. State Seller's Permit 4 5 6 - 1 0 2 7 8 4 5 0 6 2 - 0 2
- 39. Federal Employer Identification Number 45-4542260

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

Contact person Andrea Hillsey  
 Business phone (608) 819-6191 Business e-mail address ahillsey@squarewinery.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 Tim Umland  
 Phone (608) 256-1978 E-mail Tim@MWP-Law.com

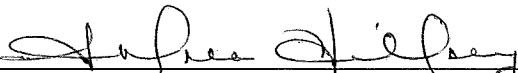
**NOTICE:** Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- Copy of State Seller's Permit (Not Business Tax Registration Certificate),  Appointment of Agent (if Corp/LLC),
- Member background investigation forms,  Articles of Incorporation (if Corp/LLC),  Floor Plans,
- Copy of Lease,  Business Plan, and  Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

  
 \_\_\_\_\_  
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

11/10/2020  
 \_\_\_\_\_  
 (Date)

**Clerk's Office checklist for complete applications**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> WI Seller's Permit Certificate<br>(matching articles of incorporation) | <input type="checkbox"/> Background investigation form(s)       | <input type="checkbox"/> Floor Plans   |
| <input type="checkbox"/> FEIN   | <input type="checkbox"/> Form for surrender of previous license | <input type="checkbox"/> Lease         |
| <input type="checkbox"/> Written description of premises  | <input type="checkbox"/> *Articles of Incorporation             | <input type="checkbox"/> Business Plan |
|   | <input type="checkbox"/> *Appointment of Agent                  | <input type="checkbox"/> **Sample Menu |
|   | * Corporation/LLC only  | ** Class B only                        |

**Upon Application Submission, the Clerk's Office issued to the application:**

- Orange sign     Orange business card
- "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information

Date complete application filed with Clerk's Office \_\_\_\_\_

Date of ALRC meeting \_\_\_\_\_ Date license granted by Common Council \_\_\_\_\_

Date provisional issued \_\_\_\_\_ Date license issued \_\_\_\_\_