



Liquor/Beer Agent

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
608-266-4601

(Agenda Item Number) -if change-

(Legistar file number) -if change-

8600-45273

(License number)

11 - Tishler

(Alder District # and Name)

Office Use Only

- This application is for Liquor/Beer Agents for new alcohol licenses and for a change of Liquor/Beer Agent to an existing alcohol license.
 - If you are a **new** agent for a **new** license, there is no charge.
 - If this is a **change of agent**, there is a \$10.00 charge.
- Please include a **background check form** and copy of your **picture ID** with this application.
- Please include documentation that you have taken **Beverage Server Training** or have held an **Operator's License** within the last two years.

To be completed by Corporate Officer or Member of LLC

I, William Jacobs, officer/member for Metcalfe Inc. (Corp/LLC),

doing business as Metcalfe Markets, authorize and appoint Kelsey Peyton
Name

as the liquor/beer agent for the premise located at 726 N. Midvale Blvd, Madison, WI 53705.

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.

William Jacobs
Signature of corporate officer/member

7/23/2025
Date

To be completed by appointed Liquor/Beer Agent

I, Kelsey Peyton, appointed liquor/beer agent for Metcalfe Inc. (Corp/LLC),

being first duly sworn, affirm that I have full authority and control of the premise described

in this license, and I am involved in the actual conduct of the business as an employee, or have a direct financial interest in the business of the licensee. The percent of the business I own is 0 %.

☒ I have included a copy of my photo ID and Beverage Server Training certificate/Operator's 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.

Kelsey Peyton
Signature of corporate Agent

7/14/25
Date

REV 09/2018

☒ Form submitted by mail/e-mail
Office Use Only