



City of Madison Liquor/Beer License Renewal

→ Clerk's Office Liaison: Nikki, nperez@cityofmadison.com

Deadline: In Clerk's Office by 4 p.m. 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. Preferred language for correspondence from the City Clerk's Office English
2. Name of Sole Proprietor, Partnership, Corporation or LLC
Red Rooster Madison LLC
3. Trade Name (doing business as) Red Rooster
4. Licensed Address 2513 Seferth Rd
5. State Seller's Permit 4 5 6 - 1030702069-04
6. Federal Employer Identification Number (FEIN) 86-2387397
7. Do you understand that you must purchase alcohol beverages only from Wisconsin wholesalers, breweries, and brewpubs? ☒ Yes ☐ No
8. 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
9. 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
10. 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
11. 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
12. Areas where alcohol beverages are sold/permitted, including outdoor seating, if applicable.
Sold indoors at bar, permitted outdoors during
outdoor events with extra security present.
13. Areas where alcoholic beverages are stored walk in cooler, outdoor storage
container (locked), behind bar in closed cupboards.

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

50 % Alcohol 50 % Food _____ % Other

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

Indoor: 99 Outdoor: 249 Other (Type and #): _____
(Such as Badger Football, upper level, etc.)

16. **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.

17. **Establishments that currently hold and 21+ or 18+ Entertainment Licenses:**

Please also complete the Entertainment License Renewal Form and submit with this form.

18. **Corporation/LLC:** Name of Liquor/Beer Agent Tim Payne

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

20. **Corporation/LLC:** Is this Liquor/Beer Agent listed on your current license?

☒ Yes ☐ No (If no, file Change of Agent application)

21. **Corporation/LLC:** List names of all officers/members, along with city and state of residence.

Tim Payne, Madison, WI

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

David Oliver, Madison WI (Kitchen manager)

23. Tim Payne 608-570-8703
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application Phone Number

info@redroostermadison.com
E-mail Address

24. Does the name on your Wisconsin Seller's Permit exactly match the name on your liquor/beer license?

☐ Yes ☐ No

25. Are you indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☐ Yes ☒ No

X Tim Payne 4/11/25
Signature of Officer/Member/Partner/Sole Proprietor Date

Clerk's Office: Date Filed/Postmarked

APR 18 2025

☐ Filed Timely

☐ Filed Late (\$250 Late Filing Fee)

MADISON CITY CLERK