

Liquor/Beer License **Application**

(Legistar file number) LICLIB - 2024 - 00936 (License number) 206 (Alder District #) (Police Sector)

Office Use Only

(Agenda Item Number)

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

Class	A: 🗆	Beer, □ Liquor, □ Cider
Class	В: ⊠	Beer, ➢ Liquor,

licensing@citvofmadison.com

	☐ Class C Wine 608-266-4601
Sec 1.	tion A – Applicant 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.
	Blue Moon Bar and Grill, LC
2.	Trade Name (doing business as) Blue Moon Bar and FIRILL
3.	Address to be licensed 2535 University Ave, Madison, W153
4.	Mailing address 5074 W Clayton Rd, Fitch Butg, W1537
5.	Mailing address 58 74 W Clay fon Rd, Fitchburg, W1537 Anticipated opening date Currently open
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 permitee have interest in this business? \square No \square Yes (explain)
Sec	tion 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 ligance.
	1st floor - serve alcohol beverages
	2rd floor-serve alcohol beverages
ront	Eside Patio-Serve alauhol berages
	Liquor room in basemont - storage
	V V

9.	Applicants for on-premises consumption only. Estimated capacity (patrons and employees):
	Indoor:90 Outdoor:52
	Indoor
10.	Describe existing parking and how parking lot is to be monitored.
	20 parking stalls on Westend of building
	20 parking stalls on westend of building. Bartenders & servers monitor parking (ot.
11.	Was this premises licensed for the sale of liquor or beer during the past license year?
	□ No ☑ Yes, license issued to Schmock and Schmock (name of licensee)
Sec	tion C—Corporate Information
This	section applies to corporations, nonprofit organizations, and Limited Liability Companies
	. Sole proprietorships and partnerships, skip to Section D.
12.	Name of liquor license agent Tracy Schmock
13.	City, state in which agent resides
14.	How long has the agent continuously resided in the State of Wisconsin?
	Has the liquor license agent completed the responsible beverage server training course?
	☐ No, but will complete prior to ALRC meeting ☐ Yes, date completed
16.	State and date of registration of corporation, nonprofit organization, or LLC.
	1 Lue Moon Bar and Grill, LIC
17.	In the table below list the directors of your corporation or the members of your LLC.
	Attach background check forms for each director/member.
	Title Name City and State of Residence
	owner Trocy Schmock Madison, WI
18.	Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not
	necessarily the same as your liquor agent.
	Traca Schmock
10	
19.	Is applicant a subsidiary of any other corporation or LLC? □ No ☑ Yes (explain) Sundown Sulpour of Madison, LLC
_	
20.	Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit
	in Wisconsin? I No 1/2 Yes (explain) Sundown Sul or of Madison, Mal
	ino pri res (explain) Surizina del control

Section D—Business Plan 21. What type of establishment is contemplated? ☐ Tavern ☐ Nightclub ☒ Restaurant ☐ Liquor Store ☐ Grocery Store							
		_	, •	nps 🗆 Conv			
	_			•		, with gas pa	
22.	Other						
23.	. Hours of operation: please enter opening and closing times in the table below.						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1			llam-1Zam			
	- (Class B OII	-	- -	when food ser	rice will flot L	-	- -
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.							
	 Indicate any other product/service offered						
26	Do you have You may be	written recor required to su	ds to docum Ibmit docum	ent the percent entation verifyi	ng the percer	ntages indica	☐ Yes ted.
26.		to have live e	ntertailmen	L. P. INO	Tes—wildt k		
				music (except : ntertainment Li		, a DJ, or a d	designated
	tion F—Req I understand regardless of	that liquor/b	eer license r	ilings enewal applicat ∕granted. □ N	ions are due lo 🏿 Yes	April 15 of e	very year,
28.		that I am red g. 🔼 No 🗆		st an informatio	n session at l	east one wee	ek before the
29.				this location to sion. \Box No \Box		pplication an	d to invite

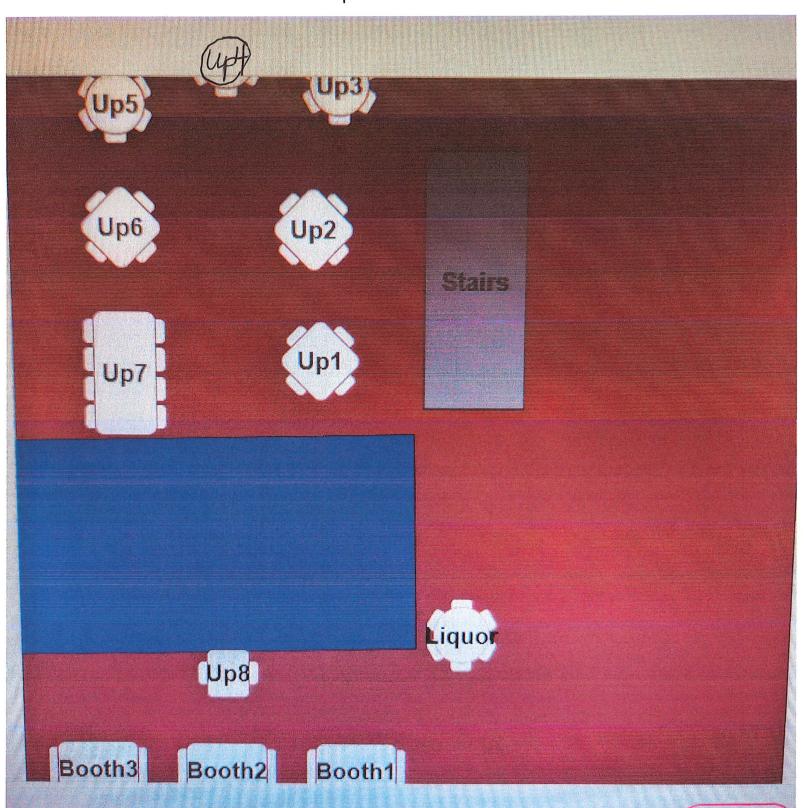
30.	I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
31.	I agree to contact the Deputy Clerk prior to the ALRC meeting. No Yes
32.	I agree to contact the neighborhood association representative prior to the ALRC meeting. \square No \square Yes
33.	I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 180 days of being granted. \square No \bowtie 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] \square No \bowtie Yes
	Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? \square No \square Yes
Sec	tion G—Information for Clerk's Office
37.	This application is for the license period ending June 30, 20
38.	State Seller's Permit 4 5 6 - 1 0 3 1 8 4 0 3 6 1 - 0 4
	Federal Employer Identification Number 995095617
40.	Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?
	Contact person Tracy Schmock
	Contact person Tracy Schmock Business phone (608) 438-3326 Business e-mail address Madburnee Daol Com Preferred language English
	Preferred language <u>EngliSh</u>
	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
	Phone E-mail

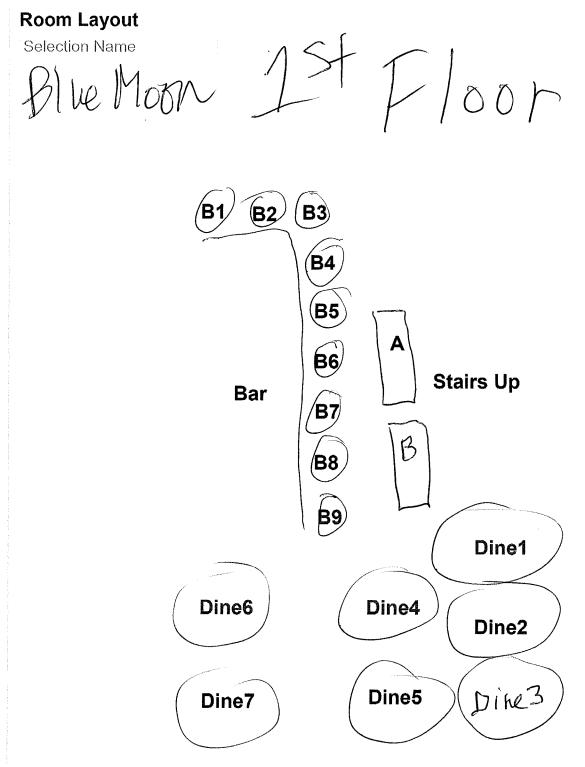
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application must be accompanied by the following items:					
☐ Copy of State Seller's 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 appli Office until all requirements are submit	cation will not be considered complete and will not be acted. No exceptions are made.	cepted by the Clerk's			
been truthfully completed to the best o to law, and that the rights and respons	er penalty provided by law, the applicant states that the f the knowledge of the signer. Signer agrees to operate ibilities conferred by the license(s), if granted, will not be premises during inspection will be deemed a refusal to unds for revocation of this license.	the business according e assigned to another.			
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/Nember of LLC/Partner/Sole Proprietor) (Date)					
Clerk's Office checklist for comple	ete applications				
	Background investigation form(s) Form for surrender of previous license *Articles of Incorporation *Appointment of Agent	Floor Plans Lease Business Plan **Sample Menu			
☑ Written description of premises	* 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					
Date provisional issued					

BlueMoon

PATIO West

Blue Moon and Mulpsfairs





Juke

Blue Moon Food Menu

Appetizers & Sides

Cheese Curds	
	<u>\$9.00</u>
Broccoli Cheddar Bacon Nuggets	\$8,00
Buffalo Chicken Bites	\$7.00
Chicken Strips	\$8.00
Chicken Wings	\$9.00
Deep Fried Mushrooms	\$7.00
Jalapeno Poppers	\$8.00
Popcorn Shrimp	\$7.00
Onion Rings	\$7.00
French Fries Small: \$3.00 Large	: <u>\$4.00</u>
Seasoned Waffle Fries	\$6.00
Coleslaw	\$2.50

Dipping Sauces

First included, each additional sauce .50
Barbeque, Bleu Cheese, Buffalo Sauce, Cocktail Sauce, Creamy
Dill, Ranch, Salsa, Tartar, Thousand Island, Sour Cream

BURGERS

Half-pound ground beef, served on a toasted bun.
Substitute veggie patty, gluten free bun, or bread for one dollar.

*Best Burger In Town ~\$9.50

*Best Cheeseburger - Cheddar, American, Swiss, Pepperjack ~\$10.50

*Bacon Cheeseburger - Choice of Cheese ~\$11.50

*Blue Moon Burger - Garlic Bleu Cheese & Raw Onion ~\$11.50

*Cajun Burger - Lettuce & Tomato ~\$9.50

*Mushroom Swiss Burger ~\$10.50

*Pile Driver - Ham, 3 Cheeses, Fried Onions ~\$12.50

*Spanish Burger - Pico, Pepperjack & Black Olives ~\$11.50

WEDNESDAY & FRIDAY FISH FRY

Please No Substitutions on Fish Fry Items

Baked Cod Dinner - Mashed Potatoes, Coleslaw & Roll ~\$13.00

3eer-Battered Cod Dinner - French Fries, Coleslaw & Roll ~\$13.00

*Grilled Salmon Dinner - Mashed Potatoes, Coleslaw & Roll
~\$13.00

Jumbo Fried Shrimp Basket - French Fries & Roll ~\$12.00

Beer-Battered Cod Sandwich - Tartar, Lettuce & Tomato ~\$9.00

Boston Clam Chowder - Our Famous Recipe

CHICKEN SANDWICHES

Served on a toasted bun

Naked Chicken Breast - Lettuce & Tomato ~\$8.00

Blue Moon Chicken - Garlic Bleu Cheese

& Raw Onion ~\$10.00

Cajun Chicken Breast - Lettuce & Tomato ~\$8.00

Chicken Cordon Bleu - Ham & Swiss Cheese ~\$10.00

Spanish Chicken - Pico, Pepperjack & Black Olives ~\$10.00

MELTS

On Whole Wheat, Marble Rye, Sourdough or GF Bread

California Rueben - Turkey, Coleslaw, & Swiss Cheese ~ \$9.00

Grilled Cheese - Cheddar, American, Swiss, Pepperjack ~\$5.00

Ham Melt - Choice of Cheese ~\$9.00

Turkey Melt - Choice of Cheese ~ \$9.00

OTHER SANDWICHES

Bacon, Lettuce & Tomato ~\$9.00

Big Brat ~\$8.00

Rueben - House-Made Corned Beef on Rye, Swiss & Sauerkraut ~\$12.00 *Sockeye Salmon Sandwich ~\$12.00 Vienna Beef Hot Dog ~\$7.00

Add-Ons

Lettuce, Tomato, Fried Onion, Raw Onion	<u>Free</u>
Sauteed Mushrooms, Pico De Gallo	\$1.00
Cheese: American, Cheddar, Pepperjack, Swiss	\$1.00
Garlic Bleu Cheese Crumbles	\$2.00
Bacon	\$2.00

SOUP & SALADS

Chicken Black & Bleu Salad - Cajun
Chicken, Red Onion, Tomatoes, Black Olives, Bleu
Cheese Crumbles ~\$13.00

*Salmon Black & Bleu Salad ~\$16.00
Caesar Salad - Black Olives, Croutons,
Parmesan ~\$9.00
Grilled Chicken Caesar Salad ~\$12.00

*Salmon Caesar Salad ~\$15.00

Blue Moon Business Plan: - Revenue already 1.6 million a yar - Expensed from vendors Torget customers from heighborhood hospital, hotel and locals, Team sports. - Best burgers! - Managers in place already and employees been there since 1994