



# City of Madison Liquor/Beer License Renewal

➔ Clerk's Office Liaison:

**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 \_\_\_\_\_
2. Name of Sole Proprietor, Partnership, Corporation or LLC  
\_\_\_\_\_
3. Trade Name (doing business as) \_\_\_\_\_
4. Licensed Address \_\_\_\_\_
5. State Seller's Permit   4     5     6   - \_\_\_\_\_ - \_\_\_\_\_
6. Federal Employer Identification Number (FEIN) \_\_\_\_\_
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.  
\_\_\_\_\_  
\_\_\_\_\_
13. Areas where alcoholic beverages are stored \_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_ % Alcohol      \_\_\_\_\_ % Food      \_\_\_\_\_ % Other

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

Indoor: \_\_\_\_\_ Outdoor: \_\_\_\_\_ 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 \_\_\_\_\_

19. **Corporation/LLC:** City and state in which Agent resides \_\_\_\_\_

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**.

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

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23. \_\_\_\_\_  
Who to contact 8 a.m. - 4:30 p.m. regarding problems with application      Phone Number

\_\_\_\_\_  
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**

\_\_\_\_\_  
**Signature of Officer/Member/Partner/Sole Proprietor**

\_\_\_\_\_  
**Date**

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