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Form  
AB-200Alcohol Beverage License  
Application

For Municipal Use Only

Municipality

Appleton

License Period

25-26

License(s) Requested: (up to two boxes may be checked)

- ☐ Class "A" Beer ..... \$ \_\_\_\_\_ ☒ Class "B" Beer ..... \$ 100
- ☐ "Class A" Liquor ..... \$ \_\_\_\_\_ ☐ "Class B" Liquor ..... \$ \_\_\_\_\_
- ☐ "Class A" Liquor (cider only) \$ \_\_\_\_\_ ☐ Reserve "Class B" Liquor \$ \_\_\_\_\_
- ☒ "Class C" Liquor (wine only) \$ 100 Deposit \$ 50

## Fees

License Fees	\$ <u>200</u>
Background Check Fee	\$
Publication Fee	\$ <u>60</u>
Total Fees	\$

## Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship)

BB Sports Cards LLC

2. Business Trade Name or DBA

BB Sports Cards LLC

3. FEIN

4. Wisconsin Seller's Permit Number

456-1031903134-04

5. Entity Type (check one)

- ☐ Sole Proprietor ☐ Partnership ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

6. State of Organization

Wisconsin

7. Date of Organization

March 1 2023

8. Wisconsin DFI Registration Number

9. Premises Address

2310 Upland College Ave Unit A

10. City

Appleton

11. State

WI

12. Zip Code

54914

13. County

Outagamie

14. Governing Municipality: ☒ City ☐ Town ☐ Village  
of:

15. Aldermanic District

16. Premises Phone

920-637-0629

17. Premises Email

bbsportscard23@gmail.com

18. Website

bbsportscard.com

19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. See attached

3300 sq ft, 2300 sq ft Showroom with up to 30 seats, 2 locked  
rooms for storage and records, 1000 sq ft of Back office and storage  
rooms and women's bathrooms on site.

20. Mailing Address (if different from premises address)

21. City

22. State

23. Zip Code

## Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. ☐ Yes ☒ No

If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated

Location

Trial Date

Penalty Imposed

Was sentence completed? . . . . ☐ Yes ☐ No

Law/Ordinance Violated

Location

Trial Date

Penalty Imposed

Was sentence completed? . . . . ☐ Yes ☐ No

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol . . . ☐ Yes ☒ No  
beverages.  
If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? . . . ☐ Yes ☒ No  
If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Is the applicant business owned by another business entity? . . . ☐ Yes ☒ No  
If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.

4a. Name of Business Entity

4b. Business Entity FEIN

5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. . . . . ☒ Yes ☐ No

6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? . . . . . ☐ Yes ☒ No

7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? . . . . . ☐ Yes ☒ No

### Part C: Individual Information

List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B, Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.

Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.


Last Name	First Name	Title	Phone
Baker	Bengi	Owner	
Baker	Diana	Owner/Admin	

### Part D: Attestation

One of the following must sign and attest to this application:

- sole proprietor
- one general partner of a partnership
- one corporate officer
- one member of an LLC

**READ CAREFULLY BEFORE SIGNING:** Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name BAKER		First Name Bengi		M.I. L
Title owner		Email		Phone
Signature 		Date 7/29/2025		

### Part E: For Clerk Use Only

Date Application Was Filed With Clerk 7/29/25	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

## License Application Premises Description

### Main Entertainment Area:

In the main shop area we will have seating for 20+ people to enjoy a beverage while watching 1 of 2 50" TV's of Sporting events and live breaks. Walk up to the counter and purchase sports and non sports boxes and packs to open as well. Speak with one of our associates about upcoming events and indoor tournaments. Book a party for your next fantasy draft in a private event or during shop hours.

### Lounge Area:

In the lounge area enjoy watching your favorite sporting event, Playing Video Games, Watching Live break on our 85" TV and Surround System in shop hanging with friends and family. Enjoy an alcohol beverage, energy drink, soda or water while you hang out.

Storage for records, alcohol, merchandise and valuables will be held in 2 spots. There will be one storage closet in the main area for a smaller amount of products and drinks. We will also have a safe in there as well for keeping valuables. In the back storage/break rooms there will be locked up storage for all things of value and alcohol away from main areas. We have a main office for the owner and Admin that will have locked drawers and a lockable door as well.

Areas of alcohol consumption will be in the main shop area and the lounge areas only

### Security:

The building will be equipped with 8 cameras. 7 inside and 1 outside all hard wired and saved to the cloud server. A Sensor Security System will be installed that will notify the police of any activity.

### Fantasy Football Drafts

#### Private Parties

#### Special Events

TV Sporting events, UFC, Superbowl, World Series ect watch parties,

Live in shop breaks the customers will attend and be part of.

Birthday Parties,

Corporate Parties

updated

Save

Print

Form

AB-101

Alcohol Beverage  
Appointment of Agent

Date

7/22/25

Agent Type (check one)

☐ Original (no fee)

☐ Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

BB Sports Cards LLC

2. Business Trade Name or DBA

BB Sports Cards LLC

3. Entity Type (check one)

☒ Limited Liability Company

☐ Corporation

☐ Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

☐ Municipal Retail License

☐ State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

6. Describe the reason for appointing a successor agent, if successor is checked above.

Part B: Agent Information

1. Last Name

Baker

2. First Name

Diana

3. M.I.

M

4. Email

5. Phone

6. Home Address

1153 Madelynn LN

7. City

Neenah

8. State

WI

9. Zip Code

54956

10. Date of Birth

11. Drivers License/State ID Number

12. Drivers License/State ID State of Issuance

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement?  
Submit proof of completion.

☒ Yes ☐ No

2. Have you completed Form AB-100, *Alcohol Beverage Individual Questionnaire* (licensee) or  
Form AB-300, *Alcohol Beverage Personal Questionnaire* (permittee)?

☒ Yes ☐ No

3. Have you been a Wisconsin resident for at least 90 continuous days?  
See instructions for exceptions.

☒ Yes ☐ No

Continued →

**Part D: Business Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name	First Name	M.I.
Baker	Diana	M
Title	Email	Phone
Owner / Admin		
Signature	Date	
Diana Baker	7/22/25	

**Part E: Agent Attestation**

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name	First Name	M.I.
Baker	Diana	M
Signature	Date	
Diana Baker	7/22/25	



# City of Appleton

## Alcohol License Questionnaire

1. Applicant Name: Bongi Baker

2. Business Name: BB Sports Cards LLC

Date the LLC/corporation/partnership/sole proprietorship commenced: 3/2023

NOTE: A copy of a business's Wisconsin Department of Revenue Seller's Permit is required to be submitted with an alcohol license application.

3. Business Address: 2310 W College Ave Unit A Appleton WI 54914

4. Primary Business Activity:

☐ Restaurant

☐ Tavern/Night Club/Wine Bar

☐ Painting/Craft Studio

☒ Other (describe) Sports Card and Entertainment Center

5. Select the type of business premises: ☒ Existing Building ☐ New Construction

If existing building, please indicate the primary nature of the previous business that operated at this location: Flooring company

If existing building, will there be construction or renovations? ☐ Yes ☒ No

If yes, explain \_\_\_\_\_

NOTE: Contact the Inspections department (920-832-6411) for information on building codes and permits.

6. Do you lease or own the building? ☒ Lease ☐ Own

NOTE: Proof of control of premises is required to be submitted with an alcohol license application. Acceptable documents include a lease or purchase agreement.

What is the date of purchase or the date the lease began? 8/1/25

7. Did you purchase the business from another individual or entity? ☐ Yes ☒ No

If yes, is your acquisition of the business based upon an "arm's length transaction"?

An arm's length transaction is defined as an open market sale in which the owner is willing but not obligated to sell, and the buyer is willing, but not obligated to buy.

☐ Yes ☐ No

If yes, are you related to the former business owner/licensee by blood, adoption, or marriage?

☐ Yes ☐ No

Did you hold ANY interest in the previously licensed business, or related real estate or equipment used by the previous business?

☐ Yes ☒ No

If yes, explain: \_\_\_\_\_

8. Anticipated date of opening? ~~09/09/2025~~ 9/1/2025

9. Will your business sell or serve food?

Yes ☐ If yes, please describe the type of food offerings available \_\_\_\_\_

No ☒

10. Fill in the information about operational details listed below. Attaching a copy of the floor plan is encouraged.

Seating Capacity:

Inside: 30

Outside: \_\_\_\_\_

Operating Days/Hours:

Inside: Tues-Sat 10am - 8pm

Outside: \_\_\_\_\_

Employees/Staff (per shift/day) Number of Personnel: 2

Approximate floor building area of the premises to be licensed: 3300 sq. ft.

Approximate outdoor area of the premises to be licensed: 0 sq. ft.

Summarize the day-to-day operations of the business in the space below:

Providing and Energetic Entertainment area for sports  
enthusiast. Sports games, tournament, parties for events.  
Customer come in to Buy, sell, trade cards and items.  
Hang out in shop and enjoy Live Breaker going all business hours.

I, the applicant, understand that providing materially false information on this or any application for a license or permit under State Statute §125 is subject to civil, monetary, and license penalties. I understand that providing false information to a police officer in conjunction with the required background check for this application is subject to criminal and civil prosecution as "obstructing an officer".

Signature

Date

7-10-2025

