

Form
AB-200

Alcohol 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 \$ 10,500
- ☐ "Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$10,600
Background Check Fee	\$ 21
Publication Fee	\$ 60
Total Fees	\$10,681

Part A: Premises/Business Information

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

The Appleton Parlour Collective LLC

2. Business Trade Name or DBA

3. FEIN

4. Wisconsin Seller's Permit Number

456-1032168324-02

5. Entity Type (check one)

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

6. State of Organization

WI

7. Date of Organization

09/17/2025

8. Wisconsin DFI Registration Number

T116422

9. Premises Address

501 North Richmond Street

10. City

Appleton

11. State

WI

12. Zip Code

54911

13. County

Outagamie

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

15. Aldermanic District

5

16. Premises Phone

(920) 215-1238

17. Premises Email

info@velvetfoxevents.com

18. Website

n/a

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.

Please see attached page

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.

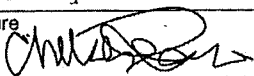
Last Name	First Name	Title	Phone
Towns	Chelsie	Signatory	
Freund	Katherine	Partner	
Schultz	Elizabeth	Partner	

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		First Name		M.I.
Towns		Chelsie		EG
Title		Email		Phone
Signatory				L
Signature 			Date 09/22/25	

Part E: For Clerk Use Only

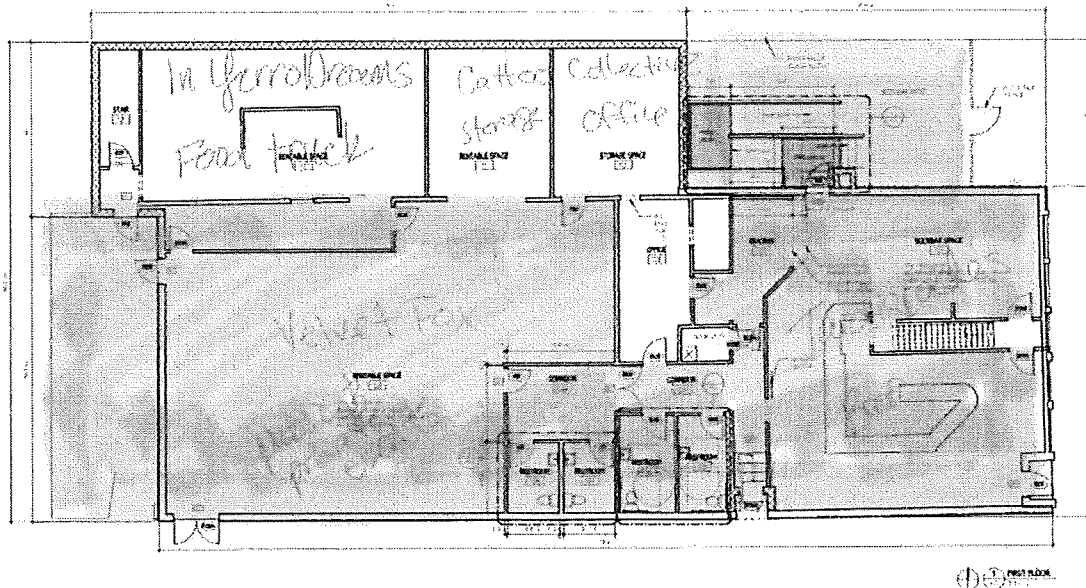
Date Application Was Filed With Clerk 9/24/25	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk			Date Provisional License Issued (if applicable)

The premises include a book-bar, serving low-alcohol cocktails, mocktails, and malted beverages, connected to an event hall by a common hallway. Attached to the bar is a fenced in patio with an accessible (ramp) entrance.

The shared hallway contains 4 single stall bathrooms, 2 of which are fully accessible, as well as a staff office, where all important information, paperwork, and money is stored in a locked closet and safe.

The event hall hosts private events such as weddings, wedding-related events, as well as venue-hosted and public events such as live music, dances, non-profit fundraisers, etc. The hall has an accessible entrance at the back end, with an additional attached outdoor patio space.

In the photo below, these spaces are labeled and/or highlighted. Alcohol storage is located in the basement. These areas include a storage room and walk-in directly below the book bar, as well as an additional storage room around the corner from the first.



Form
AB-101

**Alcohol Beverage
Appointment of Agent**

Date
09/23/2025

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)

The Appleton Parlour Collective LLC

2. Business Trade Name or DBA

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

Towns

2. First Name

Chelsie

3. M.I.

EG

4. Email

5. Phone

6. Home Address

604 Caroline St

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? ☒ Yes ☐ No
Submit proof of completion.

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? ☒ Yes ☐ No
See instructions for exceptions.

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 Towns		First Name Chelsie		M.I. EG
Title Signatory	Email		Phone	
Signature 			Date 09/22/25	

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 Towns		First Name Chelsie		M.I. EG
Signature 			Date 09/22/2025	



City of Appleton

Alcohol License Questionnaire

1. Applicant Name: Chelsie Towns
2. Business Name: The Appleton Parlour Collective LLC

Date the LLC/corporation/partnership/sole proprietorship commenced: 9/15/2025

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: 501 N. Richmond St. Appleton WI, 54911

4. Primary Business Activity:

- ☐ Restaurant
- ☐ Tavern/Night Club/Wine Bar
- ☐ Painting/Craft Studio
- ☒ Other (describe) Low-alcohol book bar + wedding & event venue

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: VFW Harvey Pierre Post 2778

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

If yes, explain Accessible entrance added, bathrooms rebuilt into 4 individual stall bathrooms, fixtures updated, general updates and remodeling throughout

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? Sep. 15 2025

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? Open currently without alcohol service

9. Will your business sell or serve food?

Yes ☒ If yes, please describe the type of food offerings available pre-packaged and catered food, as well as food prepared in an off-premise commercial kitchen and served on-site.

No ☐

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

Seating Capacity: Inside: Bar: 73 Hall: 255 Chair only, 119 table & chairs

Outside: Unknown (awaiting final inspection)

Operating Days/Hours: Inside: 10-7 Tue-Thur, 10-10 Fri & Sat

Outside: Same

Employees/Staff (per shift/day) Number of Personnel: 3

Approximate floor building area of the premises to be licensed: 6366 sq. ft.

Approximate outdoor area of the premises to be licensed: 600 sq. ft.

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

The book bar operates as a daily business serving mocktails and low-alcohol cocktails, as well as beer & NA beer options

It also hosts a number of book clubs, music, speaker, and author events (sometimes utilizing the event space)

As well as selling books and merchandise and serving as a relaxing alternative to a traditional tavern environment.

The event hall primarily operates as a wedding and event venue, offering private rentals, catering, and other party services.

The event space will also host public events, including live music, dances, holiday meals & celebrations, nonprofit fundraising, and programming for the wider Appleton community, as well as participating in the ADI to enhance the Downtown Appleton experience.

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

09/22/2025
Date