

# Original Alcohol Beverage Retail License Application

(Submit to municipal clerk.)

For the license period beginning: \_\_\_\_\_ ending: 06-30-2020  
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the:  Town of } APPLETON  
 Village of }  
 City of }

County of OUTA Aldermanic Dist. No. \_\_\_\_\_  
(if required by ordinance)

Check one:  Individual  Limited Liability Company  
 Partnership  Corporation/Nonprofit Organization

Applicant's Wisconsin Seller's Permit Number [REDACTED]	
FEIN Number [REDACTED]	
TYPE OF LICENSE REQUESTED	FEE
<input type="checkbox"/> Class A beer	\$
<input type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$
<b>TOTAL FEE</b>	\$

Name (individual / partners give last name, first, middle; corporations / limited liability companies give registered name)  
WETZEL, JR. WILLIAM J. WAAM ENTERPRISES LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the full name and place of residence of each person.

President / Member Last Name <u>WETZEL, JR</u>	(First) <u>WILLIAM</u>	(Middle Name) <u>J</u>	Home Address (Street, City or Post Office, & Zip Code) <u>2800 SCHAEFER CIR App 54915</u>
Vice President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Agent Last Name <u>WETZEL, JR</u>	(First) <u>WILLIAM</u>	(Middle Name) <u>J</u>	Home Address (Street, City or Post Office, & Zip Code) <u>2800 SCHAEFER CIR App 54915</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

1. Trade Name Accea Business Phone Number 920.540.0123  
 2. Address of Premises 502 500 W COLLEGE AVE Post Office & Zip Code 54911

3. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)  
APPROXIMATELY 3,700 SQUARE FEET OF RENOVATED SPACE FOR AN ALL DAY CAFE SERVING COFFEE PRODUCTS IN THE MORNING, BREAKFAST, LUNCH, THROUGHOUT THE DAY, AND SMALL PLATES IN THE EVENING, BEER AND WINE SOLD IN CAFE AND STORED BEHIND CUSTOMER SERVICE BAR, KITCHEN, STORAGE CLOSET, OR UTIL COULD HAVE STORED IN A REFRIGERATED DISPLAY CASE IN CUSTOMER SEATING AREA.

4. Legal description (omit if street address is given above): \_\_\_\_\_  
 5. (a) Was this premises licensed for the sale of liquor or beer during the past license year? .....  Yes  No  
 (b) If yes, under what name was license issued? \_\_\_\_\_

6. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? **If yes, explain** .....  Yes  No  
WILLIAM WETZEL, AGENT, WILL BE COMPLETING ON  
LINE SERVER'S COURSE.
7. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? .....  Yes  No  
**If yes, explain.**
8. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? **If yes, explain** .....  Yes  No
9. (a) Corporate/limited liability company applicants only: Insert state WI and date \_\_\_\_\_ of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? **If yes, explain** .....  Yes  No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? **If yes, explain.**  Yes  No
10. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277] .....  Yes  No
11. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776] .....  Yes  No
12. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? .....  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Contact Person's Name (Last, First, M.I.) <u>WILLIAM J. WETZEL JR</u>	Title/Member <u>OWNER</u>	Date <u>JULY 13, 2020</u>
Signature <u>William J. Wetzel Jr.</u>	Phone Number <u>[REDACTED]</u>	Email Address <u>[REDACTED]</u>

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk	Date reported to council / board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	



# City of Appleton

## Liquor License Questionnaire

1. Name of Applicant: WILLIAM J. WETZEL JR

2. Name of Business: ~~ACOCA~~ WAAM ENTERPRISES LLC dba ACOCA

(Check Applicable Box(s) to identify primary business activity)

- Restaurant
- Tavern/Night Club/Wine Bar
- Microbrewery/Brewpub
- Painting/Craft Studio
- Other (describe) \_\_\_\_\_

3. Address of Business: 500<sup>SDZ</sup> W COLLEGE AVE

4. Have you or any member of your organization ever been convicted of a misdemeanor or ordinance violation? Yes \_\_\_\_\_ No X  
 AND/OR been convicted of a felony? Yes \_\_\_\_\_ No X

If yes to either question, please explain in detail below:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

5. List all partners, shareholders or investors of your business. Include full name, middle initial and date of birth. Please use additional sheets if necessary.

<u>WILLIAM</u>	<u>J</u>	<u>WETZEL JR</u>	<u>●●●●●</u>
First name	M.I.	Last name	Date of Birth
			/ /
			/ /
			/ /
			/ /

6. Name of person/corporation you are buying the premise and equipment from? N/A

Name: \_\_\_\_\_  
 First name Middle Initial Last name

Address: \_\_\_\_\_  
 City State ZIP

**7. What was the previous name and primary nature of the business operating at this location?**

Name: ACOCA COFFEE (WILL BECOME ACOCA POST EXPANSION)

(Check Applicable Box(s) to identify primary business activity)

- Restaurant
- Tavern/Night Club/Wine Bar
- Microbrewery/Brewpub
- Painting/Craft Studio
- Other (describe) \_\_\_\_\_

**8. Was this premise licensed for alcohol sales/consumption during the past license year?**

Yes \_\_\_\_\_ If yes, please contact the Community and Economic Development Department at 832-6468 about obtaining a copy of an existing Special Use Permit and related requirements that may run with property.

No X If no, please contact the Community and Economic Development Department at 832-6468 about obtaining a Special Use Permit. A Special Use Permit may be required for your business activity prior to the issuance of a Liquor License, pursuant to the City of Appleton Zoning Ordinance.

**9. If alcohol sales were a previous use in this building, when did the operation cease?**

\_\_\_\_\_ months ago.

10. Seating capacity: Inside 99 Outside TBD

11. Operating hours (Inside the building): 6AM - 10PM  
Operating hours (Outdoor seating areas): TBD

**12. Employees/Staff**

Number of floor personnel \_\_\_\_\_ Number of door checkers N/A

**13. In general, state the size and operational details of the proposed establishment:**

- a. Gross floor building area of the premises to be licensed: 3,700 square feet.
- b. Gross outdoor seating areas of the premises to be licensed: 300 square feet.
- c. Below, identify the operational details of the proposed establishment:

COFFEE SHOP PLUS WITH FULL KITCHEN SERVING  
BREAKFAST, LUNCH AND SMALL NIBBLES AT NIGHT.

William J. Witz  
Signature

JULY 6, 2020  
Date