

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 Outagamie Aldermanic Dist. No. _____
(if required by ordinance)

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

Applicant's Wisconsin Seller's Permit Number ●●●●●●●●●●	
FEIN Number ●●●●●●●●	
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	\$
TOTAL FEE	\$

Name (individual / partners give last name, first, middle; corporations / limited liability companies give registered name)
RH Events 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>Geall</u>	(First) <u>Mark</u>	(Middle Name) <u>Nicholas</u>	Home Address (Street, City or Post Office, & Zip Code) <u>300 N. Astor Apt 21A, Chicago IL 60610</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>Geall</u>	(First) <u>Michael</u>	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code) <u>617 E. Wisconsin Ave, Neenah, WI 54956</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

1. Trade Name _____ Business Phone Number ●●●●●●●●

2. Address of Premises TBD 141 S. Riverfront Way Post Office & Zip Code Appleton WI 54915

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.)
We are proposing an event space for corporate functions, weddings, music, and other cultural events. The plan calls for an 6000sf open main floor, with a 2400sf mezzanine. It will sit between the Appleton Riverfront hotel and the soon to open Willow building. The space will operate for special events only. There will be a warming kitchen.

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

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 03/02/2020 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
Appletan Courtyard Riverfront Hotel

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>Geali, Mark, N</u>	Title/Member <u>owner</u>	Date <u>03/02/2020</u>
Signature <u>MGM</u>	Phone Number 	Email Address

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: Mark Geall

2. Name of Business: RH Events LLC

3. Address of Business: To be assigned, but likely 141 S RiverHeath Way, Appleton WI 54915

4. Have you or any member of your organization ever been convicted of a misdemeanor or ordinance violation? Yes _____ No

AND/OR been convicted of a felony? Yes _____ No

If yes to either question, please explain in detail: _____

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

Mark Geall



First name Initial Last name Date of Birth

First name Initial Last name Date of Birth

First name Initial Last name Date of Birth

First name Initial Last name Date of Birth

6. Name of person/corporation you are buying the premises and equipment from?

Name: New construction

First name Initial Last name

Address: _____

City, State, Zip: _____

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

New construction

New construction

8. Are alcohol sales an existing use in this building? Yes _____ No _____
If no, When did the operation cease? _____ months ago.

9. Are alcohol sales a new use in this building? Yes No _____
If yes, please contact the Community Development Department at 832-6468 to obtain a
Special Use Permit.

10. Is your primary business restaurant? Yes _____ No

11. Seating capacity: Inside 250 Outside 100

12. Operating hours: Special events only.

13. Number of floor personnel 12 Number of door checkers 6

14. In general, state the size, design and type of the proposed establishment and the
operational details.

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cultural events. The plan calls for an 6000sf open main floor with a 2400sf mezzanine. It
will sit between the Appleton Courtyard Riverfront hotel and the soon to open Willow
building. The space will operate for special events only. The open plan will have floor to
ceiling windows overlooking the river opening out to a courtyard in front. There will be a
warming kitchen for catering.

03/02/2020
Date

Morgan
Signature

Reasonable accommodations for persons with disabilities will be made upon request and if feasible.