



City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

**LICENSE COMMITTEE MEETING
IN PERSON AND VIA ZOOM
TUESDAY, MAY 26, 2026 – 5:00 PM
CITY HALL – SECOND FLOOR**

<https://us02web.zoom.us/j/84851867766?pwd=HdhvHj4fg5ixaCROETfws7xCKTxxDY.1>

Meeting ID: 848 5186 7766

Passcode: 094057

Dial by Location

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If you have special needs or circumstances which may make communication or accessibility difficult at the meeting, please call (920) 397-9901. Accommodations will, to the fullest extent possible, be made available on request by a person with a disability.

AGENDA

- 1. Call meeting to order**
- 2. Roll call**
- 3. New Business**
 - a. Review and possible recommendation to the City Council relating to **Alcohol Beverage License Applications** for the licensing period of July 1, 2026 through June 30, 2027 (Ebbert, Clerk/Treasurer/Finance Director)
 - b. Review and possible recommendation to the City Council relating to **Cigarette, Tobacco and Electronic Vaping Device Retail License Applications** for the licensing period of July 1, 2026 through June 30, 2027 (Ebbert, Clerk/Treasurer/Finance Director)
 - c. Review and possible recommendation to the City Council relating to **Alcohol Beverage License Application** for DLM Group, LLC for use at 1245 Whitewater Avenue for a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage license (Ebbert, Clerk/Treasurer/Finance Director)
- 4. Adjournment**

Date Posted: May 22, 2026

CC: City Council; City Staff; City Attorney; Fort Atkinson Chamber of Commerce; Fort Atkinson School District; News Media

Notice is hereby given that a majority of the Fort Atkinson City Council may be present at this meeting at the location and time indicated above to gather information about any subject matters on this agenda over which they have decision-making responsibility. This may constitute a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d. 553, 494 N.W.2d 408 (1993), and must be noticed as such although the City Council will not take any formal action at this meeting.

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MEMORANDUM

DATE: May 26, 2026

TO: Committee/Commission/Board

FROM: Michelle Ebbert, Clerk/Treasurer/Finance Director

RE: Review and possible recommendation to the City Council relating to Alcohol Beverage License Applications for the licensing period of July 1, 2026 through June 30, 2027 (Ebbert, Clerk/Treasurer/Finance Director)

BACKGROUND

The State of Wisconsin regulates alcohol licensing for local governments through Chapter 125. There are three classes of Licenses; Class A, Class B and Class C. The difference between Class A and B is where alcohol is authorized for sale and for consumption. Class A generally offers sale of alcohol on-site with consumption off-site (e.g. grocery or liquor store, gas station or convenience store). Class B allows for on-site sale and on-site consumption (e.g. Restaurant, Bar, Bowling Alley, Tavern). Class A can easily be remembered because alcohol is consumed *Away* from the premises. Likewise, Class B you consume on-site, for example *Bar*.

Table 1: Type of license, beverage and where consumption is permitted.

<u>Type of License</u>	<u>Type of Beverage</u>	<u>Consumption Location</u>
"Class A"	Intoxicating Liquor	Off-site
Class "A"	Fermented Malt	Off-site
"Class A" Liquor: Cider Only*	Cider Only	Off-site
"Class B"	Intoxicating Liquor	On-site
Class "B"	Fermented Malt	On-site
"Class C"	Wine only	On-site
Reserve "Class B"	Intoxicating Liquor	On-site
Temporary Class "B" **	Fermented Malt	On-site
Temporary "Class B" **	Wine	On-site

*The 2015-17 Wisconsin State Budget (2015 Act 55) provides that municipalities shall issue a "Class A" liquor license if both of the following apply:

- The “Class A” liquor license application is for sales limited to cider products only.
- The application for a “Class A” liquor license holds a Class “A” beer license for the same premises.

2015 Act 55 provision also defines ‘cider’ to mean any alcohol beverage that is obtained from the fermentation of the juice of apples or pears and that contains not less than 0.5 percent alcohol by volume and not more than 7.0 percent alcohol by volume. “Cider” includes flavored, sparkling, and carbonated cider.

** Temporary Class “B” Fermented Malt and Temporary “Class B” Wine – these licenses are issued throughout the year to lodges, societies, bona fide clubs, chambers, non-profit, etc.

Table 2: Combination of Licenses

<u>License Combinations</u>	<u>Type of Beverage(s)</u>	<u>Consumption Location</u>
“Class A” and Class “A”	Intoxicating Liquor and Fermented Malt	Off-site
Class “A” and “Class A” Liquor: Cider Only	Fermented Malt and Cider	Off-site
“Class B” and Class “B”	Intoxicating Liquor and Fermented Malt	On-site
Class “B” and “Class C” Wine	Fermented Malt and Wine	On-site
Reserve “Class B” and Class “B”	Intoxicating Liquor and Fermented Malt	On-site
Temporary Class “B” and Temporary “Class B”	Fermented Malt and Wine	On-site

Table 3: License fees (maximum amount allowable by State Statute is being charged)

<u>Type of License</u>	<u>License Fee</u>
“Class A” Intoxicating Liquor	\$500.00
Class “A” Fermented Malt	\$100.00
“Class A” Liquor: Cider Only	No fee.
“Class B” Intoxicating Liquor	\$500.00
Class “B” Fermented Malt	\$100.00
“Class C” Wine Only	\$100.00
Reserve “Class B” Intoxicating Liquor	\$10,000 (one-time)

Temporary Class "B" Fermented Malt	\$10.00
Temporary "Class B" Wine	\$10.00

A combination Class A license (intoxicating liquor and fermented malt) would total \$600.00.
A combination Class B license (intoxicating liquor and fermented malt) would total \$600.00.

Table 4: Existing Quotas (05/23/2024)

<u>License</u>	<u>Quota</u>	<u>Licenses Issued</u>	<u>Licenses Available</u>
"Class A" Intoxicating Liquor	16 - 1 per 750 residents	16	0
Class "A" Fermented Malt	17 - 1 per 750 residents	17	0
"Class B" Intoxicating Liquor	25 - 1 per 500 residents	25	0
RESERVE "Class B" Intoxicating Liquor	5 - \$10,000 one-time fee	4	1

DISCUSSION

Table 5: Submitted Alcohol License Applications - Renewals

License Type	Trade Name	D/B/A Business Name	Business Address
Class A Beer	Family Dollar Stores of WI, LLC	Family Dollar #26250	1517 Madison Ave Ste A
Class A Beer	La Morenita LLC	La Morenita	303 S 3rd Street West
Class A Beer	Speedy 3 LLC	LOCATION 2 - 303 S MAIN ST FORT ATKINSON WI 53538-2240	303 S Main St
Class A Liquor	Blodgett Milling Co Inc	Blodgett Garden Center	1222 Janesville Ave
Class A Liquor	The Fireside, Inc	The Cheese Loft	1009 Janesville Ave
Class A Liquor Class A Beer	Casey's Marketing Company	Casey's General Store #3712	342 Whitewater Ave
Class A Liquor Class A Beer	Green Way Holdings, Inc	FA Gas	1285 Madison Ave
Class A Liquor Class A	WI Foodliner, Inc.	Festival Foods	328 Washington St

Beer			
Class A Liquor Class A Beer	Guanajuato Produces LLC	Guanajuato Produces	1109 Whitewater Ave
Class A Liquor Class A Beer	J & R Petro LLC	K P Mart	415 Janesville Ave
Class A Liquor Class A Beer	Kwik Trip Inc	Kwik Trip #1506	1680 Janesville Ave
Class A Liquor Class A Beer	Kwik Trip Inc	Kwik Trip #439	1565 Madison Ave
Class A Liquor Class A Beer	La Tienda Mexicana, Inc	La Tienda Mexicana	809 S Main St.
Class A Liquor Class A Beer	Ultra Mart Foods LLC	Pick 'N Save #396	1505 Madison Ave
Class A Liquor Class A Beer	Sarahndipity Salon LLC	Sarahndipity Salon	121 N. Main Street
Class A Liquor Class A Beer	Ruhani Gas & Food Inc	Shell Food & Liquor	1012 Whitewater Ave
Class A Liquor Class A Beer	Tipsy Trail Liquors Inc	Tipsy Trail Liquors	313 Madison Ave
Class A Liquor Class A Beer	Walgreen Co.	Walgreens #01976	300 N. Main St
Class C Wine	Chroma Art Studio LLC	Chroma Art Studio	112 N Main St
Class B Beer	Fort Atkinson Generals Baseball Team, Inc	Fort Atkinson Generals	600 Janesville Ave
Class B Liquor Class B Beer	14 Sherman LLC	10-62 Saloon	12 S Water St E
Class B Liquor Class B Beer	99 Sushi, Inc	99 Sushi	99 N Main Street
Class B Liquor Class B Beer	American Legion Paul Frank Florine Post No. 166	American Legion Dugout	201 S Water St E
Class B Liquor Class B Beer	Bienfang's Bar Inc.	Bienfang's Bar	28 N. Water St. E.
Class B Liquor Class B Beer	Scuzzi's Pizza Bar LLC	Brickhouse Pizza	1501 Janesville Ave
Class B Liquor Class B Beer	J&J Wisconsin Ventures, LLC	Brock's Riverwalk Tavern & Grill	99 S. Main Street
Class B Liquor Class B Beer	William Camplin & Alison Welch	Cafe Carpe	18 S Water St W

Class B Liquor Class B Beer	Ft Atkinson Hotel Group 2 LLC	Country Inn & Suites	1650 Doris Drive
Class B Liquor Class B Beer	Creamery 201, LLC	Creamery 201	201 N. Main Street
Class B Liquor Class B Beer	El Patron Mexican Restaurant LLC	El Patron Mexican Restaurant	100 Madison Ave
Class B Liquor Class B Beer	Wiereal, LLC	Fat Boyz	219 S Main St
Class B Liquor Class B Beer	Fort Investments, LLC	Fort 88 Smokehouse & Bar	855 Lexington Blvd
Class B Liquor Class B Beer	Mangiami Italiano LLC	Mangiami Italiano	226 S Main St
Class B Liquor Class B Beer	Bridge @ River & Main, LLC	Proof Speakeasy, The Bridge at River & Main	10 S Water St W
Class B Liquor Class B Beer	Riverfront Café LLC	Riverfront Café	1317 N High St
Class B Liquor Class B Beer	NAP Enterprises, LLC	Rock River Lanes	1010 Larsen Rd
Class B Liquor Class B Beer	Salamone Pizza Inc	Salamones Italian Pizzeria	1245 Madison Ave.
Class B Liquor Class B Beer	Patrick Beach	Soup's On	1125 Whitewater Ave
Class B Liquor Class B Beer	29 Sherman Ave W LLC	Tavern on Rock	29 W Sherman Ave
Class B Liquor Class B Beer	The Fireside, Inc	The Fireside	1131 Janesville Ave
Class B Liquor Class B Beer	The Sweet Spot Coffee Shop LLC	The Langholf	225 S Main St
Class B Liquor Class B Beer RESERVE	La Cabana 2, LLC	La Cabana	213 Washington Street
Class B Liquor Class B Beer RESERVE	Didley's LLC	Paddy Coughlin's	14 E Sherman Ave
Class B Liquor Class B Beer RESERVE	14 Sherman LLC	Paddyshack Golf and Gaming Lounge	201 S. Main Street
Class B Liquor Class B Beer RESERVE	LTree Cuisine, LLC	Riverstone Event Center	1905 Central Coast Lane

FINANCIAL ANALYSIS

Alcohol license fees for the upcoming licensing period of July 1, 2026 to June 30, 2027 is

\$25,050. Applicants are also invoiced for a publication fee of \$30.00 which covers the cost of the annual publication.

RECOMMENDATION

Staff recommends that the Licensing Committee recommend to City Council approval of the Alcohol License Applications for the licensing period of July 1, 2026 to June 30, 2027 contingent upon all monies owed to the City are paid prior to license issuance by the City Clerk.

ATTACHMENTS

None



MEMORANDUM

DATE: May 26, 2026

TO: Committee/Commission/Board

FROM: Michelle Ebbert, Clerk/Treasurer/Finance Director

RE: Review and possible recommendation to the City Council relating to Cigarette, Tobacco and Electronic Vaping Device Retail License Applications for the licensing period of July 1, 2026 through June 30, 2027 (Ebbert, Clerk/Treasurer/Finance Director)

BACKGROUND

The State of Wisconsin regulates cigarette, tobacco and electronic vaping device licensing for local governments through State Statute Chapters 134 and 139. On December 6, 2023, Wisconsin Act 73 was signed into law. This legislation subjects electronic vaping devices to the same retail licensing requirements as cigarettes and tobacco products. As of March 6, 2024, retailers selling electronic vaping devices were required to obtain a retail license from the City. The Department of Revenue updated their existing Cigarette and Tobacco Retailers License application to include Electronic Vaping Products.

134.65(1)(d) No person shall in any manner, or upon any pretense, or by any device, directly or indirectly sell, expose for sale, possess with intent to sell, exchange, barter, dispose of or give away any cigarettes, electronic vaping devices, or tobacco products to any person not holding a license as herein provided or a permit under ss. [139.30](#) to [139.41](#) or [139.79](#) without first obtaining a license from the clerk of the city, village or town wherein such privilege is sought to be exercised.

DISCUSSION

Table 1: Submitted applications for Cigarette, Tobacco and Electronic Vaping Device Retail License

Legal Name	Trade Name	Trade Address 1	OTC	Cigarette	Tobacco	E-Vaping
Ruhani Gas & Food Inc	Shell Food & Liquor	1012 Whitewater Avenue	X	X	X	X
Green Way Holdings, Inc	FA GAS	1285 Madison	X	X	X	X

		Avenue				
Ultra Mart Foods, LLC	Pick 'N Save #6396	1505 Madison Avenue	X	X	X	
Family Dollar Stores of Wisconsin LLC	Family Dollar Store #26250	1517 Madison Avenue #A	X	X	X	
Kwik Trip, Inc	Kwik Trip #439	1565 Madison Avenue	X	X	X	X
Kwik Trip, Inc	Kwik Trip #1506	1680 Janesville Avenue	X	X	X	X
Walgreen Co.	Walgreen's #01976	300 N. Main Street	X	X	X	
Speedy 3 LLC	Speedy 3 LLC	303 S Main Street	X	X	X	X
Casey's Marketing Company	Casey's General Store #3712	342 Whitewater Avenue	X	X	X	X
J&R Petro, LLC	K P Mart	415 Janesville Avenue	X	X	X	X
Tipsy Trails Liquors Inc	Tipsy Trail Liquors	313 Madison Ave	X	X	X	X

As of May 22, 2026, staff has not received applications from:

- Hemp 1848, INC | Hemp 1848 | 1220 Janesville Avenue #300
- Sahib Enterprises LLC | Sahib Enterprises | 1220 Janesville Avenue #100
- BLADCO LLC | X-Treme Smoke & Vapor 6 | 1642 Madison Avenue
- Tobacco Land Inc | Tobacco Land | 211 Washington Street

FINANCIAL ANALYSIS

The Cigarette, Tobacco and Electronic Vaping Device Retail License fee for the licensing period of July 1, 2026 to June 30, 2027 is \$100.00 each, for a total revenue of \$1,900.00. Publication of the applications is not required.

RECOMMENDATION

Staff recommends that the License Committee recommend the City Council approve the Cigarette, Tobacco and Electronic Vaping Device Retail License Applications for the licensing period of July 1, 2026 to June 30, 2027 contingent upon all monies owed to the City are paid prior to license issuance by the City Clerk.

ATTACHMENTS

None



MEMORANDUM

DATE: May 26, 2026

TO: Committee/Commission/Board

FROM: Michelle Ebbert, Clerk/Treasurer/Finance Director

RE: Review and possible recommendation to the City Council relating to Alcohol Beverage License Application for DLM Group, LLC for use at 1245 Whitewater Avenue for a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage license (Ebbert, Clerk/Treasurer/Finance Director)

BACKGROUND

The State of Wisconsin regulates alcohol licensing for local governments through Chapter 125. There are three classes of Licenses; Class A, Class B and Class C. The difference between Class A and B is where alcohol is authorized for sale and for consumption. Class A generally offers sale of alcohol on-site with consumption off-site (e.g. grocery or liquor store, gas station or convenience store). Class B allows for on-site sale and on-site consumption (e.g. Restaurant, Bar, Bowling Alley, Tavern). Class A can easily be remembered because alcohol is consumed Away from the premises. Likewise, Class B you consume on-site, for example *Bar*.

Table 1: Type of license, beverage and where consumption is permitted.

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"Class A"	Intoxicating Liquor	Off-site
Class "A"	Fermented Malt	Off-site
"Class A" Liquor: Cider Only*	Cider Only	Off-site
"Class B"	Intoxicating Liquor	On-site
Class "B"	Fermented Malt	On-site
"Class C"	Wine only	On-site
Reserve "Class B"	Intoxicating Liquor	On-site
Temporary Class "B" **	Fermented Malt	On-site
Temporary "Class B" **	Wine	On-site

*The 2015-17 Wisconsin State Budget (2015 Act 55) provides that municipalities shall issue a "Class A" liquor license if both of the following apply:

- The “Class A” liquor license application is for sales limited to cider products only.
- The application for a “Class A” liquor license holds a Class “A” beer license for the same premises.

2015 Act 55 provision also defines ‘cider’ to mean any alcohol beverage that is obtained from the fermentation of the juice of apples or pears and that contains not less than 0.5 percent alcohol by volume and not more than 7.0 percent alcohol by volume. “Cider” includes flavored, sparkling, and carbonated cider.

** Temporary Class “B” Fermented Malt and Temporary “Class B” Wine – these licenses are issued throughout the year to lodges, societies, bona fide clubs, chambers, non-profit, etc.

Table 2: Combination of Licenses

License Combinations	Type of Beverage(s)	Consumption Location
“Class A” and Class “A”	Intoxicating Liquor and Fermented Malt	Off-site
Class “A” and “Class A” Liquor: Cider Only	Fermented Malt and Cider	Off-site
“Class B” and Class “B”	Intoxicating Liquor and Fermented Malt	On-site
Class “B” and “Class C” Wine	Fermented Malt and Wine	On-site
Reserve “Class B” and Class “B”	Intoxicating Liquor and Fermented Malt	On-site
Temporary Class “B” and Temporary “Class B”	Fermented Malt and Wine	On-site

Table 3: License fees (maximum amount allowable by State Statute is being charged)

Type of License	License Fee
“Class A” Intoxicating Liquor	\$500.00
Class “A” Fermented Malt	\$100.00
“Class A” Liquor: Cider Only	No fee.
“Class B” Intoxicating Liquor	\$500.00
Class “B” Fermented Malt	\$100.00
“Class C” Wine Only	\$100.00
Reserve “Class B” Intoxicating Liquor	\$10,000 (one-time)

Temporary Class "B" Fermented Malt	\$10.00
Temporary "Class B" Wine	\$10.00

A combination Class A license (intoxicating liquor and fermented malt) would total \$600.00.
A combination Class B license (intoxicating liquor and fermented malt) would total \$600.00.

Table 4: Existing Quotas (03/19/2026)

<u>License</u>	<u>Quota</u>	<u>Licenses Issued</u>	<u>Licenses Available</u>
"Class A" Intoxicating Liquor	16 - 1 per 750 residents	16	0
Class "A" Fermented Malt	17 - 1 per 750 residents	17	0
"Class B" Intoxicating Liquor	25 - 1 per 500 residents	25	0
RESERVE "Class B" Intoxicating Liquor	5 - \$10,000 one-time fee	4	1

DISCUSSION

McGrath's Catering has been operating out of the building located at 1245 Whitewater Avenue with a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage license. On May 18, 2026, staff received an application from DLM Group LLC, dba Jennie's Entertainment and Events, for use at 1245 Whitewater Avenue. The alcohol license application, individual questionnaires and appointment of agent were properly completed and submitted for review.

The following information still needs to be confirmed:

- Confirmation of Legal Name (corporation, limited liability company, partnership), Trade or Business Name
- Background check on Agent/Applicant
- Verification of Federal Identification Number
- Verification of Wisconsin Seller's Permit Number
- Letter from McGrath Catering stating they will surrender their Class B license contingent upon approval of applicant DLM Group, LLC for use at 1245 Whitewater Avenue.

Once the above information is confirmed, this item can be presented to the City Council for final review and approval.

FINANCIAL ANALYSIS

The alcohol licensing period is July 1st through June 30th annually. The timing of the application

submission will align with the licensing period which will coincide with the sale of the business. The publication fee for new applications is \$100.00.

RECOMMENDATION

Staff recommends the License Committee recommend approval of the Alcohol License Application for a "Class B" Intoxicating Liquor and Class "B" Fermented Malt Beverage License for DLM Group, LLC dba Jennie's Entertainment and Events, for use at 1245 Whitewater Avenue for the licensing period of July 1, 2026 through June 30, 2027 contingent upon proof of outstanding documentation and payment of licensing fees.

ATTACHMENTS

1. DLM Group LLC Alcohol License Applications_Redacted

Form
AB-200

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	City of Fort Atkinson
License Period	7-1-26 to 6-30-27

Application Type (check one)

Initial (New) Renewal

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

<input type="checkbox"/> Class "A" Beer \$ _____ <input type="checkbox"/> "Class A" Liquor \$ _____ <input type="checkbox"/> "Class A" Liquor (cider only) \$ _____ <input type="checkbox"/> "Class C" Liquor (wine only) \$ _____	<input checked="" type="checkbox"/> Class "B" Beer \$ <u>100</u> <input checked="" type="checkbox"/> Regular "Class B" Liquor \$ <u>500</u> <input type="checkbox"/> Reserve "Class B" Liquor \$ _____ <input type="checkbox"/> Above-Quota "Class B" Liquor \$ _____
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Fees	
License Fee(s)	\$ <u>600</u>
Background Check Fee	\$ -
Publication Fee	\$ <u>30</u>
Total Fees	\$ _____

Part A: Premises/Business Information

1. Legal Business Name (Individual name if sole proprietorship) DLM Group LLC		
2. Business Trade Name or DBA Jennie's Entertainment and Events		
3. FEIN 93-4980877	4. Wisconsin Seller's Permit Number 456-1031558096-02	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization		
6. If the applicant business is an LLC, are the controlling members other LLCs or corporations? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, the members, managers, officers and directors of those business entities must be listed in Part C and provide a Form AB-100.		
7. State of Organization Wisconsin	8. Date of Organization 12/20/23	9. Wisconsin DFI Registration Number D078120
10. Premises Address 1245 Whitewater Ave, Fort Atkinson, WI 53538		
11. City Fort Atkinson	12. State WI	13. Zip Code 53538
14. County 28	15. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: _____	16. Aldermanic District _____
17. Premises Phone _____	18. Premises Email _____	19. Website _____
20. Premises Description Initial (New Applicants Only): 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. Renewal Applicants Only: I am renewing a license and by checking the box following this statement, I affirm that I have reviewed the last issued license certificate and the premises description remains the same. <input type="checkbox"/> <small>The premises consists of the main dining and bar areas located within the building, including: The primary indoor dining room, Main bar/service counter area, Kitchen and food preparation areas, Alcohol storage areas, Restrooms, Any designated private event or banquet spaces within the building. Alcohol beverages will be stored, served, sold, and consumed within these interior areas of the premises. If applicable, the licensed premises also includes: Outdoor patio/seating areas adjacent to the building</small>		
21. Mailing Address (if different from premises address) _____		
22. City _____	23. State _____	24. 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. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol beverages. Yes No
 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 wholesaler? Yes No
 If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. Yes No
 5. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? Yes No
 6. Does the applicant business owe past due municipal property taxes, assessments, or other fees? Yes No

Part C: Individual Information

Check each box to attest that you have provided the appropriate supplementary information to complete your application. See the instructions for Part C of this application, beginning on page 2, to complete this section.

I have accurately listed and provided contact and personal information for all required persons involved in the applicant business and any business identified in Part A, Question 6 using Form AB-200AA.

I have provided an accurate Form AB-100 for each person listed in Form AB-200AA.

(For corporations, limited liability companies, and nonprofit organizations only) I have provided an accurate Form AB-101 to appoint an agent on behalf of my business.

I understand that my application is not complete until this supplementary paperwork is received by the municipal clerk where I am applying for an alcohol beverage license.

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 Johnson		First Name Jakob		M.I. R
Title Operating Partner		Email [REDACTED]	Phone [REDACTED]	
Signature <i>Jakob Johnson</i>			Date 5/18/26	

Part E: For Clerk Use Only

Date Application Was Filed With Clerk 5-18-2026	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk			Date Provisional License Issued (if applicable)

Alcohol Beverage Appointment of Agent

Agent Type <i>(check one)</i>	
<input checked="" type="checkbox"/> Original (no fee)	<input type="checkbox"/> Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor) DLM Group LLC	
2. Business Trade Name or DBA Jennie's Entertainment and Events	
3. Entity Type <i>(check one)</i> <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	
4. Alcohol Beverage Business Authorization <i>(check one)</i> <input type="checkbox"/> Municipal Retail License <input checked="" type="checkbox"/> 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 Johnson	2. First Name Jakob	3. M.I. R
4. Email [REDACTED]		5. Phone [REDACTED]
6. Home Address [REDACTED]		
7. City [REDACTED]	8. State WI	9. Zip Code 53190
11. Driver's License/State ID Number [REDACTED]		10. Date of Birth [REDACTED]
12. Driver's License/State ID State of Issuance Wisconsin		

Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? Submit proof of completion.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Have you completed Form AB-100, <i>Alcohol Beverage Individual Questionnaire</i> (licensee) or Form AB-300, <i>Alcohol Beverage Personal Questionnaire</i> (permittee)?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days? See instructions for exceptions.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> 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 Johnson		First Name Jakob		M.I. R
Title Operating Partner		Email [REDACTED]		Phone [REDACTED]
Signature			Date 5/18/26	

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 Johnson		First Name Jakob		M.I. R
Signature <i>Jakob Johnson</i>			Date 5/18/26	

Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) DLM Group LLC	
2. Business Trade Name or DBA Jennie's Entertainment and Events	
3. Entity Type (<i>check one</i>)	
<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information			
1. Last Name Johnson	2. First Name Romie	3. M.I.	
4. Relationship to Business (Title) [REDACTED]			
7. Home Address [REDACTED]			
8. City [REDACTED]	9. State [REDACTED]	10. Zip Code [REDACTED]	11. Date of Birth [REDACTED]
12. Driver's License/State ID Number [REDACTED] 2		13. Driver's License/State ID State of Issuance IL	

Part C: Address History			
1. Do you currently live in Wisconsin?			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes, provide the month and year when you permanently moved to Wisconsin			(MM/YYYY)
2. List in chronological order all of your addresses within the last 5 years . Attach additional sheets if necessary.			
Previous Address 1	City	State	Zip Code
Previous Address 2	City	State	Zip Code
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.			
State	County	State	County
State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? Yes No
 If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? Yes No
 If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature	<i>Romie Johnson</i>	Date	5/18/26
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Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor)	DLM Group LLC
2. Business Trade Name or DBA	Jennie's Entertainment and Events
3. Entity Type (<i>check one</i>)	
<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information		
1. Last Name	2. First Name	3. M.I.
[REDACTED]	[REDACTED]	[REDACTED]
4. Relationship to Business (Title)	5. Email	6. Phone
Minority Owner	[REDACTED]	[REDACTED]
7. Home Address		
[REDACTED]		
[REDACTED]		
[REDACTED]		

Part C: Address History			
1. Do you currently live in Wisconsin?			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes, provide the month and year when you permanently moved to Wisconsin			(MM/YYYY)
2. List in chronological order all of your addresses within the last 5 years . Attach additional sheets if necessary.			
Previous Address 1	City	State	Zip Code
Previous Address 2	City	State	Zip Code
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.			
State	County	State	County
State	County	State	County

Continued →

Part D: Criminal History

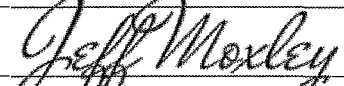
1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? Yes No
 If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? Yes No
 If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature		Date	5/18/26
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Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) DLM Group LLC	
2. Business Trade Name or DBA Jennie's Entertainment and Events	
3. Entity Type (check one)	
<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information			
1. Last Name Johnson	2. First Name Jakob	3. M.I.	
4. Relationship to Business (Title) Operating Partner	5. Email [REDACTED]	6. Phone [REDACTED]	
7. Home Address [REDACTED]			
8. City [REDACTED]	9. State [REDACTED]	10. Zip Code 53190	11. Date of Birth 1 [REDACTED]
[REDACTED] State ID Number [REDACTED]		13. Driver's License/State ID State of Issuance WI	

Part C: Address History							
1. Do you currently live in Wisconsin?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				
If yes, provide the month and year when you permanently moved to Wisconsin			(MM/YYYY) 02/202				
2. List in chronological order all of your addresses within the last 5 years . Attach additional sheets if necessary.							
Previous Address 1 [REDACTED]	City [REDACTED]	State IL	Zip Code [REDACTED]				
Previous Address 2	City	State	Zip Code				
Previous Address 3	City	State	Zip Code				
Previous Address 4	City	State	Zip Code				
Previous Address 5	City	State	Zip Code				
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.							
State	County	State	County	State	County	State	County
State	County	State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? Yes No
 If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

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Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? Yes No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature	<i>Jakob Johnson</i>	Date	5/18/26
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Alcohol Beverage Individual Questionnaire

Date

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- sole proprietor
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- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) DLM Group LLC	
2. Business Trade Name or DBA Jennie's Entertainment and Events	
3. Entity Type (check one)	
<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information			
1. Last Name [REDACTED]	2. First Name [REDACTED]	3. M.I.	
4. Relationship to Business (Title) Minority Owner	5. Email [REDACTED]	6. Phone [REDACTED]	
7. Home Address [REDACTED]			
8. City [REDACTED]	9. State IL	10. Zip Code [REDACTED]	11. Date of Birth [REDACTED]
12. Driver's License/State ID Number [REDACTED]		13. Driver's License/State ID State of Issuance IL	

Part C: Address History			
1. Do you currently live in Wisconsin?			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes, provide the month and year when you permanently moved to Wisconsin			(MM/YYYY)
2. List in chronological order all of your addresses within the last 5 years . Attach additional sheets if necessary.			
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Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
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State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? Yes No
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Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? Yes No
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Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. 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.

Signature	<i>Aldo Sbigoli</i>	Date	5/18/26
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