

## New Liquor License Packet

The first time you arrive at the Clerk's Office you will be given this packet. Included in this packet are:

- Application
- Business Plan Questionnaire
- Directions for Scheduling Inspections
- Good Neighbor Meeting Directions
- What's Next?

In order for your application to be accepted you **MUST** provide:

- Completed Application (including this packet)
- Conditional Surrender of License (if taking over a current license)
- Auxiliary Questionnaire Form (1 per each officer of the business and agent listed on the application)
- Schedule of Appointment of Agent
- Business Plan Questionnaire
- Proof of FEIN
- Proof of WI Sellers Permit

Before your license will be issued the following **MUST** be completed:

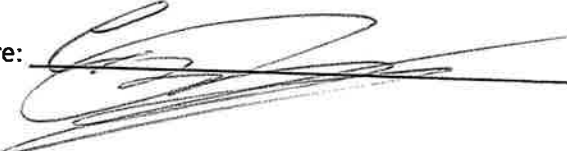
- Proof of Responsible Beverage Course
- Attend a Good Neighbor Meeting
- Attend a Public Safety and Licensing Committee Meeting
- Common Council Approval (it is not mandatory to attend this meeting)
- **All department sign offs must be complete**
  - It is your responsibility to call the people/departments listed below to setup appointments to have your premise inspected.
    - Environmental Health Department - located at City Hall in Room 1 (262) 636-9203
    - Building Department - located at City Hall in Room 304 (262)636-9464
    - Fire Department - located in the City Public Safety Building (262) 635-7915
    - Good Neighbor Meeting - Schedule by calling (262) 636-9115

Business Name: Caleb's Corner LLC DBA George's Encore

Business Address: 1201 N. Main Street

DBA Name: George's Encore

District: 4 Your Business Alder: Amanda Pathraath Alder Phone: 262-456-5434

Printed Name: Caleb Robinson Signature: 

\*Your Public Safety and Licensing Date is tentative to when your record check and good neighbor meeting are completed.

Act. 2911

### BUSINESS PLAN QUESTIONNAIRE

Business Owner/ Ownership Entity Caleb's Corner LLC  
 Trade Name George's Encore  
 Business Address 1201 N. Main Street 53402  
 Website \_\_\_\_\_  
 Business Email Address \_\_\_\_\_  
 Agent Name Caleb Robinson  
 Agent Home Address 1107 Monroe Ave 53405  
 Agent Emergency Contact Number 262-498-2822  
 Agent Email Address Caleb.Robinson@Rocketmail.com  
 Who intends to be mainly in charge of daily operations? Caleb Robinson  
 Is your business currently open? Yes  No

If no, please complete the following Statement of Intent:

I understand that the granting of this license would be conditional on my being able to operate within 6 months of common council approval. I intend to operate under the license within six months of common council approval. If I am not able to operate within 6 months, I may request a one-time extension of up to 3 months. If I am still not actively operating under the license within 9 months of common council approval, my license will be considered denied and I will have to re-apply for a new license. R Initials.

What is your estimated gross monthly revenue for each of the following categories:

21,000 Alcoholic beverages  
7,500 Food  
1,500 Other (please specify) Games, Mug Club, Merchandise

How many people do you intend to employ full time? 3

How many people do you intend to employ part time? 4

What is the square footage of the premise to be licensed? ≈ 2,600 sq. ft.

What is your best estimation of the value of the business? ≈ \$30,000

Please describe the current parking situation.

Parking lot with approx. 14 spot. Additional non-meter street parking on south + west side of Building.

Please describe how you intend to handle crowds, during both regular business hours and at bar close.

Crowds will be monitored by owner, Caleb Robinson, or

acting manager on duty. We suspect our Target market will not draw a rowdy crowd at Bar Close.

Describe the business that you are buying/opening.

George's was opened in 1946 as a Neighborhood bar and has grown into a community bar with home-made food and music. George's Encore will celebrate and build upon its history with a focus on Live music, Community and Home-made Food.

How will your establishment affect the quality of life for the citizens of Racine?

I believe both Bars and Live Music has a special quality of bringing people Together. Therefore our goal and belief is that the Continuance and development of George's Encore will enhance the Life of all that we encounter.

Does the location that you are applying for already have an alcohol license? yes

If yes, what type of alcohol license? "Class B" Tavern: License #: 548

Are you or the corporation buying the building or leasing it? Buying Leasing

Will you be doing any remodeling; and if so, what are your plans?

No Major Remodel Plans. Mostly Painting, Decorating, Reorganization, Cleaning and the Like wise.

What type of experience do you have that would prepare you for this type of business?

I, Caleb Robinson, have operated Smoked On The Water for the previous 12 years. It is located at the Pershing Park Boat launch and has a Class "B" License. I have experience in working with Live Music, The Public, Employing and Managing Staff as well as Knowledge in regards to both serving Food and Alcohol.

What will your hours of operation be?

- Monday 11AM - 12AM
- Tuesday 11AM - 12AM
- Wednesday 11AM - 1AM
- Thursday 11AM - 1AM
- Friday 11AM - 2AM
- Saturday 11AM - 2AM
- Sunday 11AM - 12AM

Will you be offering food? If so, what type of menu will you have? Do you have a kitchen? (Please attach a copy of your menu if available)

The Menu is not Finalized yet, however our focus will be on "Home-style" items and offerings of Bar Fair Foods such as Burgers, Fries, Appetizers.

We also Plan To offer a menu based in BBQ as  
It Pairs well with live Music, especially Blues.

How many customers do you expect on your busiest days? on band days ≈ 100

How do you intend to handle litter and garbage?

Litter Control and Outside appearance fall high on the  
Priority list. I believe people act in accordance with their  
surroundings. Therefore, everyday and multiple times a day,  
we will patrol and monitor for such items.

How will noise at the premise be addressed?

Outside noise and nuisances will be addressed Immediately.  
Our Target Market would not appreciate that atmosphere and  
it will not be tolerated. As stated above, we plan to  
create a positive environment both inside and outside.

What is your security plan?

We do not anticipate Issues on Regular Nights, however  
staff and manager will be trained in monitoring and  
addressing potential issue. On Busy Band nights we will  
have a door-man to help monitor crowds as well as  
ID Patrons.

What type of video surveillance do you intend to have on the premise (please list equipment)?

The video surveillance will be Google Nest Cameras.  
This has been chosen for its quality of images for  
its storage capabilities, and accessibility from anywhere.

Will music be played at your location?  Yes  No

If yes, how will music be played? Jukebox  Live DJ  Radio Other

↓  
Weekends

Sample Business Plan To Follow This Page

## George's Encore Business Plan:

1. Executive Summary
2. Company Summary
3. Products and Services
4. Market Analysis Summary
5. Marketing Strategy and Implementation
6. Organization and Management
7. Financial Plan

*Draft of  
Business Plan*

*Will update  
and Adjust*



### 1. Executive Summary

#### a. Business Overview

George's Tavern was founded by brothers Chris and George Popoff in 1946 as a community hub built around "Food, Fun & Friends". Over the past 70+ years it has developed and grown into a neighborhood tavern featuring homemade food, live music, and a hometown atmosphere.

George's Encore will embrace the history of George's Tavern and build upon what it known for in the community. Unique to the establishment, is the adjacent dining room, that is mostly used for live music and has some of the best sounding acoustics in the area. Live music will be a strong focus of the relaunch with scheduled performances at least three days per week. One of the target markets is "music loving individuals 40 and older" and the music selection will reflect that with cover bands playing 60s&70s music, Blues, Rock n Roll, R&B, and Deadhead. Another focus in the relaunch will be the food menu witch will based in a homemade style manner featuring items such as chili, soups, burgers, hot beef sandwiches, homemade pizza & standard bar food.

The last, and most important, item to focus on is "Friends." A community/neighborhood bar is successful by bringing people together. This will be accomplished by continuing George's traditions such as Fundraisers, car shows, flee markets, sponsoring spots teams. The staff will also be an integral part as creating an inviting and welcoming atmosphere will generate repeat business.

#### b. Business Objectives

George's Encore will be a community-based bar located just north of Downtown Racine in the location of George's Tavern. The bar will embrace the history of George's Tavern while upgrading the menu, service, atmosphere, and business to meet today's standards in the service industry. Live Music will be an emphasized focus, especially on weekends, with the drink menu also focused on music as well as historical items. The menu will be a "Home-made" focus and also offer traditional bar fare foods. A variety in options will help differentiate the lunch, dinner, and late night areas of the business.

One of George's Encore's financial goals for year one is to gross a minimum of \$360,000 in sales while maintaining control of COGS and providing Exceptional service. Building upon the base sales, George's Encore plans to generate profit within the first 15 months of operations with repayment of all startup investment.

**c. Mission Statement**

George's Encore is a Community Bar focused on bringing people through Live Music and Great Food resulting in Greater Friends. "Music, Food, Friends" We will be able to achieve our mission through investment in the local music industry, creating a home-style menu, collaborating with the community and above all, providing exceptional service in all contacts.

**d. Guiding Principles**

George's Encore will be focused on providing exceptional customer service with a focus on building a community relationships. The menu, drink selections, and music will reflect the diverse Racine community while providing a variety of options at a fair price. A guiding principle of treating others with respect and dignity will be reflected in all of our encounters, starting with management and employees and extending to customers and suppliers.

Integrity shall take precedent in all decisions regarding the business. Whether that pertains to staff assisting customers, management assisting staff, relationship with bands, or menu development and decisions.

**e. Keys to Success**

The success of George's Encore leans upon the development and implementation of a plan that follows our mission while adhering to our principles. Systems, standards, and procedures will also play an important part to ensure we are reaching our goals financially and honorably. Specific keys include:

- 1) Outstanding customer service: Satisfied customers are essential to sustainability, growth, and profitability of the business.
- 2) Live music and Events: George's Encore is a live music venue, especially on weekends. Ensuring the back room asset is utilized to draw in new and repeat business is essential to reaching goals.
- 3) Quality Food and Drinks: A "Home-style" menu will attract a diverse crowd as well as reach our target market. A wide variety of drink options will also keep customers satisfied. We will feature some vintage drinks to celebrate the age of Georges: Manhattan, Old Fashion, Martinis, Tom Collins, and Gimlet
- 4) Management Team: Leadership guides the team in creating the desired environment and experience. Owner/Manager, Caleb Robinson, will select a bar manager and kitchen manager to respectively lead their areas with guidance and oversight.

## 2. Company Summary

### a. Business Overview

George's Encore will occupy the 2500 square foot location at 1201 N. Main Street, Racine WI 53402 which was previously occupied by George's Tavern for the previous 77 years.

George's Encore will be operated as a Community Dive Bar with a focus on live music, home-made food, and building friendships. The environment/furnishings of the bar will embrace the history of both the building and the previous operators while emphasizing live music and the community. The décor will reflect the age of the building by emphasizing the age of the back bar, seating and lighting will be vintage in design. Signage and décor of the facility will emphasize the history in regards to music acts that have performed at George's as well as highlight the previous owners and its relationship to the city throughout the decades.

### b. Ownership

George's Encore will be solely owned by the proprietor, Caleb Robinson, who has over 12 years of experience in the bar/live music venue experience. He will be 100% owner of the entity but may sell some interest if the right partner/manager emerges.

### c. Legal Form

Operations will run under Caleb's Corner LLC DBA George's Encore. The LLC is incorporated in the state of Wisconsin with Caleb Robinson as the sole member.

## 3. Products and Services

### a. Products/Services Description

George's Encore will be focused on offering a historical menu for both food and drinks. As a dive bar, the beer and cocktail menu will feature popular items within the bar industry such as: Miller Lite, Budweiser, Rum based drinks, and vodka based drinks. However, we will expand upon that with a historical view reaching back to classics such as PBRs, Hamm's, Tom Collins, and Manhattans. The Food menu will follow a similar concept by offering classic bar fair foods like fries, burgers, and wings but more importantly in will focused on Home-Style cooking with items as Soups, Smash Burgers, Hot Beef Sandwiches, lasagna, and dinner plates. *-> Adjust to DBA Menu?*

Perceptions of patrons, and the general public, tend to link service with quality and therefore service will be a focus of the operations. This includes things such as: Speed, Quality, Pricings, and presentation. Therefore, Standard Operating Procedures will be implemented and maintained to provide the upmost service to the customers that will differentiate use from the competition.

**b. Competitive Comparison**

Breaking this into two areas for comparison: Live Music Venues & Bar/Tavern with food.

In the Downtown area there are Many bars but these are comparative:

Coasters Bar & Grill  
1301 N. Main Street 53402

Marci's on Main  
236 Main Street 53403

Ivanhoe Pub & Eatery  
231 Main Street 53403

Evelyn's Club Main  
331 Main Street 53403

Pepi's Pub and Grill  
618 6<sup>th</sup> Street 53403

Within the Racine Area there are a few spots that concentrate on music such as:

Chartroom Restaurant  
209 Dodge Street 53402

Reefpoint Brewhouse  
2 Christopher Columbus Causeway 53403

Smoke'd on the Water  
3 Fifth Street 53403

Taste Of Soul  
501 6<sup>th</sup> Street 53403

McAuliffi's Pub  
3700 Meachem Road 53405

Hiawatha Bar and Grill  
9809 Durand Avenue 53177

Route 20  
14001 Washington Avenue 53177



**c. Product/Services Sourcing**

By State Law, all alcoholic beverages for retail must be purchased through a distributor and therefore local distributors will be utilized for that such as: CJW, Beechwood, WI Distributors, Badger, Capitol Husting, Johnson Brothers, and Ratas.

With a Home-style menu we will try and source food products from local vendors such as Farmers Markets and Piggly Wiggly. Storage is currently minimal and therefore multiple food runs per week may be needed. However, We will use either Sysco or Reinhart distribution for weekly delivers. Cost and quality will dictate which vendor is utilized.

Serving utensils (Plates, Bowls, Cups, Silverware, etc.) will keep with the theme of Home-Made and be of classic design and washable/reusable.

**d. Inventory Management**

Cost controls are an important part of running a profitable business and therefore we will be utilizing a POS (Point of Sale) system to track inventory. Inventory will also be checked by management to look for gaps and for ordering. Ordering guidelines will be built around maintaining a minimum amount. Theft and handouts are also a concern in a cash business and therefore strong inventory management procedures will be in place and enforced.

**e. Future Products/Service**

George's Encore will be dedicated to the improvement of operations and customer service while aligning to the goals and mission of the business. This may entail shifts in food offerings, drink menus, event night scheduling (such as adding trivia, bingo, cribbage, or other shows) and also review the allocation of services to best accommodate customer and staff needs. For example, revisiting the idea of servers on busy nights or cocktail waitress could be an option to improve overall satisfaction. All adjustments will be weighed against the goals, needs, and vision of the business for the Long Term!

**4. Market Analysis Summary**

**a. Industry Analysis**

- 1) Market Size
- 2) Industry Participants
- 3) Main Competitors
- 4) Market Segments

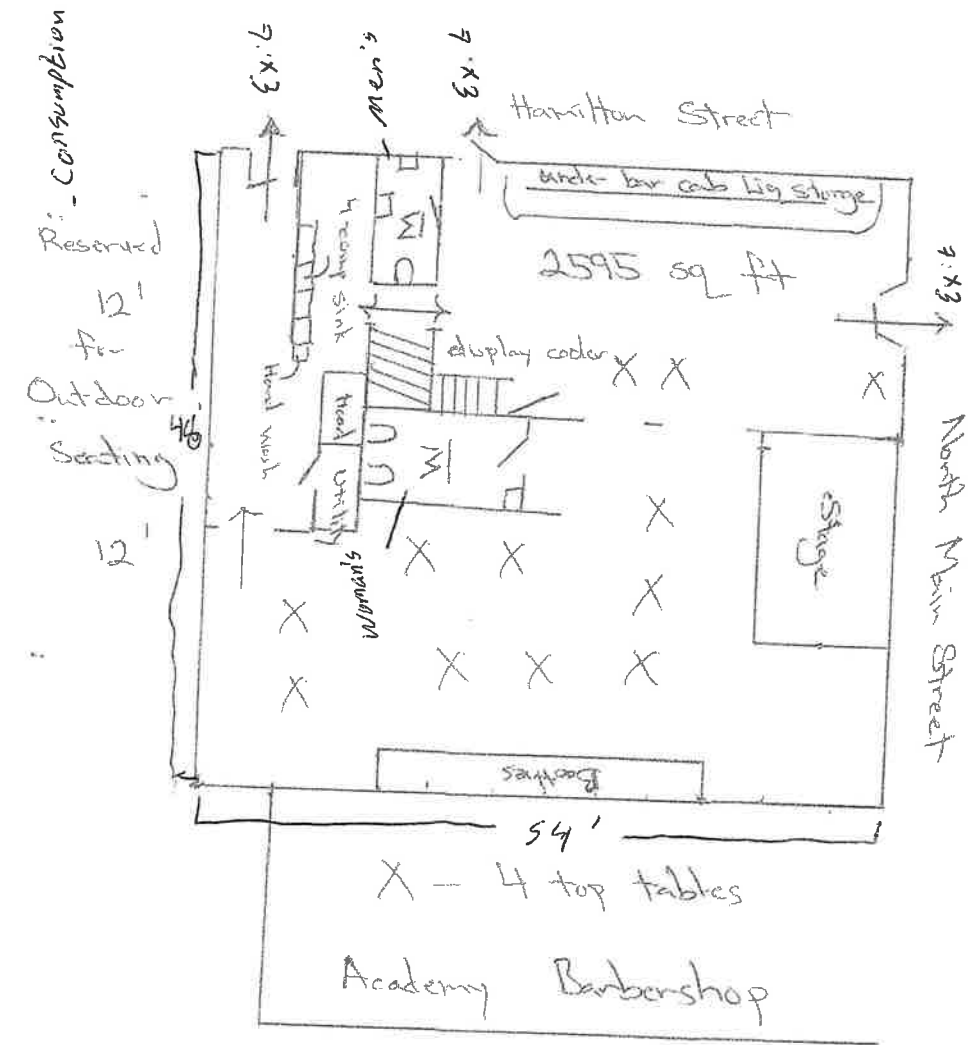
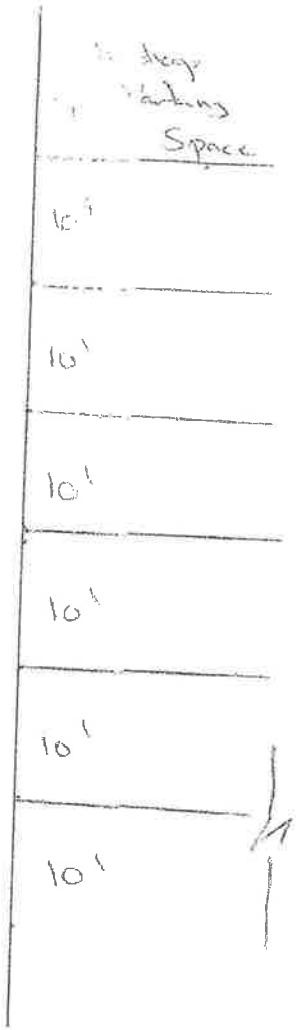
**b. Market Tests**

**c. Target Market Segment Strategy**

- 1) Market Needs
- 2) Market Trends
- 3) Market Growth

**d. Positioning**

5. **Marketing Strategy and Implementation**
  - a. **SWOT Analysis**
  - b. **Strategy Pyramid**
  - c. **Unique Selling Proposition**
  - d. **Competitive Edge**
  - e. **Marketing Strategy and Positioning**
  - f. **Sales Strategy**
  - g. **Legal**
  - h. **Milestones**
6. **Organization and Management**
  - a. **Organizational Structure**
  - b. **Management Team**
  - c. **Management Team Gaps**
  - d. **Personnel Plan**
  - e. **Board of Directors**
7. **Financial Plan**
  - a. **Important Assumptions**
  - b. **Start-Up Costs**
  - c. **Source and Use of Funds**
  - d. **Break-Even Analysis**
  - e. **Projected Profit and Loss**
  - f. **Projected Cash Flow**
  - g. **Projected Balance Sheet**
  - h. **Business Ratios**



5 additional parking spaces

Form  
AT-106

## Original Alcohol Beverage License Application

FOR CLERKS ONLY	
Municipality	
License Period	

**License(s) Requested**

- |                                                            |                                                                 |
|------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Class "A" Beer ..... \$ _____     | <input type="checkbox"/> "Class A" Liquor ..... \$ _____        |
| <input type="checkbox"/> Class "B" Beer ..... \$ _____     | <input type="checkbox"/> "Class B" Liquor ..... \$ _____        |
| <input type="checkbox"/> "Class C" Wine ..... \$ _____     | <input type="checkbox"/> "Class A" Liquor (Cider Only) \$ _____ |
| <input type="checkbox"/> Reserve "Class B" Liquor \$ _____ | <input type="checkbox"/> "Class B" (Wine Only) Winery \$ _____  |

License Fees	\$
Publication Fee	\$
Background Check	\$
<b>Total Fees</b>	<b>\$</b>

**Part A: Premises/Business Information**

1. Legal Business Name (registered entity name or individual's name if sole proprietorship) <i>Caleb's Corner LLC</i>		
2. Trade Name or DBA <i>George's Encore</i>		
3. Premises Address <i>1201 N. Main Street</i>		
4. County <i>Racine</i>	5. Municipality <i>Racine</i>	6. Aldermanic District <i>4</i>
7. Mailing Address (if different from premises address) <i>1107 Monroe Ave. 53405</i>		
8. FEIN <i>93-4826417</i>	9. Wisconsin Seller's Permit Number <i>456-1031539066</i>	
10. Premises Phone	11. Premises Email	
12. 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		
13. Premises Description - Describe the building or buildings where alcohol beverages are to be sold and stored. Describe 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 in this application. Attach additional sheets if necessary.  <i>Two Story Brick Building with Bar on First Floor. Second Floor and Basement For Storage. Including Parking Lot adjacent to Building</i>		

Operator's License current, Course Expired, Can update copies included

**Part B: Questions**

1. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit a copy of Responsible Beverage Server Training Course Certificate .....  Yes     No
2. Does the applicant business or its partners, officers, directors, managing members, or agent hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? .....  Yes     No  
If yes, please explain using the space below. Attach additional sheets if necessary.

**Part C: For Corporate/LLC Applicants Only**

1. State of Registration <i>Wisconsin</i>		2. Date of Registration <i>12-12-23</i>
3. Is the applicant business owned by another corporation or LLC? If yes, please provide the name and FEIN of the parent company below, include parent company members in Part D, and attach Form AT-103 for all of the parent company's principal members, managers, officers, or directors ..... <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Name of Parent Company		FEIN of Parent Company
4. Does the parent company or any of its officers, directors, managing members, or agent hold any direct or indirect interest in any other alcohol beverage wholesaler or producer (e.g., brewer, brewpub, winery, distillery)? If yes, please explain using the space below. Attach additional sheets if necessary. <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
5. Agent's Last Name	Agent's First Name	Phone

**Part D: Individual Information**

A Supplemental Questionnaire, Form AT-103, must be completed and attached to this application for each person involved in the applicant business and any parent company as indicated in Part C. Persons in the applicant business include: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all managing members and agent of a limited liability company.

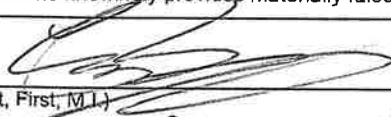
List the full name, title, and phone number for each person below. Attach additional sheets if necessary.

Last Name	First Name	Title	Phone
<i>Robinson</i>	<i>Caleb</i>	<i>Member / Agent</i>	<i>262 - 498-2822</i>

**Part E: Attestation**

Who must sign this application?  
 sole proprietor     one general partner of a partnership     one corporate officer     one managing 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.

Signature 	Date <i>12-27-23</i>
Name (Last, First, M.I.) <i>Robinson, Caleb D.</i>	
Title <i>Member / Agent</i>	Email <i>Caleb.Robinson@Rocketman LLC</i>
Phone <i>262</i>	<i>498-2822</i>

**Part F: For Clerk Use Only**

Date application was filed with clerk	Date reported to governing body	Date provisional license issued (if applicable)
Date license granted	License number	Date license issued
Signature of Clerk/Deputy Clerk		

Form  
AT-103

# Alcohol Beverage License Application Supplemental Questionnaire

Date

This form must be submitted to the municipal clerk, and be accompanied by one or more of the following forms: AT-104, AT-106, AT-108, AT-115, or AT-200. One Form AT-103 must be completed by each person involved in the applicant business or parent company including:

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

Your alcohol beverage application or renewal is not complete until all required Supplemental Questionnaires are submitted.

<b>Part A: Premises/Business Information</b>	
1. Registered Entity Name (or individual name if sole proprietor) <i>Caleb's Corner LLC</i>	
2. Trade Name or DBA <i>George's Encore</i>	
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	

<b>Part B: Individual Information</b>			
1. Name (Last, First, M.I.) <i>Robinson, Caleb D.</i>			
2. Relationship to Registered Entity (Title) <i>Member / Agent</i>	3. Email <i>Caleb.Robinson@Rocketmail.com</i>	4. Phone <i>242</i> <i>498-2822</i>	
5. Home Address <i>1107 Monroe Ave.</i>			
6. City <i>Racine</i>	7. State <i>WI</i>	8. Zip Code <i>53405</i>	9. Date of Birth
10. Drivers License/State ID Number		11. Drivers License/State ID State Issuance <i>WI</i>	

<b>Part C: Address History</b>	
List in chronological order your last two residence addresses within the last 5 years.	
Previous Address 1 <i>1107 Monroe Ave.</i>	
Previous City, State, Zip <i>Racine, WI 53405</i>	Dates (MM/YYYY - MM/YYYY) <i>1-1-19 - Current</i>
Previous Address 2 <i>1425 S. Emmetsen Rd.</i>	
Previous City, State, Zip <i>Racine, WI 53406</i>	Dates (MM/YYYY - MM/YYYY) <i>6-1-17-12-31-18</i>

<b>Part D: Employment History</b>	
List in chronological order your last two employers within the last 5 years.	
Employer's Name <i>Smoke'd On The Water</i>	
Employer's Address <i>3 Fifth St. 53403</i>	Dates Employed (MM/YYYY - MM/YYYY) <i>6/2012 - Current</i>
Employer's Name <i>RUSD</i>	
Employer's Address <i>3109 Mt. Pleasant St. 53404</i>	Dates Employed (MM/YYYY - MM/YYYY) <i>9/2017 - 6/2020</i>

**Part E: Criminal History**

1. Have you ever been convicted of any offenses (other than traffic offenses unrelated 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. *See Attached*

Law/Ordinance Violated	<i>346.63(1)(a) : OWI (2nd)</i>	Trial Date	<i>9-3-2009</i>
Penalty Imposed	<i>40 Days RCT &amp; Fine</i>	Was sentence completed?.....	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated		Trial Date	
Penalty Imposed		Was sentence completed?.....	<input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (other than traffic offenses unrelated 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 F: Questions**

1. Have you lived in any state other than Wisconsin as an adult? If yes, please list them in the space below. If no, continue to question 2. ....  Yes  No


2. How long have you continuously lived in Wisconsin prior to the date of application?

Years	<i>39</i>	Months	<i>3</i>
-------	-----------	--------	----------

3. Do you hold a direct or indirect interest in any alcohol beverage wholesaler or producer (e.g. brewer, brewpub, winery, distillery)? If yes, please explain using the space below. Attach additional sheets as needed.  Yes  No

**Part G: Attestation**

**READ CAREFULLY BEFORE SIGNING:** 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	<i>12-27-23</i>
-----------	--------------------------------------------------------------------------------------	------	-----------------

# Schedule for Appointment of Agent by Corporation / Nonprofit Organization or Limited Liability Company

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by an officer of the corporation/organization or one member/manager of a limited liability company and the recommendation made by the proper local official.

To the governing body of:  Town  Village  City of Racine County of Racine

The undersigned duly authorized officer/member/manager of Caleb's Corner LLC  
(Registered Name of Corporation / Organization or Limited Liability Company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as George's Encore  
(Trade Name)

located at 1201 N. Main Street 53402

appoints Caleb Robinson  
(Name of Appointed Agent)

1107 Monroe Avenue 53405  
(Home Address of Appointed Agent)

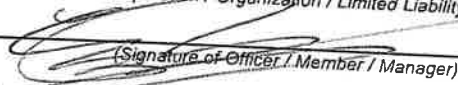
to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes  No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).  
Smoked On The Lake LLC DBA Smoked on the Water Racine, WI

Is applicant agent subject to completion of the responsible beverage server training course?  Yes  No  
 How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 39 years

Place of residence last year 1107 Monroe Ave 53405


For: Caleb's Corner LLC  
(Name of Corporation / Organization / Limited Liability Company)

By:   
(Signature of Officer / Member / Manager)

Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

### ACCEPTANCE BY AGENT

I, Caleb Robinson  
(Print / Type Agent's Name), hereby accept this appointment as agent for the corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

 12-27-23 Agent's age \_\_\_\_\_  
(Signature of Agent) (Date)  
1107 Monroe Ave. 53405 Date of birth \_\_\_\_\_  
(Home Address of Agent)

### APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on \_\_\_\_\_ by \_\_\_\_\_ Title \_\_\_\_\_  
(Date) (Signature of Proper Local Official) (Town Chair, Village President, Police Chief)



AMOUNT - \$5.00 "CLASS B" - \$10.00

**LICENSE Expires June 30, 20\_\_**  
**APPLICATION FOR NONINTOXICATING BEVERAGE LICENSE**

I/WE HEREBY APPLY FOR A LICENSE TO SELL AND/OR SERVE IN THE CITY OF RACINE FROM DATE HEREOF UNTIL JUNE 30, 2019 (UNLESS SOONER REVOKED), BEVERAGES OF LESS THAN ONE-HALF (1/2) OF ONE (1) PER CENTUM OF ALCOHOL BY VOLUME SUBJECT TO THE LIMITATIONS IMPOSED BY SECTION 66.0433(1) OF THE WISCONSIN STATUTES, AND HEREBY AGREE TO COMPLY WITH ALL LAWS, RESOLUTIONS, ORDINANCES AND REGULATIONS AFFECTING THE SALE OF SUCH BEVERAGES.

PLEASE ANSWER THE FOLLOWING QUESTIONS FULLY AND COMPLETELY:

(Check One:) BUSINESS IS:

CORPORATION     PARTNERSHIP     INDIVIDUAL     OTHER  
(Please specify)

PLEASE SUPPLY:

LEGAL NAME OF BUSINESS (OWNER): Caleb's Corner LLC

TRADE NAME: George's Encore

BUSINESS ADDRESS: 1201 N. Main Street

BUSINESS TELEPHONE: 262-498-2822    ZIP CODE 53402

HOME ADDRESS: 1107 Monroe Ave.

CITY Racine    STATE WI    ZIP CODE 53405

HOME TELEPHONE: 262-498-2822

  
SIGNATURE OF APPLICANT

Caleb Robinson  
(Please print SIGNATURE)

DATE OF BIRTH

SIGNATURE OF PARTNER (IF APPLIES)

(Please print SIGNATURE)

DATE OF BIRTH

FEE: \$40.00 FOR EACH DEVICE

Expires June 30, 20\_\_

**APPLICATION FOR LICENSE TO OPERATE**  
**JUKE BOXES, MECHANICAL AMUSEMENT DEVICES, VIDEO GAMES AND POOL TABLES**

I/WE, hereby apply for a license to operate Juke Box, Mechanical Amusement Device and/or Video Game as defined in Sections 22-166 through 22-181 of the Municipal Code of the City of Racine from the date hereof until JUNE 30, 2019 (unless sooner revoked), subject to limitations thereof and supplementary thereto, and agree to comply with all laws, resolutions and ordinances adopted by the Common Council of the City of Racine pertaining to the same.

I certify that I am a resident of the State of Wisconsin continuously since 1984, and of the City of Racine continuously since 1984.

**IF INDIVIDUAL:**

NAME OF APPLICANT \_\_\_\_\_  
ADDRESS OF APPLICANT \_\_\_\_\_ ZIP \_\_\_\_\_

**IF PARTNERSHIP:**

NAME \_\_\_\_\_ STATE OF PARTNERSHIP \_\_\_\_\_

NAME AND COMPLETE ADDRESS OF ALL PARTNERS (use reverse side if more space is needed):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**IF CORPORATION, LLC, CLUB OR ASSOCIATION:**

NAME Caleb's Corner LLC STATE OF INCORPORATION WI

NAME AND COMPLETE ADDRESS OF ALL OFFICERS:  
Caleb Robinson 1107 Monroe Ave. 53405

**ALL APPLICANTS:**

NAME OF PERSON IN CHARGE: Caleb Robinson

TRADE NAME: George's Encore PHONE: 262-498-2822

ADDRESS OF BUSINESS: 1201 N. Main St. 53402

NATURE OF BUSINESS CONDUCTED ON PREMISES: TAVERN  OTHER \_\_\_\_\_

**\*\*GAMBLING MACHINES THAT PAY OUT MONEY ARE ILLEGAL AND MUST BE REMOVED FROM THE PREMISES, FAILURE TO DO SO CARRIES THE RISK OF PROSECUTION AND SUSPENSION/NON-RENEWAL/REVOCATION OF CITY-ISSUED LICENSES, DEPENDING ON THE TYPE OF LICENSE HELD.\*\***

**MECHANICAL**

<u>No. of Devices</u>	<u>Description of type of device</u>	<u>Device location in the establishment</u>
# <u>2</u>	Type <u>Dart Board</u> LOCATION <u>N.E. in Back Room</u>	
# _____	Type _____ LOCATION _____	
# _____	Type _____ LOCATION _____	
# _____	Type _____ LOCATION _____	
# _____	Type _____ LOCATION _____	

**VIDEO GAMES**

# _____	Type _____ LOCATION _____
# _____	Type _____ LOCATION _____
# _____	Type _____ LOCATION _____
# _____	Type _____ LOCATION _____
# _____	Type _____ LOCATION _____

**POOL TABLES**

# _____	Type _____ LOCATION _____
# _____	Type _____ LOCATION _____

**JUKE BOX**

# _____	Type _____ LOCATION _____
# _____	Type _____ LOCATION _____

  
SIGNATURE OF APPLICANT \_\_\_\_\_

DATE OF BIRTH \_\_\_\_\_

FEE: \$100.00  
RECORD CHECK: \$15

NEW \_\_\_\_\_ RENEWAL \_\_\_\_\_

**APPLICATION FOR PUBLIC DANCE HALL LICENSE**  
**LICENSE EXPIRES JUNE 30, 20\_\_**

The undersigned hereby applies for a license to conduct a Public Dance Hall at:

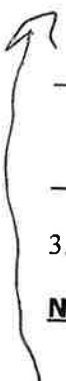
1201 N. Main St. 53402 in the City of Racine, Wisconsin, in accordance with the provisions of Chapter 22.09 of the Municipal Code of the City of Racine and has checked with the

**Building Department on \_\_\_\_\_** to verify that this location is zoned properly for a Public Dance Hall.

1. Name of individual, firm, partnership or corporation: Caleb's Corner LLC.
2. Names, residences and ages of the applicant if an individual, firm or partnership or of the principal Officers if a corporation or association:

NAME	RESIDENCE	DATE OF BIRTH
------	-----------	---------------

<u>Caleb Robinson</u>	<u>1107 Monroe Ave</u>	<u>53405</u>
-----------------------	------------------------	--------------



3. The following person or persons are hereby designated as Manager of the said dance hall:

NAME	RESIDENCE	DATE OF BIRTH
------	-----------	---------------

4. The date and place of any conviction (if any) of an offense under Chapter 22.09 or under any similar law, ordinance or regulation of any person connected with this venture.

See Form AT-103

5. The name and address of the person owning the premises for which a license is sought:

  
Signature of Applicant or Agent

Caleb Robinson  
Please Print or Type Name



This certificate represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(6), and 134.66(2m), Wis. Stats.

# Certificate of Completion

This is to certify that

**Caleb Robinson**

*has successfully completed the*  
*LIQUOREXAM.COM Responsible Beverage*  
*Server and Seller Training Program*

**Course Name: Wisconsin Alcohol Server and Seller Certification**

Edward D McLean, Administrator  
www.LIQUOREXAM.COM

Date: 02/15/2021  
Expiration: 24 Months  
Certificate #: 66820  
Birth Date: 09/14/1984