



Entertainment License

Permanent

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider
Class B: Beer, Liquor,
 Class C Wine

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|---|
| (Agenda Item Number) |
| (Legistar file number) |
| LICENT- <u>2022-00127</u> |
| (License number) |
| <u>10</u> (Alder District #) <u>408</u> (Police Sector) |
| Office Use Only |

Type of entertainment license: Entertainment License (21+) Visual & Performing Arts License (18+)

Licensed Premises Information

This application modifies existing alcohol license number (if applicable): Pending liquor license application
Current: held by High Noon Saloon, LLC 2017-00347
(Class B license only)

Business dba Name: High Noon Saloon

Licensed Address: 701 E Washington Avenue, Madison, WI 53703

Premise Capacity: 400 Liquor/Beer Agent Name: Current: Steve Renfro for High Noon Saloon, LLC
Pending: Seth Meyrick for The Renfro Refreshment Company, LLC

100 % Alcohol, 0 % Food, 0 % Other Alder, District #: Brian Benford, #6 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): The Renfro Refreshment Company, LLC

Business Mailing Address: 2314 N Sherman Avenue, Madison, WI 53704

Business Contact Name, Position: Steve Renfro, Member

Business Phone: 608-438-8104 Business Email: stevenrenfro8@gmail.com

Corporate Officers, Partners, or Sole Proprietor's information:

| Name | Address | Title |
|---------------|--|--------|
| Steve Renfro | 2314 N Sherman Avenue, Madison, WI 53704 | Member |
| Cathy O'Brien | 1008 Spaight Street, Madison, WI 53703 | Member |
| | | |

- Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)
- I have contacted Zoning (zoning@cityofmadison.com, 608-266-4551) for necessary approvals.
- I certify that this information is true and correct to the best of my knowledge.

X 3/9/22
Signature Date

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| <input type="checkbox"/> Orange sign and business card issued <input type="checkbox"/> "License Renewals & Changes" brochure with next steps issued Office Use Only |
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Entertainment and Security Information

Live entertainment includes (check all that apply): Live Music Disc Jockey Designated Dance Floor
Live entertainment does not include non-amplified or acoustic music performed by a single artist, or performances where an uncompensated patron sings along with a machine that plays pre-recorded music, commonly known as karaoke.

Type of live entertainment to be offered: Live music, DJs

All live entertainment is booked through a third-party promoter and the venue operator, FPC Live, LLC

Number of security personnel and how they will be utilized: Two to six personnel depending on size of crowd.

Checking credentials at door, metal/weapons scanning, ticket scanning, wrist-banding, crowd control.

Description of clothing to identify security personnel: Red or black FPC branded polo shirts or black High Noon Saloon shirts or hoodies.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
FOH Manager or doorman/lead watches condition of lot during/after shows. Rather N/A as lot is shared with many other businesses. Lot is owned/managed by property owners.

How will the entrance line be managed and controlled: FOH Manager or doorman/lead controls access, metal/weapons scan immediately follows, then ticketing/wrist-banding follows.

Guests are sent from one station to the next with no gaps.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Once made aware of those types of guests they are intercepted by security and led outside asap to discuss further action.

At least 2 security personnel will discuss and eject as necessary.

Underage drinking and fake ID plan: ID's are checked at door for all shows. Those with fake IDs are denied entry. Those that violate the underage drinking policy are ejected immediately. 21+ receive a wristband, under 21 a hand stamp

Plan to control and supervise patrons under twenty-one (21) years of age: Any patron without a wristband holding alcohol will be ejected. Security & bar staff monitor throughout the night.

Bartenders are made aware of number of underage guests & check for wristbands prior to serving

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Trash cans are provided inside and on patio. Staff frequently clears tables and empties trash as necessary. All trash removed at end of night. Patio shows end by 10pm so as not to violate local noise ordinances.

Management Personnel

| Name | Date of Birth | Name | Date of Birth |
|---------------------------|---------------|------|---------------|
| Steve Renfro - [REDACTED] | | | |
| Seth Meyrick - [REDACTED] | | | |
| | | | |
| | | | |

Additional Required Items for Visual and Performing Arts License (18+)

1. I understand all patrons must be at least eighteen (18) years of age to enter and remain on the premise.

2. Patrons under the age of twenty-one (21) may be allowed on the premise only for the purpose of live entertainment. Such shows must be designated as eighteen (18) and up shows and the entertainment must begin and end at a specified time. Patrons under the age of twenty-one (21) shall not be on the premise more than thirty (30) minutes before the scheduled live entertainment and must be off the premise within thirty (30) minutes of the live entertainment concluding.

Plan to ensure compliance with time requirements for patrons under the age of twenty-one (21):

FOH Manager or doorman/lead controls ingress and egress at all times. We are always aware of door time and curfew.

3. Patrons under the age of twenty-one (21) may only be on the portion of the licensed premise where the live entertainment is occurring with the exception of incidental use of the restroom facilities and procuring a non-alcoholic beverage from the barroom. Under no circumstances will underage patrons be allowed to linger in a barroom that is separate from the live entertainment portion of the premise.

Plan to limit patrons under the age of twenty-one (21) to appropriate areas:

High Noon Saloon is only one room plus a patio. All guests are visible at all times.

4. I understand written notification **must** be provided to the Captain of the police district in which the establishment is located at least five (5) days prior to **all** eighteen (18) and up live entertainment performances. The notification shall include a detailed description of the performance including start and end times.

5. I understand only one (1) eighteen (18) and up live entertainment event may be held per week.

6. I agree not to sell more than one alcoholic beverage to an eligible patron in a single transaction during eighteen (18) and up live entertainment events and shall prohibit a patron from carrying more than one alcoholic beverage from a bar or drink dispensing location during eighteen (18) and up live entertainment events.

7. I agree to comply with the identification requirements in Sec. 38.04(6), MGO, relating to conspicuously identifying patrons who are twenty-one (21) years of age and older.