



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

(Agenda Item Number)

(Legistar file number)

LICENT- 2022-00135
(License number)

3
(Alder District #)

607
(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): LICLITB-2020-00352
(Class B license only)

Business dba Name: The Boneyard

Licensed Address: 1018 Walsh Rd

Premise Capacity: 200 Liquor/Beer Agent Name: Steve Ritzer

90 % Alcohol, 5 % Food, 5 % Other Alder, District #: 15 Police Sector: East

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Boneyard Productions LLC

Business Mailing Address: 5812 Bridge Rd

Business Contact Name, Position: Steve Ritzer

Business Phone: 608 469 4774 Business Email: Steve@MadisonBoneyard.com

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

Name	Address	Title
Steve Ritzer	5500 Alder Rd Madison 53716	Owner
Jeff Kahl	5812 Bridge Rd Monona 53716	Owner

☒ 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 [Signature]
Signature

3/14/22
Date

☒ Orange sign and business card issued
☒ "License Renewals & Changes" brochure with next steps issued
Office Use Only



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 bands and DJs.

Number of security personnel and how they will be utilized: Depending upon the popularity of the event we will have 4-8 security personnel.

Description of clothing to identify security personnel: Clearly marked staff uniforms

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:

Security personnel and security surveillances cameras.

How will the entrance line be managed and controlled: Staff at entry point checking IDs and maintaining an orderly line.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: _____

Unruly and intoxicated patrons will be removed from bar by security staff and assisted with obtaining a safe ride.

Underage drinking and fake ID plan: Live music/DJ nights will be 21 and older only. All patrons must provide proper ID when entering the front door.

Plan to control and supervise patrons under twenty-one (21) years of age: _____

Upon entry, all patrons that are not 21 or older will not receive a wrist band indicating that they are of age.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:

Security staff will be cleaning and removing litter after every live music event. Security staff will maintain proper volume levels.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Jeff Kuhl			
Steve Ritzer			