



City of Madison Entertainment License Renewal

Deadline: In Clerk's Office by 4 p.m. Wednesday, April 15, or postmarked by April 15

Entertainment License Type: 21+ Entertainment 18+ Visual & Performing Arts

1. Name of Sole Proprietor, Partnership, Corporation or LLC

M&M Madison Concessions LLC

2. Trade Name (doing business as)

Howard Johnson Plaza

3. Licensed Address

3841 E. Washington Ave. Madison, WI 53704

4. Corporation/LLC: Name of Liquor/Beer Agent

Erik Gjestad

5. Do you book your own entertainment or do you use a promoter to book your entertainment?

NO

Book Own

Use Promoter

Both

Promoter's Name:

N/A

6. Do you have a security plan on file with the Clerk's Office?

Yes

No

7. Type of Entertainment:

(a) Do you offer or allow live music performances (excluding solo acoustic)?

Yes

No

(b) Do you have a designated dance floor area?

Yes

No

(c) Do you offer or allow the use of a disc jockey?

Wedding Receptions

Yes

No

8. On average, how many nights per week do you have live entertainment?

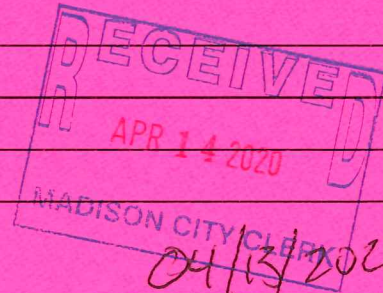
Every year Weddings

9. Describe the clothing used to identify door and security personnel:

Uniformed Star Protection

10. Establishments that currently hold 18+ Centers for Visual & Performing Arts Licenses only:

Describe your process for identifying patrons under 21:



04/13/2020

X

Signature of Officer/Member/Partner/Sole Proprietor

Date

Clerk's Office: Date Filed/Postmarked _____

Filed Timely

Filed Late