

Entertainment License Application (18+)21+ (Circle One)

meeting. Applicants must appear before the ALRC.
Prior to your hearing before the ALRC, you <u>must</u> contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.
Alderperson can be reached at, at the Common Council Office (608-266-4071), or via e-mail at council@cityofmadison.com.
☐ Neighborhood Association. The name of the neighborhood association representative can be obtained by calling the Department of Planning & Community & Economic Development at 608-266-4635.
 □ Police Department Central District Captain (Sector 400) can be reached at 261-9694. □ Police Department East District Captain (Sector 600) can be reached at 267-2100. □ Police Department North District Captain (Sector 500) can be reached at 245-3652. □ Police Department West District Captain (Sectors 100-200) can be reached at 243-0503. □ Police Department South District Captain (Sector 300) can be reached at 267-8687.
☐ The Alcohol Policy Coordinator, Mark Woulf can be reached at 264-9295
☐ Orange sign- You must display the public notice sign within three days of your application at the current premise until the Common Council makes a final determination.
Corporate/Owner Name Red Zone of Madison, Inc.
DBA The Red Zone Contact Phone Number:
Address 12/2 Regent Street, Madison WI
Current Capacity (49+): <u>625</u>
Type of live entertainment that will be offered: Live music and other live performances
(i.e. comedy acts or spoken word readings)
Number of security personnel and how they will be used: 4 to 6: 2 at the door (checking
ID's + taking money/tickets or distributing wrist bands), I near the
Emergency exit door, 1 to 3 within the crowd.
How you will handle issues regarding control and clearance of the parking lot during hours of operation and at closing time: Do not have a parking lot. To control and maintain
exiting of patrons in an orderly, safe manner, 2 staff members
ushering patrons to the exits.

	How you will handle unruly patrons, intoxicated patrons, and physical disturbances: Attempt to
	diffuse the situation and encourage people toleave premises
	of their own volition. If refused, contact local authorities to
	awareness, staff presence, and early intervention. How you will handle patrons presenting fake ID's and/or how you plan to prevent alcohol sales to people under twenty-one (21) years old. If applying for an 18+ Entertainment License, please explain how you will conspicuously identify patrons who are twenty-one (21) years and older and how you plan to supervise underage patrons:
	Staff will receive (particularly security staff) training from
	Senior security staff along with using the State ID handbook
	to offer the greatest education to staff. Making sure all patrons
	fully remove ID from holders + hand it to ID checker. Investigate
	potential use of ID scanner. Observe for signs of potential underage
	immaturity, nervousness, etc. Wristbards thandstamp for 21+ w/staff to monitor to prevent any purchase for, or exchange with an underage person from someone 21+. Also monitor for possible disturbances. Identify by name individuals who are employed by the establishment in a management capacity:
	Ricky L. Imhoff
	Ryan W. Hoelker
	Read carefully before signing. Upon penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers.
	Subscribed and Sworn to Before Me:
	Officer/member/manager/partner/individual Officer/member/manager/partner/individual
: ک	My Commission expires 10 20 300
7	Application to be donsidered at the ALRC meeting and the Council meeting. Lieunse Hundler LICENT-20 13 - 60529 Legistar #
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