



# Entertainment License

Permanent

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

[licensing@cityofmadison.com](mailto: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- 2022-00534  
(License number)

6 - Benford 408  
(Alder District #) (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): \_\_\_\_\_  
(Class B license only)

Business dba Name: WEARY TRAVELER FREEHOUSE

Licensed Address: 1201 Williamson St. MADISON, WI 53703

Premise Capacity: 99 Liquor/Beer Agent Name: Jeffrey Schmidt

35 % Alcohol, 65 % Food, \_\_\_\_\_ % Other Alder, District #: Brian Benford District #6 Police Sector: \_\_\_\_\_

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): 1201 Willy Inc.

Business Mailing Address: 1201 Williamson St, Madison, WI 53703

Business Contact Name, Position: Jeffrey Schmidt (Vice-President)

Business Phone: 608-442-6207 Business Email: Kyle.608.Martin@gmail.com

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

Name	Address	Title
Jeffrey Schmidt	5005 Winnequah Rd, Monona WI 53716	Vice President
Kyle Martin	126 E. Wilson St, Madison WI	President

Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)

I have contacted Zoning ([zoning@cityofmadison.com](mailto: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] \_\_\_\_\_ Date 6/21/2022

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: Acoustic, spoken word, DJ

Number of security personnel and how they will be utilized: 1, used to check ID's, waist band and not allow alcohol outside

Description of clothing to identify security personnel: Wear Traveler Security shirts

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:  
Does NOT APPLY

How will the entrance line be managed and controlled: Don't anticipate lines, however if need starting

Plan for unruly patrons, intoxicated patrons, and physical disturbances: calm remove if needed

Underage drinking and fake ID plan: Start door, ID checking process

Plan to control and supervise patrons under twenty-one (21) years of age: 21 over for shows, but will always be checking IDs

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
General Managers, Bussboys, owners clean up

Management Personnel

Name	Date of Birth	Name	Date of Birth
Kyle Martin			
Jeffery schmidt			

**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):

Different color wrist bands, but our shows will be 21+

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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:

Under 21 will have different color wrist bands, but we plan  
on only 21+

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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.