



# Entertainment License

Permanent

(Agenda Item Number)

(Legistar file number)

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

LICENT-2025-01030  
(License number)

13 5306  
(Alder District #) (Police Sector)

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☐ Beer, ☐ Liquor,

☐ Class C Wine

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

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: Friends Applaud

Licensed Address: 1602 Wilson St MADISON WI 53715

Premise Capacity: 80 500 Liquor/Beer Agent Name: Adam Benedetto  
Indoor Outdoor

40 % Alcohol, 60 % Food, \_\_\_\_\_ % Other Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Friends Applaud LLC

Business Mailing Address: 5730 Dogwood Pl MADISON WI 53705

Business Contact Name, Position: Adam Benedetto, Owner

Business Phone: 718 501 4306 Business Email: Adam@FriendsApplaud.com

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

| Name            | Address                          | Title |
|-----------------|----------------------------------|-------|
| Adam Benedetto  | 5730 Dogwood Pl MADISON WI 53705 | Owner |
| SACHA Benedetto | 5730 Dogwood Pl MADISON WI 53705 | Owner |

Will entertainment or any amplified sound be outdoors? ☐ No ☒ Yes

If yes, contact 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 Adam Benedetto  
Signature

Nov 17 2025  
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 music, both Acoustic and electric.  
Stand up comedy, DJs, small theatrical plays,

Number of security personnel and how they will be utilized: \_\_\_\_\_  
For larger shows we will hire security based on ticket sales

Description of clothing to identify security personnel: \_\_\_\_\_  
We will hire ~~company~~ security company with appropriate uniforms.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: \_\_\_\_\_  
As it is an outside venue we will end shows at a  
reasonable hour. Our staff will encourage patrons to respect the  
neighborhood.

How will the entrance line be managed and controlled: We will have a  
door person ~~taking~~ <sup>checking</sup> IDs, and another door person taking tickets.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: We will have  
management and owners on premise to handle these situations.  
First we will de-escalate verbally and then use bouncers to  
remove people from the premise. We will call the police if necessary.

Underage drinking and fake ID plan: \_\_\_\_\_  
We will have a bouncer check IDs at the door and  
issue wrist bands to people 21 and over.

Plan to control and supervise patrons under twenty-one (21) years of age: \_\_\_\_\_  
If there is a big show outside we will not let  
people under 21 outside.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: \_\_\_\_\_  
Staff will make sure no glasses leave the premise, we will  
have staff pick up litter around the premise. The owner will  
work with the landlord + neighbors to handle noise complaints.

Management Personnel

| Name             | Date of Birth | Name | Date of Birth |
|------------------|---------------|------|---------------|
| Adam Benedetto   |               |      |               |
| Stella Benedetto |               |      |               |
|                  |               |      |               |
|                  |               |      |               |