



Entertainment License

Permanent

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

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,
 Class C Wine

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT- 2026-00129
(License number)

6
(Alder District #)

410
(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): 40159-25888

(Class B license only)

Business dba Name: Tex Tubb's Taco Palace

Licensed Address: 2009 Atwood Avenue, Madison, WI 53704

Premise Capacity: 110 Indoor 32 Outdoor Liquor/Beer Agent Name: Peyton Oppermann - [currently applying for Change of Agent from Aureliano Montes]

21.6 % Alcohol, 78.1 % Food, .3 % Other Alder, District #: Davy Mayer, 6 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): La Pepe, Inc

Business Mailing Address: 2009 Atwood Avenue, Madison, WI 53704

Business Contact Name, Position: Jordan Bright, Managing Partner

Business Phone: 651-331-9009

Business Email: jbright@foodfightinc.com

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

Name	Address	Title
Caitlin Suemnicht	5111 Monona Drive, Monona, WI 53716	Vice President of Business Development

Will entertainment or any amplified sound be outdoors? No Yes

If yes, contact 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 Jordan Bright
Signature

02/02/2026

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: Small bands with amplified music in the bar area

Number of security personnel and how they will be utilized: 1 designated security personnel will be stationed at the host stand/front door to ensure capacity, free flow of traffic, and safety of patrons/staff

Description of clothing to identify security personnel: _____

Tex Tubb's branded t-shirt with 'SECURITY' on the back

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
Tex Tubb's does not own a parking lot. Guests will utilize the limited spots of our landlords private lot and street parking in the area. We will ensure our landlords parking lot is not over the number of designated spots.

How will the entrance line be managed and controlled: No functions will require a line. Live music will be available to our dining guests. Guests entering the premise will be varied by dining time and not create a line

If a line form due to occupancy, we will utilize our reservation management software to text guests when table is ready and ask that they enjoy some food or beverage at another neighborhood location until then.
Plan for unruly patrons, intoxicated patrons, and physical disturbances: _____

We will utilize our security, managers, and various staff with operators license to prevent overserving. In the case of and unruly guest we will rely on the procedures outlines in our employee/management handbooks for de-escalation and removal of guests from the premises.

Underage drinking and fake ID plan: _____

Bartenders and servers will continue to check IDs in line with our employee policies to prevent any underage drinking

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

We will utilize the same practices and procedures we do in our daily restaurant operations by ID'ing guests at the bar and at their tables.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Our service will not change with live music. There is no standing room available. Guests will listen to live music while eating at our bar and dining room tables. We will maintain the same cleanliness standards. Audio levels will be in line with our current music system utilized for daily restaurant service.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Jordan Bright		Alysha Femrite	
Peyton Oppermann		Julia Ferris	
Jason van Ommeren		Alexandra Maher	
Maria Ocoll		Christina Peterson	

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):

Live entertainment will be available during all dinner hours when hosted. All guests will be off premise within 30 minutes of the conclusion of the performance.

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:

All areas will have access to live entertainment

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.