



LICENT-2013-00647

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

Complete application is due at 12 noon two weeks before Alcohol License Review Committee (ALRC) meeting. Applicants must appear before the ALRC.

Prior to your hearing before the ALRC, you must 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 MIKE VERVEEK 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 Chinchilla JDK L.L.C.

DBA Red Rock Saloon Contact Phone Number: 414-305-5665

Address 322 W. Johnson Street Madison, WI

Current Capacity (49+): 395

Type of live entertainment that will be offered: Live Music, Karaoke, Live DJ's
Mechanical Bull

Number of security personnel and how they will be used: On a busy night we will
have 7-9 security personnel. Two at the front door checking
id's and 5-7 inside throughout the building

How you will handle issues regarding control and clearance of the parking lot during hours of operation and at closing time: We intend to add a security camera system
throughout the restaurant, one camera will be
dedicated to the lot. Security will monitor lot
at and after closing time.

31207

How you will handle unruly patrons, intoxicated patrons, and physical disturbances: Unruly patrons will be asked to leave restaurant. Intoxicated patrons will be denied entry. If already in the restaurant, they will no longer be served alcohol and given water or coffee to help sober up.

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:*

Our camera system will have a camera dedicated to ID's. Fake ID's will be confiscated and turned in to the MPD. Anyone over the age of 21 years will be issued a wristband. Security personnel will be walking through the establishment making sure customers with drinks are wristbanded and of age.

Identify by name individuals who are employed by the establishment in a management capacity:

Tate Winkler

Jon Gustavson

Jeffrey Kavacovich

Drew Deuster

Josh Janis

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:

This 29th date of July, 2013

[Signature]
Notary Public

[Signature]
Officer/member/manager/partner/individual

Officer/member/manager/partner/individual

My Commission expires 3-13-16

Application to be considered at the _____ ALRC meeting and the _____ Council meeting.
License Number LICENT-20 _____ - _____ Legistar # _____
Routed: City Zoning Building Inspection Madison Police Sector _____ Alder _____ (District _____)

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