

Entertainment License

Permanent

(Agenda Item Number)

(Legistar file number)

LICENT- 2019-00456
(License number)

(Alder District #) (Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☐ Liquor,
☐ Class C Wine

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

licensing@cityofmadison.com
608-266-4601

Type of entertainment license: ☒ Entertainment License (21+) ☐ Visual & Performing Arts License (18+)

Licensed Premises Information

This application modifies existing alcohol license number (if applicable): LICLIB-2011-00181
(Class B license only)

Business dba Name: Garver Events

Licensed Address: 3241 Garver Green 53704

Premise Capacity: 810 Liquor/Beer Agent Name: Marilyn Matt

25% Alcohol, 75% Food, _____% Other Alder, District #: #6 Police Sector: _____
Rummel

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Underground Kitchen & Delicatessen

Business Mailing Address: 1133 East Wilson St. Madison WI 53704

Business Contact Name, Position: Tiara Ranney - office manager

Business Phone: 608-467-2850 Business Email: admin@undergroundfoodcollective.org

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

Name	Address	Title
Jonathan Hunter	1105 E. JOHNSON MADISON WI	managing member

- ☒ Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)
☒ I have contacted 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

Signature

Date

5.17.2019

☐ 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: _____
see attached

Number of security personnel and how they will be utilized: _____
see attached

Description of clothing to identify security personnel: _____
see attached

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: _____
see attached

How will the entrance line be managed and controlled: _____
see attached

Plan for unruly patrons, intoxicated patrons, and physical disturbances: _____
see attached

Underage drinking and fake ID plan: see attached

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

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: _____
see attached

Management Personnel

Name	Date of Birth	Name	Date of Birth
Jonathan Hunter			
Tara Ranney			
Marilyn Matt			

Entertainment & Security Information

Realistically, there are two different scenarios that we anticipate hosting live entertainment. The first is a private reception (like a wedding) in which the people who've rented Garver Events licensed area would contract with a band or DJ to provide entertainment for their guests. The second would be an event that's sanctioned by Garver Feed Mill as an open house or in partnership with events at the neighboring Olbrich Gardens. In both scenarios, live entertainment is a complement to another event. The majority of the events where alcohol will be served are weddings and similar formal receptions - which are held in the Bar & Dining area on the first floor.

Garver Events does not anticipate the need to hire security based on the type of event and number of people in attendance. Our bar, dining and banquet staff will oversee the service areas.. For events other than banquet receptions we do not anticipate the event to populate all of the licensed area, but instead be limited to either the indoor Bar & Dining area and Patio or the Outdoor Courtyard.

In the event that Garver Events were to employ security, employees assigned to security/door functions will wear lanyards identifying these roles.

This venue has 23 exterior cameras monitoring outdoor spaces/parking lot. The lot surrounds the building and has easy access on both sides to the exit on Garver Green. We have included a parking map with this Liquor License portion of application. Garver Events does not anticipate the need to direct parking traffic based on the type of event and number of people in attendance.

Due to the capacity of the licensed area, the number of entrances, and the type of entertainment planned we do not anticipate guests forming a line. In the case that a line does form we will ask attendees to form a line single file on the side of the building they wish to enter.

Garver Events will comply with the identification requirements in Sec. 38.04(6) of Madison General Ordinance. Unruly patrons (including those who engage in aggressive behavior), intoxicated patrons & those patrons presenting false identification will be asked to leave & escorted off the premises. Our staff is trained to immediately call the Madison Police Department when any sort of physical altercation is started.

If the event is not a wedding or dinner banquet, but includes amplified music, we will not serve more than one beverage to an eligible patron in a transaction and will prohibit a patron from carrying more than one alcoholic beverage from a bar/drink dispensing location and use different style cups that are readily differentiated for alcoholic/non-alcoholic beverages.

Garver Events does not anticipate problems with noise as we are in a secluded location and our space with the largest estimated capacity is indoors. Garver Feed Mill grounds are maintained by Garver Feed Mill Master Tenant, LLC.