



Entertainment License

Permanent

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

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-2019-00162
 (License number) _____
 (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: Prism

Licensed Address: 924 Williamson St

Premise Capacity: 350 Liquor/Beer Agent Name: Rico Sabatini

95% Alcohol, 5% Food, _____% Other Alder, District #: 6 Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Prism Madison LLC

Business Mailing Address: 924 Williamson St Madison, WI 53703

Business Contact Name, Position: Rico Sabatini Owner

Business Phone: 608-692-1900 Business Email: Rico@buy sell better.com

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

Name	Address	Title
Rico Sabatini	4706 Hermsmeier Ln	Owner/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] _____ 2/12/19
Signature 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: DJ, Karaoke, Drag Shows, Trivia,

Number of security personnel and how they will be utilized: 6 Security officers front & back door, covering both side & rear lots

Description of clothing to identify security personnel: Security persons will be wearing black Security shirts

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: Security team usher people to cabs & uber and off premises at closing time and make hourly checks

How will the entrance line be managed and controlled: Entrance has two Security people checking ID's and wristbanding. We built a vestibule so the line is usually inside so it's quiet

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Always try to diffuse the situation through speech before asking them to leave. Making sure they have a safe way else where

Underage drinking and fake ID plan: Confiscate fake ID's Zero tolerance policy on this issue

Plan to control and supervise patrons under twenty-one (21) years of age: Distinct underage wrist bands. Monitor common underage problem areas such as parking lots and bathrooms

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: Having Security pick up empty glasses bottles ect People cannot linger in parking lot. Built an outside smoking enclosure

Management Personnel

Name	Date of Birth	Name	Date of Birth
Apello Marquez			
Rico Subatini			
Ryan Bower			
Lili Lux			

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):

Patrons under 21+ are not allowed in prior to 9pm DJ starts at 9pm. All patrons leave at required close time

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:

There are no other accessible areas within the space where the ~~other~~ entertainment is not present

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.