



# Entertainment License

Permanent

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

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,

Class C Wine

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

(Agenda Item Number)

(Legistar file number)

LICENT-2019-00541  
(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): LICLIB-2017-00353  
(Class B license only)

Business dba Name: Crucible

Licensed Address: 3116 Commercial Ave.

Premise Capacity: 325 Liquor/Beer Agent Name: Gregory Kveberg

95 % Alcohol, 2 % Food, 3 % Other Alder, District #: 15 Police Sector: East

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Alabaster Entertainment LLC

Business Mailing Address: 3116 Commercial Ave. Madison, WI 53714

Business Contact Name, Position: Jason Socha, GM

Business Phone: 608-640-4441 Business Email: admin@cruciblemadison.com

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

Name	Address	Title
Greg Kveberg	140 Stonehaven Dr. Sun Prairie	Owner, Entertainment Director
Jason Socha	3318 Ridgeway Ave.	Owner, General Manager

Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)

I have contacted 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   
Signature

5/20/2019  
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; DJ/dance nights; Variety (drag/burlesque/etc)

Number of security personnel and how they will be utilized: Security staff are scheduled based on headcount estimate, approx. 1 per 50 patrons. Staff works the door, specific guard points, and do patrols inside and parking lot, etc.

Description of clothing to identify security personnel: All security staff wear black shirts with large white lettering reading "STAFF".

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

Parking lot is patrolled by security staff during and after events; at least one security staff remains on duty until all patrons are off the property. Parking lot is also covered by multiple security cameras.

How will the entrance line be managed and controlled: Entrance into the security area is naturally controlled by architectural design.

All patrons pass through a narrow area with staff checking ID, etc. Entry is also covered by multiple security cameras.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Intoxicated (but civil) patrons will be cut off from alcohol service and informed of safe-ride programs, etc. Any patron who becomes unruly for any reason will be referred to security staff for deescalation and removal from the premises. Police will be called for physical altercations or patrons who refuse to leave when asked.

Underage drinking and fake ID plan: Any ID believed to be fake, altered, etc. will be confiscated and turned over to management.

Patrons caught consuming alcohol who are believed to be underage will be escorted from the premises immediately, along with whomever supplied them.

Plan to control and supervise patrons under twenty-one (21) years of age: Patrons between 18-21 will be given special wristbands on both wrists to identify them to bar and security staff. 18+ events will be staffed with extra security tasked with watching underage patrons to spot any illicit alcohol consumption.

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

Crucible is monitored constantly for cleanliness, inside and out, with special attention paid to restrooms and parking lot. Security staff is deployed to parking lot after busy events to monitor noise level.

### Management Personnel

Name	Date of Birth	Name	Date of Birth
Jason Socha, GM			
Gregory Kveberg, Entertainment Director			
Victor Eckstein, Bar Manager			
Diane Kvalo, Security Manager			

**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):

Security will restrict entry before events and patrol after events to shoo out the young 'uns.

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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:

Security personnel will be posted in the bar area to monitor use / loitering.

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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.