



Entertainment License (21+)
Visual & Performing Arts License (18+)

LICENT-2015-00203
SCANNED

- TEMPORARY LICENSE ___/5
PERMANENT LICENSE

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

(scanned)

37985

(Leg file number)

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: UCLIB-2015-00182 (Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: Lucille Madison, LLC

Business dba Name: Lucille Madison, LLC

Business Address: 101 King Street

Licensed Address: 101 King Street

Business Contact Name, Position & Phone:

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Joshua Berkson, Proprietor, (646) 221-4022

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Email: josh@lucillemadison.com

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Premise Capacity: 150-175

Liquor/Beer Agent Name: Tom Dufek

50% % Alcohol, 50% % Food Alder, District #: 4 Police Sector: 405

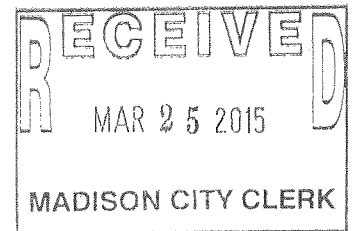
Type of live entertainment to be offered: Local DJs, occasional live music

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

Table with 3 columns: Name, Address, Corporate Title or Partners' verification. Rows include Joshua Berkson, Patrick Sweeney, Tom Dufek, and Maddy Van Elzen.

- Orange sign issued
License Renewals & Changes brochure with next steps issued
Security Plan attached (see below)

I certify that this information is true and correct to the best of my knowledge,



X [Signature]
Signature

3/25/2015
Date



SAFETY & SECURITY PLAN

Lucille is led and managed by a core team of front of house, culinary and bar professionals with a proven track record of safety excellence. We employ best practices in our organization to ensure full accountability and oversight to make our environment safe for our staff and guests.

Tom Dufek, Director, Operations and Beverage

Evan Dannells, Executive Chef

Maddy Van Elzen, Director, Hospitality & Events

Sean Davis, Manager, Bar

Lucille will utilize safety and security policies and procedures learned and employed in various fashions at Merchant, a bar program consistently recognized as having an excellent record as safety operator in the City of Madison. Critical to this endeavor is not only instituting and enforcing safety and security policies as outlined below, but creating a pervasive organizational *culture* that champions our core principles to create an accommodating atmosphere that doesn't compromise on safety and security of our staff and guests.

- 1) **BEST PRACTICES REGARDING ALCOHOL SERVICE:** Bartenders and front of house staff are empowered to be part of the safety and security apparatus. Bartenders are in charge of not over serving. Bartenders must complete a responsible beverage server training course and be adept in alcohol laws, how to properly check IDs and conduct service practices that reduce excessive consumption for the safety of our staff, our patrons and our community.
- 2) **SECURITY STAFFING:** Security detail will be at the entrances specifically on weekend nights as well as high traffic game days and holidays. Security will be dressed in a professional, manner and never be in any way intimidating; they are specifically the opposite – warm, inviting personnel to keep the space at proper occupancy levels and age appropriateness. Depending on need, there may be other security personnel positioned in the dining rooms and bars as warranted.
- 3) **SECURITY EDUCATION AND TRAINING:** Security staff and bartenders will be trained in a security program called *HAP*, and stands for Help, Assist & Protect. This program, used widely in the Minneapolis area in bars is rooted in security detail being anticipatory, unprovocative, and customer-focused. Staff is encouraged to prevent the underpinnings that create an incident, and not engage guests or the public causing a disturbance. If there is an altercation or any situation where more reinforcements are needed, it is our policy to call police immediately.
- 4) **SECURITY TOOLS:** Video surveillance will be used in key traffic areas. Radio and other security communication will be used as needed.

Contacts:

Joshua Berkson, Proprietor, josh@lucillemadison.com (646) 221-4022

Patrick Sweeney, Proprietor, patrick@lucillemadison.com (608) 658-1426