



Entertainment License

Permanent

City of Madison Clerk
210 MLK Jr Blvd, Room 105
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☒ Class C Wine

Class B Combination

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-2025-00648
(Class B license only)

Business dba Name: Pink Heifer LLC d/b/a Pink Heifer BBQ Saloon

Licensed Address: 567 State Street Madison, Wisconsin 53703

Premise Capacity: 55 N/A Liquor/Beer Agent Name: Jorden Fox
Indoor Outdoor

15 % Alcohol, 80 % Food, 5 % Other Alder, District #: Ochowicz, 2 Police Sector: 403

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Pink Heifer LLC d/b/a Pink Heifer BBQ Saloon

Business Mailing Address: 567 State Street Madison, Wisconsin 53703

Business Contact Name, Position: Jorden Fox, Member

Business Phone: (310)993-9844

Business Email: Jorden@PinkHeifer.com

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

Name	Address	Title
Jorden Fox	<u>[REDACTED] Verona, WI</u>	Member
Lauren Fox	<u>[REDACTED] Monticello, WI</u>	Member

Will entertainment or any amplified sound be outdoors? ☒ No ☐ Yes

If yes, contact 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

☐ 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: Customers will be free to perform musical instruments and sing on a small stage in the restaurant area (See Attachment A)

Number of security personnel and how they will be utilized: One (1) - two (2) security employees at the front door & roaming the restaurant.

Description of clothing to identify security personnel: Differentiating color Pink Heifer Staff shirts

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
Not applicable. There is no parking lot.

How will the entrance line be managed and controlled: By security personnel & on duty management

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Security personnel & management will handle in coordination with Madison Police. We have an excellent working relationship with Madison Police

Underage drinking and fake ID plan: At the direction of the Madison Police, we have installed a photoscan ID scanner at the register for all alcohol purchases

Plan to control and supervise patrons under twenty-one (21) years of age: Management, security personnel & other employees routinely walk through the dining room during operating hours

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Constant employee presence inside & outside of restaurant to monitor trash, customers & any other concerns

Management Personnel

Name	Date of Birth	Name	Date of Birth
Jorden Fox			
Christopher Koile			

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):

Not applicable - We are not applying for a Visual and Performing Arts License

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:

Not applicable. We are not applying for a Visual and Performing Arts License

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.



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(Agenda Item Number)

(Legistar file number)

LICENT-
(License number)

(Alder District #) (Police Sector)
Office Use Only

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Name	Address	Title
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Lauren Fox	W5657 County Road C, Monticello, WI	Member

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REV 09/2025

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ATTACHMENT A

