



RECEIVED
AUG 16 2021
MADISON CITY CLERK

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
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT-2021-00520
(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: Dark Horse Artbar

Licensed Address: 756 E Washington Avenue

Premise Capacity: 100 Liquor/Beer Agent Name: Patrick DePula

60 % Alcohol, 15 % Food, 25 % Other Alder, District #: 2 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Sparkle Horse LLC

Business Mailing Address: 5511 Monona Drive Monona WI 53716

Business Contact Name, Position: Patrick DePula

Business Phone: 608 345 8083 Business Email: patrick@salstomatopies.com

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

Name	Address	Title
Patrick DePula	6101 Ridgewood Ave. Monona WI 53716	President

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

8/16/2021
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: Performance Art, Spoken Word, Live Music Independent music,

Number of security personnel and how they will be utilized: 1-2. Door, Id checking, observation during events.

Description of clothing to identify security personnel: Dark Horse Arthur staff t-shirt.

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

Parking Structure and ~~gown~~ building is patrolled by private Security company.

How will the entrance line be managed and controlled: We do not anticipate

an entrance line. On nights featuring live music we will post someone at door to check I'd's. We will also check I'd's at door for gallery openings.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Bartenders will be trained in de-escalation measures. Intoxicated patrons will not be served. In the case of a physical disturbance, the police will be called immediately.

Underage drinking and fake ID plan: I'd's will be checked at the door and either a stamp or bracelet will be issued that signifies over/under 21. If fake or altered id's are used, the police will be contacted. Select music, performance, will be open to those under 21. All gallery openings will be 18+

Plan to control and supervise patrons under twenty-one (21) years of age: Not only will I'd's be checked at the door, they will be checked again when ordering beverages. 18+ individuals will have separate wristbands or stamps. NA cocktails/beverages will be available.

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

Smoking will not be permitted on the patio. Table service will be available on patio. Staff will be responsible for clean and orderly appearance.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Lisa Rogers			
Samuel Johnson			
Patrick M. Deluca			

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):

Seperate wristbands will be issued to those under 21. After the designated end time of an event, patrons under 21 will be advised that they can't remain on premises

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 is only one public room at this facility.

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.