



# Entertainment License

## Permanent

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

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

(Agenda Item Number)

(Legistar file number)

LICENT- 2021-00101  
(License number)

8 202  
(Alder District #) (Police Sector)  
Office Use Only

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,  
 Class C Wine

Type of entertainment license:  Entertainment License (21+)  Visual & Performing Arts License (18+)

### Licensed Premises Information

This application modifies existing alcohol license number (if applicable): 56914-50174  
(Class B license only)

Business dba Name: JORDAN'S BIG 10 PUB

Licensed Address: 1330 REGENT ST

Premise Capacity: 300 Liquor/Beer Agent Name: KELLY JORDAN

4 % Alcohol, 58 % Food, 1 % Other Alder, District #: 8 Police Sector: MIDTOWN

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): JORDAN'S BIG TEN INC

Business Mailing Address: 1330 REGENT ST.

Business Contact Name, Position: KELLY JORDAN, ON SITE OPERATOR

Business Phone: 608 251 6375 Business Email: JORDANSBIG10@GMAIL.COM

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

Name	Address	Title
BILLY VAN NIE	WISCONSIN, WI	MEMBER
COLE WATERMAN	WISCONSIN, WI	MEMBER
TJ VAN NIE	FAIRCHILD - SON PRAIRIE, WI	MANAGING MEMBER

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 Kelly Jordan  
Signature

2-28-21  
Date

- Orange sign and business card issued
  - "License Renewals & Changes" brochure with next steps issued
- Office Use Only

= SEE ATTACHED =

**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: \_\_\_\_\_

Number of security personnel and how they will be utilized: \_\_\_\_\_

Description of clothing to identify security personnel: \_\_\_\_\_

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

How will the entrance line be managed and controlled: \_\_\_\_\_

Plan for unruly patrons, intoxicated patrons, and physical disturbances: \_\_\_\_\_

Underage drinking and fake ID plan: \_\_\_\_\_

Plan to control and supervise patrons under twenty-one (21) years of age: \_\_\_\_\_

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

See attached

**Management Personnel**

Name	Date of Birth	Name	Date of Birth
JENNIFER VON FELDEN	9-24-88		
TREVOR WILKINSON	5-16-83		
COLLIN CLARK	5-21-91		
LACEY MYERS	8-27-87		

## Jordan's Big 10 Pub LLC

### SECURITY PLAN FOR LIVE ENTERTAINMENT

#### **Types of Entertainment:**

Jordan's Big 10 Pub plans to utilize small bands, DJ's and Karaoke in the bar 1-2 times per month. The live entertainment will be set-up in the corner of the back dining room.

#### **Security Personnel:**

For live music events, Jordan's Big 10 Pub will have two or three bouncers on duty depending on the crowd size. One or two will monitor the entrances and check ID's and the other will roam the bar to keep an eye on potential issues and unruly patrons. If a line forms outside, the roaming bouncer will monitor the line. Security personnel attire will be a bright Jordan's Big 10 uniform.

#### **Control and clearance of the parking lot:**

Video cameras will be installed inside to provide surveillance for all entrances and exits. Tapes will be made available upon request to the Madison Police Department. The parking lot contains lighting and security personnel and/or Management will periodically patrol the parking lot and exterior of the building.

#### **Unruly Patrons:**

Licensee will familiarize the security personnel with provisions of Madison General Ordinances Section 38.06 (10), the unruly patron ordinance. When a patron acts in a manner that is abusive, violent, profane, indecent, boisterous or otherwise disorderly, licensee will immediately contact the Madison Police Department and request that the police invoke the provisions of the ordinance.

#### **Patrons who are intoxicated:**

Licensee, its agents and employees may not sell, dispense or give away alcohol to any person who is under the influence of alcoholic beverages as that term is defined in Madison General Ordinances Section 39.02, nor shall such a person be permitted on the premises.

When a patron has been "cut-off", the server will notify the other employees. Management will support the server's decision to terminate service to any patron. If the patron is too impaired to drive safely, licensee will try to persuade the patron not to drive and arrange for a safe ride. If the patron refuses, management will notify the Madison Police Department with the description of the person and the license plate number of the vehicle, if possible.

**Patrons Presenting False ID's:**

All identification cards used to prove age must be valid (i.e. may not be expired or altered) and must be government issued. If the identification card is expired or appears at all questionable/altered to the Jordan's Big 10 employee, the employee shall request a second form of identification. The employee shall make sure that the individual purchasing the alcohol resembles the picture on the identification card. All employees are encouraged to ask customers questions relating to their identification in order to verify the information. If the employee checking ID's has a strong suspicion that the ID is false, altered or belongs to someone other than the person presenting the ID, he/she shall confiscate the ID and turn it over to Management to be presented to the police.

**Control/Supervision of Patrons Under 21 (Restaurant Business):**

Licensee will request proof of age from any patron who appears to be 30 years of age or younger and will refuse service to any patron who cannot produce a valid ID. When selling pitchers, an ID will be requested from each patron receiving a glass. Separate types of glassware will be used to distinguish alcohol drinks from non-alcohol drinks.

**Circumstances Under Which the Police Will be Called:**

The Madison Police Department will be called, in a timely manner, anytime Management or staff has information to believe a crime has been committed and/or whenever a threat of or act of violence occurs on the premises or off premises in areas that would be considered in view or earshot of the establishment.

**Handling of Physical Disturbances, Including Fights:**

Management or security personnel will ask anyone who is fighting to leave the premises. If necessary, Management or security will call the Madison Police Department for assistance. Licensee will permanently refuse admittance to any chronic problem patrons.

**Names and Date of Birth of all Employees in a Management Capacity:**

TJ Van Wie - Managing Member

Billy Van Wie - Member

Cory Waterman - Member

Kelly Jordan – On-Site Operator and Member