

Entertainment License

Permanent

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

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☐ Liquor,
☐ Class C Wine

(Agenda Item Number)

(Legistar file number)

LICENT-
(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: The Capital

Licensed Address: 430 W Gilman St, Madison WI 53703

Premise Capacity: 250

Liquor/Beer Agent Name: Luis Serrato

70 % Alcohol, 30 % Food, % Other

Alder, District #: Police Sector:

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Serrato Entertainment Inc

Business Mailing Address: 1364 Brown Bear Way, Sun Prairie WI 53590

Business Contact Name, Position: Luis Serrato, president

Business Phone: (773) 757 4600

Business Email: pahy.serrato@gmail.com

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

Name	Address	Title
Luis Serrato	1364 Brown Bear Way, Sun Prairie WI 53590	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

Date

2-17-2023

☐ 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: DJ

Number of security personnel and how they will be utilized: 5 security

2 in front door, one outside bathroom, 2 on second floor

Description of clothing to identify security personnel: dressed all in black

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

police of the city and security cameras

How will the entrance line be managed and controlled: belt barriers, security person

Plan for unruly patrons, intoxicated patrons, and physical disturbances: security person

ask to leave the place making sure is safe to go home, if necessary call to police

Underage drinking and fake ID plan: training recognize fake IDs and support fake IDs system

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

servers and manager control the flow

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

Servers and manager taking care of the premises, music it will be inside and controlled DJ volume.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Luis Servato			

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):

ASK for ID's to the customers with no exceptions before
30 min to the DJ show. Ask for leave the place and show
the signs with the hours permitted for under age.

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:

Signs don't allow beverages during this point

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.