

Change of Premises

LICPCH-2015-00426
(Number)

(scanned)

Legistar 39214
(Leg file number)

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

licensing@cityofmadison.com
608-266-4601

(Processing step)

(initials)

This application modifies existing alcohol license number: 32032-15320

- Class A Beer
- Class B Beer
- Class A Liquor
- Class B Liquor
- Class C Wine

Aldermanic District: 6 Alder Name: Marsha Rummel Police Sector: Central 410 East

Corporate Information

Business Legal Name: MMJ INC

Business Address: 2013 Winnebago St

Corporate Contact Name & Position: Wendy Allen - Bar manager
Mark Kroon - Owner

608-244-9722
Phone & Email: playersbarmadison@aol.com

Licensed Premise Information

Business dba Name: Players Sports Bar & Grill

Licensed Address: 2013 Winnebago St.

Business Contact Name & Position: Wendy Allen - Bar manager
Mark Kroon - Owner

608-244-9722
Phone & Email: playersbarmadison@aol.com

Liquor Beer Agent Name: Marilyn Guess % Alcohol: 75 % Food: 25

Current Capacity (indoor): 99

Current Capacity (outdoor): 0

Proposed Capacity (indoor): 99

Proposed Capacity (outdoor): ? (100)

Description of Proposed Changes: _____

See attached floor plan & description

Detailed Floor Plans included (required)

Orange sign and "License Renewals & Changes" brochure issued

Wendy Allen Date: 6/9/15
Applicant signature

On behalf of Atwoodfest, Gary Kallas and Players Sports Bar we are asking for a Change of License Premises. We would like this years Atwoodfest (July 25 & 26th) to be even better than last year and that would include a Cafe area located in the adjacent parking lot behind Players Sports Bar. The theme "Sit. Dine.Relax. Enjoy" will include tables, chairs, umbrella's, tents, games and Port-a-Potties. We have formed a collaboration with Texas Tubb's and the festival to include alcohol and food vending stations for the area in the parking lot (we will NOT be in the street). We will provide Security for both Players and the parking lot to ensure that the festival goers enjoy their alcohol sold by us stays in the parking lot. Last year this floor plan was a huge success and we worked very well with the Madison Police Dept. that were patrolling the festival. They had nothing but positive things to say on how we handled the area and how enjoyable the patrons were. There were zero problems and we supply security to assure good behavior. We are also applying for the Change of Premise to include having the outside beer garden that will be fenced in located right out our back door to insure our customers at Players can sit outside and enjoy the festival with their beverages. Please see attached floor plan for our layout. We have and will continue to donate several thousands of dollars to this festival to make sure its a continued success for our neighborhood. We have talked to our Alder, Marsha Rummel and she is all for our plans on making Atwoodfest a huge success.

ATWOOD AVE

Street where ATwood Fest is on

Band stage

Player's Food Station

Food Fight Building
Chocolatarian

Security

Player's Station

Alleyway

ATWOOD FEST CAFE

Security

East. Liskn. Rehab. Enjoy

Fence

Parking Lot

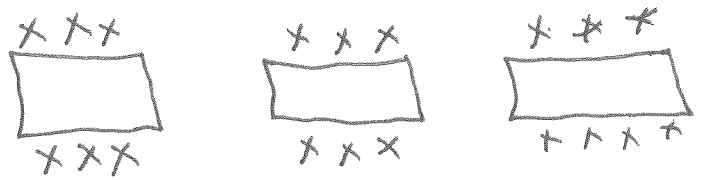
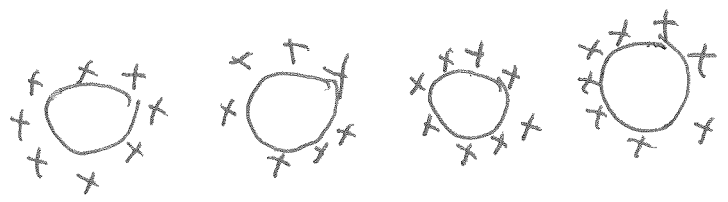
Texas Turb Station

Players

Beer Garden (Fenced off)

*allow drinkers from players in garden only

~~Block~~ cleaners



Tables + Chairs with Umbrella's + tents

Parties
Potties

*proposed plan in red