

Proposal for a Liquor License at the Madison Children's Museum



Who is applying for the liquor license?

Tango Bravo (D.B.A. The Roman Candle Pizzeria) proposes to operate cash bars at the Madison Children's Museum for private and public events. The Roman Candle is a family and kid-friendly brand. The Roman Candle Pizzeria has been doing business for 14 cumulative years at its three Madison-area locations. Each location has a beer and wine or full liquor license. The Roman Candle has never been cited at any of its locations for operation infractions related to the use of its liquor licenses (or for any other legal matter).

Why propose to sell liquor at the Children's Museum?

The Madison Children's Museum maintains extremely high standards to uphold their pristine community image, and in most cases, those standards are higher than the law. By allowing the sale of alcohol in the facility, the museum will be able to augment its operating budget by providing services expected through after-hours facility rental. Currently, patrons can purchase spirits for private events from a caterer with a valid liquor license, as long as alcoholic beverages are not sold at cash bars. In effort to attract additional facility rental business, the museum would like to offer its users a cash bar option.

What about the Sparkler Café?

Alcohol will never be sold out of The Roman Candle Sparkler café that is located inside the Madison Children's Museum to museum patrons.

When will these events take place?

No alcohol will be provided during normal museum business hours. Any events where alcohol will be served will take place exclusively outside of normal operating hours. The museum is open to the public from 9:30 AM to 5:00 PM, and enforces a strict "curfew" of 11:00 PM for evening events. Events will therefore take place between 5:00 PM and 11:00 PM.

How many events per year are expected?

The museum hosted around 35 catered events (public + private) in 2011. They expect to have 35-40 events in 2013. At the maximum, the museum is only able to host a total of 52 events per year.

What practices will be used to ensure responsible service?

No alcohol will be served at public events where minors are in attendance. During all public events, museum staff will strictly "card" entrants to ensure the age of all attendees at the door prior to entry. For private events, The Roman Candle will also card attendees, and as a policy, they do not serve alcohol to underage patrons, even if a parent or legal guardian accompanies the minor. The Roman Candle will employ bartenders who are beverage server trained and registered operators in the City of Madison.

Where will liquor be safely stored?

The Roman Candle will store alcohol in a secured locked room with keyed access within museum premises.

How will events be staffed?

The Madison Children's Museum has a staff-to-guest ratio of 1:30 for every event. Per the operating contract, The Roman Candle will have at least three staff for every 100 guests, or a ratio of 1:33. Taken together, we will have a total (MCM + TRC) staff-to-guest ratio of 1:15.

Proposal for a Liquor License at the Madison Children's Museum



How will events be arranged?

The Madison Children's Museum is a 40,000 square foot building with a capacity up to 575 people. During events with cash bars or other liquor sales, The Roman Candle may set up and staff bars on any floor of the building. The seating arrangements for events will vary from "cocktail" parties with minimal seating to formal sit-down dinners. Most events will involve 1 or 2 bars, but never more than 5 in the building.

How large are the bars?

A typical bar size would be an 8' square space enclosed by tables on all three sides and a wall as the "back bar." All alcohol being served would be kept within this enclosed space and served by licensed bartenders.

What will be the style of entertainment?

The style of entertainment possible for any public or private events could range from a DJ to a live band.

Other Factors:

There are no tenants of the building.