



Entertainment License (21+)
Visual & Performing Arts License (18+)

LICENT-2017-00761
(Number)

- TEMPORARY LICENSE ___/5
PERMANENT LICENSE

(scanned)

48538

(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: LICLIB-2017-00563
(Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: Arts & Literature Laboratory, Inc Business dba Name: Arts + Literature Laboratory

Business Address: 2021 Winnebago St.

Licensed Address: 2021 Winnebago St.

Business Contact Name, Position & Phone:

Business Contact Name, Position & Phone:

Jolynne Roorda, President, 608-556-7415

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Email: hello@artlilab.org

Email: hello@artlilab.org

Premise Capacity: 200

Liquor/Beer Agent Name: Jolynne Roorda

5 100% Alcohol, 0 % Food Alder, District #: Marsha Rummel, 6 Police Sector: Central

95% Other
Type of live entertainment to be offered: Live music and performance art

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

Table with 3 columns: Name, Address, Corporate Title or Partners' verification. Rows include Jolynne Roorda (President), Rita Mae Reese (Vice-President), and Alexandra Demet (Treasurer).

Angela Voras-Hills, Milwaukee, WI 53207 Secretary

- Orange sign issued
License Renewals & Changes brochure with next steps issued
Security Plan attached (see below)

I certify that this information is true and correct to the best of my knowledge,

X [Signature]

8-2-17
Date

Security Plan requirements

1. All entertainment license applicants shall submit a security plan at the time of application. The plan shall indicate what type of live entertainment the establishment will offer. The plan shall indicate the number of security personnel the applicant will employ and/or hire through a private security company and how they will be utilized.
2. The security plan shall set forth how the applicant will handle issues regarding: control and clearance of any parking lot during hours of operation and at closing time; how any entrance line will be managed and controlled; unruly patrons; intoxicated patrons; patrons presenting false IDs; control and supervision of patrons under the age of twenty-one (21); circumstances under which police should be called and how physical disturbances, including fights, will be handled and how applicant will maintain the orderly appearance and operation of the premises with respect to litter and noise.
3. The security plan shall identify by name and date of birth, individuals who are employed by the establishment in a management capacity.
4. The security plan shall detail the clothing that security and door personnel will wear that readily identifies them as security/door personnel.
5. The security plan for a Visual and Performing Arts License applicant shall detail how the applicant will comply with the time requirement for patrons under the age of twenty one (21) and how those patrons will be prevented from roaming the licensed premise during live entertainment events.

Restrictions Applicable Only to Center for Visual and Performing Arts Licenses:

1. 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.
3. **Licensee must provide written notification to the Captain of the police district in which their establishment is located at least five (5) days prior to a live entertainment performance. The notification shall include a detailed description of the performance including start and end times.**
4. 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.
5. The security plan must set forth how the applicant will comply with the time restrictions for patrons under the age of twenty-one (21) and how those patrons will be prevented from roaming the licensed premise during the live entertainment.
6. Licensee may not 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. Licensee may not have more than one eighteen (18) and up live entertainment event per week.
8. Licensee must 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.



Security Plan for Visual & Performing Arts License (18+)

Arts + Literature Laboratory (ALL) seeks to obtain a Visual & Performing Arts License in order to allow 18+ students to attend live performances, which are primarily avant-garde jazz and experimental music concerts, but may include other musical genres or other types of performance art that use amplified music or DJs, such as a modern dance performance.

Attendance is generally 25-50 people. The venue requires events to be seated because there is also visual art on exhibit. Having seated events assists with crowd management and visibility.

Security is provided by ALL staff, which is currently volunteer-run, with leadership provided by the board of directors. In addition to the licensed operator, serving and security staff will be required to complete the online beverage server training course, along with ALL's own event training. Staff will manage the door, check IDs, and manage the audience. At least two staff members will be present for events where alcohol will be served, with additional staff provided for larger events.

ALL does not have a public parking lot; patrons utilize street parking or public transportation.

No patrons are not allowed to enter the premise until 30 minutes before a performance, and all patrons must exit the premises immediately after the event ends, not more than 30 minutes after the conclusion.

There is generally no entrance line, but if an entrance line should become necessary, patrons will be asked to form an orderly line along the outside of the building and down the adjacent driveway so that they do not block the sidewalk.

Patrons who are unruly, intoxicated, or presenting false IDs will not be served alcoholic beverages and will be required to vacate the premises. Intoxicated patrons will be provided with safe transportation options, if needed.

Police will be called in any situation where staff or patrons are unsafe, including but not limited to patrons exhibiting abusive, threatening, or violent behavior, or patrons refusing to vacate the premises upon request of staff. Police will be called in any situation when there is a physical altercation.

Patrons under the age of 21 will be provided with specially-colored wrist bands or similar non-removable/non-exchangeable identifiers to distinguish them from patrons who are 21+. If any event is expected to go past the time required for underage patrons to leave, underage patrons will be required to leave during an intermission/break prior to that time. Door staff will track the number of underage patrons and check wrist bands to ensure that all underage patrons have vacated and are not allowed to re-enter the premises.

Event staff shall wear ALL logo t-shirts for easy identification.

Manager: Jolynne Roorda (DOB 09/22/1975)