



Entertainment License

Permanent

City of Madison Clerk
210 MLK Jr Blvd, Room 105
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- 2025-00788
(License number)

14
(Alder District #)

310
(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): LIC11B-2025-01014
(Class B license only)

Business dba Name: Center for Black Excellence and Culture, Inc.

Licensed Address: 671 W. Badger Rd

Premise Capacity: 135 lounge/361 large theatre
239 small theatre
Indoor Outdoor

Liquor/Beer Agent Name: Janine Stephens Hale

60 % Alcohol, 40 % Food, % Other Alder, District #: McKinney, #1 Police Sector: South District

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Center for Black Excellence and Culture, Inc.

Business Mailing Address: PO Box 259042, Madison WI 53725

Business Contact Name, Position: Janine Stephens Hale, Chief Administrative Officer

Business Phone: 608-205-8378

Business Email: jshale@theblackcenter.org

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

Name	Address	Title
Alexander Gee, Jr.	2827 Charleston Dr, Fitchburg WI 53711	President
Raymond Allen	26 Sumter Ct, Madison WI 53701	Chairman
Frances Huntley Cooper	5801 Roanoke Drive, Fitchburg WI 53719	Secretary

Will entertainment or any amplified sound be outdoors? ☒ No ☐ Yes

If yes, contact 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 Janine Stephens Hale
Signature

November 2, 2025

Date

☒ 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: Live music, DJ, Comedy Show, Performing Arts Performances

Number of security personnel and how they will be utilized: 2-3 depending on size of event to monitor even and
and bar crowd control and serve as entry and exit control monitors.

Description of clothing to identify security personnel: Uniforms clearly marked as security

Plan to handle control and clearance of the parking lot during hours of operation and ☒ at closing time:
We plan to have 2-4 volunteers monitor entry/exit points and walk the lot periodically.

How will the entrance line be managed and controlled: 2-4 volunteers and a security officer

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Begin by issuing a warning via staff
If the behavior continues we will have security escort them out with at least one staff member present. If they resist
we will plan to contact law enforcement.

Underage drinking and fake ID plan: All patrons will be properly carded. ID's will be properly checked to ensure
they are valid. If there is any question, staff will use the FEAR method to validate the identification.

If underage drinking is suspected we would observe, assess prior to approaching or having them escorted out.

Plan to control and supervise patrons under twenty-one (21) years of age: All guests must check in at the entrance
A valid ID will be required for wristband or stamp issuance. Under 21 will receive a wristband while those over 21 will not
receive a wristband or stamp. We will post clear signage in visible areas and appoint a volunteer to monitor compliance.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
We will have volunteers designated for cleaning up and monitoring noise levels.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Janine Stephens Hale			
Jason Fields			