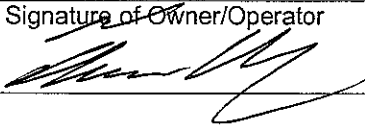


05794

Application Date: 27FEB07

Proof of WI Seller's Permit No 004-0000387005-01

Name of Corporation, Limited Liability Company, Individual Owner, Private Club or Partner(s) Family Entertainment, LLC		Liquor/Beer Agent Timothy R. Ward	
Mailing Address 100 East Wisconsin Avenue, #1900		Liquor/Beer Agent Address 3384 Kuehling Drive	
City/State/Zip Code Milwaukee WI 53202		Liquor/Beer City/State/Zip Code McFarland WI 53558	
Name of Registered Agent or General Partner Thomas F. Kissinger		Local Contact Person Phone Number Erin Charles 608-815-3411 General Manager	
Trade Name Westgate Cinema		Estimated Opening Date Upon Issuance of License	
Business Address 340 Westgate Mall		Signature of Owner/Operator 	
Type of Business <input type="checkbox"/> Restaurant <input type="checkbox"/> Tavern <input type="checkbox"/> Grocery Store <input type="checkbox"/> Caterer <input type="checkbox"/> Cafeteria <input checked="" type="checkbox"/> Other Art Theatre w/Live Comedy			
Food and Drink License? Needed for: Application accompanying			
Private Club? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
License Description	Type	Fee	Number
Center for Visual and Performing Arts	707	\$250.00	1
Class B <del>etc</del> combos	108	20.00	
<b>Pre-Inspection &amp; License Fees Non-Refundable</b>	<b>TOTAL</b>	\$250.00	

IT IS MANDATORY THAT ALL APPLICABLE INFORMATION BE COMPLETED. INACCURATE INFORMATION MAY RESULT IN SUSPENSION OR REVOCATION OF LICENSE.

# Center for Visual and Performing Arts License Application

1 Name Family Entertainment, LLC

Individuals give last name, first, middle; corporations/limited liability companies give registered name; partnerships give the name of each partner, including limited partners

2. Name, permanent address, and date of birth of sole proprietor, each partner, officer, director, agent, and designated manager, as applicable

Title	Name	Date of Birth	Home Address	City	Zip Code
Sec'y & Chief Counsel	Thomas F. Kissinger	2MAY60	601 N. Ponderosa Dr.	Hartland Wi	53029

Liquor Agent Timothy R. Ward 21JAN60 3384 Kuehling Drive, Mc Farland WI 53558

3 Trade name Westgate Cinema

4 Address of premise 340 Westgate Mall Madison WI 53711

5. List all convictions, including ordinance violations, of the licensee, any member, officer, director, manager or agent

Name	Nature of Conviction	Jurisdiction
<u>Thomas F. Kissinger</u>	<u>Traffic</u>	<u>City of Hartland</u>

5 Planned hours of operation 3:30 P.M. to 12:00 Midnight

6 Legal occupancy 800

7 Number of off-street parking spaces available at premise 900

8 List any other licensed premises attached to premise Marcus Cinemas, Wisconsin, LLC.

9. List any other liquor licenses held by applicant Class B Combination Liquor and Beer  
Town of Grand Chute; Town of Brookfield

10 Will your establishmet make use of sound amplification equipment?  Yes  No

If so, what kind? Motion Picture Seakers System

11 Describe how underage persons will be identified to ensure they are not served alcohol beverages and do not consume alcohol beverages at the premise

Please see attached

12 Describe how you will provide security for the premises

J B M Protection Services (Mall Provided) Exterior ; Management Staff inside.

13. How will you maintain orderly appearance and operation of premise with respect to litter and noise?

As we have done since Westgate Cinema opened in 1978.

**Read carefully before signing.** Upon penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers

**Subscribed and Sworn to Before Me**

this 2<sup>nd</sup> day of FEBRUARY, 2007

[Signature]  
(Clerk/Notary Public)

My commission expires 78MAY10

[Signature]  
(Officer/Member/Manager/Partner/Individual)

[Signature]  
(Officer/Member/Manager/Partner/Individual)

[Signature]  
(Officer/Member/Manager/Partner/Individual)

ALRC meeting of \_\_\_\_\_ and Common Council meeting of \_\_\_\_\_

License # \_\_\_\_\_ Legistar # \_\_\_\_\_ Aldermanic District \_\_\_\_\_

Routed:  Madison Police Department

City Attorney

Alderperson \_\_\_\_\_

City Assessor

## **Operational Procedures and Guidelines for Serving Alcohol:**

### 1 ) Wristband method or hand stamp:

- A ) Brightly colored wristbands or a fluorescent hand stamp will be issued to 21 years and older customers who purchase alcoholic beverages.
- B.) Auditorium checks will be done once every half an hour to check that those with alcoholic beverages wear a wristband or have a fluorescent hand stamp.
- C.) Alcohol will be served in containers, which differ from our fountain drinks thereby making it easier for the theatre checker to distinguish between a non-alcoholic and an alcoholic drink.
- D.) All concession attendants will be educated under the *Learn to Serve Alcohol Certification* course in order to ensure correct ID checking and customer safety.
- E ) During comedy club presentations: waiters and waitresses will be issuing wristbands or hand stamps and checking IDs upon serving alcohol in the theatres All waiters and waitresses will be certified in the *Learn to Serve Alcohol Certification* courses.

### 2 ) Serving Hours:

- A ) Alcoholic beverages will only be served between the hours of 3:30 pm until 10:00 pm Sunday through Thursday Friday and Saturday, alcoholic beverages will be served between the hours of 3:30 pm until 12:00 am

\*Please note that the demographics of the Westgate Art theatre includes guests of an average age of 45 years old, professional, and highly educated.