



LICEN 2015-00002

Entertainment License Application - 18+ / 21+ (Circle One)

Complete application is due at 12 noon two weeks before Alcohol License Review Committee (ALRC) meeting. Applicants must appear before the ALRC.

Prior to your hearing before the ALRC, you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

- Alderperson Chris Schmidt can be reached at district11@cityofmadison.com at the Common Council Office (608-266-4071), or via e-mail at council@cityofmadison.com.
- Neighborhood Association. The name of the neighborhood association representative can be obtained by calling the Department of Planning & Community & Economic Development at 608-266-4635.
- Police Department Central District Captain (Sector 400) can be reached at 261-9694.
- Police Department East District Captain (Sector 600) can be reached at 267-2100.
- Police Department North District Captain (Sector 500) can be reached at 245-3652.
- Police Department West District Captain (Sectors 100-200) can be reached at 243-0503.
- Police Department South District Captain (Sector 300) can be reached at 267-8687.
- The Alcohol Policy Coordinator, Mark Woulf can be reached at 264-9295
- Orange sign**- You must display the public notice sign within three days of your application at the current premise until the Common Council makes a final determination.

Corporate/Owner Name GDB LLC

DBA The Great Dane Pub & Brewing Co. - Hilldale Contact Phone Number: 608-661-9400

Address 357 Price Pl Madison, WI 53706

Current Capacity (49+): 473

Type of live entertainment that will be offered: live bands and DJs

Number of security personnel and how they will be used: 2 door people will be checking IDs at the door and walking the floor to ensure guest safety

How you will handle issues regarding control and clearance of the parking lot during hours of operation and at closing time: After staff clears the building the door persons will go outside to monitor. We generally don't have large crowds that would be leaving all at once. If guest safety becomes compromised we would call the police.

31210

How you will handle unruly patrons, intoxicated patrons, and physical disturbances: We will
ask them to leave the premises, call them a cab,
and ensure they leave safely. If need be we will
call the police.

How you will handle patrons presenting fake ID's and/or how you plan to prevent alcohol sales to people under twenty-one (21) years old. *If applying for an 18+ Entertainment License, please explain how you will conspicuously identify patrons who are twenty-one (21) years and older and how you plan to supervise underage patrons:*

All servers, bartenders, and door people are trained
in checking identification with our in house
S.M.A.R.T. program. We also keep current identification
books on hand to help staff identify fake IDs.

Identify by name individuals who are employed by the establishment in a management capacity:

Hayley Bergum, Lori Severson, Brad Crachor
Elissa Huggins, Robert French
Jason Esser, Ben Norton
and Patrick Archer

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 31 date of July, 2013
Michael [Signature]
Notary Public

[Signature]
Officer/member/manager/partner/individual
[Signature]
Officer/member/manager/partner/individual

My Commission expires 3-13-2016

Application to be considered at the 8/24/2013 ALRC meeting and the 9/3/13 Council meeting.
License Number LICENT-20 _____ Legistar # _____
Routed: City Zoning Building Inspection Madison Police Sector _____ Alder _____
31210 (District)