



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

LICENT-2017-00354
(Number)

- TEMPORARY LICENSE ___/5
PERMANENT LICENSE

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

(scanned)
46901
(Leg file number)

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: (Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: Alabaster Entertainment LLC

Business dba Name: TBD

Business Address: 3318 Ridgeway Ave. Madison WI 53704

Licensed Address: 3116 Commercial Ave. Madison

Business Contact Name, Position & Phone:

Business Contact Name, Position & Phone:

Jason Socha, Partner, 608-213-9838

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Email: socha.jason@gmail.com

Email: socha.jason@gmail.com

Premise Capacity: 400

Liquor/Beer Agent Name: Gregory Kveberg

85 % Alcohol, 5 % Food Alder, District #: David Ahrens, District 15 Police Sector: East

Type of live entertainment to be offered: Techno/electronic dance music, live bands, variety performance, community theater

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

Table with 3 columns: Name, Address, Corporate Title or Partners' verification. Rows include Jason Socha (Partner, General Manager) and Gregory Kveberg (Partner, Events Manager).

- 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

2017-04-17 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.

Appendix D: Security & Compliance

Number/Utilization of Security Personnel

For live music events, one in-house security person for each 50 patrons shall be on duty. All security personnel shall be attired in a manner to readily identify them as such. From the time a live music event ends and for 30 minutes thereafter, one-half of all security personnel shall be stationed outside the premises to assist and encourage patrons to leave safely. For live events, pre-sale and day-of-sale ticket sales shall not exceed capacity. Security staff shall regularly patrol both the women's and men's bathroom facilities. Software to track patrons and IDs will be used by staff at all times to ensure an accurate patron count.

ID Checking & Scanners

Licensee will ensure that all door and service staff are trained and certified to evaluate identification. ID Scanners will be used to verify and record all IDs. This data will be made available to police if requested, and will be used to maintain a list of banned patrons, should this become necessary.

All identification cards used to prove age must be valid (i.e., may not be expired), and must be government-issued. If the identification card is expired or appears at all questionable to the employee, the employee shall request a second form of identification. The employee shall make sure that the individual purchasing the liquor resembles the identification card. All employees are encouraged to ask purchasers questions relating to their identification in order to verify the information. If the employee checking an ID has a strong suspicion that an ID is false, altered, or belongs to someone other than the person presenting the ID, he/she shall confiscate the ID and turn it over to management, to be presented to the police.

Patrons who are Intoxicated

Licensee, its agents, and employees, may not sell, dispense, or give away alcohol to any person who is under the influence of alcoholic beverages at that term is defined in Madison General Ordinances Section 38.02, nor shall such a person be permitted on the premises. When a customer has been "cut off," the server will notify the other employees. Management will support the server's decision to terminate service to any customer. If a customer is too impaired to drive safely, licensee will try to persuade the customer not to drive, and arrange for a safe ride. If the customer refuses, management will notify the Madison Police Department with a description of the person and the license plate number of the vehicle, if possible.

Unruly Patrons

Licensee will familiarize all security staff with provisions of Madison General Ordinances Section 38.06(10), the unruly patron ordinance. When a patron acts in a manner that is violent, abusive, indecent, profane, boisterous, or otherwise disorderly, licensee will immediately contact the police and request that the police invoke the provisions of the ordinance.

Circumstances under which the Police will be called

The police will be called, in a timely manner, any time management or staff has information to believe a crime has been or is about to be committed and/or whenever a threat of or act of violence

occurs on the premises or off premises in areas that would be considered in view or earshot of the establishment.

Handling of Physical Disturbances, including Fights

Security or management will ask anyone who is fighting to leave. If necessary, security or management will call the local law enforcement agency for assistance. Licensee will permanently refuse admittance to any chronic problem customer.

rev. 4-15-17