



Entertainment License

Permanent

City of Madison Clerk
210 MLK Jr Blvd, Room 103
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- 2025-00256
(License number)

6
(Alder District #)

408
(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): _____

(Class B license only)

Business dba Name: Saunaday

Licensed Address: 315 S Blount St Madison WI 53703

Premise Capacity: 50

Liquor/Beer Agent Name: Jason Ritzenthaler

2 % Alcohol, 3 % Food, 95 % Other

Alder, District #: 6 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Saunaday, LLC

Business Mailing Address: 1652 Parmenter Street, Middleton WI 53562

Business Contact Name, Position: Jason Ritzenthaler; Owner

Business Phone: 813.732.8621

Business Email: jason@sauna.day

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

Name	Address	Title
Jason Ritzenthaler	1652 Parmenter Street, Middleton WI 53562	Owner
Roshelle Ritzenthaler	1652 Parmenter Street, Middleton WI 53562	Owner

☒ Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)

☒ I have contacted 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

Signature

Date

3/1/25

☐ 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: DJ or live music during the normal operation of business, including normal capacity, providing background music in relaxation space.

Number of security personnel and how they will be utilized: 2 - 4 depending on appointment capacity; customer check-in including ID verification, customer service, and customer check-out.

Description of clothing to identify security personnel: Saunaday branded uniform including identification as security personnel

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:

DJ or live music is to be used in the course of normal business operations including capacity; Saunaday staff will monitor parking area (25 dedicated stalls in surface lot across Blount St) to ensure customers leave safely by posted closing time.

How will the entrance line be managed and controlled: Saunaday staff will help customers check-in as is the normal business practice and operation. Retail space is utilized for check-in.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Agreeing to our Code of Conduct is a prerequisite for entrance to Saunaday. We reserve the right to expel any customer who disregards our community rules or exhibits any aggressive, disrespectful, or unsafe behavior including intoxication.

Underage drinking and fake ID plan: IDs are checked and verified as part our normal check-in process for all guests. We are primarily a health and wellness business and reserve the right to turn away any guest whom we reasonably may believe is underage.

Plan to control and supervise patrons under twenty-one (21) years of age: Underage guests not accompanied by a parent, guardian or spouse who has attained the legal drinking age are not permitted.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:

DJ or live music entertainment will be provided during the normal course of business and operations, including capacity. We strive to maintain a beautiful healing environment for all guests at all times. Noise/volumes will be maintained at reasonable levels as is appropriate for a health and wellness space.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Jason Ritzenhaler			
Roshelle Ritzenhaler			