



Entertainment License Permanent

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

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☐ Beer, ☒ Liquor,
☐ Class C Wine

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

55304

(Legistar file number)

LICENT-2019-00289
(License number)

11
(Alder District #)

B (200's)
(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): LICENT-2019-00289
(Class B license only)

Business dba Name: CAFE HOLLANDER

Licensed Address: 701 HILLDALE WAY MADISON, WI 53705

Premise Capacity: INDOOR 422 / OUTDOOR 92

Liquor/Beer Agent Name: ERIC WAGNER

34.5 % Alcohol, 60 % Food, .5 % Other

Alder, District #: 11

Police Sector: MIDTOWN

Corporate Information

Business Legal Name (as on WI State Sellers Permit): LOWLANDS GROUP LLC

Business Mailing Address: 1421 N WATER ST MILWAUKEE, WI 53202

Business Contact Name, Position: NATALIE SCHUMAKER OFFICE MGR

Business Phone: 414.223.4100

Business Email: nschumaker@lowlandsgroup.com

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

Name	Address	Title
ERIC WAGNER	[REDACTED]	PRESIDENT

☒ 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.

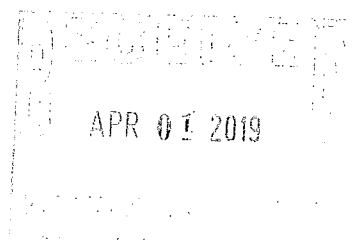
☒ I certify that this information is true and correct to the best of my knowledge.

x Natalie A Schumaker
Signature

3/28/19
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: DJ

Number of security personnel and how they will be utilized: 3 managers

Description of clothing to identify security personnel: Business Casual, headsets

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

How will the entrance line be managed and controlled: Host will seat guests at tables

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Managers will talk to them & try to calm down. If not possible will call mall security & then police

Underage drinking and fake ID plan: check IDs for anyone 30 yrs or younger looking

Plan to control and supervise patrons under twenty-one (21) years of age: Staff (servers) & managers will observe & regulate anyone under 21 if needed

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

On private property (rooftop patio), areas cleaned daily. Noise will be kept at a minimum

Management Personnel

Name	Date of Birth	Name	Date of Birth
Thomas Higgins	[REDACTED]	William Schreier	[REDACTED]
Joey Svec	[REDACTED]	Troy Deenig	[REDACTED]
Debbie Nord	[REDACTED]	Prakash Thakur	[REDACTED]
Nativity Townsend	[REDACTED]	Cole Maurer	[REDACTED]