



Entertainment License

Permanent

City of Madison Clerk
210 MLK Jr Blvd, Room 105
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT-2026-00236
(License number)

8 (Alder District #) 202 (Police Sector)
Office Use Only

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,
 Class C Wine

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: Steenbock's on Orchard

Licensed Address: 330 N. Orchard St Madison WI 53715

Premise Capacity: 1200 Indoor 30 Outdoor Liquor/Beer Agent Name: megan moderson

5 % Alcohol, 88 % Food, 7 % Other Alder, District #: 8 Police Sector: Midtown

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Discovery Culinary Collaborative LLC

Business Mailing Address: 330 N. Orchard St. Madison WI 53715

Business Contact Name, Position: megan moderson, Director of Operations

Business Phone: 608.204.2733 Business Email: steenbocks@foodfightinc.com

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

Name	Address	Title
Amanda Jabs	4098 Felland Rd Madison	CEO
Melanie Hautreau	202 S. Randall St Madison	VP of Ops
Carlton Suemnicht	4040 St. Annes Dr. Middleton	VP BUS. DEV.

Will entertainment or any amplified sound be outdoors? No Yes
If yes, contact 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 Megan A Modus
Signature

03/27/2026
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: Bands & DJ's for special events

Number of security personnel and how they will be utilized: Officers will be determined by guest count. Monitor safety of guests and building.

Description of clothing to identify security personnel: UWPD Security Officer Uniform

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: We do not have designated parking.

How will the entrance line be managed and controlled: Invited guests to event will only be allowed - lines will not form.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Contact security officer on-site and access next steps, removal of guest as needed

Underage drinking and fake ID plan: All guests 40 and younger will be ID'ed.

Plan to control and supervise patrons under twenty-one (21) years of age: Communicate with staff about younger guests being present, wrist band if needed.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: Staff will clean throughout the event to ensure appearance of space is priority. If entertainment noise is getting loud, we will have them decrease volume

Management Personnel

Name	Date of Birth	Name	Date of Birth
Megan Moderson		Alexis Johnson	
Madelaine Benson		Timothy Van Dorch	
Isaac Prince		Caleb Snortum-Salzo	