



# 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)

(Legistar file number)

LICENT- 2023 - 00548  
(License number)

12 (Alder District #) 604 (Police Sector)

Office Use Only

Type of entertainment license:  Entertainment License (21+)  Visual & Performing Arts License (18+)

### Licensed Premises Information

UCLIB-2023-00029

This application modifies existing alcohol license number (if applicable):

(Class B license only)

Business dba Name: la pollera Colombiana LLC

Licensed Address: 357A E Washington av.

Premise Capacity: 80

Liquor/Beer Agent Name: Gineth Herrera

30 % Alcohol, 70 % Food, 0 % Other

Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): la pollera Colombiana LLC

Business Mailing Address: la polla 357A E Washington av.

Business Contact Name, Position: Gineth Herrera - owner

Business Phone: 608 590 5321

Business Email: lapollera.colombiana

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

Name	Address	Title
Gineth Herrera	3125 Edmontan Dr #4	owner
Yibara Rivera	3125 Edmontan Dr #4	owner
Araceli Rivera	3135 Edmontan Dr #1	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]  
Signature

07/20/23  
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: live music for artist singers,  
and a Dj on friday twice a month.

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

Description of clothing to identify security personnel: they used a uniform  
with the restaurant logo.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:  
we have cameras and one person who will be  
inspecting the parking lot.

How will the entrance line be managed and controlled: we will have a person in  
charge of assigning seats to people and to be  
aware of the ~~women~~ entry


Plan for unruly patrons, intoxicated patrons, and physical disturbances: we will have a  
limit of 5 drinks or hours per table or person.

Underage drinking and fake ID plan: ID will be requested to verify  
the age and identity of people ordering drinks

Plan to control and supervise patrons under twenty-one (21) years of age: we will use colored  
handles to know who can or cannot drink.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
we have ~~and~~ a specific spot for the litter

### Management Personnel

Name	Date of Birth	Name	Date of Birth
<u>Yineth Herrera</u>			
<u>Richard Rivera</u>			

**Additional Required Items for Visual and Performing Arts License (18+)**

1.  I understand all 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.*

Plan to ensure compliance with time requirements for patrons under the age of twenty-one (21):

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*3. 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.*

Plan to limit patrons under the age of twenty-one (21) to appropriate areas:

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4.  I understand written notification **must** be provided to the Captain of the police district in which the establishment is located at least five (5) days prior to **all** eighteen (18) and up live entertainment performances. The notification shall include a detailed description of the performance including start and end times.

5.  I understand only one (1) eighteen (18) and up live entertainment event may be held per week.

6.  I agree not to 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.  I agree to 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.



WISCONSIN DEPARTMENT OF REVENUE  
PO BOX 8902  
MADISON, WI 53708-8902

**Contact Information:**

2135 RIMROCK RD PO BOX 8902  
MADISON, WI 53708-8902  
ph: 608-266-2776 fax: 608-224-5761  
email: DORBusinessTax@wisconsin.gov  
website: revenue.wi.gov

Letter ID L0256517840

LA POLLERA COLOMBIANA LLC  
3125 EDMONTON DR APT 4  
SUN PRAIRIE WI 53590-4510

## Wisconsin Department of Revenue Seller's Permit

**Legal/real name:** LA POLLERA COLOMBIANA LLC  
**Business name:** LA POLLERA COLOMBIANA  
3579 E WASHINGTON AVE  
MADISON WI 53704-4154

- This certificate confirms you are registered with the Wisconsin Department of Revenue and authorized in the business of selling tangible personal property and taxable services.
- You may not transfer this permit.
- This permit must be displayed at the place of business and is not valid at any other location.
- If your business is not operated from a fixed location, you must carry or display this permit at all events.

**Tax Type**

**Account Type**

**Account Number**

Sales & Use Tax

Seller's Permit

456-1031142283-02