



Entertainment License

Permanent

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

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT-2022-00523
(License number)

6 406
(Alder District #) (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: PX2 LLC dba PROST!

Licensed Address: 401 E. WASHINGTON

Premise Capacity: 180 Liquor/Beer Agent Name: BRIAN REYNOLDS

30% Alcohol, 60% Food, 10% Other Alder, District #: _____ Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): PX2 LLC

Business Mailing Address: 401 E. WASHINGTON MADISON WI 53703

Business Contact Name, Position: BRIAN REYNOLDS, MANAGING MEMBER

Business Phone: 773 419-6970 Business Email: reynolds_brian@msn.com

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

Name	Address	Title
BRIAN REYNOLDS	339 W. WEBSTER #1 CHICAGO IL 60614	SOLE PROPRIETOR 100%

☐ 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 B. A. Reda 6/14/22
Signature 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: Polka Band / DJ to play music during sporting event commercials.

Number of security personnel and how they will be utilized: 1 Security person for ID checking at entrance.

Description of clothing to identify security personnel: Logo uniform

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

N/A

How will the entrance line be managed and controlled: This concept will not require line management. This is a restaurant with occasional background polka music as entertainment.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: We will have a trained security person present who will assist with any issue up until it is necessary to contact the authorities

Underage drinking and fake ID plan: Trained beverage serving for all front of house staff members as well as an out of state false identification handbook on the premises.

Plan to control and supervise patrons under twenty-one (21) years of age: we have a zero tolerance policy for any underage guest and will ID every patron with an appearance of less than 30 years.

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

Regular perimeter checks of premises to make sure our standards and adherences are met.

Management Personnel

Name	Date of Birth	Name	Date of Birth
TBD			