



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)

55841

(Legistar file number)

LICENT-2019-00294
(License number)

5
(Alder District #)

206
(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): LICLIB-2013-00263
(Class B license only)

Business dba Name: The Highland Club, Best Western InnTowner

Licensed Address: 2424 University ave madison, WI 53726

Premise Capacity: 250 Liquor/Beer Agent Name: Keith Schroeder

10 % Alcohol, 90 % Food, % Other Alder, District #: Slivia Bidar- # 5 Police Sector: Midtown Sieclaff

Corporate Information

Business Legal Name (as on WI State Sellers Permit): The Highland Club

Business Mailing Address: 2424 University ave

Business Contact Name, Position: Joe Baldwin G.M.

Business Phone: 608-233-8778 Business Email: J.Baldwin@Inntowner.com

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

Name	Address	Title
Liz Douglas	2401 Superior St. Madison, WI 53704	VP Facilities and Support Services
Maria Branny-Fitzpatrick	906 Lexington Way, Waunakee, WI 53597	Director of Transitions and Post Acute Services

☒ 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

4/2/2019
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 or live Band

Number of security personnel and how they will be utilized: All management on site
Or contracted security personnel

Description of clothing to identify security personnel: Dress clothes with Best Western
name tag, or JBM uniform

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

management on site to monitor the lot. Will
direct traffic if needed

How will the entrance line be managed and controlled: management at each
entrance managing the flow.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: management
will address with guest/patrons if become a disturbance.
Will additional enforcement as needed

Underage drinking and fake ID plan: A license operator will check id's
and will confiscate & ban the individual. Individuals underage
will be banned & reported to the authorities

Plan to control and supervise patrons under twenty-one (21) years of age: A license
operator will be on site at all times

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

Daily cleaning and oversight by staff and
management

Management Personnel

Name	Date of Birth	Name	Date of Birth
Joe Baldwin	12/5/1965	Puree Hill	8/30/1985
Keith Schroedel	3/19/1988	Jer O'Bravovich	4/10/1986
Rebecca Warren	2/16/1988	Haley Sinclair	5/29/1993
Fred Sanchez	10/27/1983		

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):

IDs will be checked and all entrances
will be supervised by staff or management

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:

Staff/management to monitor at all times.
Have a designated area for individuals under 21

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.