



Entertainment License (21+)
Visual & Performing Arts License (18+)

LICENT-2014-01268
(Number)

TEMPORARY LICENSE ___/5

PERMANENT LICENSE

(scanned)

36740

(Leg file number)

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

licensing@cityofmadison.com
608-266-4601

(Processing step)

(initials)

This application modifies existing alcohol license number: Applied For
LICLIB-2014-01267 (Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: The Atrium on King LLC Business dba Name: The Atrium

Business Address: 111 King St, Suite 27, Madison, WI, 53703 Licensed Address: 111 King St, Madison, WI, 53703

Business Contact Name, Position & Phone: Benjamin Altschul, Manager/co-owner/Agent, (608) 209-0961

Email: atriumonkingllc@gmail.com Email: atriumonkingllc@gmail.com

Premise Capacity: 175 Liquor/Beer Agent Name: Benjamin Altschul

30% Alcohol, 55% Food Alder, District #: 4 Verveer Police Sector: 405
15% Other

Type of live entertainment to be offered: live music (DJ's, small group) + theatrical events

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

Table with 3 columns: Name, Address, Corporate Title or Partners' verification. Rows include Ben Altschul (Co-Owner) and Ben Fritz (Co-Owner).

- Orange sign issued
'License Renewals & Changes' brochure with next steps issued
Security Plan attached (see below)

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

X [Signature]
Signature

12/20/2014
Date

Atrium Security Plan

The Atrium will offer live music (DJs and small group performance) and theatrical events in an intimate environment that encourages responsible behavior.

The Atrium on King LLC will manage all security measures. Staff will be trained in id verification, crowd management and how to respond to possible dangerous situations. The Atrium will have dedicated security staff during entertainment events to check ids, facilitate entrance and exit, assist in crowd management, and manage capacity. Security staff will be indentedified by solid black attire.

During entertainment events, entry into the Atrium will be limited to a single entrance door located on King Street. There will be security staff stationed at this entrance checking IDs, taking tickets, and facilitating crowd/line management. Additional staff will be positioned to the right of the stairwell, maintaining a presence at the Pickney Street exit.

During events, lines will form on the King Street sidewalk against the building. Walkways, entrances, and exits will be kept clear of crowds/obstructions. Staff will maintain a clean sidewalk area and contribute to the upkeep of the neighborhood.

The Atrium does not offer and is not responsible for a parking lot.

All staff will be trained in safe alcohol serving practices, including how to identify and respond to intoxicated, unruly, and/or underage individuals. **In event of a possible dangerous situation the police will be immediately contacted.** Intoxicated individuals will not be served, will be asked to leave, and will be offered assistance in finding transportation. Unruly patrons will be given a direct warning and then asked to leave. If a patron refuses to leave, we will assertively and non-violently encourage them to exit. In the event of a physical altercation, the police will be contacted, and our staff will attempt to non-violently remove the conflict from the premises.

Individuals under the age of 21 are not permitted to attend entertainment events at the Atrium without parental supervision. Identification will be asked of all patrons when ordering alcohol. When presented with false identification the police will be contacted.

Management

Ben Fritz D.O.B. 2/24/78

Ben Altschul D.O.B. 9/15/87