



# 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](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT- 2025-00563  
(License number)

2 403  
(Alder District #) (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): \_\_\_\_\_  
(Class B license only)

Business dba Name: Light of the Moon Inc. DBA Moon Bar

Licensed Address: 328 W. Gorham St. Madison, WI 53703

Premise Capacity: 314 Liquor/Beer Agent Name: Jeffrey Rood

70 % Alcohol, 30 % Food, 0 % Other Alder Will  
Alder, District #: Ochowicz, Dist 2 Police Sector: Cent.

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Light of the Moon Inc.

Business Mailing Address: 9 Payson Ct. Madison, WI 53719

Business Contact Name, Position: Jeffrey Rood

Business Phone: 608-215-8743

Business Email: madisonpads511@gmail.com

### Corporate Officers, Partners, or Sole Proprietor's Information:

Name	Address	Title
Jeffrey Rood	9 Payson Ct. Madison, WI 53719	Owner

☒ Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)

☒ I have contacted Zoning ([zoning@cityofmadison.com](mailto: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

Date

6/12/25

☐ 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's and Live Bands

Number of security personnel and how they will be utilized: 4-10, see security plan

Description of clothing to identify security personnel: Branded Black Shirts, See security Plan

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

N/A, No Parking

How will the entrance line be managed and controlled: 2 bouncers at Door and/or Stairs depending on event, see security plan

Plan for unruly patrons, intoxicated patrons, and physical disturbances: See Security Plan

Underage drinking and fake ID plan: See Security Plan

Plan to control and supervise patrons under twenty-one (21) years of age: Wristbands for 21+

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

Staff will conduct pre and post event cleaning inside and out of the premises. Noise will be in accordance with local ordinance.

### Management Personnel

Name	Date of Birth	Name	Date of Birth
Jeff Rood			

### 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):

Security will do a sweep post event to verify ID for anyone with out a wrist band. Those without will be asked to leave.

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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:

Bouncers will be at stairs monitoring wrist bands and limiting access to first floor during events upstairs.

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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.

## Moon Bar Security Plan

Moon Bar will strive to be a destination for both food and drinks and as such would like to incorporate a level of entertainment both on a regular and periodic schedule. The site for the proposed entertainment license is located on the ground floor and second floor of a three story building located on the north corner of Gorham and Broom streets. While the first floor will be the focus of the location seven days a week, the second floor will be available for overflow, special and private events, and more of an upbeat energy than the first floor.

The idea for entertainment is to have a DJ or a small live band on the first floor for special events and second floor late night and on the weekends. The DJ and Live Music option would make Moon Bar a contender for the late night party scene while both the DJ and Live Band capabilities would allow for a higher quality of special and private events, i.e. holiday parties, watch parties, catered events, etc.

Moon Bar will have a minimal number of security/barbacks during dining hours with an increased number on late nights, weekends, special events and game days. While the first floor is the only operational floor, a force between 2 and 8 will be sufficient depending on the busy-ness of the day, with 1-2 dedicated to the door during non-dining hours for age verification (ID-ing). When the second floor is open, the same numbers would apply again for the second floor, essentially running two separate security forces but with constant communication.

Moon Bar is fortunate (or unfortunate) to not have a parking lot so there will not be any clearing of patrons from property. There is a neighboring parking lot under different ownership so Moon Bar's staff would keep a watchful eye on the lot for cleanliness and disturbances out of respect to it's neighbors. In the event where the establishment is busy enough to be at capacity and hold a line, stanchions would be used to guide the line along the building away from the parking lot and if need be around the corner, making sure to keep room for pedestrian not arriving for the establishment. Also during these busy times a security/barback or manager would be monitoring the line outside as well as just at the door.

Understanding that there is alcohol consumed on the premises, there is always the possibility of unruly patrons. It has always been the policy of owner/operator Jeff Rood to try to handle every situation with courtesy and respect given to both the patron(s) and the establishment. Security will be trained in identifying such patrons and determining the level of their unruliness in order to take proper actions. For example, if the patron is loud and overly excited, speaking to them and attempting to calm them down; if the patron is pushing people and instigating trouble, to calmly ask them to exit the premises; if the patron is attempting to engage in a physical altercation, restraining the individual and calmly and orderly removing them from the premises. The philosophy will always be that security is there to diffuse the situation not make it worse. While there may arise a situation where physical contact is necessary, it is simply to restrain for the safety of all patrons in the establishment, not to engage the antagonist and further continue the disturbance. All staff, security/barback or not will sign a 'No Strike' policy. If the situation is that a patron is intoxicated or overly intoxicated, it is important to remember that their safety (and the

safety of everyone) is our primary concern. Our goal is to help the patron ultimately make it home safe after a good night, not simply to serve them and toss them out on the street. Simple measures such as servers and bartenders acting proactively to not over-serve or manage the level/rate of drinking to providing water and distracting small talk to patrons gauge their level will be helpful at all stages. If a patron is deemed too intoxicated to either enter or is asked to leave, monitoring of them on the street will continue to ensure their safety and that of all others in the area.

During dining hours, bartenders and servers will ID anyone ordering alcohol, with assistance by managers for any questionable ID's. During busier hours and late night, at least one, if not two, security/barbacks will be posted at the door, ID-ing patrons as they come in. Any ID deemed false, either fake or not the individual, will be taken and held onto until a time they can be turned over to the police (see Red Rock Saloon). Patrons under 21 will be allowed in during dining hours but asked to leave upon late night. When special events occur on the second, such as school socials where those under the age of 21 are in attendance, there will be even stricter policies in place. There will be additional security, those 21+ will be identified with special wristbands and those under 21 will have both hands marked to help identify so drinks cannot be purchased or passed. Anyone caught drinking underage or passing drinks will be immediately removed.

Being a bar, there may come an instance where a police presence is required. Although our goal is not to be a nuisance, we must remember that the police are here to protect everyone, the customers, the aggressors, and the establishment. As long as there is no physical contact or property destruction, the decision to call police will be at the manager-on-duty's discretion. If there is any disturbance resulting in contact, either the manager or lead security will contact police, able to clearly and calmly relay the situation and need for police presence. In the unwanted event of a physical altercation, security staff will go as far as to restrain any aggressor until police arrive, but are not to escalate the situation or 'fight back'.

Our goal is to be a positive influence on the neighborhood bringing more people to the area and maintaining a good relationship with all neighbors. General cleanliness of the outside of the building will be constant, as well as cleared sidewalks in the winter. There is currently no patio so there is no need for outdoor sound. Inside, the atmosphere will be upbeat and energetic but that can be accomplished without being a nuisance to our neighbors and the community. Security/barback staff will be identified by specific shirts, both unique in color and markings, to make discerning from the general crowd simple.

The primary manager and General Manager will be owner/operator Jeff Rood. Other potential managers are in place to hire on, coming from established and respected bars, but are not signed on until guarantee of license is established. All managers will have an operator's license and be trained in all policies of the establishment. All staff will be trained in basic ID-ing with greater focus given to security/barbacks and bar staff. All staff will be trained in identifying potential issues and what actions to take and whom to alert.

Security Plan requirements

1. All entertainment license applicants shall submit a security plan at the time of application. The plan shall indicate what type of live entertainment the establishment will offer. The plan shall indicate the number of security personnel the applicant will employ and/or hire through a private security company and how they will be utilized.

2. The security plan shall set forth how the applicant will handle issues regarding: control and clearance of any parking lot during hours of operation and at closing time; how any entrance line will be managed and controlled; unruly patrons; intoxicated patrons; patrons presenting false IDs; control and supervision of patrons under the age of twenty-one (21); circumstances under which police should be called and how physical disturbances, including fights, will be handled and how applicant will maintain the orderly appearance and operation of the premises with respect to litter and noise.

3. The security plan shall identify by name and date of birth, individuals who are employed by the establishment in a management capacity.

4. The security plan shall detail the clothing that security and door personnel will wear that readily identifies them as security/door personnel.

5. The security plan for a Visual and Performing Arts License applicant shall detail how the applicant will comply with the time requirement for patrons under the age of twenty one (21) and how those patrons will be prevented from roaming the licensed premise during live entertainment events.

**Restrictions Applicable Only to Center for Visual and Performing Arts Licenses:**

1. 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.

3. Licensee must provide written notification to the Captain of the police district in which their establishment is located at least five (5) days prior to a live entertainment performance. The notification shall include a detailed description of the performance including start and end times.

4. 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.

5. The security plan must set forth how the applicant will comply with the time restrictions for patrons under the age of twenty-one (21) and how those patrons will be prevented from roaming the licensed premise during the live entertainment.

6. Licensee may not 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. Licensee may not have more than one eighteen (18) and up live entertainment event per week.

8. Licensee must 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.