



# 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)
<u>LICENT-2022-00978</u> (License number)
<u>3</u> (Alder District #) <u>605</u> (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-2021-00212  
(Class B license only)

Business dba Name: Lush Lounge LLC

Licensed Address: 3765 E Washington Ave Madison, WI 53704

Premise Capacity: 99      Liquor/Beer Agent Name: Alisa Davis

85 % Alcohol, 15 % Food,     % Other      Alder, District #:                 Police Sector:           

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): LUSH LOUNGE

Business Mailing Address: 3765 E Washington Ave Madison, WI 53704

Business Contact Name, Position: Alisa Davis/ Owner

Business Phone: 608-399-4023      Business Email: Lushlounge@gmail.com

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

Name	Address	Title
Alisa Davis	304 Panther Trail Monona, WI 53716	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       10/13/2022  
Signature      Date

<input type="checkbox"/> Orange sign and business card issued <input type="checkbox"/> "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: Musical entertainment, Live music, Comedy, Poetry,  
Dancing patrons by DJ or Live music, and Painting

Number of security personnel and how they will be utilized: 8 security personnel; 2 inside bar; 2 outside  
Door ( 1- checking IDs 1- checking patrons/bags ) 4 securing parking lot for loitering

Description of clothing to identify security personnel: Black/Neon Green shirts or sweaters with  
SECURITY printed on back/front

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:  
Inside Security will clear patrons out 30 minutes prior to closing time. Outside Security will have  
lighting wands directing traffic to exit with neon safety vest

How will the entrance line be managed and controlled: Security will check IDs for age requirements  
Security will also wand/check bags patrons for weapons There will also be crowd control stanchions  
with rope.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Security will enforce non  
Tolerance policy; asking to leave, offering safe rides, police assistance.

Underage drinking and fake ID plan: Only one drink per patron per transaction during 18+ events  
Wristbands only for 21+ Recheck IDs randomly

Plan to control and supervise patrons under twenty-one (21) years of age: No entry on premises until  
30 minutes before or after Designated crowd control lines by age

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
Continuously clean premises, large trash bins with signs, no loitering

**Management Personnel**

Name	Date of Birth	Name	Date of Birth
Robin Thompson HR Manager	██████████		

## 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):

Checking IDs when patrons start to arrive. Also stating age requirements for entry prior to opening

Separating patrons within crowd control lines by age

*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:

Signs directing patrons to bathrooms. Signs placed for seating by age that way security is aware

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.

