



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)

(Legistar file number)

LICENT-2023-00665
(License number)

4 (Alder District #) 406 (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: Cielo

Licensed Address: 118 State St. Madison, WI 53703

Premise Capacity: 168 Liquor/Beer Agent Name: Sean Ortega

_____% Alcohol, ____% Food, ____% Other Alder, District #: 4 Police Sector: Central District

Corporate Information

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

Business Mailing Address: 2809 Rosellen Ave. Fitchburg, WI 53711

Business Contact Name, Position: Susan McKinney, owner

Business Phone: 608-217-1031 Business Email: susanmckinney123@gmail.com

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

Name	Address	Title
Susan McKinney	2809 Rosellen Ave., Fitchburg	53711- owner

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 Susan McKinney
Signature

Sept. 11, 2023
Date

Orange sign and business card issued
 "License Renewals & Changes" brochure with next steps issued
Office Use Only

Cielo

please see back of sheet for full answers,

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.

- 1) Type of live entertainment to be offered: DJs

- 2) Number of security personnel and how they will be utilized: 3 staff members at front door; one to check IDs, one to use handheld metal detector to scan
Description of clothing to identify security personnel: shirts bearing the name of the establishment (Cielo) on front and Staff or Security on back
- 3) Plan to handle control and clearance of the parking lot during hours of operation and at closing time: streets will be kept cleared by not allowing customers to enter after 1:45 pm on weekend and 1:15 on Thursday + Wednesday
- 4) How will the entrance line be managed and controlled: Lines will be contained to half of the sidewalk, allowing pedestrians to pass, by using tall crowd control fences, which will be removed at bar time.
- 5) Plan for unruly patrons, intoxicated patrons, and physical disturbances: Support and security staff are trained to approach potential troublemakers in teams, not alone. staff encourages unruly or intoxicated
- 6) Underage drinking and fake ID plan: Only well-trained staff members check IDs. they do so manually. PatronScan is used to record the ID and photo of every entrant, but is only minimally reliable in spotting
- 7) Plan to control and supervise patrons under twenty-one (21) years of age: Our only plan is to keep them out, that is, not allow them on the premises.
- 8) How will orderly appearance and operation of the premises be maintained in regard to litter and noise: Staff will clean the street of debris as part of every-night cleaning duties. No-one will be allowed to enter after 1:45 on

Management Personnel

Name	Date of Birth	Name	Date of Birth
Susan McKinney			
Carla Ortega			
Sean Ortega			

2) patrons and one to collect cover charge when applicable. These three make a team to handle unruly patrons if necessary.

Also - one staff member by back door
two roaming security staff members - one on each of two floors.

3) This allows people to leave in a staggered fashion and not clump up in the streets at bar time.

4) Entrants are checked for weapons and contraband by a staff member using a handheld metal detector.

5) to leave. If patron becomes aggressive, refuses to leave, or threatens the safety of others, MPD is called for assistance.

Will schedule periodic tavern training sessions to continuously help us train staff in de-escalation techniques, as done in our other establishment, Sotto on Henry St. - with MPD, training, that is.

6) fake IDs. Staff ID checking personnel will, when in doubt ask for a second set of IDs, ask a question that someone holding a real ID should be able to answer without hesitation and observe the ID-holder. Observe behavior in general. We will schedule periodic ID-checking training with MPD.

8) weekends and 1:15 on week days. This allows people to leave in a staggered fashion and not be replaced - thus we avoid a noisy crowd leaving all at once at bar time.