



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- 2022-00769
(License number)

13 205
(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): LICLIB-2012-00513
(Class B license only)

Business dba Name: Rocky Rococo Pan Style Pizza, Leopold's Books Bar Caffe

Licensed Address: 1301 Regent Street, Madison, WI, 53715

Premise Capacity: 99 Liquor/Beer Agent Name: Roger K Brown

36 % Alcohol, 55 % Food, 9 % Other Alder, District #: Alder Evers, 13 Police Sector: Midtown

Corporate Information

Business Legal Name (as on WI State Sellers Permit): First Madco Inc.

Business Mailing Address: 6402 Odana Rd Lwr Lvl Madison, WI 53719

Business Contact Name, Position: Sam Brown, Vice President of First Madco Inc.

Business Phone: 608-256-7709 Business Email: info@leopoldsmadison.com

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

Name	Address	Title
Roger Brown	1710 Camelot Dr. Madison Wisconsin 53705	President First Madco Inc
Sam Brown	1309 Vilas Avenue Apt 1F, Madison WI	Vice President First Madco Inc

☒ 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 Roger K Brown
Signature

10/19/2021

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: Live jazz, folk, and classical music- some acoustic and some amplified.

A DJ would play french pop from 60s to present

Number of security personnel and how they will be utilized: Extra staff will be on site during music events, including a host at the door. No dedicated security staff is planned.

Description of clothing to identify security personnel: All staff will be in Leopold's uniform.

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

All parking spots are clearly designated for Leopold's and Rocky's customers.

How will the entrance line be managed and controlled: Occupancy will be monitored by the host at the front door.

We don't plan to have ticketed events that will require a line. A manager will be on duty during all events.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: A manager with an operator's license will be present and trained in appropriate handling of disturbances. Any physical disturbances will result in a call to the police.

Underage drinking and fake ID plan: All patrons that appear under the age of 35 are carded with every purchase.

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

All patrons that appear under the age of 35 are carded with every purchase.

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

Extra staff on site for live music events are responsible for interior and exterior clean-up.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Sam Brown			
Haley Traun			
Molly Fish			

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):

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:

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.

