



Entertainment License

Permanent

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

(Agenda Item Number)

(Legistar file number)

LICENT-
(License number)

(Alder District #)

(Police Sector)

Office Use Only

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,
 Class C Wine

licensing@cityofmadison.com
608-266-4601

2024.00798

2

403

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-2021-00348
(Class B license only)

Business dba Name: Red Rock Saloon

Licensed Address: 222 W. Gorham St.

Premise Capacity: 360 Liquor/Beer Agent Name: Jeffrey Kovacovich

75 % Alcohol, 15 % Food, 10 % Other Alder, District #: 2 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Chinchilla JDK, LLC

Business Mailing Address: 1227 N. Water St., Milwaukee WI 53202

Business Contact Name, Position: Drew Deuster, co-owner

Business Phone: (608) 709-5200 Business Email: drew@wild-planet.com

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

Name	Address	Title
Jeffrey Kovacovich	461 Beechwood Dr. Cedarburg WI 53012	co-owner
Andrew Deuster	9506 N. Wakefield Ct. Bayside WI 53217	co-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 [Signature]
Signature

8/12/24
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 country music every Friday, and special events, DJ's on Thursdays and Saturday's and special events

Number of security personnel and how they will be utilized: 10 security personnel on busy weekends. Responsibilities include checking ID's, patron and staff safety, interior and exterior premise cleaning

Description of clothing to identify security personnel: Security wear bright orange t-shirts with Red Rock logo and "SECURITY" written across back.

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

We do not have a parking lot, but we do assist in the cleaning and monitoring of the "Buckeye" city lot adjacent to our building

How will the entrance line be managed and controlled: The line is formed within stanchions placed out on sidewalk in front of building. Security stationed outside help to make sure the line is organized

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Security is trained deescalating situations and removing unruly patrons in a safe manner if necessary. We ask for police assistance if a situation escalates beyond our control.

Underage drinking and fake ID plan: We verify ID's during all events, fake ID's are confiscated. Most events are 21+, during all age events we have extra security patrolling and making sure minors are not receiving drinks. After conclusion, we remove

Plan to control and supervise patrons under twenty-one (21) years of age: all patrons from the premise and reopen as 21+. Event hosts sign contract acknowledging underage drinking can result in forfeiture of deposit and fines.

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

Both Red Rock staff and professional cleaning service are responsible for cleaning. Security personnel maintain noise and orderly appearance initiatives.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Michael Shilling		Tate Winckler	
Charlie Todd		Matthew Peters	

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):

No patrons are allowed on premise 30 minutes prior to an event. All patrons (regardless of age) are asked to leave after an event. Patrons 21 and up are allowed to re enter

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:

Security personnel actively monitors guests activities. We additionally station additional staff members to watch for underage drinking. Our camera systems help us watch all areas of the business.

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.