



# Entertainment License

Permanent

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

licensing@cityofmadison.com  
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT- 2020-00343  
(License number)

(Alder District #) (Police Sector)  
Office Use Only

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

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: DoubleTree Hotel Madison East

Licensed Address: 4402 E. Washington Avenue, Madison, WI 53704

Premise Capacity: 1,697 Liquor/Beer Agent Name: Lynette Knutson

30 % Alcohol, 65 % Food, 5 % Other Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): North Central Management, Inc.

Business Mailing Address: PO Box 620994, Middleton, WI 53562

Business Contact Name, Position: Catherine Gillman, Vice President & General Counsel

Business Phone: 608-836-6060 Business Email: choebel@ncghotels.com

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

Name	Address	Title
See attached list of officers & directors		

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

Date

6/19/2020

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: Band or DJ only in conference center for events such as a wedding or reunion.

Number of security personnel and how they will be utilized: Overnight security personnel to maintain order throughout the hotel

Description of clothing to identify security personnel: Security uniform

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:  
Parking lot cleared at closing time but vehicles may remain as we are also a hotel.

How will the entrance line be managed and controlled: The entertainment is for the conference center only and it has a separate entrance.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Follow all guidelines as outlined in the alcohol training for the state of Wisconsin.

Underage drinking and fake ID plan: All bartenders will take an alcohol training class that will address under age drinking and fake ID's

Plan to control and supervise patrons under twenty-one (21) years of age: All bartenders will take an alcohol training class that will address under age drinking and fake ID's

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
Our facilities and parking lots will be cleaned multiple times per day.

**Management Personnel**

Name	Date of Birth	Name	Date of Birth
		Lynette Knutson	6/13/1964