



Entertainment License

Permanent

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

licensing@cityofmadison.com
608-266-4601

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,

Class C Wine

(Agenda Item Number)

59621

(Legistar file number)

LICENT-2020-00065
(License number)

12
(Alder District #)

504
(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): LIC113-2018-00014
(Class B license only)

Business dba Name: Bierock

Licensed Address: 2911 N. Sherman Ave.

Premise Capacity: 99 Liquor/Beer Agent Name: Brian Carriveau

55 % Alcohol, 45 % Food, ___ % Other Alder, District #: _____ Police Sector: _____

Corporate Information

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

Business Mailing Address: 2911 N. Sherman Ave.

Business Contact Name, Position: Brian Carriveau, Co-owner

Business Phone: (608) 515-8087 Business Email: brian@bierockmadison.com

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

Name	Address	Title
Brian Carriveau	2442 Superior St. // Madison	Co-Owner
Amanda Carriveau	2442 Superior St. // Madison	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] _____ Date 1/23/20

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 Music

Number of security personnel and how they will be utilized: To date, Bierock has not needed security outside of bartenders handling duties where necessary.

Description of clothing to identify security personnel: Employees will meet dress code set forth in employee handbook.

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

Parking lot is owned and managed by Sherman Plaza, Inc. but will be occasionally monitored and management informed where necessary.

How will the entrance line be managed and controlled: To date, Bierock has not had an entrance line. But in the event we do, management will ID and keep occupancy at or under capacity.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Employees will handle patrons as necessary and will report to operators and/or agent.

Underage drinking and fake ID plan: Bartenders will ID patrons as required and suggested by responsible beverage service courses.

Plan to control and supervise patrons under twenty-one (21) years of age: Patrons under 21 without a parent or guardian are asked to leave after 10:00 p.m.

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

Premises are cleaned in-house every day of operation. Noise will be monitored by management.

Management Personnel

Name	Date of Birth	Name	Date of Birth
<u>Amada Carriveau</u>			
<u>Brian Carriveau</u>			

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):

Employees and management will ID patrons as necessary.

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:

Bierock does not have any separate 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.