



# 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)

57535  
(Legistar file number)

LICENT- 2019-00863  
(License number)

2 403  
(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): LIC4B-2019-00862  
(Class B license only)

Business dba Name: Luchador Tequila & Taco Bar

Licensed Address: 558 State Street

Premise Capacity: \_\_\_\_\_ Liquor/Beer Agent Name: Branco S. Kruger

50% Alcohol, 50% Food, \_\_\_\_\_% Other Alder, District #: 4 Uerueer Police Sector: 400  
Freeman

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): BK MADISON INVESTMENTS LLC

Business Mailing Address: 328 W. Gortam St. Madison, WI 53703

Business Contact Name, Position: Branco S Kruger Owner/Operator  
(847)

Business Phone: 644-7328 Business Email: branco@dannupubmadison.com

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

Name	Address	Title
<u>Branco Kruger</u>	<u>420 W. Dayton St. apt 1136</u>	<u>Member / Manager</u>
<u>Daniel Rosenthal</u>	<u>2041 SUFFOLK RD</u> <u>Northfield, IL 60093</u>	<u>Member</u>

- 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

09/16/19  
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: possible DJs, small live bands  
for special occasions

Number of security personnel and how they will be utilized: 1-4, at door IDing, monitoring  
of the room

Description of clothing to identify security personnel: Bright Staff shirts

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

How will the entrance line be managed and controlled: Doormen and stations, see  
security plan

Plan for unruly patrons, intoxicated patrons, and physical disturbances: 0 to minimal force  
see security plan

Underage drinking and fake ID plan: Zero tolerance, stop and take fakes

Plan to control and supervise patrons under twenty-one (21) years of age: for parties, increase  
presence and monitor with wristbands

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
work with neighbors, clean/check street nightly

**Management Personnel**

Name	Date of Birth	Name	Date of Birth
<u>Brian Kruger</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):

For events, close to public, strictly monitor patrons

*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:

Only 1 room, monitored with security.

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.

## *Luchador Tequila & Taco Bar Security Plan*

*Luchador Tequila & Taco Bar* will strive to be a destination for both food and drinks and as such would like to incorporate a level of entertainment both on a regular and periodic schedule. The site for the proposed entertainment license is located on the first floor of the building located at 558 State Street.

The idea for entertainment is to have a DJ for special events, potentially late night on the weekends. We would also like to be able to host small live bands for special events and private parties. The DJ option would make *Luchador Tequila & Taco Bar* a contender for the late night party scene while both the DJ and Live Band capabilities would allow for a higher quality of special and private events, i.e. holiday parties, watch parties, catered events, etc.

*Luchador Tequila & Taco Bar* will have a minimal number of security/barbacks during dining hours with an increased number on late nights, weekends, special events and game days. Operating only on the first floor, a force between 1 and 4 will be sufficient depending on the busy-ness of the day, with 1-2 dedicated to the door during non-dining hours for age verification (ID-ing).

In the event where the establishment is busy enough to be at capacity and hold a line, stanchions would be used to guide the line along the building away from the entrance and southward on State Street, making sure to keep room for pedestrian not arriving for the establishment. Also during these busy times a security/barback or manager would be monitoring the line outside as well as jut at the door.

Understanding that there is alcohol consumed on the premises, there is always the possibility of unruly patrons. It has always been the policy of owner/operator Brano Kruger to try to handle every situation with courtesy and respect given to both the patron(s) and the establishment. Security will be trained in identifying such patrons and determining the level of their unruliness in order to take proper actions. For example, if the patron is loud and overly excited, speaking to them and attempting to calm them down; if the patron is pushing people and instigating trouble, to calmly ask them to exit the premises; if the patron is attempting to engage in a physical altercation, restraining the individual and calmly and orderly removing them from the premises. The philosophy has always been that security is there to diffuse the situation not make it work. While there may arise a situation where physical contact is necessary, it is simply to restrain for the safety of all patrons in the establishment, not to engage the antagonist and further continue the disturbance. All staff, security/barback or not will sign a 'No Strike' policy. If the situation is that a patron is intoxicated or overly intoxicated, it is important to remember that their safety (and the safety of everyone) is our primary concern. Our goal is to help the patron ultimately make it home safe after a good night, not simply to serve them and toss them out on the street. Simple measures such as servers and bartenders acting proactively to not over-serve or manage the level/rate of drinking to providing water and distracting small talk to patrons gauge their level will be

helpful at all stages. If a patron is deemed too intoxicated to either enter or is asked to leave, monitoring of them on the street will continue to ensure their safety and that of all others in the area.

During dining hours, bartenders and servers will ID anyone ordering alcohol, with assistance by managers for any questionable ID's. During busier hours and late night, at least one, if not two, security/barbacks will be posted at the door, ID-ing patrons as they come in. Any ID deemed false, either fake or not the individual, will be taken and held onto until a time they can be turned over to the police (see Red Rock Saloon). Patrons under 21 will be allowed in during dining hours but asked to leave upon late night. When special events occur on the second, such as school socials where those under the age of 21 are in attendance, there will be even stricter policies in place. There will be additional security, those 21+ will be identified with special wristbands and those under 21 will have both hands marked to help identify so drinks cannot be purchased or passed. Anyone caught drinking underage or passing drinks will be immediately removed. In addition, due to the size of the establishment, any such events with underage patrons would result in *Luchador Tequila & Taco Bar* being closed to the general public in order to better monitor the event.

Being a bar, there may come an instance where a police presence is required. Although our goal is not to be a nuisance, we must remember that the police are here to protect everyone, the customers, the aggressors, and the establishment. As long as there is no physical contact or property destruction, the decision to call police will be at the manager-on-duty's discretion. If there is any disturbance resulting in contact, either the manager or lead security will contact police, able to clearly and calmly relay the situation and need for police presence. In the unwanted event of a physical altercation, security staff will go as far as to restrain any aggressor until police arrive, but are not to escalate the situation or 'fight back'.

Our goal is to be a positive influence on the neighborhood bringing more people to the area and maintaining a good relationship with all neighbors. General cleanliness of the outside of the building will be constant, as well as cleared sidewalks in the winter. There is currently no patio so there is no need for outdoor sound. Inside, the atmosphere will be upbeat and energetic but that can be accomplished without being a nuisance to our neighbors and the community.

Security/barback staff will be identified by specific shirts, both unique in color and markings, to make discerning from the general crowd simple. Currently the leading idea is a bright orange (following the Irish theme) tee shirt with labeling on it stating they are on duty employees of the establishment.

The primary manager and General Manager will be owner/operator Brano Kruger (04/06/1983). Other potential managers are in place to hire on, coming from established and respected bars, but are not signed on until guarantee of license is established. All managers will have an operator's license and be trained in all

policies of the establishment. All staff will be trained in basic ID-ing with greater focus given to security/barbacks and bar staff. All staff will be trained in identifying potential issues and what actions to take and whom to alert.