



# Entertainment License

Permanent

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

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

(Agenda Item Number)

94228  
(Legistar file number)

LICENT-2026-0745  
(License number)

4  
(Alder District #)

405  
(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): \_\_\_\_\_  
(Class B license only)

Business dba Name: The Historian Hotel

Licensed Address: 16 North Carroll St, Madison, WI 53703

Premise Capacity: 104 20 Liquor/Beer Agent Name: Timothy Somerville  
Indoor Outdoor

8.1 % Alcohol, 15.1 % Food, 76.7 % Other  
(Lodging) Alder, District #: \_\_\_\_\_ Police Sector: \_\_\_\_\_

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): 16 North Carroll, LLC

Business Mailing Address: 222 W. Adams St., Suite 400, Chicago, IL 60606

Business Contact Name, Position: Bethany Griffin, Legal Director

Business Phone: 312-213-9818 Business Email: bgriffin@firsthospitality.com

Ryan Reich 31832 Paseo Alto Plano San Juan Capistrano, CA 92675 member  
Corporate Officers, Partners, or Sole Proprietor's information:

| Name             | Address                                   | Title  |
|------------------|-------------------------------------------|--------|
| Randall Guenther | 9255 Gem View Lane Mount Hotels, WI 53572 | member |
| Eric Hovde       | 3620 Lake Mendota Drive Madison, WI 53705 | member |
| Steven Hovde     | 26 Chiming Bwlls Avon CO 81620            | member |

Charles Wendell 42 Summit Street Philadelphia PA 19118 member  
Will entertainment or any amplified sound be outdoors? ☒ No ☐ Yes

If yes, contact Zoning ([zoning@cityofmadison.com](mailto: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 Bethany Griffin as agent for owner 7/29/2026  
Signature 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.*

### DJs and Live Bands

Type of live entertainment to be offered: \_\_\_\_\_

The lobby, restaurant, and single boardroom at the hotel are all relatively small, so we do not anticipate hosting live entertainment on a regular basis

Any entertainment would be limited to low-volume performances such as solo acoustic guitarist or a 3-4 piece jazz ensemble. There will be no dancefloor

Number of security personnel and how they will be utilized: \_\_\_\_\_

The hotel will not have a dedicated security team and will train employees on deescalation techniques.

Description of clothing to identify security personnel: Standard hotel attire will be worn by employees

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

Valet parking will be the only parking option at the hotel, so maintaining orderly traffic flow and keeping the parking area free of litter will not be an issue.

How will the entrance line be managed and controlled: It will be managed by employees of the hotel as guest check in for their stay but we do anticipate lines for live events.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: \_\_\_\_\_

The Manager on Duty will be responsible for addressing any unruly or intoxicated patrons and will be trained in de-escalation techniques and the appropriate removal of disruptive guests.  
Law enforcement will be called when necessary.

Underage drinking and fake ID plan: \_\_\_\_\_

All bartenders and servers will maintain current TIPS certification and will be trained to verify valid government-issued identification, refuse service to underage individuals or anyone presenting fraudulent identification, and document any incidents involving fake IDs or attempted underage purchases

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

Guests under the age of 21 will be permitted only in accordance with Wisconsin law and hotel policies, will be closely monitored by staff, and will not be served or allowed to possess alcoholic beverages.

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

Management will conduct routine inspections of both the interior and exterior of the property, promptly address any litter, and actively monitor guest behavior to minimize noise and ensure the hotel operates in a clean, orderly manner with minimal impact on neighboring properties.

### Management Personnel

| Name                                                                                                           | Date of Birth | Name | Date of Birth |
|----------------------------------------------------------------------------------------------------------------|---------------|------|---------------|
| Staff over the age of 18 will be hired when the hotel is ready to be opened. They will employees of the hotel. |               |      |               |
|                                                                                                                |               |      |               |
|                                                                                                                |               |      |               |

## 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):  
All items on page 3 are not applicable to our operation as the hotel lobby and restaurant are open to all ages.

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Djs and Live bands will all be family friend

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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:  
All items on page 3 are not applicable to our operation as the hotel lobby and restaurant are open to all ages.

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Djs and Live bands will all be family friend

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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.