



Entertainment License

Permanent

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

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

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT- 2021- 00418

(License number)

(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): _____
(Class B license only)

Business dba Name: Red Rooster

Licensed Address: 2513 Seifther Road

Premise Capacity: 160 (additional in outdoor space) Liquor/Beer Agent Name: Jesse Steinberg

40 % Alcohol, 60 % Food, _____ % Other Alder, District #: #16 Police Sector: East

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Red Rooster Madison LLC

Business Mailing Address: 602 Gately Terrace

Business Contact Name, Position: Jesse Steinberg, Director of Operations

Business Phone: 310-606-0006 Business Email: info@redroostermadison.com

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

Name	Address	Title
Jesse Steinberg	602 Gately Terrace, Madison, WI, 53711	Director of Operations
Timothy Payne	725 McLean Drive, Madison, WI 53718	Director of Technology & Beverage Guru
Paul Schwoerer	5831 Schumann Drive, Madison, WI 53711	Food Director

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 Jesse Steinberg
Signature

7/13/21
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 music will be offered a few times a week. Nearly all events will be 21+, but we plan to very rarely have 18+ events.

Number of security personnel and how they will be utilized: Door security checking IDs and assuring patron safety. If we have music events outdoors, additional personnel will be present to assist with security/safety.

Description of clothing to identify security personnel: business uniforms will be worn and, when necessary, a bright-colored vest will help patrons identify security personnel.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: Security personnel and security camera monitoring will assist with the safety and clearance of the parking lot.

How will the entrance line be managed and controlled: Security personnel will monitor the entrances. A hand stamp and/or wristband will be used to indicate that a patron's ID has been checked and that he or she is of legal age. Bar staff will also check IDs as necessary to confirm again legal drinking age.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Security personnel will be trained on how to tactfully and effectively deal with patrons to deescalate situations. We will vehemently encourage use of taxis for intoxicated patrons, and as a member of the Tavern League, we'll have SafeRide.

Underage drinking and fake ID plan: As indicated above, we will check IDs at the door. If a patron appears to have a fake ID, staff will not allow the patron to enter the premises. Police will be contacted if the patron attempts to enter the establishment more than once with a fake ID.

Plan to control and supervise patrons under twenty-one (21) years of age: In rare cases when we will have music available to those under 21, we will check IDs both at the door and at the bar. Those of legal age will have a hand stamp & wristband for added security/assurance of age. Security will monitor the main room as well in order to assure no underage drinking.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: Staff will regularly clean the premises of litter and noise will be monitored throughout events. We will use a decibel meter to assure acceptable noise levels.

Management Personnel

Name	Date of Birth	Name	Date of Birth
JESSE STEINBERG	03/20/78		
Timothy Payne	6/19/80		
Paul Schwoerer	8/30/81		

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):

We will clear the room of all patrons under the legal age with security staff. All patrons of legal age will get their hand stamped and/or receive a wristband which indicates that they have paid the entry fee and are of legal age.

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:

The barroom and the event space are contiguous/one room, but patrons under the age of 21 will be expected to sit at tables or stand near the stage and not be near the bar/where alcohol is being served.

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.