



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)

LICENT-2025-00276
(Legistar file number)

LICENT-

(License number)

6
(Alder District #)

408
(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): LIC. LIB-2025-00093
(Class B license only)

Business dba Name: ~~Kleuter Master Tenant LLC~~ Hotel Indigo Madison-Palette

Licensed Address: 901 E Washington Avenue

Premise Capacity: 145 Liquor/Beer Agent Name: Zacharie Gray

36 % Alcohol, 64 % Food, % Other Alder, District #: Police Sector:

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Kleuter Master Tenant

Business Mailing Address: 901 E Washington Ave Madison WI 53703

Business Contact Name, Position: Zach Gray, 608-256-0061

Business Phone: 608-256-0061 Business Email: zacharie.gray@glmg-hotels.com

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

Name	Address	Title
<u>John Kethe</u>	<u>8 Fuller Ct Madison WI 53704</u>	<u>Managing 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

Date

2/10/2025

- ☐ 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: Solo acoustic small PA system

Number of security personnel and how they will be utilized: Bartenders and management will act as security. Hours of Music are 430-630pm. Perform crowd control

Description of clothing to identify security personnel: Staff uniform and name tags

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: Security firm on site from 10pm - 6am to perform checks

How will the entrance line be managed and controlled: Host will manage entrance

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Security firm on call for any issues that cannot be handled by staff.

Underage drinking and fake ID plan: Perform checks and refuse service

Plan to control and supervise patrons under twenty-one (21) years of age: Perform checks and refuse service

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: Noise will be minimal indoor 430-630pm. On-site staff will monitor and ensure cleanliness of property

Management Personnel

Name	Date of Birth	Name	Date of Birth
Zach Gray		Hannah Williams	
Emma Nagy			
Spencer Christensen			
Bobby Gunther			

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):

Monitored by on site management as well as support
staff. Each patron checks in at host stand prior to being seated

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:

Monitored by on-site management as well as support
staff.

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.

Palette Bar & Grill Security Plan for Wednesday Music Events

Objective: To ensure a safe and secure environment during the Wednesday evening music events from 4:30 PM to 6:30 PM. This plan will focus on age verification, crowd control, and monitoring the premises to ensure a smooth and enjoyable experience for all patrons.

1. Age Verification & Entry Control

- **Host Stand Procedure:**
 - **Staff Responsibility:** The host stand staff will be responsible for checking the age of all patrons before entry. Each guest must present valid identification (e.g., driver's license, passport) to confirm they meet the age requirement.
 - **Age Requirement:** If the event is restricted to a specific age group (e.g., 21+), the host will enforce this policy, denying entry to those who do not meet the criteria.
 - **ID Verification Process:** The host will visually inspect each ID for validity, ensuring it is not expired, altered, or damaged. If there is any doubt about the authenticity of an ID, the guest will be denied entry.
 - **Guest Count Tracking:** The host stand staff will track the number of patrons entering to ensure capacity limits are not exceeded. Any overcapacity issues will be immediately addressed.

2. Security & Crowd Monitoring

- **Security Personnel/Manager on Duty:**
 - Manager on Duty (MOD) will act as security staff and will be present throughout the event to monitor the crowd, assist with age verification if needed, and respond to any issues that may arise.
 - MOD will be stationed near the host stand during peak entry times to assist in managing guest flow and ensuring that all patrons meet the age requirements.
 - MOD will also monitor the interior of the bar and music area for any disruptive behavior, such as intoxication, fights, or other safety concerns.
- **Crowd Control:**
 - MOD will help manage any lines outside the venue to prevent crowding and ensure a smooth entry process.
 - MOD will monitor the crowd during the event to make sure the music event remains peaceful and enjoyable for all guests.
 - If any guests become disruptive, security will approach them calmly and handle the situation as needed, potentially involving on-call security if necessary.

3. Event Flow & Safety

- **Patron Flow:** Staff will direct patrons to available seating or areas designated for the music event, ensuring there are no bottlenecks at the entrance.
- **Alcohol Monitoring:** The bar staff will monitor alcohol consumption, cutting off service to any guest who appears intoxicated or under the legal drinking age. Security will assist in removing any patrons who refuse to comply.

- **First Aid & Emergency Procedures:** On-Site staff will be trained in basic first aid and emergency procedures. They will be responsible for addressing any medical issues, calling for emergency services if needed, and assisting with any evacuations if necessary.

4. Communication & Incident Reporting

- **Communication:** Host stand staff and Management will maintain open lines of communication via radios or mobile phones to address any age-related issues, disturbances, or emergencies in real-time.
- **Incident Reporting:** Any incidents that occur during the event, such as underage entry, intoxication, or altercations, will be documented by security and reported to management for follow-up action.
- **Post-Event Review:** After each music event, management will conduct a brief debrief with the staff to review the procedures, identify any issues, and implement improvements for future events.

5. Closing Procedure

- **Final Patron Check:** As the event concludes, the host stand will ensure that all patrons exit in an orderly fashion, with security staff monitoring for any lingering guests.
- **Area Sweep:** Management will conduct a final sweep of the facility, ensuring all guests have left and the area is secure before the staff prepares for closing time.