



# Entertainment License

Permanent

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

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,  
☒ Class C Wine

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

(Agenda Item Number)

94162

(Legistar file number)

LICENT- 2026-00708  
(License number)

12  
(Alder District #)

501  
(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: \_\_\_\_\_

Licensed Address: 202 N 1ST ST, MADISON WI 53704

Premise Capacity: 750 230 Liquor/Beer Agent Name: KEISHA HARRISON  
Indoor Outdoor

100 % Alcohol, \_\_\_\_\_ % Food, \_\_\_\_\_ % Other Alder, District #: 12 Police Sector: NORTH

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): MADISON PUBLIC MARKET BAR CORPORATION

Business Mailing Address: 202 N 1ST ST, MADISON WI 53704

Business Contact Name, Position: KEISHA HARRISON, CEO

Business Phone: 608-421-8209

Business Email: MARKETBAR@MADISONPUBLICMARKET.ORG

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

| Name            | Address                        | Title  |
|-----------------|--------------------------------|--------|
| KEISHA HARRISON | 202 N 1ST ST, MADISON WI 53704 | MEMBER |
| ANYA FIRSZT     | 202 N 1ST ST, MADISON WI 53704 | MEMBER |
| ERIK LARSON     | 202 N 1ST ST, MADISON WI 53704 | 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 Keisha Harrison  
Signature

07-16-2026  
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: DJ AND/OR LIVE BAND DURING SPECIAL EVENTS, ACTIVITIES, AND PROGRAMS

HOSTED BY THE MADISON PUBLIC MARKET OR ITS CLIENT.

Number of security personnel and how they will be utilized: MINIMUM OF 2 SECURITY GUARDS ON PREMISES,

PATROLLING CONTINUALLY THROUGHOUT SHIFTS.

Description of clothing to identify security personnel: COMPANY UNIFORM

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

MINIMUM OF 2 SECURITY GUARDS ON PREMISES, PATROLLING CONTINUALLY THROUGHOUT SHIFTS.

How will the entrance line be managed and controlled: \_\_\_\_\_

MINIMUM OF 2 SECURITY GUARDS ON PREMISES, PATROLLING CONTINUALLY THROUGHOUT SHIFTS.

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

STAFF WILL PROMPTLY ADDRESS DISRUPTIVE BEHAVIOR AND IMMEDIATELY NOTIFY MANAGEMENT AND SECURITY OF ANY INCIDENT

INVOLVING INTOXICATION, DISORDERLY CONDUCT, OR SUSPECTED ILLEGAL ACTIVITY.

Underage drinking and fake ID plan: STAFF WILL CHECK VALID GOVERNMENT-ISSUED PHOTO IDENTIFICATION FOR ALL

PATRONS WHO APPEAR UNDER 30 AND REFUSE ENTRY OR SERVICE TO ANYONE USING A FALSE OR ALTERED ID. ANY UNDERAGE

DRINKING OR ATTEMPTED USE OF A FAKE ID WILL RESULT IN REMOVAL FROM THE PREMISES AND LAW ENFORCEMENT NOTIFICATION.

Plan to control and supervise patrons under twenty-one (21) years of age: STAFF WILL ACTIVELY MONITOR PATRONS

UNDER 21 THROUGHOUT EACH EVENT TO ENSURE THEY REMAIN IN AUTHORIZED AREAS AND COMPLY WITH ALL VENUE RULES. ANY

VIOLATIONS WILL BE ADDRESSED IMMEDIATELY, AND PATRONS WHO FAIL TO COMPLY WILL BE REMOVED FROM THE PREMISES.

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

MADISON PUBLIC MARKET HAS EMPLOYED A JANITORIAL SERVICE COMPANY THAT WILL BE ONSITE FOR

ALL OPEN HOURS OF THE BAR AREA. STAFF WILL ALSO REMOVE TRASH AS NEEDED.

### Management Personnel

| Name            | Date of Birth | Name | Date of Birth |
|-----------------|---------------|------|---------------|
| KEISHA HARRISON |               |      |               |
|                 |               |      |               |
|                 |               |      |               |
|                 |               |      |               |

## 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):

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PATRONS UNDER 21 WILL BE ADMITTED ONLY FOR DESIGNATED 18+ LIVE ENTERTAINMENT AND ONLY WITHIN 30 MINUTES BEFORE

THE EVENT BEGINS. STAFF AND/OR SECURITY WILL VERIFY AGES AND ENSURE ALL UNDERAGE PATRONS LEAVE WITHIN 30 MINUTES

AFTER THE EVENT ENDS

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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:

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PATRONS UNDER 21 WILL BE RESTRICTED TO THE DESIGNATED LIVE ENTERTAINMENT AREA, WITH ACCESS TO THE BAR LIMITED

TO PURCHASING NON-ALCOHOLIC BEVERAGES AND INCIDENTAL RESTROOM USE. STAFF AND SECURITY WILL MONITOR THE PREMISES

TO ENSURE UNDERAGE PATRONS DO NOT LINGER IN ANY BARROOM OR OTHER RESTRICTED AREAS.

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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.