



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)

(Legistar file number)

LICENT- 2023-00743
(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: Moxy by Marriott Madison Downtown

Licensed Address: 823 E. Washington Avenue, Madison, WI 53703

Premise Capacity: 836 Liquor/Beer Agent Name: Sheri Straka

40 % Alcohol, 58 % Food, 2 % Other Alder, District #: _____ Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): North Central Management, Inc.

Business Mailing Address: PO Box 620994

Business Contact Name, Position: Christine Hoebel, Transaction Manager

Business Phone: 608-836-6060 Business Email: choebel@ncghospitality.com

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

Name	Address	Title
See attached		

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

10/19/2023
Date

Orange sign and business card issued
 "License Renewals & Changes" brochure with next steps issued
Office Use Only

NORTH CENTRAL MANAGEMENT, INC.

List of Directors & Officers

- David A. Lenz
Director, Founder and Chairman
[REDACTED]
- Kris Lenz
Director
[REDACTED]
- Jeffrey S. Lenz
Chief Executive Officer & Stockholder
[REDACTED]
- Mark E. Lenerz
Chief Financial Officer
[REDACTED]
- Andrew B. Inman
Chief Development Officer
[REDACTED]
- Eric A. Rottier
Chief Operating Officer
[REDACTED]
- Catherine M. Gillman
Vice President & General Counsel
[REDACTED]
- Katherine A. Marron
Vice President of Marketing & Communications & Stockholder
[REDACTED]
- Kimberly Richter
Vice President Community & Investor Relations & Stockholder
[REDACTED]
- Jen Yakimicki Guimond
Vice President of Revenue
[REDACTED]

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 or a DJ may perform in the lobby bar.

Number of security personnel and how they will be utilized: Overnight security personnel to maintain order throughout the hotel

Description of clothing to identify security personnel: Security uniform

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
Parking will be available in the Livingston Street Ramp and operated by a 3rd party valet service

How will the entrance line be managed and controlled: Hotel employees will monitor the front entrance door to the hotel


Plan for unruly patrons, intoxicated patrons, and physical disturbances: Follow all guidelines as outlined in the alcohol training for the state of Wisconsin

Underage drinking and fake ID plan: All bartenders will take an alcohol training class that will address under age drinking and fake ID's

Plan to control and supervise patrons under twenty-one (21) years of age: _____
All bartenders will take an alcohol training class that will address under age drinking and fake ID's

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Our facilities will be cleaned and monitored multiple times per day

Management Personnel

Name	Date of Birth	Name	Date of Birth
Sheri Straka			
April Sponem			