



Change of Premises

LICPCH-2014 00181
(Number)

(scanned)

(Leg file number)

(Processing step)

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

licensing@cityofmadison.com
608-266-4601

(initials)

This application modifies existing alcohol license number: 068452

- Class A Beer
- Class B Beer
- Class A Liquor
- Class B Liquor
- Class C Wine

Aldermanic District: 6 Alder Name: Marsha Rummel Police Sector: Central - 408

Corporate Information

Licensed Premise Information

Business Legal Name: Irish Heart Enterprises, LLC

Business dba Name: The Brass Ring Bar & Restaurant

Business Address: 701 East Washington Ave. Ste. 104

Licensed Address: 701 East Washington Ave. Ste. 104

Corporate Contact Name & Position: _____

Business Contact Name & Position: _____

Lawrence Walsh - Owner

Lawrence Walsh - Owner

Phone & Email: 608-772-1134 larry@thebrassringmadison.com

Phone & Email: 608-772-1134 larry@thebrassringmadison.com

Liquor Beer Agent Name: Lawrence Walsh % Alcohol: 50 % Food: 50

Current Capacity (indoor): 220

Current Capacity (outdoor): 72

Proposed Capacity (indoor): 220

Proposed Capacity (outdoor): 900

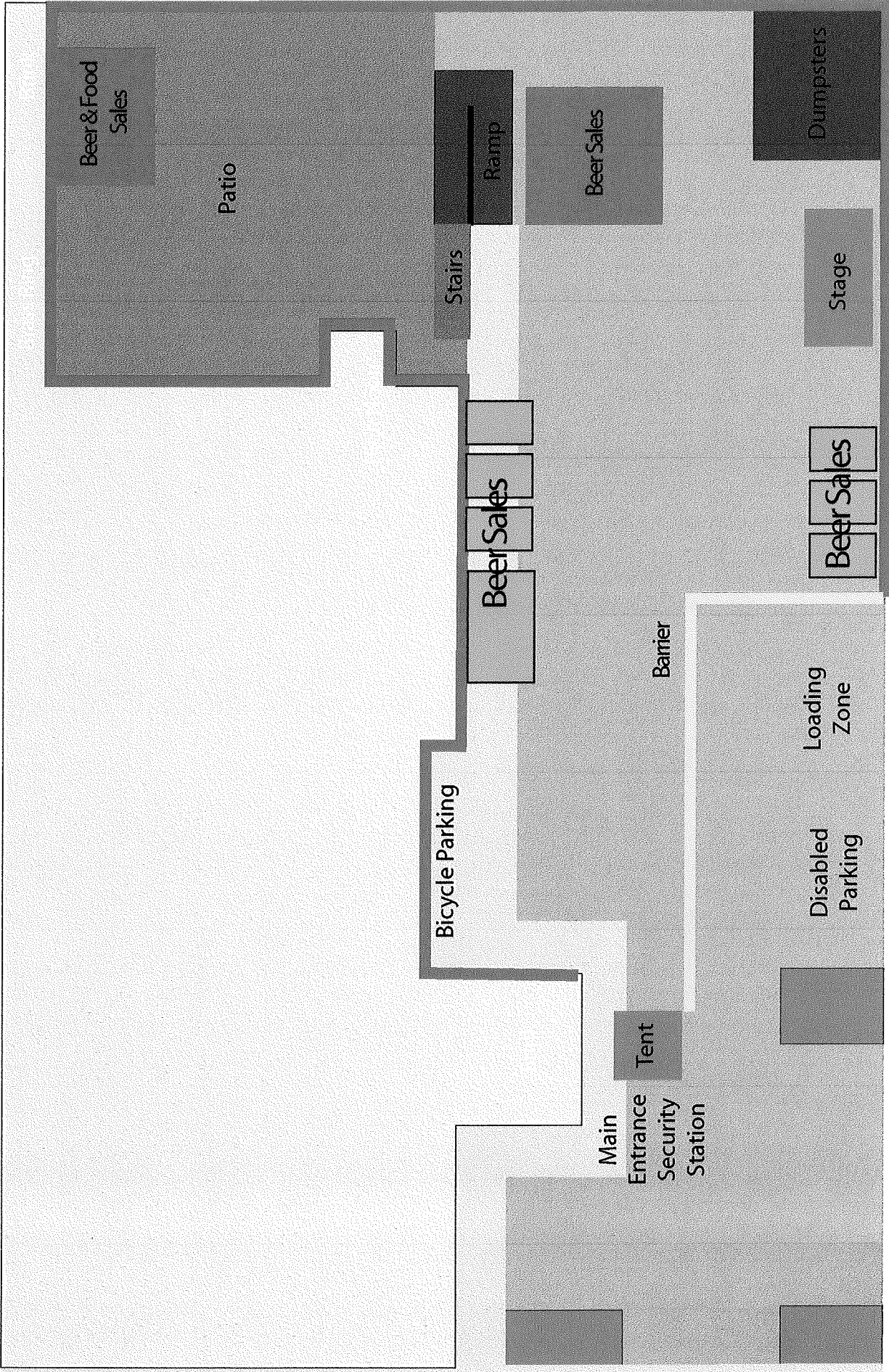
Description of Proposed Changes: For the following two dates only 1. Either the Saturday or Sunday of Memorial Day Weekend 2. The second Saturday in May the premise would change as detailed in the attached document.

Detailed Floor Plans included (required)

Orange sign and "License Renewals & Changes" brochure issued

X Lawrence Walsh
Applicant signature

Date: 3/18/2014



Beer & Food Sales

Patio

Stairs

Ramp

Beer Sales

Dumpsters

Stage

Beer Sales

Bicycle Parking

Barrier

Loading Zone

Disabled Parking

Beer Sales

Tent

Main Entrance Security Station

Proposed Changes:

This document is designed to give details for proposed changes to the Premise of the Brass Ring, on the Saturday or Sunday of Memorial Day Weekend and the second Saturday in May.

The total square footage of the outdoor area, entire patio and parking lot is approximately 7500 sq. feet, accounting for stage, beer sales, booths (for vendors if present), and bicycle parking, the usable square footage of the out door area is approximately 6200 square feet.

Beer will be sold/distributed within the areas marked by red for the Wurst Times Event (Memorial day Weekend) and in the areas marked by blue are for the Craft Beer Week event (Second Saturday in May).

The barriers for the event will remain the same for both events, permanent barriers and fixtures are marked in red and temporary barriers to maintain entrance and egress are in yellow

There will be only one access to the event. The doors to the Brass Ring (which would be the only non-parking lot access) will be locked and customers directed to the parking lot access point.

Security: Two police officers are to be hired through the city to I.D. participants upon entrance and keep general order at the event. Additional licensed and non-licensed staff will be provided by event organizers, participants and the three venues.

The event will begin at 11 am and end 1 hour before dusk.

Disabled Parking:

The two disabled parking spots will temporarily be moved to the new location. Signage will clearly mark the two additional spots as "disabled" extra space will be given around these spots for wheelchair loading and unloading.

The Wurst Times event will be an all-ages event with wristbanding done at the checkpoint labeled Tent/Main Entrance Security Station.