



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- 2025-00572
(License number)

4 Verveer 403
(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: Madison Children's Museum, Inc.

Licensed Address: 100 N Hamilton St Madison, WI 53703

Premise Capacity: 750 Liquor/Beer Agent Name: Susan Ramspacher

____% Alcohol, ____% Food, ____% Other Alder, District #: Verveer, #4 Police Sector: Downtown

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Madison Children's Museum, Inc.

Business Mailing Address: 100 N Hamilton St, Madison, WI 53703

Business Contact Name, Position: Tom Linfield

Business Phone: 608-354-0553 Business Email: tlinfield@madisonchildrensmuseum.org

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

Name	Address	Title
Matthew Cornwell	4606 Prairie Fire Ct Deforest	Chair
Kristin Shults	225 Princeton Ave Madison	Vice Chair
Joel Martin	466 Orchard Dr Madison	Treasurer

(see extra page)

☒ 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] 6/16/2025
Signature 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: bands, djs, solo singer or instrumental music, range of performers such as stilt walkers or magicians

Number of security personnel and how they will be utilized: security hired from MPI Protective Services; # dependent on # of guests anticipated, always at least 1 if alcohol is served

Description of clothing to identify security personnel: MPI security uniform shirt and dark pants

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

No onsite parking available to guests - 3 stall parking/loading dock for vendors only

How will the entrance line be managed and controlled: entrance through front of building with security checking ID for adults only events; guests proceed to front desk for check in or event table; line can form down N Hamilton St on side walk if needed

Plan for unruly patrons, intoxicated patrons, and physical disturbances: onsite supervisor and event planner use walkie talkies to connect with staff and security guards; staff support security who handles all disturbances

Underage drinking and fake ID plan: all guests are carded at the door and at bars (if appear under 30 years old); Log of fake IDs and attempts at underage drinking are kept at each bar and reviewed by supervisor and liquor agent

Plan to control and supervise patrons under twenty-one (21) years of age: Events with patrons under 21 always include their parents or guardians. These adults are responsible for their young people.

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

Event staff are assigned to every area of the facilities and are responsible for clean up and maintaining noise levels

Management Personnel

Name	Date of Birth	Name	Date of Birth
Kia Karlen			
Susan Ramsbacher			
Hailey McLaughlin			



madison children's museum

Corporate Officers 2025

Chair, Matthew Cornwell, [REDACTED] Deforest, WI 53532

Vice Chair, Kristin Shutts, [REDACTED] Madison, WI 53726

Treasurer, Joel Martin, [REDACTED] Madison, WI 53711

Secretary, Sydney VanBerg, [REDACTED] Madison, WI 53726

Officer at large, Sarah Condella, [REDACTED] Madison, WI 53705

Officer at large, Michelle Chang-DerBedrosian, [REDACTED] Sun Prairie, WI 53590