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P-406

LICENT-2015-00353

Entertainment License Application - 18+ / 21+ (Circle One)

Complete application is due at 12 noon two weeks before Alcohol License Review Committee (ALRC) meeting. Applicants must appear before the ALRC.

Prior to your hearing before the ALRC, you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

Alderperson Verveer can be reached at _____, at the Common Council Office (608-266-4071), or via e-mail at council@cityofmadison.com.

Neighborhood Association. The name of the neighborhood association representative can be obtained by calling the Department of Planning & Community & Economic Development at 608-266-4635.

Police Department Central District Captain (Sector 400) can be reached at 261-9694.

Police Department East District Captain (Sector 600) can be reached at 267-2100.

Police Department North District Captain (Sector 500) can be reached at 245-3652.

Police Department West District Captain (Sectors 100-200) can be reached at 243-0503.

Police Department South District Captain (Sector 300) can be reached at 267-8687.

The Alcohol Policy Coordinator, Mark Woulf can be reached at 264-9295

Orange sign- You must display the public notice sign within three days of your application at the current premise until the Common Council makes a final determination.

Corporate/Owner Name Winedown LLC

DBA Winedown Contact Phone Number: 845-707-2690

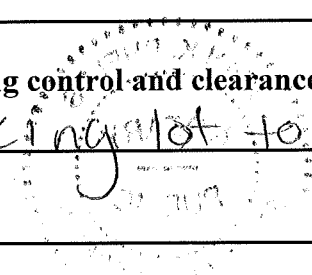
Address 118 State St. Madison WI

Current Capacity (49+): 300

Type of live entertainment that will be offered: acoustic musicians, jazz musicians, pianist (possibly), vocalists

Number of security personnel and how they will be used: managers on duty, current staff (this is not a "raucy" crowd)

How you will handle issues regarding control and clearance of the parking lot during hours of operation and at closing time: NO parking lot to control



How you will handle unruly patrons, intoxicated patrons, and physical disturbances: _____

With serving solely beer + wine, and an overall "vibe", I wouldn't anticipate problems. However, if a problem arises, we would ask patron to leave (call a cab or friend to make sure he/she does not drive) or call the MPD if it is an unsafe situation.

How you will handle patrons presenting fake ID's and/or how you plan to prevent alcohol sales to people under twenty-one (21) years old. If applying for an 18+ Entertainment License, please explain how you will conspicuously identify patrons who are twenty-one (21) years and older and how you plan to supervise underage patrons:

We will card EVERYONE and also have an app for checking ID's. Fakes will be confiscated & either given to MPD or destroyed. Again, we are going for a more "relaxed" atmosphere than a rowdy college establishment.

Identify by name individuals who are employed by the establishment in a management capacity:

Jennie Shultz

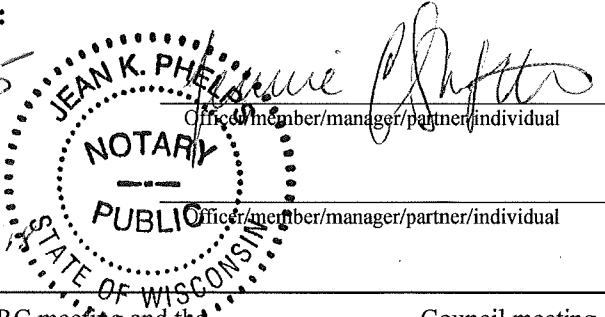
Read carefully before signing. Upon penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers.

Subscribed and Sworn to Before Me:

This 21st date of May, 2015

Jean K. Phelps
Notary Public

My Commission expires 6/02/2018



Application to be considered at the _____ ALRC meeting and the _____ Council meeting.
License Number LICENT-2015-00353 Registrar # _____
Routed: City Zoning Building Inspection Madison Police Sector 406 Alder Verweir (District 4)