



Entertainment License

Permanent

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

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT- 2025-00315
(License number)

20 115
(Alder District #) (Police Sector)

Office Use Only

Class A: ☐ Beer, ☐ Liquor, ☐ Cider

Class B: ☒ Beer, ☒ Liquor,

☐ Class C Wine

Type of entertainment license: ☐ Entertainment License (21+) ☐ Visual & Performing Arts License (18+)

Licensed Premises Information

This application modifies existing alcohol license number (if applicable): LICLIB-2015-00186
(Class B license only)

Business dba Name: Vitense Golfland

Licensed Address: 5501 Schroeder Rd 53711

Premise Capacity: 200 Liquor/Beer Agent Name: Joel Weitz

15 % Alcohol, 15 % Food, 70 % Other Alder, District #: 20 Police Sector: West

Corporate Information

Business Legal Name (as on WI State Sellers Permit): George Vitense Golfland, Inc

Business Mailing Address: 5501 Schroeder Rd Madison, WI 53711

Business Contact Name, Position: Sarah Weitz, Vice President

Business Phone: 608-271-1411 Business Email: sweitz@vitense.com

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

Name	Address	Title
Joel Weitz	6414 Landfall Dr Madison 53705	President, Owner
Sarah Weitz	"	Vice President, Owner

☒ 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] 3/18/25
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: 1-3 person band (light music for patio), disc jockey, single artist

Number of security personnel and how they will be utilized: Our managers/training supervisors act as security roaming facility. We typically have 5-6 staff performing these duties/shift.

Description of clothing to identify security personnel: Staff wear black t-shirts/polo as their uniform with nametags

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: Our parking lot is regularly monitored by our managers and rangers during their shift.

How will the entrance line be managed and controlled: These events will primarily be on the patio of our restaurant - Babes at Vitense. Guests will be escorted to their table/seats by our host/hostess.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: We train our servers on "Serve Safe" to not overserve our patrons. If we have intoxicated guests, we help to find friends/family to take them home. We also use the Safe Ride program.

Underage drinking and fake ID plan: We regularly check ID's for anyone that looks under 40 and require all patrons drinking alcohol to wear wristbands.

Plan to control and supervise patrons under twenty-one (21) years of age: We do not allow them to drink any alcoholic beverages

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

We regularly pick up garbage by all our staff on a regular basis. Noise will be controlled by not having any live music after 9:30pm.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Joel Weitz			
Sarah Weitz			
Lynn Haker			