



# 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- 2022-00218  
 (License number)  
12 (Alder District #) 500 (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): 74944-84656  
(Class B license only)

Business dba Name: Lazy Owl Lounge

Licensed Address: 1617 N. Stoughton Rd

Premise Capacity: 272 Liquor/Beer Agent Name: Thomas Alswager

34.1 % Alcohol, 65.9 % Food, \_\_\_ % Other Alder, District #: 17 Police Sector: North

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Movin North LLC

Business Mailing Address: 1617 N. Stoughton Rd, Madison, WI 53704

Business Contact Name, Position: Thomas Alswager, owner

Business Phone: 608-444-0370 Business Email: Sales@updowncatering.com

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

Name	Address	Title
Thomas Alswager	5512 Creamery Rd. McFarland, WI 53558	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 Thomas Alswager Signature 3/11/22 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 Trivia

Number of security personnel and how they will be utilized: 1 AT THE DOOR (IDS CAPACITY)

1 MGR ON THE FLOOR

Description of clothing to identify security personnel: Lazy OUF SHIRT

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:  
PERIODIC CHECK OF LOT AND ASK PEOPLE TO GO HOME  
IF PROBLEMS ARISE CALL POLICE.

How will the entrance line be managed and controlled: DOOR MAN WILL BE  
STATIONED AT FRONT DOOR TO CHECK IDS

Plan for unruly patrons, intoxicated patrons, and physical disturbances: INTOXICATED PERSON WILL BE CUT OFF  
OR NOT ALLOWED IN - UNRULY PATRONS WILL BE ASKED TO LEAVE AND IF NECESSARY THE  
POLICE WILL BE CALLED

Underage drinking and fake ID plan: TURN AWAY ANYONE WITH OUT ID  
AND TAKE ANY FAKE ALSO DON'T ALLOW SERVICE IF  
NOT SURE

Plan to control and supervise patrons under twenty-one (21) years of age: NOT ALLOWED FOR  
ENTERTAINMENT

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
STAFF WILL MAINTAIN TRUCK AND MUSIC IS  
INDOORS (ACOUSTIC 2 PERSON ACT ON PATIO IN SUMMER 5-8 THUR)

**Management Personnel**

Name	Date of Birth	Name	Date of Birth
Thomas Alswager	[REDACTED]		
Dan Brown			
Rob Burns			
Justin Bitzer			

NOT SURE BIRTH DATE