



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 _____ 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 Red Zone of Madison, Inc.

DBA The Red Zone Contact Phone Number: _____

Address 1212 Regent Street, Madison WI

Current Capacity (49+): 625

Type of live entertainment that will be offered: Live music and other live performances
(i.e. Comedy acts or spoken word readings)

Number of security personnel and how they will be used: 4 to 6: 2 at the door (checking
IDs + taking money/tickets or distributing wristbands), 1 near the
Emergency exit door, 1 to 3 within the crowd.

How you will handle issues regarding control and clearance of the parking lot during hours of operation and at closing time: Do not have a parking lot. To control and maintain
exiting of patrons in an orderly, safe manner, 2 staff members
would be at the door while remaining staff assists in
ushering patrons to the exits.

30841

