



Entertainment License

Permanent

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

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,
 Class C Wine

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)
(Legistar file number)
LICENT-2024-00492 (License number)
2 (Alder District #) 403 (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: Liquid

Licensed Address: 624 University Avenue, Madison, WI 53715

Premise Capacity: 720 Liquor/Beer Agent Name: Riley Gasiorowski

40 % Alcohol, _____ % Food, 60 % Other Alder, District #: Bennett, #2 Police Sector: Central

Corporate Information

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

Business Mailing Address: 2213 Sommers Avenue, Madison, WI 53704

Business Contact Name, Position: Benjamin Churley, Managing Member

Business Phone: (608) 395-9393 Business Email: cenotemadison@gmail.com

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

Name	Address	Title
Benjamin Churley	2213 Sommers Ave, Madison, WI 53704	Managing Member

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 Benjamin G. Churley
Signature

6/17/2024
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: primarily live music and DJs

Number of security personnel and how they will be utilized: (1) per 50-75 patrons; varies by event, coordinated by mgmt with stationary & roaming positions.

Description of clothing to identify security personnel: Powder blue short sleeve shirts or long sleeve jackets, with prominent LIQUID branding.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: We do not have a parking lot.

How will the entrance line be managed and controlled: "blow through" crowd control barricades managed by security staff and operations mgmt supervision.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Contracted by security staff with a manager present, with emphasis on de-escalation and peaceful removal of unruly patrons & safety of intoxicated patrons. Call "911" if necessary.

Underage drinking and fake ID plan: Extensive manual (primary) and electronic ID checking via "Patron Scan" (secondary) with dedicated, specially trained door staff for manual ID checking.

Plan to control and supervise patrons under twenty-one (21) years of age: Wristbands for 21+ patrons and "X" for 18+ patrons under twenty-one, placed by trained staff during controlled entry process. Stationary & roaming security monitor public areas of the venue.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: Contracted trash service. On premises maintenance by venue staff. Sound proofing / mitigation & audio level management. No noise issues previously.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Benjamin Churley	[REDACTED]		
Riley Gasiorowski	[REDACTED]		
Charles (Max) Cooke	[REDACTED]		

Additional Required Items for Visual and Performing Arts License (18+)

1. I understand all patrons must be at least eighteen (18) years of age to enter and remain on the premise.

2. *Patrons under the age of twenty-one (21) may be allowed on the premise only for the purpose of live entertainment. Such shows must be designated as eighteen (18) and up shows and the entertainment must begin and end at a specified time. Patrons under the age of twenty-one (21) shall not be on the premise more than thirty (30) minutes before the scheduled live entertainment and must be off the premise within thirty (30) minutes of the live entertainment concluding.*

Plan to ensure compliance with time requirements for patrons under the age of twenty-one (21):

Event-based operation with entertainment scheduled to start at the beginning of each event or within 30 minutes of doors opening for ~~the~~ each event.

3. *Patrons under the age of twenty-one (21) may only be on the portion of the licensed premise where the live entertainment is occurring with the exception of incidental use of the restroom facilities and procuring a non-alcoholic beverage from the barroom. Under no circumstances will underage patrons be allowed to linger in a barroom that is separate from the live entertainment portion of the premise.*

Plan to limit patrons under the age of twenty-one (21) to appropriate areas:

All public areas of the premises, with the exception of bathrooms, are part of the viewing area for the live entertainment.

4. I understand written notification **must** be provided to the Captain of the police district in which the establishment is located at least five (5) days prior to **all** eighteen (18) and up live entertainment performances. The notification shall include a detailed description of the performance including start and end times.

5. I understand only one (1) eighteen (18) and up live entertainment event may be held per week.

6. I agree not to sell more than one alcoholic beverage to an eligible patron in a single transaction during eighteen (18) and up live entertainment events and shall prohibit a patron from carrying more than one alcoholic beverage from a bar or drink dispensing location during eighteen (18) and up live entertainment events.

7. I agree to comply with the identification requirements in Sec. 38.04(6), MGO, relating to conspicuously identifying patrons who are twenty-one (21) years of age and older.