

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-
(License number)

(Alder District #)

(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): LIC CIB 2022-00307
(Class B license only)

Business dba Name: Amara

Licensed Address: 670 N Midvale Blvd. Madison, WI 53705-3200

Premise Capacity: 190 Liquor/Beer Agent Name: Tara Goldberg

40 % Alcohol, 60 % Food, % Other Alder, District #: 11 Police Sector: Midtown District

Corporate Information

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

Business Mailing Address: 670 N Midvale Blvd. Madison, WI 53705-3200

Business Contact Name, Position: Joshua Berkson, Owner

Business Phone: (646) 221-4022 Business Email: josh@rulenoone.com

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

Name	Address	Title
Joshua Berkson	1319 E. Johnson St., Madison, WI 53703	Partner
James Juedes	3919 Shawnee Pass, Madison, WI 53711	Partner
Jon Nodler	W2918 County Road EE, Albany WI 53502	Partner

Rule No 1 Hospitality, Inc. 106 E. Doty St. Madison, WI. 53703 Managing Entity

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.
No zoning is necessary

I certify that this information is true and correct to the best of my knowledge.

X [Signature]
Signature

5/11/2022
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: DJ, low-key - Background ambient music only on weekends.

Number of security personnel and how they will be utilized: No addl security needed

Description of clothing to identify security personnel: No addl security needed

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
Plenty of parking available at Hilldale late night. No clearance needed.

How will the entrance line be managed and controlled: The host stand will take late night reservations.
This is a low-key lounge-like setting with fine food and high-end wine

Plan for unruly patrons, intoxicated patrons, and physical disturbances: _____

Bartenders are in charge of not over serving. Bartenders must complete a responsible beverage server training course and be adept in alcohol laws, how to properly check IDs and conduct service practices that reduce excessive consumption for the safety of our staff, our patrons and our community.

Underage drinking and fake ID plan: We will be stringently checking IDs at the host stand, or bar

Plan to control and supervise patrons under twenty-one (21) years of age: Patrons under 21 are allowed on the premises, but will not be served alcohol

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

Management Personnel

Name	Date of Birth	Name	Date of Birth
General Manager, Jillian Weingart	[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):

N/A

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:

N/A

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.