



# 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)	83315	
(Legistar file number)	LICENT-2024-00218	
(License number)	4	405
(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): applied for  
(Class B license only)

Business dba Name: Gamma Ray Bar

Licensed Address: 121 W. Main St.

Premise Capacity: 129 Liquor/Beer Agent Name: Addie Greenwood

80 % Alcohol, 10 % Food, 10 % Other Alder, District #: 4 Police Sector: 405

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Ffo Productions, LLC

Business Mailing Address: 626 E Johnson St. <sup>Apt 311</sup> Madison, WI 53703

Business Contact Name, Position: Kevin L Willmott II, ~~is~~ Sole Member

Business Phone: 735-218-2299 Business Email: gammaraybar@gmail.com

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

Name	Address	Title
Kevin L Willmott	626 E Johnson St Apt 311	Sole member/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 Kevin L Willmott II  
Signature

4-12-24  
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: Live Music Karaoke, DJ's, Spoken word, storytelling, Pool cast, Bingo, Trivia

Number of security personnel and how they will be utilized: 2-3 Security Depending on the event and ticket sales. Will Always Have 2 security on FRidays and Sat.

Description of clothing to identify security personnel: We will have security and Staff Attire that is only Available to Staff.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: one Security Staff will take point at entrance FOR IDs and tickets. The second and third Security will monitor the perimeter for

How will the entrance line be managed and controlled: on Nights we expect a large crowd At Doors, we can pre check IDs and tickets with wristbands given before Doors start, we can also do tickets from the stage Room to give us the front lounge for

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Having someone at the entrance checking IDs, Asking how their Night has been, checking for over intoxication before entering the Building is the best way. For physical disturbances will be handle by qualified security who can handle the issue with calmness.

Underage drinking and fake ID plan: We will have ID Scanners Also Trained to Right Questions to ASK if <sup>PRIVACY</sup> Age is in question. Security ~~will~~ know

Plan to control and supervise patrons under twenty-one (21) years of age: FOR 18+ events we will X under 21 patrons Also giving wristbands to patrons over 21.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: Between trained Security and Bar Staff checking perimeter and keeply Front Door shut on loud nights. Keep any litter OR noise controlled.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Kevin Willmott			
Addie Greenwood			
Michelle Kelly			

## 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):

Having a wrist band ID System At the Door and Staff that will sell one drink per wristband on 18+ Night Doors will be 30 mins before event starts and security and bar staff will help clear the room

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. At the end of the night

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

The Stage Room is where the Entertainment will be, patrons under 21 will be asked by security or bar staff to please stay and stay in the Stage Room,

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.