Entertainment License

Permanent

City of Madison Clerk
210 MLK Jr Blvd, Room 105
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT- 2026-00327
(License number)

4 (Alder District #)

404 (Police Sector)

Office Use Only

~~Class A: ☐ Beer, ☐ Liquor, ☐ Cider~~

Class B: ☐ Beer, ☒ Liquor,
☐ Class C Wine

Type of entertainment license: ☒ Entertainment License (21+) ☐ Visual & Performing Arts License (18+)

Licensed Premises Information

This application modifies existing alcohol license number (if applicable): LICLIB-2020-00647 (Class B license only)

Business dba Name: Local Motive

Licensed Address: 646 W Washington Ave, Madison WI 53703

Premise Capacity: 49 Indoor 0 Outdoor Liquor/Beer Agent Name: RM Snihur

40 % Alcohol, 10 % Food, 50 % Other Alder, District #: Verveer, 4 Police Sector: 404

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Madison Local Motive LLC

Business Mailing Address: 646 W Wahington Ave, Madison WI 53703

Business Contact Name, Position: B Shubat, Owner

Business Phone: 608.960.8446 Business Email: madison.localmotive@gmail.com

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

Name	Address	Title
B Shubat	[redacted] McFarland WI 53558	Owner

Will entertainment or any amplified sound be outdoors? ☒ No ☐ Yes
If yes, contact 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 [signature] 5/13/2026
Signature *Date*

☐ Orange sign and business card issued

☐ "License Renewals & Changes" brochure with next steps issued

Office Use Only

REV 09/2025

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, DJ, Designated Dance Floor

Number of security personnel and how they will be utilized:
At least 2 Local Motive personnel, with one at entrance

Description of clothing to identify security personnel:
LM personnel are typically identified by standard clothing such as black shirts and outfits.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
Parking lot should be clear at opening and increasingly by closing. Lot will be monitored by LM personnel during event and no loitering after.

How will the entrance line be managed and controlled: Entrance lines are managed by dedicated staff tasked with controlling crowd flow to prevent disturbances. These include monitoring for intoxicated patrons, managing capacity, and ensuring public right-of-ways are not blocked

Plan for unruly patrons, intoxicated patrons, and physical disturbances:
This behaviour is not tolerated, and such patrons will be asked to leave.

Underage drinking and fake ID plan:
No underage people will be served and LM personnel will review fake ID strategies, such as asking for a second ID, and reminding customers of the law.

Plan to control and supervise patrons under twenty-one (21) years of age:
Staff will monitor the premises to prevent underage drinking or adults passing drinks to minors. Staff screen patrons for age at the door and provide color coded wristbands for age identification.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Litter is controlled by using trash bins around the premises. Music will be contained indoors only, unless otherwise approved. Staff clean up any errant debris outside the immediate premises.

Management Personnel

Name	Date of Birth	Name	Date of Birth
B Shubat	[redacted]		