

Application for Change of Licensed Premise
No Fee Required. Due at 12 Noon two weeks before ALRC meeting.

Applicants must appear before the ALRC. Detailed floor plans (no larger than 8 1/2 x 14) must accompany this form, or request will not be presented to the committee.

Please contact City Zoning (Municipal Building LL-100, 266-4560). A Conditional Use Permit may be required. There is a fee for the Conditional Use Permit.

Corporate/Owner Name Matthew Gerding, Majestic Theatre, LLC

DBA Majestic Theatre

Address 115 King St.

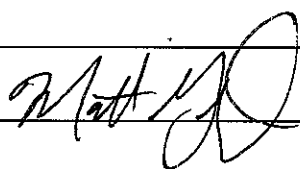
Agent Scott Leslie

Capacity 600 % Alcohol 50 % Food n/a

% ticket sales 50%

Description of Expansion Plans:

Change of conditions / removal of license restrictions
are requested. See attached letter.

Signature of Applicant  Date 4/1/08

To be considered at ALRC meeting of _____

and Common Council Meeting of _____

License Type Class B combination License # 077049 Legistar # 09898

Approved _____ Disapproved _____

Routed: City Zoning
Building Inspection Unit – Permit Counter
Madison Police Department
Aldersperson _____

Police Sector 405
Dist 4

March 31, 2008



Alcohol License Review Committee
210 Martin Luther King, Jr. Blvd.
Room 103
Madison, WI 53703

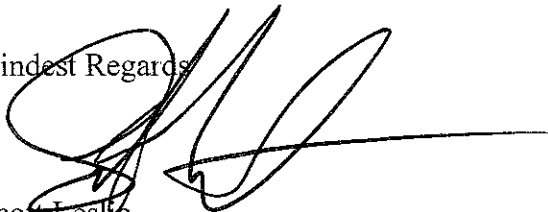
Dear Members of the ALRC,

Last April, we were awarded a liquor license from the ALRC and the city of Madison with three probationary restrictions. As we approach the one year mark of having our license awarded, we would like to lobby the committee to consider removing the restrictions on our license. We understand the purpose of these restrictions, as well as the necessity for new licensed establishments to prove themselves fully as a functional piece of the entertainment and nightlife culture in Madison.

We feel that we have proven to every resident of the city that we are who we said we were going to be. We have produced 50 concerts from national acts in 6 months, and have another 19 confirmed as of this letter. We have placed the Majestic once again as a proud venue for the Wisconsin Film Festival, have become the go to venue for Indie Queer Madison, have hosted private events from the cr m de la cr me of Madison companies and proven to be a great place to watch the Packer game, despite what the NFL had to say about it.

The removal of these restrictions will not change the way we do business in the least, but we feel that we have proven ourselves to the point where these restrictions are no longer necessary.

Kindest Regards


Scott Leslie
Owner
Majestic Theatre

MAJESTIC THEATRE
MADISON, WI 53703
608.255.0901
WWW.MAJESTICMADISON.COM

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Premise - 9100 sq. ft., all levels. Alcoholic Beverages will be served in two area's: One bar is located on the main floor and second floor underneath the balcony. Coolers will be located behind the main floor bar with the non-fixed cooler on the second floor. Both bars will be counter-service as well as service by a wait staff. Alcohol will be allowed in all public spaces as well as the stage and dress in rooms (only by the artist.) The square footage is as follows: Building: 9100 gsf, Lot: 4030 gsf, cooler: 87 gsf., main floor bar length: 24 ft, balcony bar length: 12 ft.

Common Council granted license May 15, 2007, with the following conditions:

1. Weeknight closing time shall be no later than 1:30 am.
2. Weekend closing time shall be no later than 2:00 A.M.
3. Alcohol to be served no more than one hour before an event and no later than the end of the last event, or a half an hour before the premise closes (whichever comes first).
4. Capacity shall be no more than 600 people for ticketed events and no more than 350 people restricted to the main floor for non-ticketed events.

End of Report