



Entertainment License Application - 18+ / 21+ (Circle One)

Complete application is due at 12 noon two weeks before Alcohol License Review Committee (ALRC) meeting. Applicants must appear before the ALRC.

Prior to your hearing before the ALRC, you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

- Alderperson Mike Kever can be reached at _____ at the Common Council Office (608-266-4071), or via e-mail at council@cityofmadison.com.
- Neighborhood Association. The name of the neighborhood association representative can be obtained by calling the Department of Planning & Community & Economic Development at 608-266-4635.
- Police Department Central District Captain (Sector 400) can be reached at 261-9694.
- Police Department East District Captain (Sector 600) can be reached at 267-2100.
- Police Department North District Captain (Sector 500) can be reached at 245-3652.
- Police Department West District Captain (Sectors 100-200) can be reached at 243-0503.
- Police Department South District Captain (Sector 300) can be reached at 267-8687.
- The Alcohol Policy Coordinator, Mark Woulf can be reached at 264-9295
- Orange sign**- You must display the public notice sign within three days of your application at the current premise until the Common Council makes a final determination.

Corporate/Owner Name Shamrock Bar & Grill, Inc.

DBA Shamrock Bar & Grill Contact Phone Number: 608-239-3014

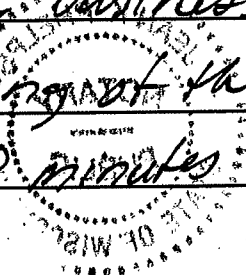
Address 117 W. Main St. Madison WI 53703

Current Capacity (49+): 120

Type of live entertainment that will be offered: Karaoke, live DJs

Number of security personnel and how they will be used: 6 People, 3 Door staff, 3 Barback/support security

How you will handle issues regarding control and clearance of the parking lot during hours of operation and at closing time: W. Main St. businesses stagger last call to avoid crowding of the sidewalk. Last call is done 45 to 30 minutes before bar time.



31209

How you will handle unruly patrons, intoxicated patrons, and physical disturbances: Our

experienced staff is trained to monitor alcohol consumption of "problem" patrons. Working as a team, disturbances are handled in a non-violent way to guarantee the safety of patrons & staff.

How you will handle patrons presenting fake ID's and/or how you plan to prevent alcohol sales to people under twenty-one (21) years old. If applying for an 18+ Entertainment License, please explain how you will conspicuously identify patrons who are twenty-one (21) years and older and how you plan to supervise underage patrons:

Our door staff & bartenders card all patrons who appear under 40. Patrons w/out ID's are not allowed on premise, Two forms is required for out of state & "suspicious" ID's. Fake ID's are confiscated.

Identify by name individuals who are employed by the establishment in a management capacity:

Robert Mahr

Devin Waginer

Read carefully before signing. Upon penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers.

Subscribed and Sworn to Before Me:

This 26th date of July 2013

[Signature]
Officer/member/manager/partner/individual

[Signature]
Notary Public

My Commission expires 6/28/14

[Signature]
Officer/member/manager/partner/individual

Application to be considered at the 8-21-13 of Public and the 9-3-13 Council meeting.

License Number LICENT-2013-60641

Routed: City Zoning Building Inspection Madison Police Sector Alder District

31209