



Entertainment License (21+)
Visual & Performing Arts License (18+)

LICENT-2016-00154
(Number)

TEMPORARY LICENSE ___/5

PERMANENT LICENSE

(scanned)

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

41867
(Leg file number)

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: LICLIB - 2015 -01272

(Class B license only)

Corporate Information

Business Legal Name: HopCat-Madison, LLC

Business Address: 35 Oakes St., Ste. 400
Grand Rapids, MI 49503

Business Contact Name, Position & Phone:

Mark Sellers, Manager 616-965-9780

Email: mark@barflyventures.com

Licensed Premise Information

Business dba Name: HopCat

222 W. Gorham
Licensed Address: Madison, WI 53703

Business Contact Name, Position & Phone:

Richard Smith, General Manager

Email: rsmith@hopcat.com

Premise Capacity: 342

Liquor/Beer Agent Name: Richard P. Smith

47 % Alcohol, 53 % Food Alder, District #: Police Sector:

Type of live entertainment to be offered: DJ

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

Table with 3 columns: Name, Address, Corporate Title or Partners' verification. Row 1: Mark Sellers, 35 Oakes St., Ste. 400 Grand Rapids, MI 49503, Manager.

- Orange sign issued
License Renewals & Changes brochure with next steps issued
Security Plan attached (see below)

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

X Mark Sellers III
Signature Mark A. Sellers, III

11/4/16
Date

4-A
403-P



EVENT DAY SECURITY PROCEDURES:

At BarFly Ventures we work and operate in many different event scenarios. Because these days require some additional precautionary steps to ensure the safety and security of our guest and patrons we have outlined some of our procedures below.

OUR GENERAL ID POLICY:

- If people appear under the age of 35, their ID should be checked.
 - Arriving guests can be briefly "interviewed" by security while standing in line: "How are you doing this evening?" and "May I see your ID please?" are common, casual questions, the answers to which help us judge the potential patron's sobriety and attitude.
 - A slurred or growled response, or an unsteady balance, should be a red flag.
 - In the event that we are concerned about a guest sobriety, age, or the authenticity of the ID and we think we need to deny entry please get a manager. A MANAGER WILL MAKE THE FINAL DECISION ABOUT WHETHER OR NOT A GUEST IS ALLOWED ENTRY IN THE BUILDING.

When dealing with a disgruntled patron:

1. Assume that they may have a weapon.
2. Assume that there may be multiple threats (other people).
3. Pay attention to the environment (entrances, exits, weapons, barriers, bystanders).
4. Know your objective (escape, control, remove, eliminate).

Treat patrons with dignity and respect:

- ✓ Listen and observe the person or group.
- ✓ Ask, don't tell.
- ✓ Explain why; set standards.
- ✓ Offer options, not threats (threats are not facts).
- ✓ Give a second chance (not in every scenario, but sometimes necessary).

BAG SEARCHES/CHECKS

When checking bags and large purses, have the person do all of the work, meaning they open the bag and manipulate the items in the bag so you the security person can clearly see everything. At no time should we be handling the person's bag or purse. The only exception is if we visibly see a weapon, in which a manager should be directly involved. If we see or determine there is an item that we don't want inside, we should give the person the option to bring their bag to their vehicle or take it home. In this situation we make it clear to the guest that while they are welcome inside of our building, their bag, at this time is not.

LINE MANAGEMENT

When a line develops, allocate one security person to walk the line. This person should be outgoing with the customers waiting in line. This should be done not only to interact with the customers, but to look for people passing fake ID's and people drinking in line. If we see these acts occurring, we address them immediately before they reach the door.

SCHEDULING

Security should be scheduled in two shifts to avoid long, drawn out shifts. There should be a minimum of three security people at all times: two at the door, and one person to walk the line and roam the inside of the building.

Print Name: _____

Employee Signature: _____

Date: _____

HopCat-Madison

Entertainment Security Plan

HopCat intends to have a DJ and dancing on Thursday, Friday and Saturday evenings. The first method of security will be that only the upstairs portion of the restaurant will have a DJ and dancing. By the limitation of the area, we can better control the security and activities.

During such times only persons over 21 will be admitted to the upstairs area and ID's will be checked at the door as well as throughout the evening, should staff be suspicious of particular patrons.

HopCat will increase its regular security and staffing during such times. The amount of increased security will depend on the number of patrons; however, it is anticipated that at least 2 additional bartenders and 2 additional servers will be on-site for the designated upstairs area where the dancing and entertainment will be present.

In addition, HopCat has instituted specific written Event Day Security Procedures which will apply during the entertainment activity times. Each employee included in servicing the entertainment area will be required to read and sign the procedures. A copy of the procedures is attached.