



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

LICENT-2018-00450
(Number)

☐ TEMPORARY LICENSE ____/5

☒ PERMANENT LICENSE

(scanned)

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

(Leg file number)

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: LIC18-2018-00449
(Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: MADISON UNITED SOCCER LLC **Business dba Name:** United Football Association

Business Address: 5018 Blazing Star, Madison, WI 53718 **Licensed Address:** 5018 Blazing Star, Madison, WI 53718

Business Contact Name, Position & Phone:

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Laura Calderon Portillo, Sole Member, 608-219-6390

Tom Sanford, Consultant, 608-347-8299

Email: lauracalderon17@yahoo.com

Email: Tom@SEICommercial.com

Premise Capacity: 300

Liquor/Beer Agent Name: Laura Calderon Portillo

40 % Alcohol, 60 % Food **Alder, District #:** Denise DeMarb, District 16 **Police Sector:** East District

Type of live entertainment to be offered: Karaoke and other live music venue

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

Name	Address	Corporate Title or Partners' verification
Laura Calderon Portillo	322 Phlox Dr, Madison, WI 53713	Sole Member

☐ 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

Signature

Date

5-17-18

UFA SECURITY PLAN
5018 Blazing Star Drive, Madison, WI 53718

5/8/2018

BACKGROUND

United Football Association (UFA) is an indoor soccer field that provides recreation opportunities for Madison area soccer enthusiasts since 2013. Its season is from the middle of September through the winter month to end of May. UFA is seeking opportunity to generate revenue during the end of the season (May) and through the off-season from June through the beginning of September. UFA also has a restaurant that serves cooked food and beer for spectators and players alike.

UFA is planning to offer a Karaoke Night and other music venues, once a week from spring through the first half of September. UFA may decide to increase or decrease the Karaoke Night / other music venues based on demand. For Karaoke and Dance Night, there will be a DJ that will supply the sound system and UFA will also have a dance floor for participants to dance while listening to music. Other events may also be music entertainment with a DJ or live band. UFA will also have food and beer available for purchase by customers.

Security Plan

- A. In the event UAF conducts a Karaoke Night or other entertainment venue there shall be a minimum of 1 uniformed bi-lingual Spanish speaking security officer. Security officers will be uniformed (police like attire) and used for Crowd Control, Age Verification and head counting duties.
- B. At the end of the evening, all of the security personnel assigned to the event shall report to the parking lot to establish a uniformed presence and maintain order. Security officers will be utilized in the manner that encourages patrons to leave in a safe and orderly manner.
- C. Unruly patrons will be asked to leave the premises and escorted out by a uniformed security officer. In the event an unruly patron commits an act of aggression or destruction of property the security officers will contact the City of Madison Police Dept. and request an officer to respond and conduct an investigation.
- D. UAF will not serve alcoholic beverages to intoxicated patrons and in the event someone is intoxicated beyond caring for him / herself—the security officers will make certain that the individual leaves the premises in a manner that will not enhance public safety.
- E. Security Officers will be responsible for age verification and identifying persons who appear to be under the age of 30. Patrons who produce an identification that is questionable—the person shall be turned away. In the event, the security officer can establish that the patron is attempting to use an altered or false identification card, the security officer shall confiscate the identification card and prepare a written report and forward said report and identification card to the Madison Police Department via U.S. Mail.

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- F. The security officers shall contact the Madison Police Department for a response when (1) a patron makes the request (2) when there is an unruly patron who meets the criteria as defined above and (3) when a crime has been committed.
- G. Physical fights in large part will be handled on a case- by- case basis based on the number of persons involved. In each case when there is a crime committed security officers shall contact the Madison Police Department for an investigation.
- H. UAF shall prepare and submit a written roster of employees assigned for alcohol related serving or working in a setting.

Current Employees Available for Events

- A. Laura Calderon, Owner / Manager, Date of Birth _____
- B. Brandon Ramirez, Soccer Manager, Date of Birth _____
- C. Melissa Calderon, Assistant Manager, Date of Birth _____