



# City of Madison Entertainment License Renewal

Deadline: In Clerk's Office by 4 p.m. Monday, April 15, or postmarked by April 15

Entertainment License Type:  21+ Entertainment  18+ Visual & Performing Arts

1. Name of Sole Proprietor, Partnership, Corporation or LLC

Segredo, LLC

2. Trade Name (doing business as)

Liquid Ruby

3. Licensed Address

624 University Ave Madison 53715

4. Corporation/LLC: Name of Liquor/Beer Agent

Benjamin Churley

5. Do you book your own entertainment or do you use a promoter to book your entertainment?

Book Own  Use Promoter  Both Promoter's Name: \_\_\_\_\_

6. Do you have a security plan on file with the Clerk's Office?  Yes  No

7. Type of Entertainment:

- (a) Do you offer or allow live music performances (excluding solo acoustic)?  Yes  No
- (b) Do you have a designated dance floor area?  Yes  No
- (c) Do you offer or allow the use of a disc jockey?  Yes  No

8. On average, how many nights per week do you have live entertainment? 3-4

9. Describe the clothing used to identify door and security personnel:

Seasonal - short sleeve or long sleeve  
blue shirts with SECURITY clearly printed  
Badges or lanyards all year round

10. Establishments that currently hold 18+ Centers for Visual & Performing Arts Licenses only:

Describe your process for identifying patrons under 21:

Extensive ID checking including the use  
of PatronScan. We have been recognized  
as a "best practice" by the Madison  
police for our ID checking systems

**X**

Signature of Officer/Member/Partner/Sole Proprietor

[Signature]

Date

4/8/19

Clerk's Office: Date Filed/Postmarked \_\_\_\_\_  Filed Timely  Filed Late (\$250 Late Filing Fee)

