



# Entertainment License

Permanent

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A:  Beer,  Liquor,  Cider  
Class B:  Beer,  Liquor,  
 Class C Wine

(Agenda Item Number)

(Legistar file number)

LICENT- 2019-01260  
(License number)

6  
(Alder District #) (Police Sector)  
Office Use Only

Type of entertainment license:  Entertainment License (21+)  Visual & Performing Arts License (18+)

### Licensed Premises Information

This application modifies existing alcohol license number (if applicable): \_\_\_\_\_  
(Class B license only)

Business dba Name: Garver Events, LLC

Licensed Address: 3241 Garver Green, Madison, WI 53704

Premise Capacity: 810 Liquor/Beer Agent Name: Bryant Moroder

50 % Alcohol, 50 % Food,      % Other Alder, District #: Rummel, #6 Police Sector:     

### Corporate Information

Business Legal Name (as on WI State Sellers Permit): Garver Events, LLC

Business Mailing Address: 1030 W. Chicago Ave., Chicago, IL 60642

Business Contact Name, Position: Talia Lissner

Business Phone: (312) 275-3123 Business Email: tali@baumrevision.com

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

Name	Address	Title
David L. Baum	1030 W. Chicago Ave., Chicago, IL 60642	Manager
Scott Goldman	1030 W. Chicago Ave., Chicago, IL 60642	Manager
Mark Waligora	1030 W. Chicago Ave., Chicago, IL 60642	Manager

Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)

I have contacted Zoning ([zoning@cityofmadison.com](mailto:zoning@cityofmadison.com), 608-266-4551) for necessary approvals.

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

X D L Baum  
Signature

\_\_\_\_\_  
Date

Orange sign and business card issued  
 "License Renewals & Changes" brochure with next steps issued  
Office Use Only

**Entertainment and Security Information**

Live entertainment includes (check all that apply):  Live Music  Disc Jockey  Designated Dance Floor  
*Live entertainment does not include non-amplified or acoustic music performed by a single artist, or performances where an uncompensated patron sings along with a machine that plays pre-recorded music, commonly known as karaoke.*

Type of live entertainment to be offered: See attached Entertainment & Security Information

Number of security personnel and how they will be utilized: See attached Entertainment & Security Information

Description of clothing to identify security personnel: When needed, employees serving in security capacity will wear lanyards.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:  
See attached Entertainment & Security Information

How will the entrance line be managed and controlled: See attached Entertainment & Security Information

Plan for unruly patrons, intoxicated patrons, and physical disturbances: \_\_\_\_\_  
See attached Entertainment & Security Information

Underage drinking and fake ID plan: See attached Entertainment & Security Information

Plan to control and supervise patrons under twenty-one (21) years of age: \_\_\_\_\_  
See attached Entertainment & Security Information

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
See attached Entertainment & Security Information

**Management Personnel**

Name	Date of Birth	Name	Date of Birth
Bryant Moroder			

## **Additional Information for Entertainment License Application**

### **Entertainment & Security Information**

#### **Garver Events, LLC**

**Type of Live Entertainment to be Offered:** There are two different scenarios that we anticipate hosting live entertainment. The first is a private reception (like a wedding) in which the people who've rented Garver Events licensed area would contract with a band or DJ to provide entertainment for their guests. The second would be an event that's sanctioned by Garver Feed Mill as an open house or in partnership with events at the neighboring Olbrich Gardens. In both scenarios, live entertainment is a complement to another event. The majority of the events where alcohol will be served are weddings and similar formal receptions - which are held in the Bar & Dining area on the first floor.

#### **Security**

Garver Events does not anticipate the need to hire security based on the type of event and number of people in attendance. Our bar, dining and banquet staff will oversee the service areas. For events other than banquet receptions, we do not anticipate the event to populate all of the licensed area, but instead be limited to either the indoor Bar & Dining area and Patio or the Outdoor Courtyard.

In the event that Garver Events were to employ security, employees assigned to security/door functions will wear lanyards identifying these roles.

#### **Parking**

This venue has 23 exterior cameras monitoring outdoor spaces/parking lot. The lot surrounds the building and has easy access on both sides to the exit on Garver Green. We have included a parking map with this Liquor License portion of application. Garver Events does not anticipate the need to direct parking traffic based on the type of event and number of people in attendance.

**Entrance Line:** Due to the capacity of the licensed area, the number of entrances, and the type of entertainment planned we do not anticipate guests forming a line. In the case that a line does form we will ask attendees to form a line single file on the side of the building they wish to enter.

**Patrons/Disturbances/Underage Consumption:** Garver Events will comply with the identification requirements in Sec. 38.04(6) of Madison General Ordinance. Unruly patrons (including those who engage in aggressive behavior), intoxicated patrons & those patrons presenting false identification will be asked to leave and will be escorted off the premises. Our staff is trained to immediately call the Madison Police Department when any sort of physical altercation is started.

If the event is not a wedding or dinner banquet, but includes amplified music, we will not serve more than one beverage to an eligible patron in a transaction and will prohibit a

patron from carrying more than one alcoholic beverage from a bar/drink dispensing location and use different style cups that are readily differentiated for alcoholic/non-alcoholic beverages.

**Noise/Litter:** Garver Events does not anticipate problems with noise as we are in a secluded location and our space with the largest estimated capacity is indoors. Garver Feed Mill grounds are maintained by Garver Feed Mill Master Tenant, LLC.