



Entertainment License

Permanent

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

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

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)	59622
(Legistar file number)	2020-00133
LICENT- 50133	
(License number)	
(Alder District #)	6
(Police Sector)	408
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: The Tinsmith

Licensed Address: 828 E. Main St, Madison, WI 53703

Premise Capacity: 500 Liquor/Beer Agent Name: Jessica Wartenweiler

40 % Alcohol, % Food, 60 % Other Alder, District #: 6 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): The Tinsmith LLC

Business Mailing Address: 1341 Spaight St, Apt 1, Madison, WI 53703

Business Contact Name, Position: Jessica Wartenweiler, Director

Business Phone: 608-228-6658 Business Email: jessica@thetinsmith.com

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

Name	Address	Title
Jessica Wartenweiler	2202 Winnebago St, Madison, WI 53703	Director
Eric Welch	1341 Spaight St, Apt 1, Madison, WI 53703	LLC Member

- Security Plan attached (21+ must complete page 2, 18+ must completed pages 2 and 3)
- I have contacted Zoning (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 Jessica Wartenweiler _____ 2-6-20
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: Please see attached.

Number of security personnel and how they will be utilized: Please see attached.

Description of clothing to identify security personnel: Please see attached.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
Please see attached.

How will the entrance line be managed and controlled: Please see attached.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Please see attached.

Underage drinking and fake ID plan: Please see attached.

Plan to control and supervise patrons under twenty-one (21) years of age: Please see attached.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Please see attached.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Jessica Wartenweiler			
Eric Welch			
TBD - Operations Director			
TBD - Bar Manager			

Additional Required Items for Visual and Performing Arts License (18+)

1. I understand all patrons must be at least eighteen (18) years of age to enter and remain on the premise.

2. Patrons under the age of twenty-one (21) may be allowed on the premise only for the purpose of live entertainment. Such shows must be designated as eighteen (18) and up shows and the entertainment must begin and end at a specified time. Patrons under the age of twenty-one (21) shall not be on the premise more than thirty (30) minutes before the scheduled live entertainment and must be off the premise within thirty (30) minutes of the live entertainment concluding.

Plan to ensure compliance with time requirements for patrons under the age of twenty-one (21):

See attached.

3. Patrons under the age of twenty-one (21) may only be on the portion of the licensed premise where the live entertainment is occurring with the exception of incidental use of the restroom facilities and procuring a non-alcoholic beverage from the barroom. Under no circumstances will underage patrons be allowed to linger in a barroom that is separate from the live entertainment portion of the premise.

Plan to limit patrons under the age of twenty-one (21) to appropriate areas:

See attached.

4. I understand written notification **must** be provided to the Captain of the police district in which the establishment is located at least five (5) days prior to **all** eighteen (18) and up live entertainment performances. The notification shall include a detailed description of the performance including start and end times.

5. I understand only one (1) eighteen (18) and up live entertainment event may be held per week.

6. I agree not to sell more than one alcoholic beverage to an eligible patron in a single transaction during eighteen (18) and up live entertainment events and shall prohibit a patron from carrying more than one alcoholic beverage from a bar or drink dispensing location during eighteen (18) and up live entertainment events.

7. I agree to comply with the identification requirements in Sec. 38.04(6), MGO, relating to conspicuously identifying patrons who are twenty-one (21) years of age and older.

Entertainment License:

Type of live entertainment to be offered: The Tinsmith is a private reception hall with a focus on weddings, and corporate/non-profit meetings and events. People who have rented our reception hall may hire string quartets, pianists, etc. for wedding ceremonies and DJs and local bands for private receptions. The live entertainment would be a compliment to another event (ie. a wedding or corporate/non-profit event).

Number of security personnel and how they will be utilized: We will have 1 staff per 75 people in the reception hall who are trained in de-escalation techniques, crowd control and first aid in case of injury or medical emergency. There will be at least two dedicated staff members who will be greeting and roaming the facility at all times of operations. All staff will be trained on our security procedures and protocols before employment and must agree to abide by them.

Description of clothing to identify security personnel: Staff will be dressed in uniform that will clearly distinguish them from any guests.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time: There is no onsite parking. Staffers will communicate to guests as they leave to be aware of the shared neighborhood and surroundings. This is primarily a mixed industrial area with no adjacent housing. We do not anticipate any major noise concerns or complaints.

How will the entrance line be managed and controlled: This event space has two large entrances which will allow for a steady flow in and out of the venue. This is a private reception hall not open to the public and we will not have a large entry line as one would with a public venue. We will have a dedicated staffer greeting at the door as to ensure we do not have uninvited persons entering.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: All staff will have extensive training on proper service etiquette including how to identify an intoxicated guest and techniques for politely "cutting guests off". All staff members will also be trained in de-escalation techniques to deal with unruly guests and our hand off approach to confrontation. Any physical disturbance or violence will result in the guest being escorted from the premise and non emergency police called, at which time any surveillance video footage will be furnished to police upon request.

Underage drinking and fake ID plan: The Tinsmith will comply with the identification requirements in Sec. 38.04 (6) of Madison General Ordinance. All staff will be trained on how to check IDs, fake id trends and ways to spot an underage person using the real ID of another person. Any fake IDs discovered will be confiscated and later turned into the police department for proper disposal. No one under the age of 21 will be served alcohol, even if with their parent is in this establishment. Guests that are of age will be given wristbands to order alcoholic beverages.

Plan to control and supervise patrons under twenty-one (21) years of age: Trained staff will roam the reception hall keeping an eye out for anyone without a wristband who has a beverage. Anyone found to be drinking underage, altering wristbands or any other dubious behavior intended to undermine the rules of the law and establishment will kindly be asked to leave and escorted off the premise.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise: Staff will walk the exterior of the premise and its immediate surroundings nightly to clean any and all items that may have come from our establishment. Staff will be present outside at the end of the night to monitor guest noise as guests leave.

Visual and Performing Arts License (18+)

Plan to ensure compliance with time requirements for patrons under the age of twenty-one (21):

In compliance with section 38.06 of the Madison general ordinances, events will have clear designated start and stop times in writing on any event literature. This establishment is not open to the public therefore times of event will not be publicized. Any contract for booked events will clearly state the start and stop time of the entertainment and requirements for underage persons to vacate the premises. No persons under the age of 21 shall be allowed on the premises more than 30 mins before the event entertainment begins. At the conclusion of entertainment, staff will direct guests to exit the premises within 30 mins and usher them out ensuring the exit of all individuals not employed at the establishment or allowed by law to remain on the premises pursuant to section 38.04 of the Madison general ordinances.

Plan to limit patrons under the age of twenty-one (21) to appropriate areas:

During 18+ events the bar area will be clearly separated with stanchions monitored by a staff member to ensure only those properly identified as of age are allowed to remain in the bar area where alcohol is sold. There will remain a separate area of the bar where non alcoholic beverages can be purchased. Of age and not of age individuals will be indicated with the use of wristbands and stamps. Any person without both a wristband and a stamp will not be served an alcoholic beverage. A private, third party security company will be used in addition to our staff at events with a high number of under 21 guests counts to ensure no underage drinking is occurring.