



Entertainment License

Permanent

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

(Agenda Item Number)

(Legistar file number)

LICENT-
(License number)

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

Class A: Beer, Liquor, Cider

Class B: Beer, Liquor,
 Class C Wine

licensing@cityofmadison.com
608-266-4601

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

Licensed Premises Information

This application modifies existing alcohol license number (if applicable): 76494-88342
(Class B license only)

Business dba Name: THE MASON LOUNGE

Licensed Address: 416 S. PARK ST.

Premise Capacity: 117 Liquor/Beer Agent Name: MATTHEW KLEISER

~~55~~ % Alcohol, 10 % Food, 5 % Other Alder, District #: EVERS, 13 Police Sector: MIDTOWN 200

Corporate Information

Business Legal Name (as on WI State Sellers Permit): THE MASON LOUNGE ^{dba} (MADJAR LLC)

Business Mailing Address: 416 S. PARK ST.

Business Contact Name, Position: MATTHEW KLEISER, OWNER

Business Phone: 608-520-1900 Business Email: KLEIS88@YAHOO.COM

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

Name	Address	Title
MAT KLEISER	109 ROSEMARY AVE, MADISON, WI.	OWNER

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
Signature

4/26/20
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: Acoustic, bluegrass, Jazz, Solo performance

Number of security personnel and how they will be utilized: _____

1-2 bartenders will be responsible for crowd control.

Description of clothing to identify security personnel: NONE

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

Bartenders will check that appropriate parking spots are free upon closing. Cars parked illegally will be subject to towing.

How will the entrance line be managed and controlled: There will be no ticketed

events and as such, no lines, just regular business at the bar w/ ~~occasional~~ occasional low-key entertainment.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Patrons that are

disruptive to the crowd as a whole will be asked to leave.

Underage drinking and fake ID plan: We card anybody appearing under

the age of 40.

Plan to control and supervise patrons under twenty-one (21) years of age: There will be

no underage patrons.

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

As above, bartenders will be responsible for keeping the noise at a non-disruptive level and will also keep premises ^(communicating w/ the band) thoroughly cleaned.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Matt Kleiser	XXXXXXXXXX		