



Entertainment License

Permanent

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

licensing@cityofmadison.com
608-266-4601

(Agenda Item Number)

(Legistar file number)

LICENT- 2021-00349
(License number)

4 403
(Alder District #) (Police Sector)
Office Use Only

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

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: Red Rock Saloon

Licensed Address: 222 W. Gorham Street Madison, WI 53703

Premise Capacity: 400 Liquor/Beer Agent Name: Jeffrey Kovacovich

75 % Alcohol, 20 % Food, 5 % Other Alder, District #: 4 Police Sector: 403

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Chinchilla JDK LLC

Business Mailing Address: 1227 N. Water Street Milwaukee, WI 53202

Business Contact Name, Position: Jeffrey Kovacovich, Owner

Business Phone: (414) 305-5665 Business Email: JJ@Wild-Planet.com

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

Name	Address	Title
Jeffrey Kovacovich	3366 N. Newhall Street Milwaukee, WI	Owner
Andrew Deuster	9506 N. Wakefield Court Bayside, 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]
Signature

4/19/2021
Date

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

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):

Doors will open to 18 and up 30 min before any show.
Security will announce 30 min timing to 18 and up after
show concludes and will escort any non-wristbanded
customers to the exits.

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:

N/A

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 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: Live bands & D.J.'s

Number of security personnel and how they will be utilized: 8-10 checking ID's, cleaning, crowd control

Description of clothing to identify security personnel: Brightly colored shirts with "security" on back

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

How will the entrance line be managed and controlled: Stations and security personnel

Plan for unruly patrons, intoxicated patrons, and physical disturbances: security personnel will work to deescalate situations and/or police will be called

Underage drinking and fake ID plan: No underage drinking will be tolerated. All security personnel will go through ID informational

Plan to control and supervise patrons under twenty-one (21) years of age: Security will make sure that only wristbanded customers are allowed to consume alcohol. 21 years and up will be issued wristbands

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Security will be monitoring noise and cleaning up the premises will open. Cleaning company will clean while closed.

Management Personnel

Name	Date of Birth	Name	Date of Birth