



Entertainment License

Permanent

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

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-2021-00424 (License number)
9 (Alder District #)
124 (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: Lush Adult Entertainment

Licensed Address: 7333 West Towne Way

Premise Capacity: 3,500 Liquor/Beer Agent Name: Amarion James

80 % Alcohol, 20 % Food, _____ % Other Alder, District #: _____ Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Lush Adult Entertainment

Business Mailing Address: P.O Box 46375 madison, WI 53744

Business Contact Name, Position: Amarion James Owner

Business Phone: 608-440-1067 Business Email: Lushmainevent@gmail.com

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

Name	Address	Title
Amarion James		Owner
Isiah McGill		manager

- 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 Amarion James _____ 7/19/21
Signature Date

<input checked="" type="checkbox"/> Orange sign and business card issued <input type="checkbox"/> "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: DJ , Live Bands

Number of security personnel and how they will be utilized: 10

Description of clothing to identify security personnel: Security T-shirts

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

How will the entrance line be managed and controlled: Staff & Security

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Security & police presence

Underage drinking and fake ID plan: ID scanner, security

Plan to control and supervise patrons under twenty-one (21) years of age: Security, & police presence if possible.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Security & police presence.

Management Personnel

Name	Date of Birth	Name	Date of Birth