

**CITY OF MADISON
OFFICE OF THE CITY ATTORNEY
Room 401, CCB
266-4511**

DATE: May 23, 2025

TO: Alcohol License Review Committee Members

FROM: Jennifer Zilavy, Assistant City Attorney

RE: 2025 Liquor License Separation: 7 Iron Social, 508 State Street

7 Iron Social was separated for consideration of conditions that would either regulate underage on the premises or prohibit underage on the premises and any other conditions that would help 7 Iron operate its business within the bounds of the law. I recommend a full audit from the finance department to get a better understanding of 7 Iron's primary business.

7 Iron Social was first obtained a "Class B" Combination liquor license in 2019. On their initial application they checked the box stating they were a restaurant. Their hours of operation were 8am – 10pm Sunday through Thursday and 8am – 12 am Friday and Saturday. In the section of the application that asks if other products or services are offered, "golf simulators" is written down. In 2019, 7 Iron listed their alcohol-food-"other" percentages as: 27-29-44.

7 Iron Social's current hours of operation are unclear as their website reads, "Temporarily closed." Via their Facebook, their hours are Monday thru Wednesday 7pm – 11pm, Thursday 6pm – 12am, Friday and Saturday 4pm-1am and Sundays by appointment. There was no answer when I called the phone number listed on the website and the voicemail was not set up. The business is not identified when the phone refers to voicemail not being set up.

Last year the Central District Community Policing Team ("CPT") performed a tavern safety inspection at 7 Iron. 7 Iron had rented their space out to a Fraternity for a private event that night. The CPT encountered 106 underage patrons out of a total of approximately 125 that were on site. 7 Iron's capacity is 99. Nobody was checking IDs at the door or at the bar and nobody was monitoring the capacity.

- Bartenders on site told the CPT that the bar policy is that whoever rents the space is responsible for policing the event for underage and capacity
- Bartenders alleged that they had been told all attendees would be 21+
- The majority of patrons exhibited signs of alcohol consumption (odor, slurred speech, stumbling)
- CPT discovered there are no food requirements for private events
- CPT discovered there was no rental agreement for this event

- In a follow-up meeting to this private event, the owner provided receipts for 9 random nights and on only one of those nights did golf simulator sales exceed liquor sales and even then, it was only by \$489. The remaining 8 days alcohol sales exceeded simulator sales and on one day, there were no simulator sales at all and \$2188.62 of alcohol sales (no food sales).
- Food sales for these 8 of these 9 days were 18% or less

7 Iron believes it can permit underage on the premise at all times because it claims to be a golf simulator facility. The City does not agree with this characterization of 7 Iron. The City believes 7 Iron to be primarily a bar (definitely not a restaurant by any stretch) that collaterally offers sports a handful of sport simulators.

- 7 Iron's advertising hours are those of a bar, not a family friendly golf simulator facility
- 7 Iron is not even open on Sundays except by appointment and on Saturdays they are open 4pm – 1am
- One of 7 Iron's event contracts has a section that reads: "Disclaimer:" and then goes on to read: "For drinking it's similar to other bars where 21 and up to drink but all ages welcome since we are technically a restaurant and entertainment venue first."
- Their percentage of alcohol sales, at least from the 9 days for which they provided receipts, shows alcohol sales are their primary business.