



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)

(Legistar file number)

LICENT-
(License number)

(Alder District #) (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: ONE Social

Licensed Address: 109 E Wilson Street

Premise Capacity: 600 Liquor/Beer Agent Name: Daniel Kennelly

35 % Alcohol, 62 % Food, 3 % Other Alder, District #: 4 Police Sector: Central

Corporate Information

Business Legal Name (as on WI State Sellers Permit): ONE 09 Retail, LLC

Business Mailing Address: 115 Depot Street, Ann Arbor, MI 48104

Business Contact Name, Position: Dan Kennelly, Liquor Agent

Business Phone: 608-217-7470 Business Email: dkennelly@quadcp.com

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

Name	Address	Title
William Seth Martin	1000 Michigan Ave, Wilmette IL 60091	Sole 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
Signature

10/18/2024
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: The space will occasionally be used for small live music performances, trivia nights, DJs for private events, and other similar events. Entertainment uses will be ancillary and infrequent.

Number of security personnel and how they will be utilized: Security will be provided by a 3rd party provider on an as needed basis. on-site team will address minor security issues.

Description of clothing to identify security personnel: This is TBD. The restaurant staff will likely wear attire typical of high end restaurant servers. The food hall bar staff will likely wear branded shirts.

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
Property does not include on-site parking

How will the entrance line be managed and controlled: _____
The premises consists of a food hall and upscale restaurant. It is unlikely that there will be lines at entrances
In the event that lines form, the restaurant front of house staff will manage it.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: _____
This is unlikely to be a frequent issue given the primary use of the premises as a food hall and upscale restaurant.
If disturbances occur, the staff will address them in accordance with their training, including calling the police if needed.

Underage drinking and fake ID plan: Alcohol will be served by trained servers who will follow proper procedures in accordance with their training and state and local laws. This includes property checking ids and denying service to under-age patrons.

Plan to control and supervise patrons under twenty-one (21) years of age: _____
Restaurant and food hall staff will be trained to monitor behavior and address issues. As an upscale, food-focused establishment, this is not anticipated to be a common issue.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:
Staff will complete a nightly sweep to pick up any trash on the property. The restaurant and food hall staff, as well as the on-site property management team for the residential building, will ensure strict noise controls.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Management team will be hired six months prior to opening			

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):

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:

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.