



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-

(License number)

16

619

(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: Bernell's

Licensed Address: 2513 Seiferth Rd Madison WI 53716

Premise Capacity: 99 Liquor/Beer Agent Name: Rita Adair

60 % Alcohol, 40 % Food, % Other Alder, District #: 16 Police Sector: East

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Bernell's

Business Mailing Address: 2513 Seiferth Rd Madison WI 53716

Business Contact Name, Position: Rita Adair Agent/owner

Business Phone: 608 213 1200 Business Email: ritaadair3@gmail.com

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

Name	Address	Title

☒ 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 Rita Adair
Signature

8-13-25
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: Band

Number of security personnel and how they will be utilized: 2 Door, facility and parking lot

Description of clothing to identify security personnel: professional security uniforms

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

security will have scheduled sight time in parking lot during entertainment and after closing

How will the entrance line be managed and controlled: A staff will host the door for tickets and observance

Plan for unruly patrons, intoxicated patrons, and physical disturbances: staff will be trained on mediation and there will be a plan for support from other staff, manager & security.

Underage drinking and fake ID plan: training, black light and bill pen.

Plan to control and supervise patrons under twenty-one (21) years of age: manager and security will request they leave and list them in the underage / violation book

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

lights & cameras are position around inside and outside of building. Staff will be hired to maintain the grounds.

Management Personnel

Name	Date of Birth	Name	Date of Birth
Rita Acfear			

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):

The door person will card & remove underage person with staff assistance

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:

they must be accompanied by parent / guardian and stay seated at the table. Staff will observe

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.