



# Entertainment License

Permanent

City of Madison Clerk  
210 MLK Jr Blvd, Room 105  
Madison, WI 53703

[licensing@cityofmadison.com](mailto: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- 2025-00956  
(License number)

6  
(Alder District #)

400  
(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): LicliB-2024-00327  
(Class B license only)

Business dba Name: Grey Market

Licensed Address: 756 E. Washington Ave. Madison WI 53703

Premise Capacity: 90 30 Liquor/Beer Agent Name: Matt Phelps  
Indoor Outdoor

64 % Alcohol, 35 % Food, 1 % Other Alder, District #: 6 Police Sector: Central

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Grey Area Hospitality LLC

Business Mailing Address: 756 E. Washington Ave. Madison WI 53703

Business Contact Name, Position: David Sramek - Owner

Business Phone: 608-698-4850

Business Email: dave@madisongreymarket.com

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

| Name         | Address                            | Title       |
|--------------|------------------------------------|-------------|
| Matt Phelps  | 1924 Atwood Ave. Madison WI        | Owner - 70% |
| David Sramek | 1117 Timothy Ave, Madison WI 53716 | Owner - 30% |
|              |                                    |             |

Will entertainment or any amplified sound be outdoors? ☒ No ☐ Yes

If yes, contact Zoning ([zoning@cityofmadison.com](mailto: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 David Sramek  
Signature

10/16/2025  
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: Grey Market will feature small-scale live entertainment including jazz performances and low-tempo DJs. Entertainment will focus on creating a relaxed, lounge-style environment rather than a nightclub atmosphere

Number of security personnel and how they will be utilized: No formal security staff will be employed.

The owner and management team will be present during operating hours to monitor the premises and address any issues directly

Description of clothing to identify security personnel: No dedicated security personnel

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:  
Staff and management will monitor guest departure to ensure noise is kept to a minimum and that guests exit.

How will the entrance line be managed and controlled: \_\_\_\_\_  
Given the bar's capacity and focus on a relaxed atmosphere, lines are not anticipated.

Plan for unruly patrons, intoxicated patrons, and physical disturbances: \_\_\_\_\_  
Staff are trained to recognize signs of intoxication and will stop service to intoxicated guests.  
Management will intervene in any disturbances and, if necessary, contact local law enforcement for assistance.

Underage drinking and fake ID plan: All guests will be carded at the bar before service.

Plan to control and supervise patrons under twenty-one (21) years of age: \_\_\_\_\_  
Patrons under 21 will not be admitted during standard operating hours.

How will orderly appearance and operation of the premises be maintained in regard to litter and noise:  
Staff will check the sidewalk and surrounding areas for litter throughout the evening and after closing  
Sound will remain at levels appropriate for conversation, ensuring noise does not disturb neighboring properties.

### Management Personnel

| Name         | Date of Birth | Name | Date of Birth |
|--------------|---------------|------|---------------|
| Matt Phelps  |               |      |               |
| David Sramek |               |      |               |
|              |               |      |               |
|              |               |      |               |