



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- 2025-00344
(License number)

14 (Alder District #) 313 (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: Antler Tavern Inc

Licensed Address: 2202 W Broadway Blvd Madison WI 53713

Premise Capacity: 99 Liquor/Beer Agent Name: Susan Simpson

90 % Alcohol, 10 % Food, _____ % Other Alder, District #: _____ Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): Antler Tavern Inc

Business Mailing Address: 2202 W Broadway Blvd Madison WI 53713

Business Contact Name, Position: Susan Simpson

Business Phone: 608 575 5792 Business Email: xs2smpson@aol.com

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

Name	Address	Title
<u>Susan Simpson</u>	<u>E17352 Kolash Rd</u>	<u>President</u>
	<u>Hillsboro, WI</u>	<u>+ VP</u>
	<u>54634</u>	

☐ 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 Susan Simpson
Signature

3-31-25
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: Small Bands + Karaoke

Number of security personnel and how they will be utilized: N/A

Description of clothing to identify security personnel: N/A

Plan to handle control and clearance of the parking lot during hours of operation and at closing time:
Finish Line Towing / Badger State

How will the entrance line be managed and controlled: Bartenders

Plan for unruly patrons, intoxicated patrons, and physical disturbances: Bartenders

Underage drinking and fake ID plan: Bartenders took proper
Training

Plan to control and supervise patrons under twenty-one (21) years of age: no one
allowed under 21 unless with a
parent

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

Management Personnel

Name	Date of Birth	Name	Date of Birth

Tammy Smith			

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):

I agree with this but we
don't plan on people under
21. If so they need to be accompanied
by a parent.

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:

I don't plan on people under
21 unless accompanied by a parent

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.