



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- 2025-10386
(License number)

12 504
(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): _____

Business dba Name: EL SABOR DE PUEBLA LLC (Class B license only)

Licensed Address: 1849 N. PORTH DR. MADISON WI 53704

Premise Capacity: 220 Liquor/Beer Agent Name: REYNA

20% Alcohol, 80% Food, _____% Other Alder, District #: _____ Police Sector: _____

Corporate Information

Business Legal Name (as on WI State Sellers Permit): EL SABOR DE PUEBLA LLC

Business Mailing Address: 1849 N. PORTH DR. MADISON WI

Business Contact Name, Position: REYNA GARCIA

Business Phone: 608 230 5039 Business Email: SANDOVALPSWI@GMAIL.COM

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

Name	Address	Title
<u>REYNA GARCIA</u>	<u>MADISON</u>	<u>OWNER</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 [Signature] 04-21-25
Signature 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: LIVE BAND DISC JOCKEY

Number of security personnel and how they will be utilized: 3 TOTAL

Description of clothing to identify security personnel: UNIFORM OF SECURITY STAFF
HAT AND SHIRT OF LABEL SECURITY STAFF

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

ONE SECURITY WILL LOOKING FOR CARS,
ORDERS OF CARS ORGANIZE AND GIVE DIRECTION TO

How will the entrance line be managed and controlled: AT THE MAIN ENTRANCE
FROM FRONT DOOR TO THE SIDE OF THE BUILDING
ORGANIZE BY A SECURITY STAFF

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

SECURITY STAFF WILL BE LISTEN AND
UNDERSTAND THE PROBLEM. KEEP COMMUNICATION WITH
POLICE IN CASE TO BE NECESSARY

Underage drinking and fake ID plan:

CONFISCATE ID FOR FAKE ID / IF DRINK OCCURRED
CALL SECURITY AND
POLICE

Plan to control and supervise patrons under twenty-one (21) years of age:

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

Management Personnel

Name	Date of Birth	Name	Date of Birth
REYNA GONZALEZ			