

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1, 2007 ending June 30, 2008

TO THE GOVERNING BODY of the:  Town of  Village of  City of Madison

County of Dane Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

- 1 The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

2. Name (individual/partners give last name first, middle; corporations/limited liability companies give registered name): FRESCO, LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Peder E. Mosen</u>	<u>100 WI Ave #1104 Madison WI</u>	<u>53703</u>
Vice President/Member	<u>Monty D. Schies</u>	<u>4206 Wainetch Tr Madison WI</u>	<u>53711</u>
Secretary/Member	<u>Connie E. Maxwell</u>	<u>100 WI Ave #803 Madison WI</u>	<u>53703</u>
Treasurer/Member	<u>Joseph D. Keupp</u>	<u>3010 Wappel Road Tr Madison WI</u>	<u>53562</u>
Agent	<u>Richard R. Duarte</u>	<u>6909 Old Amsterdam Way DeForest</u>	<u>53532</u>
Directors/Managers	<u>Diana Greave, Pam Greimmer, Kevin Henry</u>		

- 3 Trade Name Catering a Fresco Business Phone Number 608-246-2719  
 4 Address of Premises 201 State Street Post Office & Zip Code Madison, 53703

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No  
 6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No  
 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No  
 8 (a) Corporate/limited liability company applicants only: insert state WI and date 3/15/06 of registration  
 (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
 (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? See Attachment  Yes  No  
 (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records (Alcohol beverages may be sold and stored only on the premises described.) Attached

- 10 Legal description (omit if street address is given above): Above  
 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
 (b) If yes, under what name was license issued? West Town PMG, LLC  
 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864]  Yes  No  
 13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]  Yes  No  
 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided by law the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license

**SUBSCRIBED AND SWORN TO BEFORE ME**

this 27 day of April, 20 07

[Signature]  
 (Clerk/Notary Public)

My commission expires 2/6/2011

[Signature]  
 (Officer of Corporation/Member/Manager of Limited Liability Company /Partner/Individual)  
[Signature]  
 (Officer of Corporation/Member/Manager of Limited Liability Company /Partner)  
 (Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

**TO BE COMPLETED BY CLERK**

Date received and filed with municipal clerk <u>04/24/07</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>77364</u>	

Arden Verwee  
Police Sector 405

Applicant's Wisconsin Seller's Permit Number: <u>004-000282600</u> 5-01	
Federal Employer Identification Number (FEIN): <u>70-4499099</u>	
LICENSE REQUESTED	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
<b>TOTAL FEE</b>	<b>\$20.00</b>

# City of Madison Liquor/Beer Original Supplemental Form

## Office Use Only

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Seller's Permit Number</li> <li><input checked="" type="checkbox"/> Federal Employer Identification Number</li> <li><input checked="" type="checkbox"/> Notarized Original Application Form (AT-106)</li> <li><input checked="" type="checkbox"/> Notarized Supplemental Form</li> <li><input checked="" type="checkbox"/> Description of Licensed Premise</li> <li><input checked="" type="checkbox"/> Notarized Auxiliary Questionnaire(s) (AT-103)</li> <li><input checked="" type="checkbox"/> Background Investigation Form(s)</li> <li><input checked="" type="checkbox"/> Floor Plans</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Lease</li> <li><input type="checkbox"/> Notarized Transfer of Ownership Letter</li> <li><input checked="" type="checkbox"/> *Schedule of Appointment of Agent (AT-104)</li> <li><input checked="" type="checkbox"/> *Notarized Agent Appointment/Acceptance Form</li> <li><input type="checkbox"/> *Articles of Incorporation/ Organization</li> <li><input type="checkbox"/> Sample Menu, if possible</li> <li><input type="checkbox"/> Business Plan, if one exists</li> <li>* Forms required of Corporation/LLC only</li> </ul> |
|--|--|

- ✓ All applicants must provide an adequate premise plan that includes exterior and interior dimensions, position of stairs and all entrances and exits, normal and customary use of each room, placement of major appliances, furniture and large gaming tables, placement and dimensions of all bar(s), and graphic representation of the normal position of booths, bar stools, tables and chairs. **Premise plans must be no larger than 8 ½ x 14.**
- ✓ New structures must submit to Building Inspection two sets of plans, signed and sealed by a registered architect or engineer.
- ✓ **Applicant/partners/Liquor Agent must be enrolled in or have completed the Beverage Server Training course before appearing before the Alcohol License Review Committee.**

**Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.**

- Alderperson Mika Vaccaro can be reached at \_\_\_\_\_ at the Common Council Office (266-4071), or via e-mail at [council@cityofmadison.com](mailto:council@cityofmadison.com)
- The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at [www.ci.madison.wi.us/neighborhoods/contacts.htm](http://www.ci.madison.wi.us/neighborhoods/contacts.htm)
- Police Department Central District Captain Mary Schauf (Sector 400) can be reached at 266-4316
- Police Department East District Captain Jill Klubertanz (Sector 600) can be reached at 267-2100
- Police Department North District Captain Richard Bach (Sector 500) can be reached at 245-3652
- Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 288-6152
- Police Department South District Captain James Wheeler (Sector 300) can be reached at 267-8687
- Alcohol Policy Coordinator Joel Plant can be reached at 264-9295

1. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate?     Yes     No
2. Are there any special conditions desired by the neighborhood?     Yes     No

Explain. \_\_\_\_\_

3. Name of Applicant/Partner/Corporation/LLC Fresco, LLC
4. Telephone Number: (608) 246-2719
5. Address of Licensed Premise 201 State Street, Madison, WI, 53703
6. Anticipated opening date: 7/1/07
7. Mailing address if not opening immediately 2002 Atwood Ave, Ste. 208, Madison WI 53704

8. What type of establishment is contemplated?  Tavern  Nightclub  Restaurant

Liquor Store  Grocery Store  Convenience Store – Gas Pumps  Yes  No

Other Please explain Catering operations for Overture Center

9. Business Description including hours of operation and if entertainment is part of your venue, what type:

To provide Food & Beverage Catering for Overture Center, including but not limited to Banquets, Dinners, Backstage Food Service, Cocktail Parties, etc. Entertainment will only be part of Overture Performances.

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar

size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described**

**below shall not be expanded or changed without the approval of the Common Council.**

See Attached.

11. Are any living quarters directly or indirectly accessible and under control of the applicant?  Yes  No

Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. No Adjacent Parking on Premises. Many Surrounding Parking Ramps.

13. Describe your management experience, staffing levels, duties and employee training.

20 years of Hospitality Mgmt Experience, Staffing will be appropriate for size of event, Duties will be to monitor events. Employees will be trained in responsible ~~liquor~~ liquor service.

14. Identify the **registered agent** for your Corporation or LLC. This is not necessarily the same person as your

liquor/beer agent. This is your corporation's agent for service of process, notice or demand required or

permitted by law to be served on the corporation. r. Peder Moren

2002 Atwood Ave      Madison      WI      53704  
Address      City      State      Zip

15. Excluding pre-packaged snacks, how late will food be served? As late as Midnight

16. What type of food will you be serving, if any? Various Based on Food Contracts

17. Indicate any other product/service offered: Food & Beverage

18. Describe your target market. Clients of Overture Center

19. What is your estimated capacity? 2251

20. Are you operating under a lease or franchise agreement?  Yes  No (If yes, attach a copy.)

21. Owner of building where establishment is located: Madison Cultural Arts District  
Address of Owner: 201 State Street, Madison WI 53703 Phone Number (608) 257-4177

22. Individual or Partnership: Have individual/partners completed the Beverage Server Training Course?  Yes  No If Yes, indicate names: Richard Durante, Emily Stoker  
**License cannot be issued until proof of Beverage Server Training completion is shown.**

23. Corporation/LLC: Will liquor/beer agent be a Wisconsin resident at the time of granting?  Yes  No

24. Corporation/LLC: Agent must disclose interest held in business: 2 %

25. Corporation/LLC: Has agent completed the Beverage Server Training Course?  Yes  No

**License cannot be issued until proof of Beverage Server Training completion is shown. (On File - See Johnny DeMonaco)**

26. Corporation/LLC: List Directors, Stockholders, and Managers below.

Director(s) Name	Home Address
<u>Richard E. Mosen</u>	<u>100 WI Ave. # 1104 Madison WI 53703</u>
<u>Marty D. Schied</u>	<u>4706 Llanetah Tr. Madison WI 53711</u>
<u>Connie E. Maxwell</u>	<u>100 WI Ave # 803 Madison WI 53703</u>
<u>Joseph D. Kropp</u>	<u>3010 Woodlawn Tr. Madison WI 53562</u>
<u>Dana Grove</u>	<u>3010 Woodlawn Tr. Madison WI 53562</u>
<u>Pamela Grammer</u>	<u>9610 Shadowwood Dr Verona WI 53593</u>
<u>Kenneth Henry</u>	<u>6221 Roselawn Ave, Monona WI 53716</u>

Stockholder's Name	Address	Extent of Ownership%

Manager's Name	Address	Business Phone	Home Phone
<u>Richard R. Durante</u>	<u>6909 Old Amsterdam Way De Forest, WI 53532</u>	<u>608-285-7291</u>	<u>608-846-5223</u>

27. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  Yes  No
28. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. **For new establishments, the percentage will be an estimate.**

Calendar/fiscal year:  January 1 – December 31  July 1 – June 30

Percent Gross Receipts from Alcohol Beverages	30	%
Percent Gross Receipts from Food	70	%
Percent Gross Receipts from Other		%
<b>Total Gross Receipts</b>	<b>100</b>	<b>%</b>

Do you have written records to document the percentages shown?  Yes  No

**You may be required to submit documentation verifying the percentages you've indicated.**

29. What type of establishment are you? (Check all that apply)  Tavern  Restaurant  Nightclub  
 Other Please explain: Catering Operation for Overlook Center
30. Will your establishment have a kitchen manager?  Yes  No
31. Will your establishment be a member of the Wisconsin Restaurant Association?  Yes  No
32. How many wait staff will be employed at the establishment? 10 Full time - Numerous parttime
33. What hours, if any, will food service not be available? only when no events are scheduled
34. Describe how you plan to advertise/promote your business. What products will you be advertising?  
Only that what is done through Overlook Center internally

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. (Individual applicants and each member of a partnership must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME:

this 24 day of April, 2007

[Signature]  
 (Clerk/Notary Public)

[Signature]  
 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

[Signature]  
 (Officer of Corporation/Member/Manager of LLC/Partner/Individual)

My commission expires 2/6/2011

(Officer of Corporation/Member/Manager of LLC/Partner/Individual)

**If you have any questions, please contact the City Clerk's Office at (608) 266-4601.**

Original Alcohol Beverage License Application Attachment  
# 8 C Hold Class B Beer & Liquor License for the following entities:

Auxiliary Questionnaire Attachment  
# 4

2089, Inc.  
2089 Atwood Ave.  
Madison, WI 53704

LaPepe, Inc.  
2009 Atwood Ave.  
Madison, WI 53704

Westside Restaurant I, LLC  
2701 Monroe St.  
Madison, WI 53711

Tex Mess, LLC  
744 Williamson St.  
Madison, WI 53703

Hubbard Avenue Diner  
7445 Hubbard Ave.  
Middleton, WI 53562

Delmonico's of Madison, LLC  
130 S. Pinckey St.  
Madison, WI 53703

Firefly of Madison, LLC  
2701 University Ave.  
Madison, WI 53703

117 mlk, LLC  
117 Martin Luther King Jr Blvd  
Madison, WI 53703

Market Street Diner LLC  
110 Market St.  
Sun Prairie WI 53590

Page 01

Premise - Caterer for the Overture Center building, excluding 227 State Street. Starting at the west end of the tower of the Old Capitol Theatre on State Street, up to 201 State Street entrance, approximately 128 feet; continuing south, the length of 100 block of N. Fairchild to W. Mifflin, approximately 284 feet; continuing west, the length of 200 block of W. Mifflin, approximately 263 feet; continuing northwest to the north side of the 201 N. Henry Street entrance, approximately 370 feet; continuing through the building to the starting point on State Street, approximately 172 feet. Internal spaces where liquor will be served: all levels of Overture Hall Lobby, Promenade Hall, Promenade Terrace, Promenade Lounge, Wisconsin Studio, Watrous Gallery, all levels of Rotunda, Community Gallery I, Community Gallery II, Community Gallery III, Audubon Room, Overture Hall back stage, Rotunda Studio, The Boardroom, Overture Hall Greenroom, 2 levels of Capitol Theater Foyer, Capitol Theater back stage, Capitol Theater Greenroom, Playhouse Greenroom, Playhouse Backstage, 2 levels of Crossroads.

Common Council granted License on Feb. 6, 2007.

End of Report

Page 01

Caterer for the Overture Center:

- a. Footprint of the building, excluding 227 State Street;
- b. Starting at the west end of the tower of the Old Capitol Theatre on State Street, up to 201 State Street entrance, approximately 128 feet;
- c. Continuing south, the length of 100 block of N. Fairchild to W. Mifflin, approximately 284 feet;
- d. Continuing west, the length of 200 block of W. Mifflin, approximately 263 feet;
- e. Continuing northwest to the north side of the 201 N. Henry Street entrance, approximately 370 feet;
- f. Continuing through the building to the starting point on State Street, approximately 172 feet;

Names of internal spaces where liquor will be served:

1. Overture Hall Lobby (all levels)
2. Promenade Hall
3. Promenade Terrace
4. Promenade Lounge
5. Wisconsin Studio
6. Watrous Gallery
7. Rotunda (all levels)
8. Community Galleries I, II, and III
9. Audubon Room

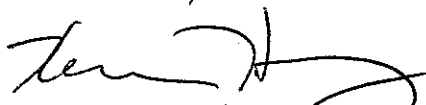
Page 02

10. Overture Hall back stage
11. Rotunda Studio
12. The Boardroom
13. Overture Hall Greenroom
14. Capitol Theater Foyer (2 levels)
15. Capitol Theater back stage
16. Capitol Theater Greenroom
17. Playhouse Greenroom
18. Playhouse backstage
19. Crossroads (2 levels)

Granted by Common Council on June 15, 2004.

End of Report

Fresco, LLC

  
4/24/07



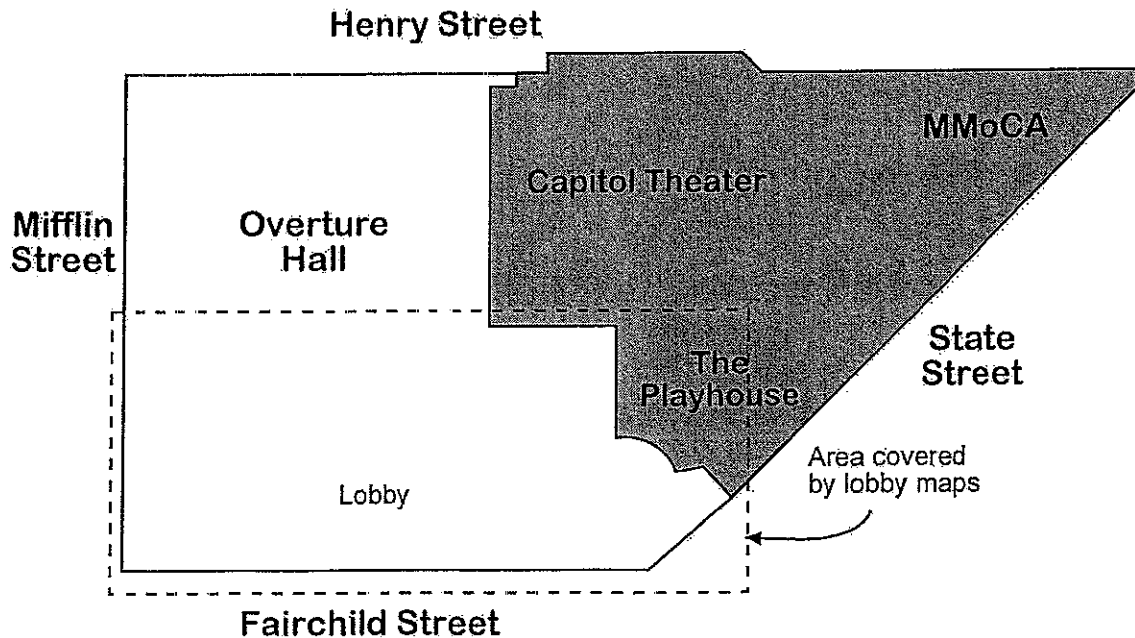
# A Field Guide to the Overture Center

This is a training document for internal use only.

Welcome to the Overture Center for the Arts and the first edition of the Field Guide. This guide is an aide for you to use as you learn the new building. With your help it will evolve and improve as time goes on so please take notes, mark it up, and pass your suggestions along.

The first thing you will notice is that two of our important venues are missing. The Oscar Mayer Theater, which will be re-named the "Capitol Theater," and the Isthmus Playhouse, which will be re-named "The Playhouse." They will be under construction this year and should be open in 2006. The Art Center, renamed "Madison Museum of Contemporary Art," or MmoCA, will be located on the State Street side of our block when construction is finished.

The view below is an outline of the Overture Center and will give you a feeling for how we will be looking at our new building



Generalized view of the Overture Center.  
Grayed area is under construction. White area is the subject of this document.

## Organization of These Pages

The new building is a complex of many venues, and in these pages they are organized by the lobby level they are associated with. Illustrations will start with the lobby and then go through the relevant venues on that level. The lowest level will be left for last.

Some shorthand you will see in the future:

- OC Overture Center – Meaning the entire building
- OH Overture Hall – This will refer to our main theater and its supporting corridors, stairs, etc. The total number of seats in Overture Hall is 2251.
- BOH Back of House – This refers to all areas that we normally aren't concerned with. The kitchens, maintenance areas, storage areas, dressing rooms, mechanicals (heating & air conditioning), etc. are all areas that we will rarely, if ever, have contact with. In fact, they are areas that we are supposed to stay out of.
- FOH Front of House—That's where we work, out front with the patrons.
- HL House Left – As you stand out in the seating area facing the stage, HL is to your left. The term is used to indicate a direction rather than a specific location.
- HR House Right – It follows that as you face the stage, these areas are to your right.

### Some General Notes that have no better home:

**Rest Rooms:**

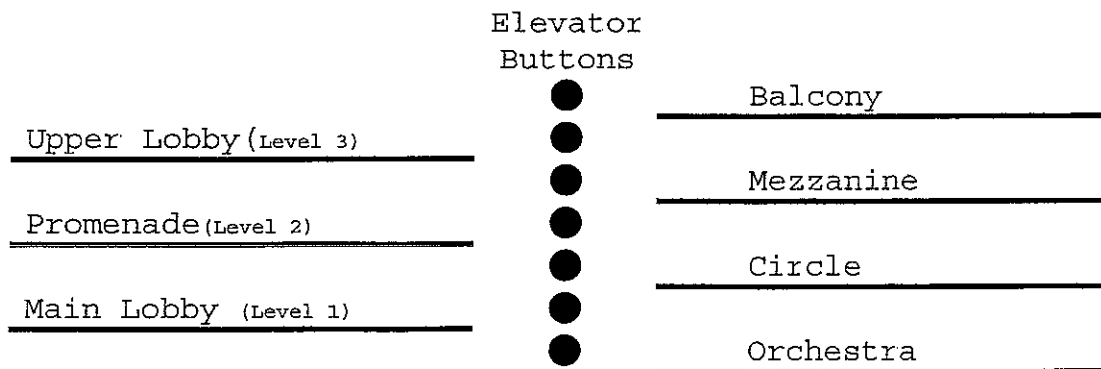
All rest rooms and Family Assist rooms are handicap accessible. In OH there are restrooms on all levels except Orchestra HR. In OH Family Assist rooms are only on HL. HR patrons may use the Family Assist rooms in the lobbies. Baby changing stations are in the Family Assist rooms, both Rest Rooms on the Lower Level and the Rest Rooms in the First Level gallery area.

**Fire Exits:**

The Fire Exit stairs will have locked doors. There will be no re-entry to the OC.

**Elevators in Overture Hall Lobby:**

Notice that the lobby levels interlace with the house levels. Also note that the elevator buttons in house left differ slightly from house right.

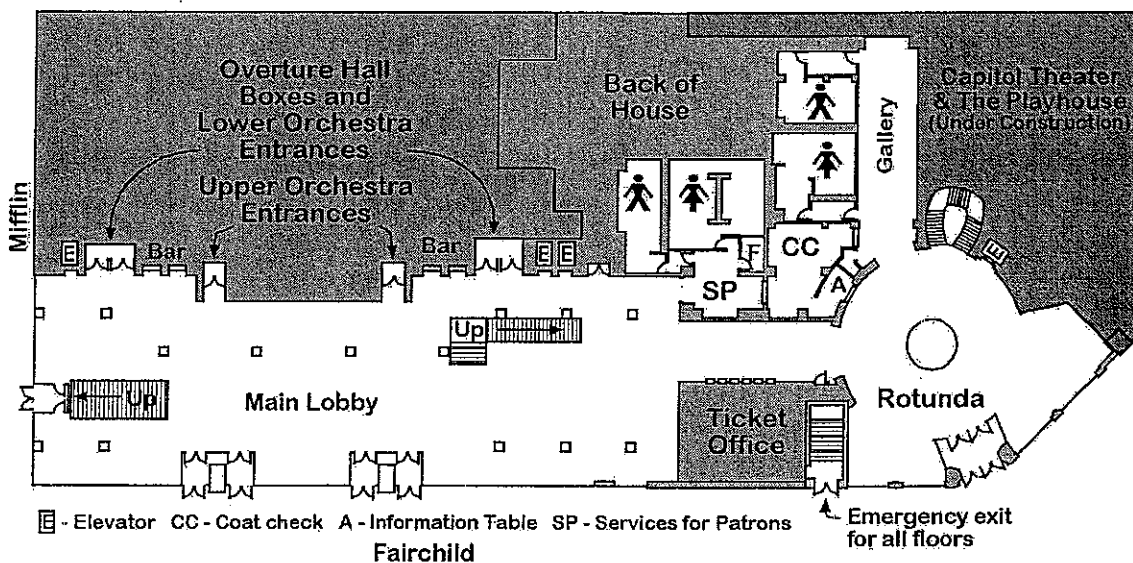


## Main Lobby Areas of the Overture Center

Access to Orchestra Level (down the stairs), Upper Orchestra (same level), and Circle (up the stairs) of Overture Hall; Community Gallery I; Ticket Office; Information Desk; Coat Check

Most of the diagram is self-explanatory but there are three things to note:

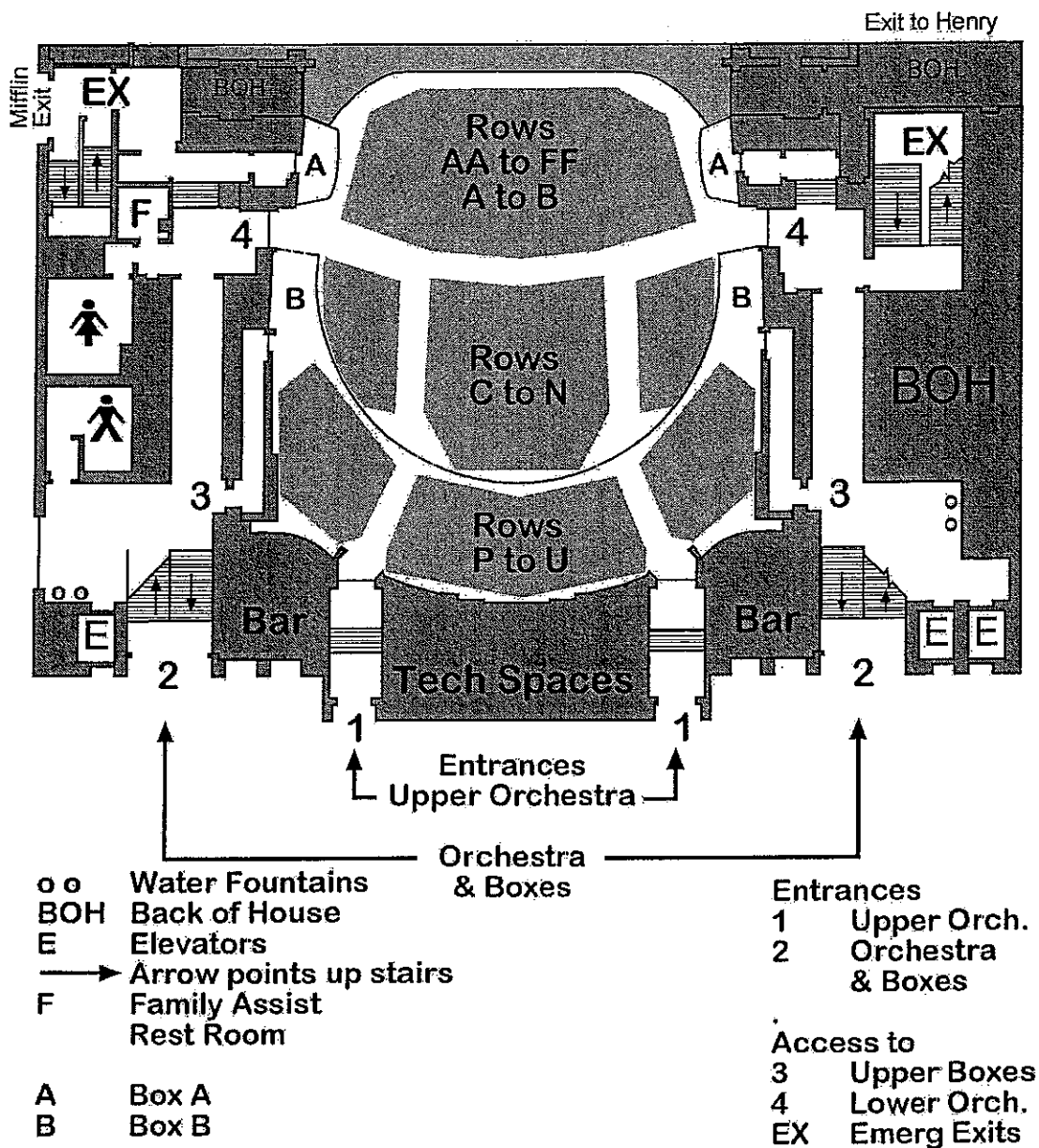
- The Coat Check room (CC) has two counters.
- The Information Desk (A), as of this writing, will perform all the duties that the A&I Table once handled—handing out assistive materials and devices and answering patrons' questions.
- The Services for Patrons area (SP) contains the restrooms (Men's, Women's and Family), OH Coat Check window, water fountains and public phones for the main floor. Be aware that rest rooms and water fountains are also available in many locations of Overture Hall itself.



Fairchild Street runs across the bottom of this drawing and Mifflin Street runs vertically along the left edge. The half of the Overture Center that runs along Henry Street, across the top of this drawing, and the MMOCA area along State Street are not shown. (See the sketch on the first page.)

# Overture Hall—Orchestra and Upper Orchestra

757 total seats



A brief reminder that there are no rest rooms on House Right.

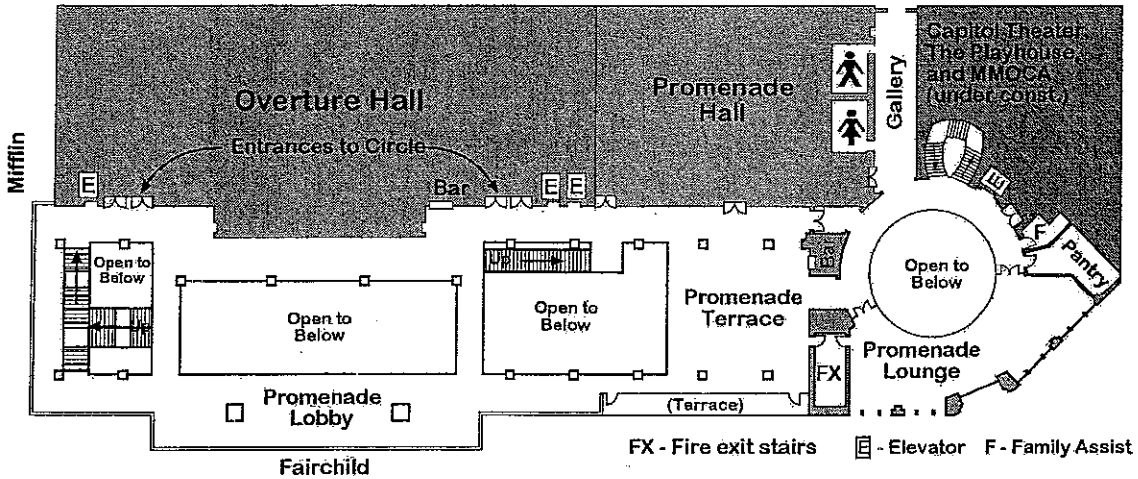
Next to the number '4' on HL is a wheelchair lift from the orchestra to the stage level.

As you tour the Orchestra, please note the split pit.

For ushering purposes, row P through U of the Orchestra will be referred to as the Upper Orchestra.

## Promenade Lobby – Second Level

Access to Circle Level of OH (down the stairs) and to the Mezzanine (up the stairs);  
Promenade Hall; Promenade Lounge; Promenade Terrace; Promenade Lobby and  
Community Gallery III

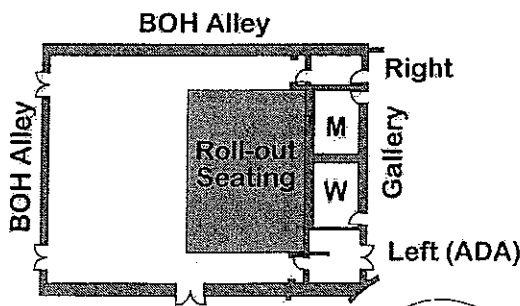


Several areas on the Promenade Level are rental venues. They can be used for banquets, receptions and small performance spaces. You'll rarely work any of the venues but if you are greeting you will need to know where they are.

The Promenade Lounge is separated from the rest of the Rotunda for private functions. Current planning has the Promenade Lounge being used for receptions prior to some Madison Symphony Orchestra, Madison Ballet, Madison Opera and Overture events.

The two places in the lobby, the Promenade Terrace and the Promenade Lobby, can be used as additional venues.

## Promenade Hall



Promenade Hall

This room is the largest of our rooms. It can be used for meetings, banquets, dances and small performances. The grid-like area represents risers that slide out from the wall. Ushers should never open or close the risers.

Notice that the alternative emergency exits from this venue lead out to Back of House corridors.

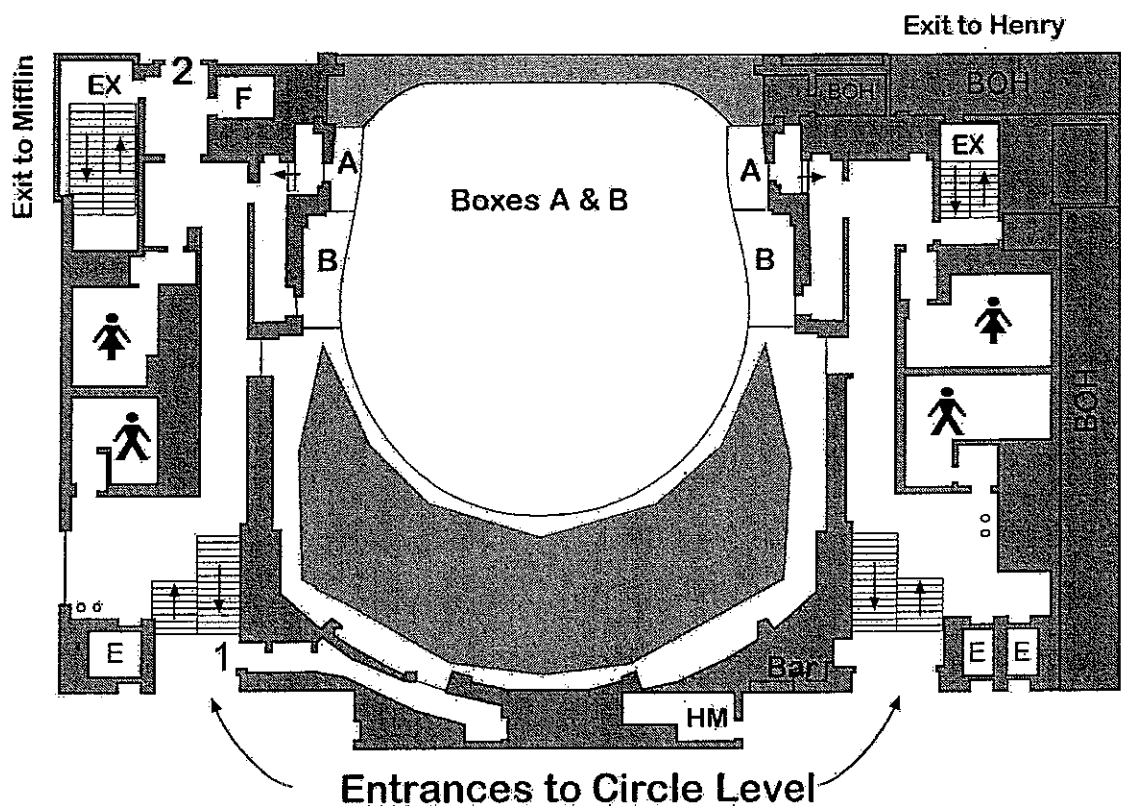
CTM and Madison Repertory Theater will share this space for part of their seasons.

## Overture Hall – Circle

Access to the Circle is down the stairs from the Promenade Lobby Level (Level 2)

Mezzanine is up the stairs

456 total seats



o o Water Fountains  
 BOH Back of House  
 HM House Manager  
 E Elevators  
 —→ Arrow points up stairs

EX Emerg. Exit

F Family Assist Rest Room

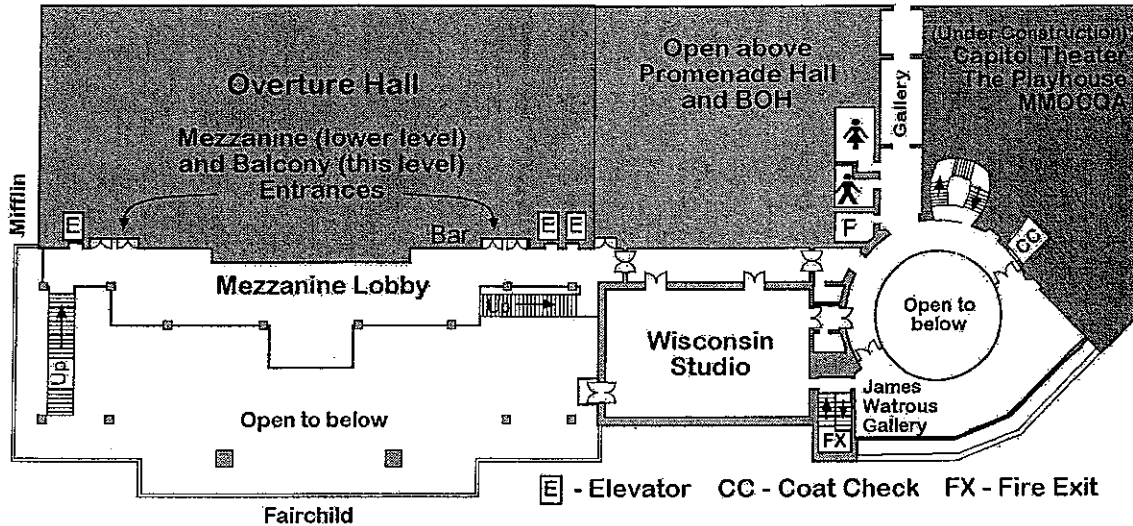
If you take a look at House Left, you will see the numbers 1 and 2.

- 1 This is a tunnel leading to access for two or three wheelchairs in the back row.
- 2 This door leads to the BOH area where the Audubon Room is located. You may need to know this location. The Audubon Room is intended as a private venue for small receptions, and "meet the artist" events.

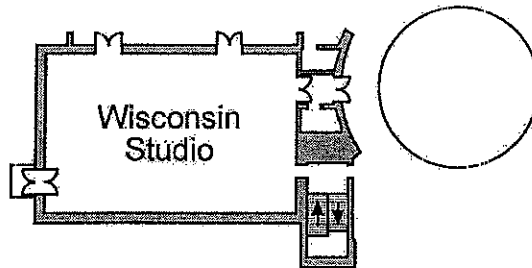
Also note that the room just off the lobby labeled HM is the House Manager's office. It is also designated as the main First Aid Station.

## Mezzanine Lobby

Access to Mezzanine (down the stairs) and Balcony (straight ahead) levels of the OH;  
Wisconsin Studio; James Watrous Gallery; Community Gallery III (Level 3)



The James Watrous Gallery is operated by the Wisconsin Academy of Sciences, Arts and Letters. They will be using the space as an art gallery and office space.



The Wisconsin Studio is our medium sized room. It too is intended for receptions, banquets, meetings and small performances. Note the small pantry between the two sets of double doors.

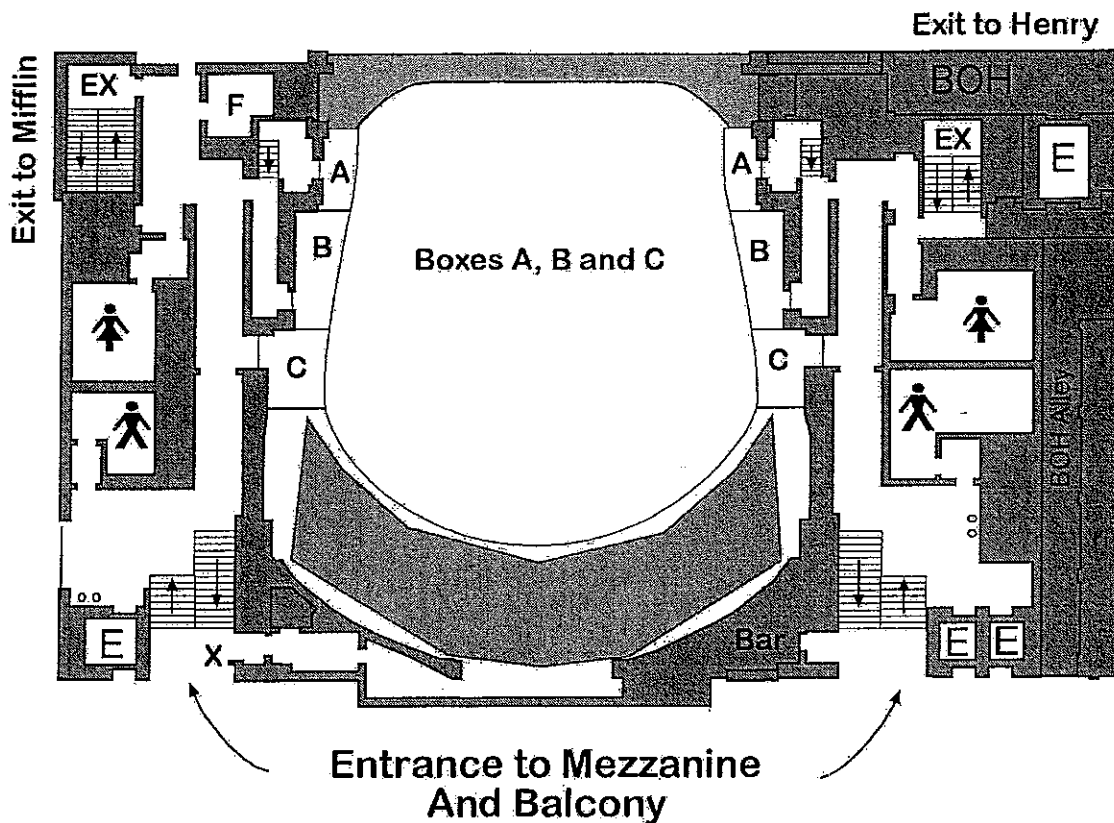
The special feature of the room is the Juliet Balcony on the left. This is a small balcony overlooking the main Overture lobbies. From the inside it adds to the visual appeal of the room. And from the outside it breaks up the monotony of the sheer rock wall.

By The Way: There are cross-sections of many fossils in the walls. You may find it entertaining to locate and identify as many as you can while waiting for a show to start.

# Overture Hall — Mezzanine

Access to the Mezzanine is from the Mezzanine Lobby

347 total seats

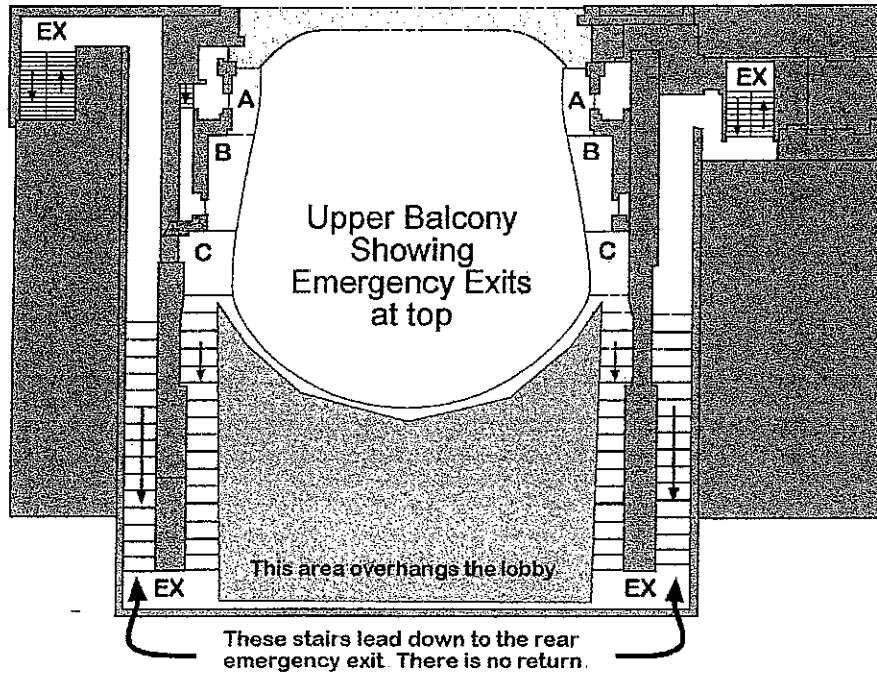
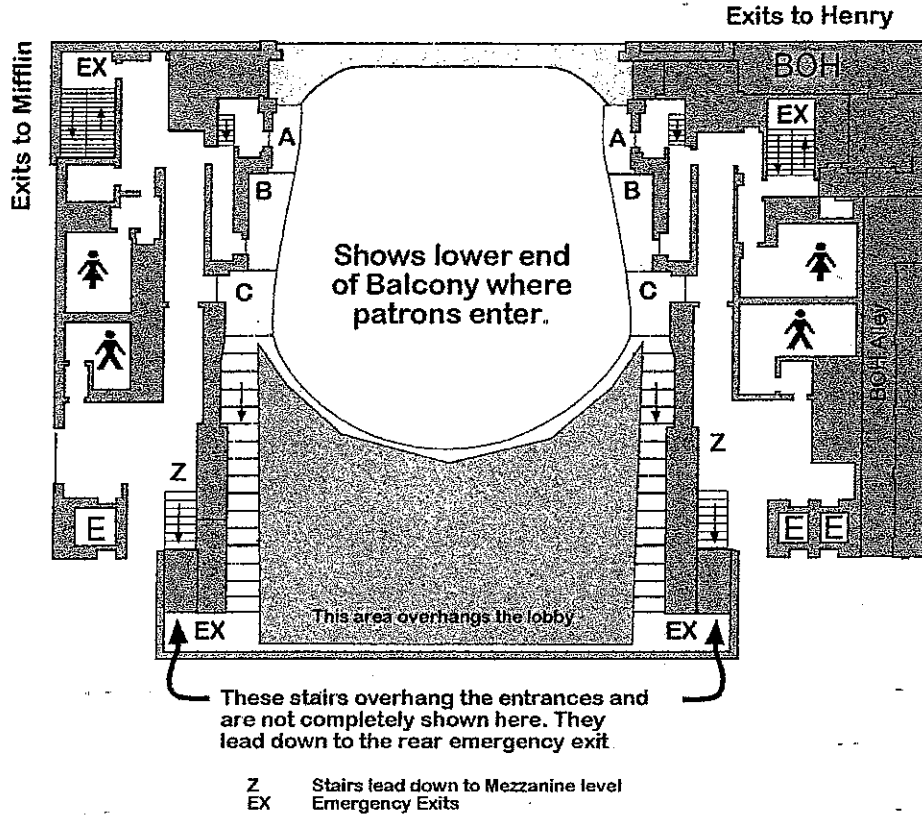


- |     |                        |    |                         |
|-----|------------------------|----|-------------------------|
| o o | Water Fountains        | EX | Emerg. Exit             |
| BOH | Back of House          | F  | Family Assist Rest Room |
| E   | Elevators              |    |                         |
| X   | Wheelchair access      |    |                         |
| →   | Arrow points up stairs |    |                         |



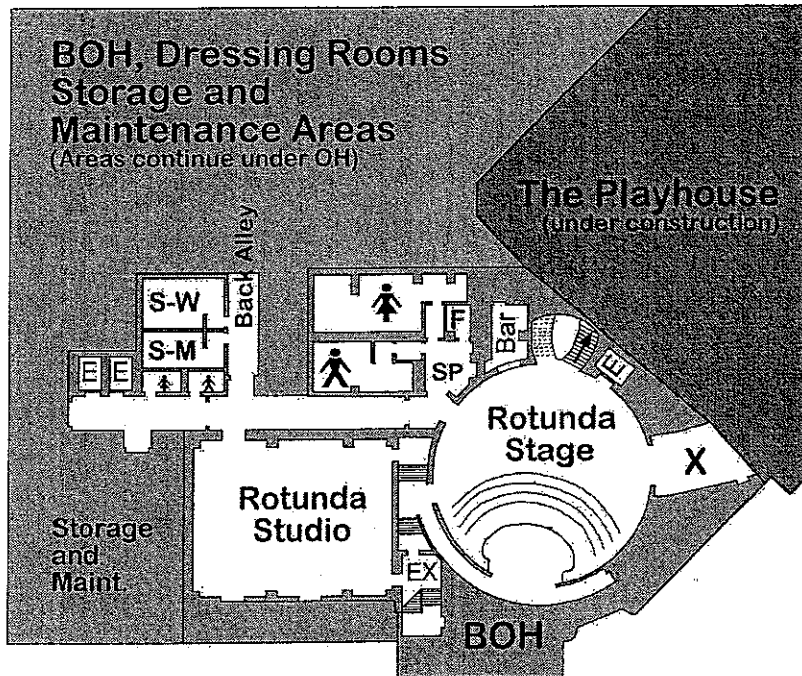
# Overture Hall – Balcony

691 total seats



The top seating level of Overture Hall, known as the “Balcony” is accessible from the Mezzanine Lobby. Entry is straight ahead from the lobby leading to Box C and row A of the Balcony Level. Access to all rows of the balcony is from this entrance.

## Rotunda Level (Basement)



Note:

The areas labeled S-W and S-M are staff rooms for Ushers. They replace our old coatrooms. To orient yourself to the rest of the building, notice the two elevators just around the corner from the staff rooms. These are the two elevators that are in the center of the building serving, in our jargon, "House Right."

The area around The Playhouse on this level contains dressing rooms but most of this level is taken up by storage, maintenance, and mechanical facilities.

- EX - Fire Exit
- X - Corridor to Playhouse, MMoCA and Henry St.
- S-W - Staff Women
- S-M - Staff Men
- BOH - Back of House
- SP - Services for Patrons (Phones, Water, Restrooms)
- F - Family Assist Rest Room

This diagram would encompass the right half of one of the "Lobby" diagrams. This level has two venues of interest:

### Rotunda Stage

This area is the new Kids in the Crossroads stage. Between the seating area and the area behind it, it will accommodate slightly more people than the Crossroads could and it will have the benefit of proper lighting and sound systems. In addition, since it is isolated from most of the main traffic paths, it can be used for banquets, small meetings, etc.

### Rotunda Studio

This is our smallest venue and a fully functional theatre space. While it can be used for performances, banquets, meetings, etc., it will most often be used as a rehearsal space.

## Generic Example of Team Positioning

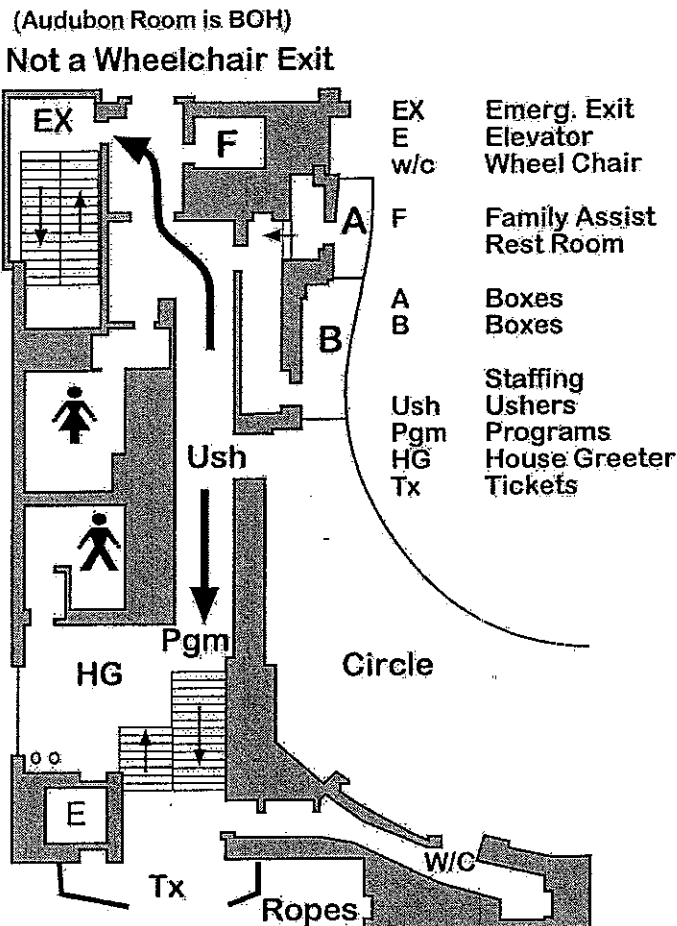
This is a generic example of how a Floor Team is set up. From floor to floor and from side to side there is a considerable amount of variability but this will give you the overall idea.

(Tx) The Ticket Takers are at the entrance where they can cover the doors and the elevator.

(HG) The House Greeter circulates in the inner lobby and assists people as necessary.

(Pgm) Programs are handed out at the juncture of the hall and the inner lobby.

(Ush) As you can see, the ushers are down the hall at the entrance to the venue. Ushers seat all patrons on that level including the boxes.



On Circle and Mezzanine levels, there is a secondary entrance to the theater for wheelchair locations in the rear of that level. This entrance is just behind the ticket taker therefore a ticket taker or house greeter should seat the patron.

The biggest difference between the old way and the new way of ushering is in the roles of the Program Usher and the House Greeter. On top of their traditional roles they will also be responsible for backing up the ushers, seating and assisting patrons.

### Communications:

If you discover any errors in this guide, please notify Jacquie Goetz [jgoetz@overturecenter.com](mailto:jgoetz@overturecenter.com). If you have ideas or suggestions, please pass them on as well. They will be gratefully accepted.

A special thanks goes to John Faludi for creating this document and graciously accepting edits.

