

## **About/Business Plan**

Catering a Fresco is the exclusive caterer and concessions provider for Overture Center for the Arts. We take pride in delivering events as inspiring as our magnificent venue. From weddings and intimate multi-course dinner parties, to galas, fundraisers, and large-scale corporate events, we deliver first-class service and exceptional food for an occasion you'll never forget.

Your event is important to us. Our primary goal is to help you create the event of your dreams, and we work closely with you to design a delicious menu reflective of your style and taste. Whether it's a black-tie, multi-course meal, or a gourmet buffet-style event, we have extensive experience with a broad spectrum of menus.

We look forward to serving you. We also take pride in our catering staff, who steward events with an impeccable combination of friendly resourcefulness and attentive discretion. Our job is to ensure your event goes smoothly and superbly. Our team is dedicated to making that happen, so you can relax and enjoy without worrying about a thing.

Overture Center of the Arts is the top event location in the city. Breathtaking spaces and an elegant atmosphere make an exquisite backdrop for any occasion. Please visit Overture Center for the Arts for more information about rental spaces, available for groups from 10 to 2,000.

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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:

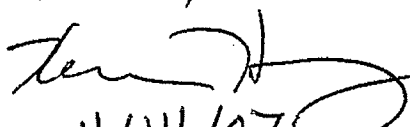
1. Overture Hall Lobby (all levels)
2. Promenade Hall
3. Promenade Terrace
4. Promenade Lounge
5. Wisconsin Studio
6. Watrous Gallery
7. Rotunda (all levels)
8. Community Galleries I, II, and III
9. Audubon Room

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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

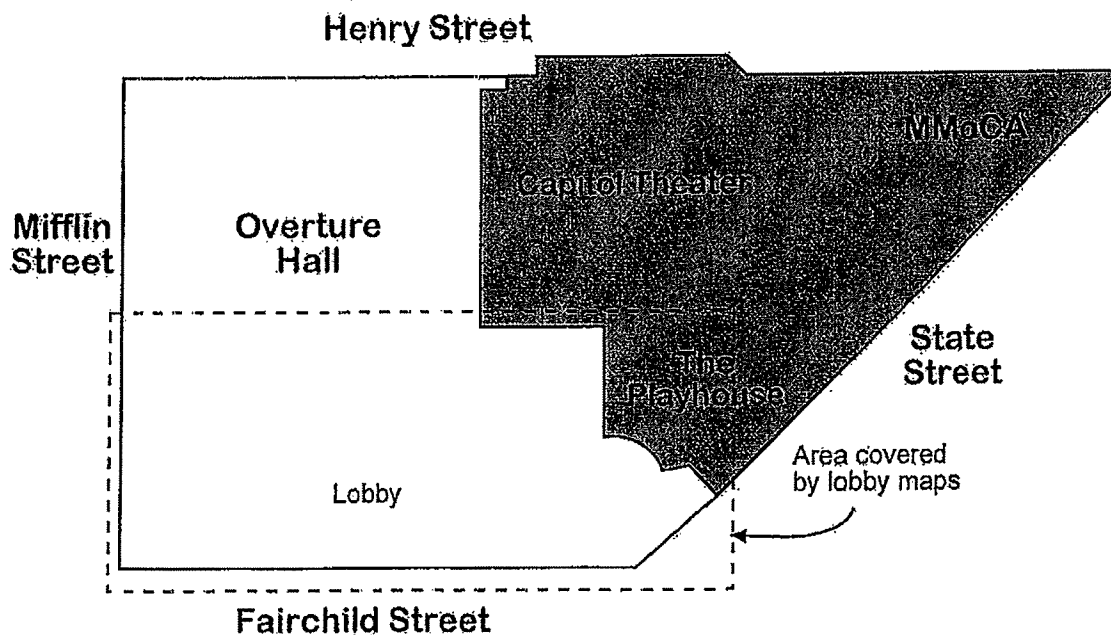
# A Field Guide to the Overture Center

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.

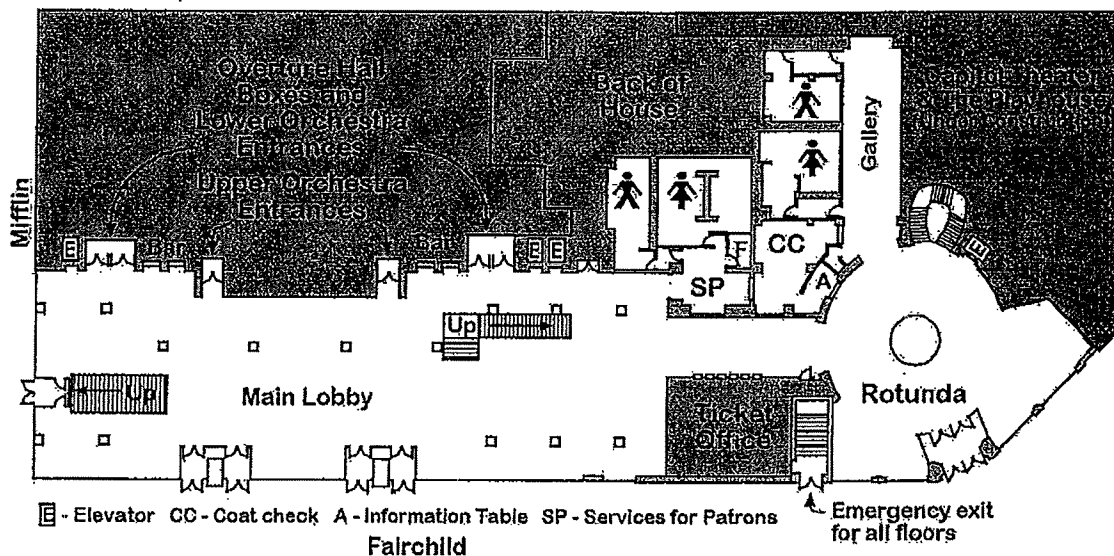
	Elevator Buttons	
<u>Upper Lobby (Level 3)</u>	●	<u>Balcony</u>
	●	
<u>Promenade (Level 2)</u>	●	<u>Mezzanine</u>
	●	
<u>Main Lobby (Level 1)</u>	●	<u>Circle</u>
	●	
	●	<u>Orchestra</u>

## 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:

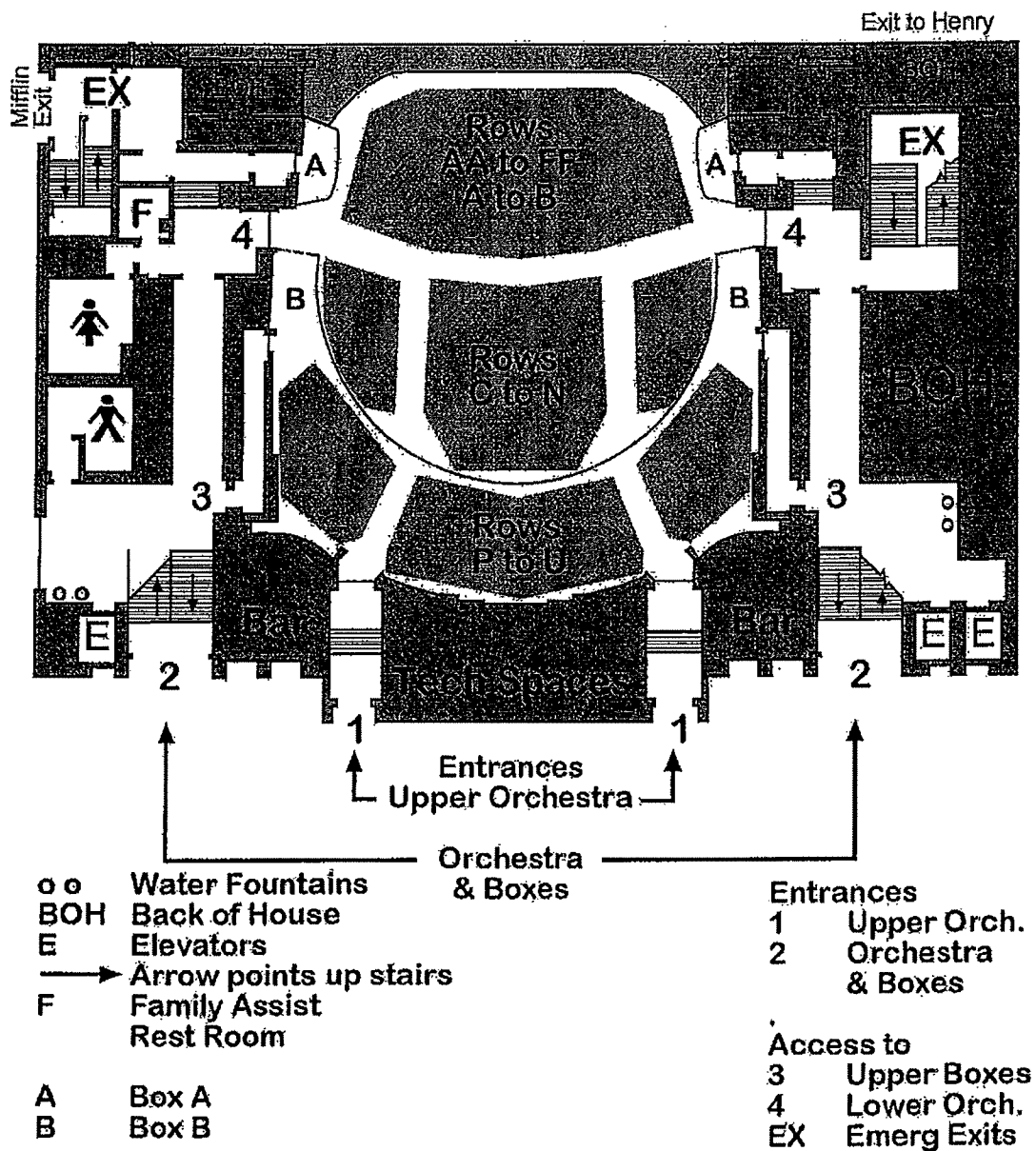
- The Coat Check room (CC) has two counters.
- The Information Desk (A), as of this writing, will perform all the duties that the A&I Table once handled—handing out assistive materials and devices and answering patrons' questions.
- The Services for Patrons area (SP) contains the restrooms (Men's, Women's 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.

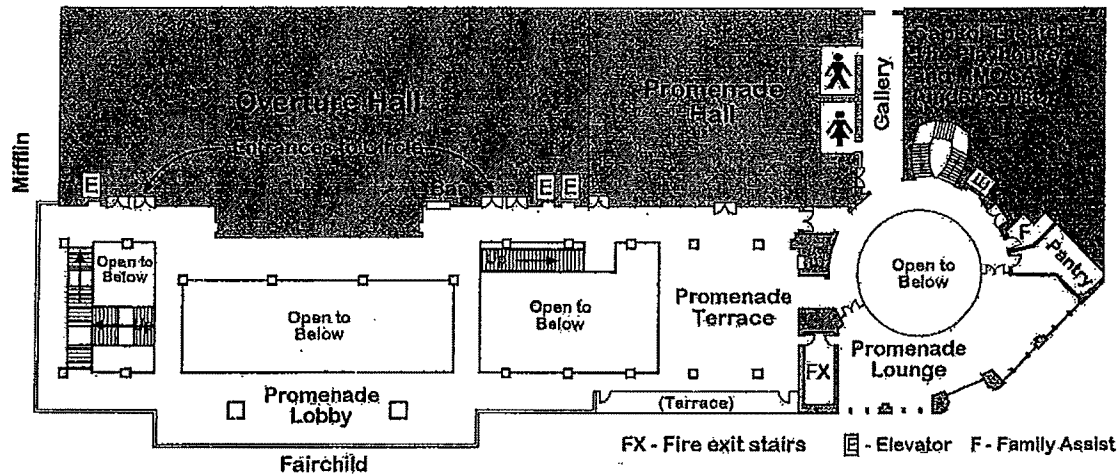
Next to the number '4' on HL is a wheelchair lift from the orchestra to the stage level.

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

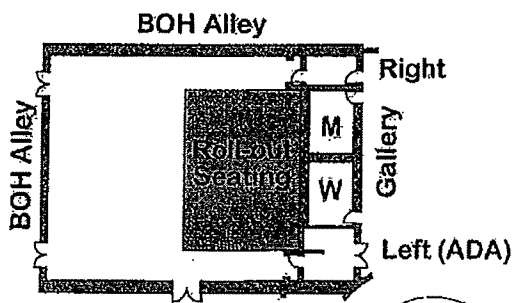


Several areas on the Promenade Level are rental venues. They can be used for banquets, receptions and small performance spaces. You'll rarely work any of the venues but if you are greeting you will need to know where they are.

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.

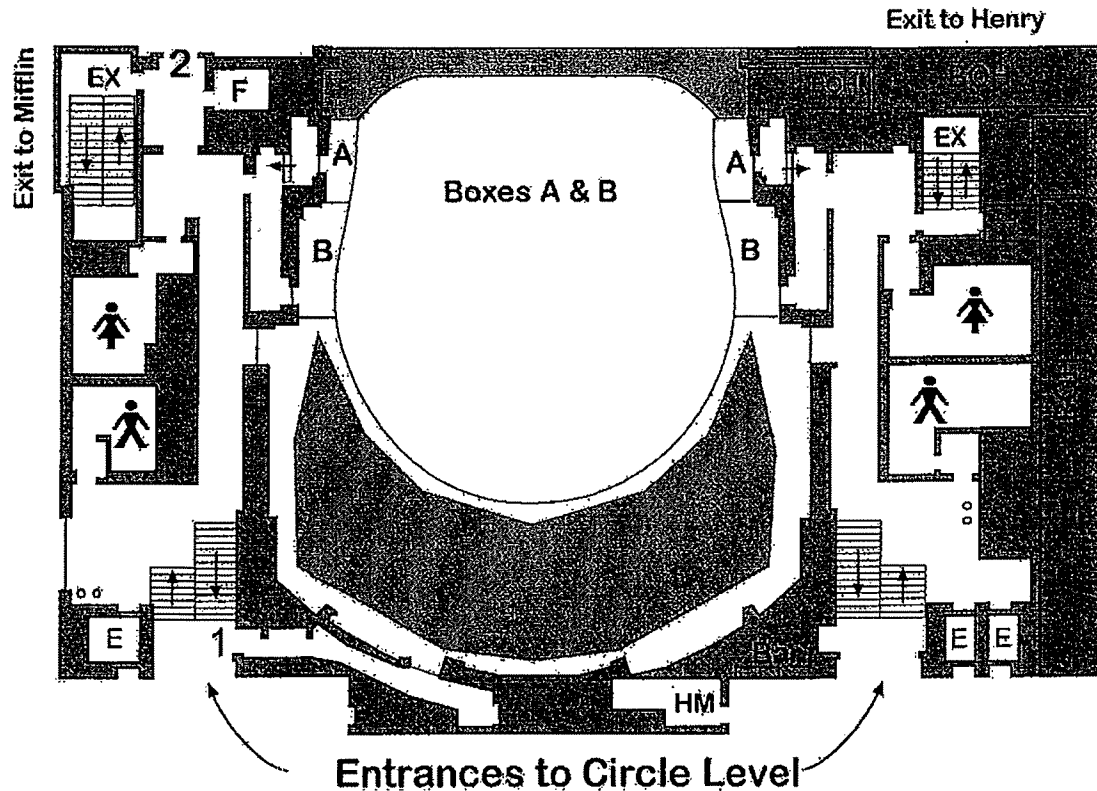
CTM and Madison Repertory Theater will share this space for part of their seasons.

## 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.

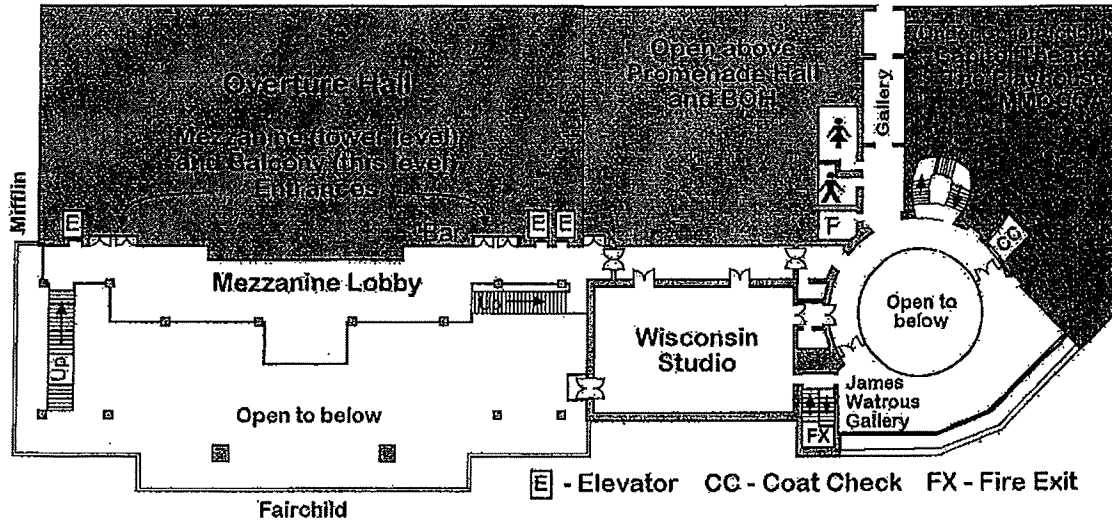
- 1 This is a tunnel leading to access for two or three wheelchairs in the back row.
- 2 This door leads to the BOH area where the Audubon Room is located. You may need to know this location. The Audubon Room is intended as a private venue for small receptions, and "meet the artist" events.

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.

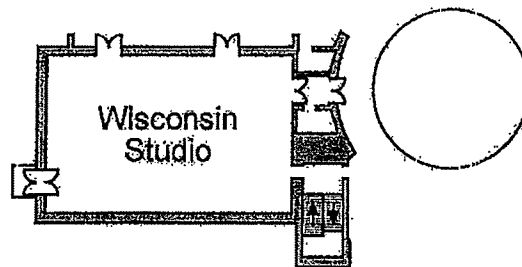


## Mezzanine Lobby

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.

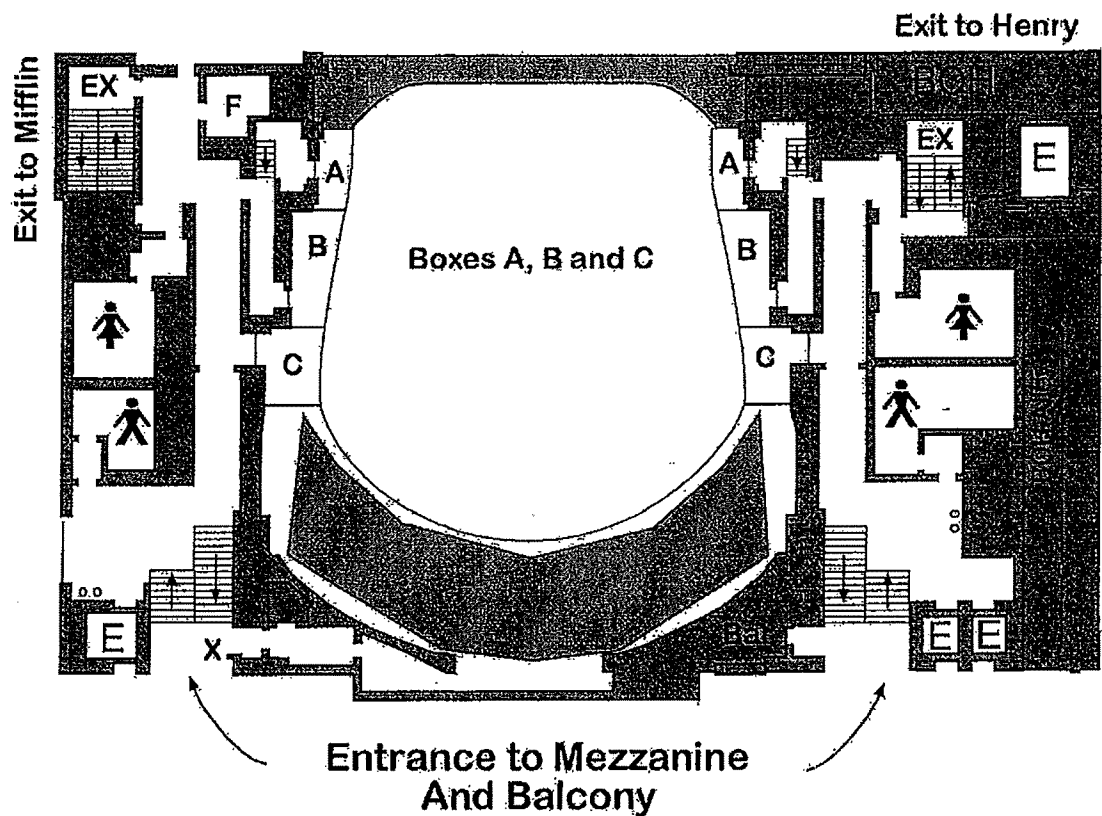
The special feature of the room is the Juliet Balcony on the left. This is a small balcony overlooking the main Overture lobbies. From the inside it adds to the visual appeal of the room. And from the outside it breaks up the monotony of the sheer rock wall.

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

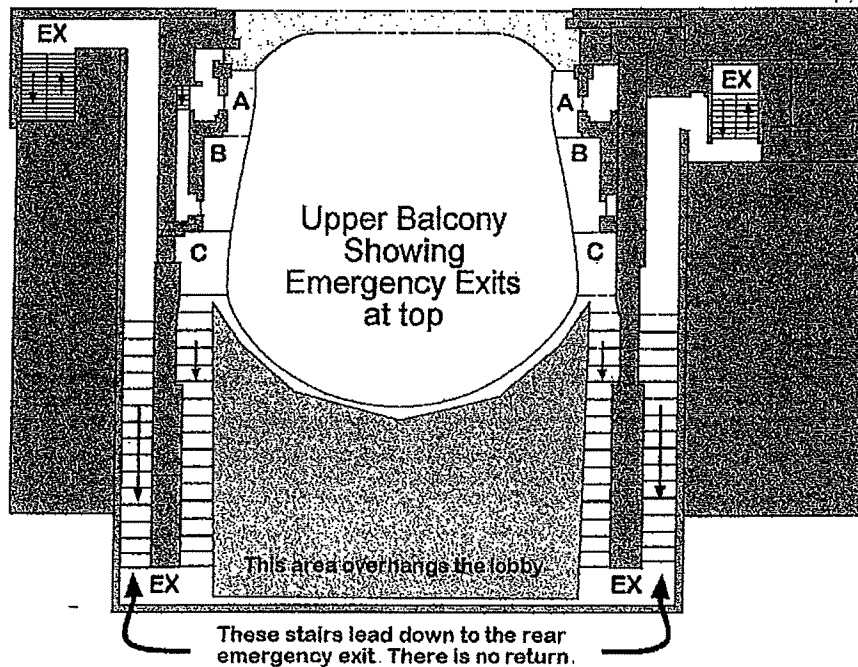
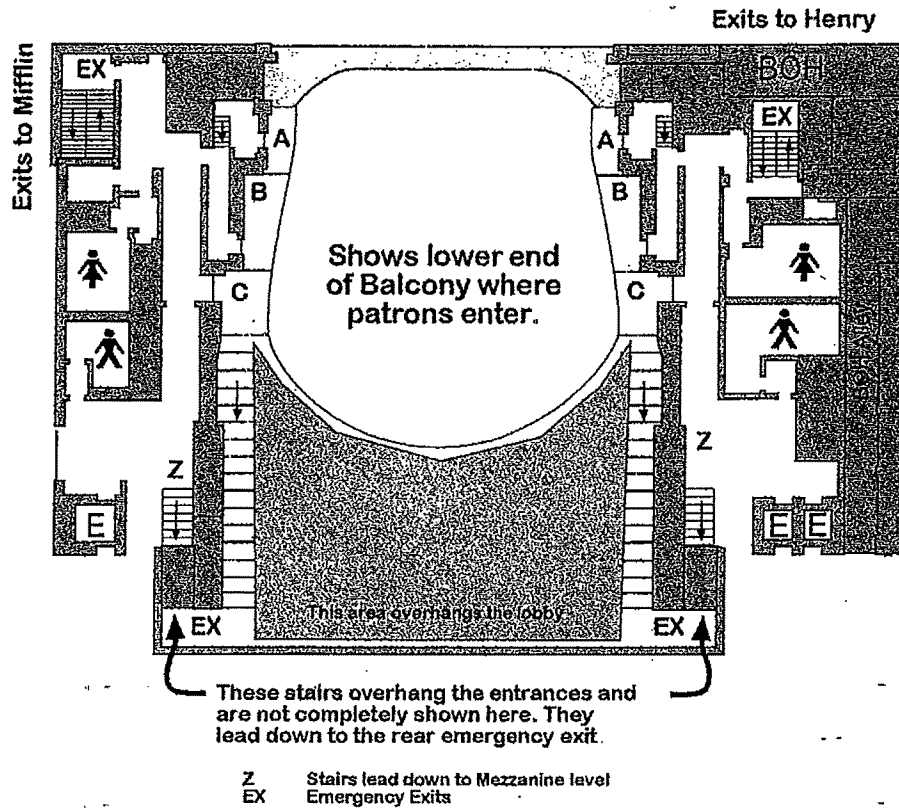


o o Water Fountains  
 BOH Back of House  
 E Elevators  
 X Wheelchair access  
 → Arrow points up stairs

EX Emerg. Exit  
 F Family Assist  
 Rest Room

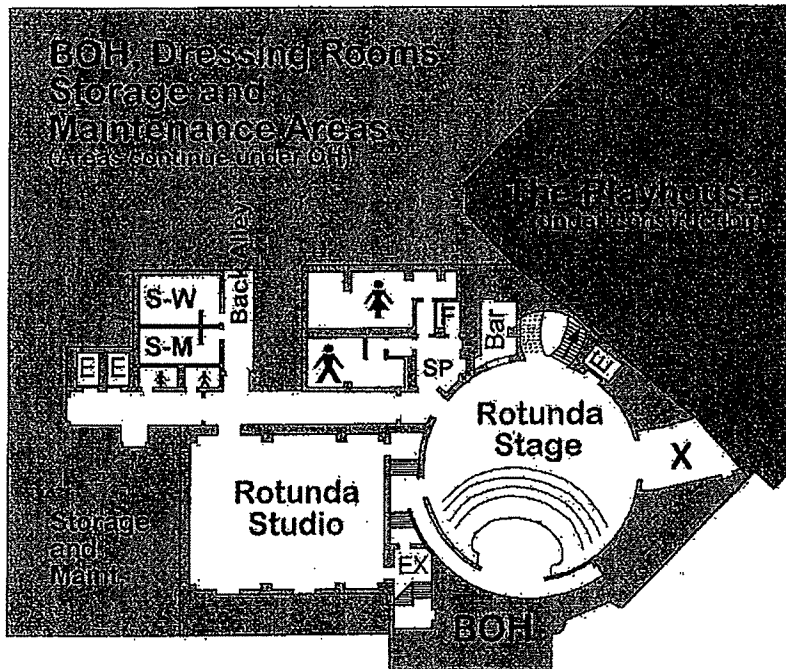
# Overture Hall – Balcony

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)



- 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

### 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.

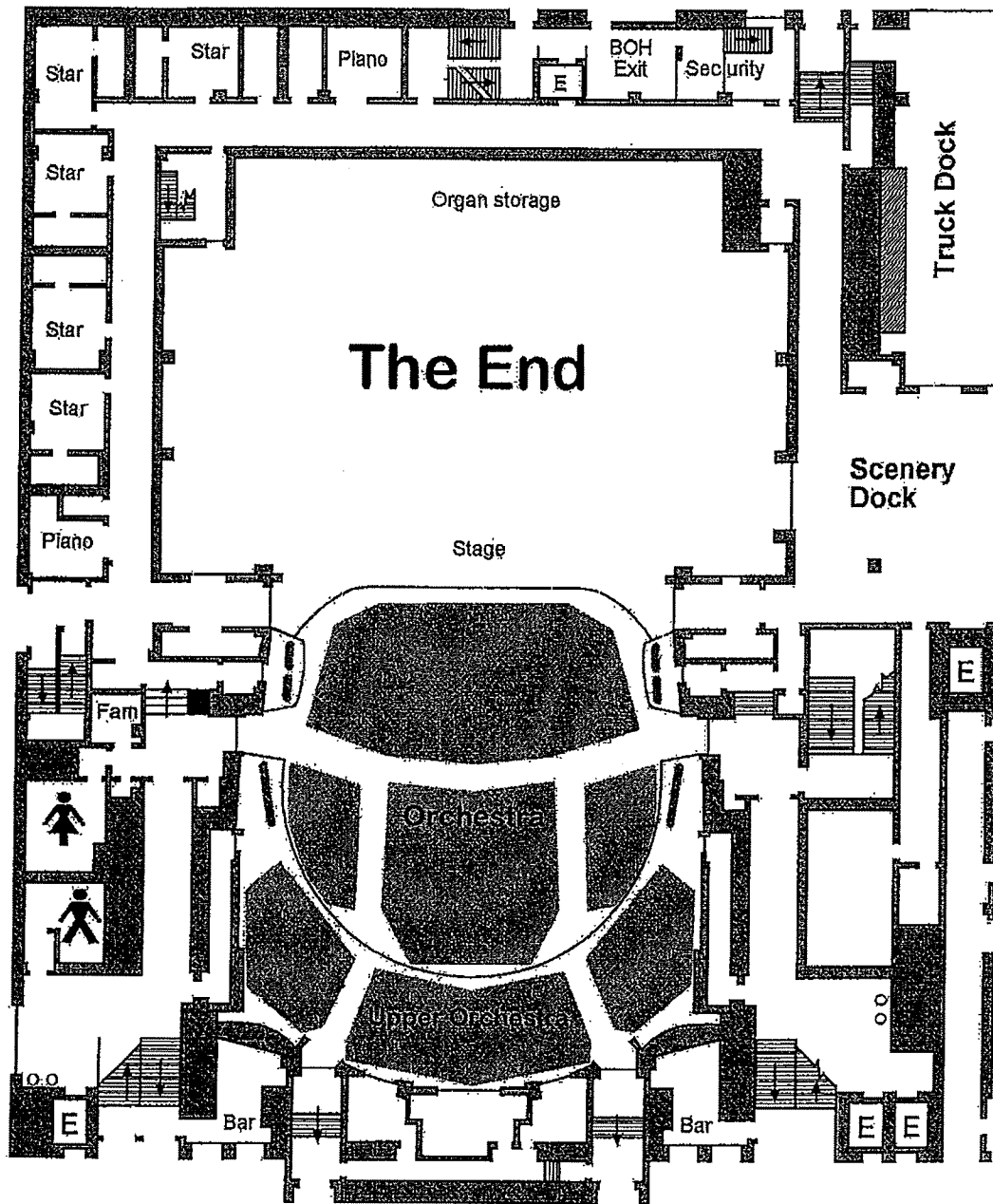
This diagram would encompass the right half of one of the "Lobby" diagrams. This level has two venues of interest:

### 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.



Lobby

## Dinners

Includes a choice of salad and three dinner entrées, as well as coffee and water service. The third entrée selection must be a vegetarian or vegan entrée.

## Salad

### Mixed Greens Salad *v*

English cucumber, shaved seasonal vegetables, and fresh tomatoes; served with a choice of dressing: French, ranch, parmesan peppercorn, balsamic vinaigrette, or raspberry vinaigrette.

### Wedge Salad *v*

Iceberg lettuce, cherry tomatoes, bacon lardons, red onion, and blue cheese crumble; served with blue cheese dressing.

### Roasted Beet Salad *v*

Mixed greens, roasted beets, goat cheese, and candied walnuts; served with red wine vinaigrette.

### Spiced Pecan Salad *v*

Spring mix, feta cheese, spiced pecans, roasted butternut squash, and raisins; served with a choice of dressing: French, ranch, parmesan peppercorn, balsamic vinaigrette, or raspberry vinaigrette.

### Roasted Brussels Salad (fall availability) *v*

Grilled shaved radicchio, frisée, roasted Brussels sprouts, and raisins; served with a creamy yogurt dressing.

### Goat Cheese and Summer Berries Salad (spring/summer availability) *v*

Spring mix, candied pecans, crumbled goat cheese, and summer berries; served with a choice of balsamic vinaigrette or raspberry vinaigrette. Add \$1 per person.

### Heirloom Tomato and Burrata Salad (summer availability) *v*

Artisan lettuce, heirloom tomatoes, strawberries, burrata cheese, olive oil, and balsamic glaze. Add \$3 per person.

## Poultry Entrées

All poultry entrée options are prepared with 8 oz. Airline chicken breasts

### Glazed Chicken *gs*

30

Roasted with a glaze of honey, thyme, and butter.

### Citrus Chicken

30

Citrus-marinated chicken served with a creamy garlic sauce.

### Mushroom Chicken *gs*

30

Seared chicken served with a mushroom Marsala sauce.

### Stuffed Chicken

31

Stuffed with a blend of goat cheese, spinach, and red peppers; served with a roasted red pepper cream sauce.

<b>BBQ Chicken</b> <i>gs</i>	31
Seared and baked chicken with BBQ sauce, topped with a jicama-cabbage slaw.	
<b>Duck Confit*</b> <i>gs</i>	40
Served with an orange gastrique, red cabbage, and mashed potatoes. This is a composed dish that does not come with the choice of two sides.	

## Beef and Pork Entrées

<b>Top Sirloin*</b> <i>gs</i>	40
8 oz. steak pan-roasted, served with a cabernet demi-glace, mushrooms, and tomatoes.	
<b>Short Rib*</b>	41
8 oz. braised in red wine, served with caramelized mushrooms and onions, and a red wine demi-glace.	
<b>Ribeye*</b> <i>gs</i>	43
7 oz. ribeye grilled, with horseradish cream sauce.	
<b>Filet Mignon*</b> <i>gs</i>	Market Price
8 oz. filet, served with balsamic roasted cipollini onions and a blue cheese compound butter.	
<b>Roast Beef Tenderloin*</b> <i>gs</i>	Market Price
Sliced tenderloin with a horseradish cream sauce.	
<b>Stuffed Pork Loin</b> <i>gs</i>	30
7 oz. pork loin stuffed with figs and goat cheese, drizzled with a sage and rosemary brown butter.	
<b>Pork Chop*</b> <i>gs</i>	34
10 oz. seared pork chop, served with a stoneground mustard cream sauce.	

## Fish and Seafood Entrées

<b>Seared Salmon*</b> <i>gs</i>	39
Seared salmon with a lemon beurre blanc.	
<b>Shrimp Scampi</b>	36
Sautéed shrimp with shallots and fresh herbs, skewered and topped with panko breadcrumbs.	
<b>Pecan-Crusted Walleye</b>	36
Pecan-crusted filet, served with a maple beurre blanc.	
<b>Salmon Florentine*</b>	41
Seared salmon stuffed with lemon creamed spinach.	

## Vegetarian, Pastas, and Grains

These are composed dishes and do not include complements.

<b>Butternut Squash Ravioli</b> <i>v</i>	26
Served with sweet corn, cauliflower, and a spinach cream sauce.	
<b>Seasonal Farro Risotto</b> <i>v</i>	26
Piccolo farro, seasonal vegetables, mascarpone, and shaved Parmigiano Reggiano (can be made vegan).	
<b>Gnocchi Primavera</b> <i>v</i>	26

Gnocchi served with a blend of ratatouille vegetables in a light tomato sauce.

### **Sweet Potato Gnocchi** *v*

28

Broccoli rabe, roasted pine nuts, ricotta, and fried sage, tossed in a brown butter sauce.

## **Complements**

Starch - Select one: Mashed Potatoes Roasted Sweet Potatoes Assorted Roasted Fingerling Potatoes Gruyère Potato Cake Wild Rice Blend Rice Pilaf Vegetables - Select one: Sautéed Seasonal Vegetables Roasted Mixed Vegetables Roasted Cauliflower French Green Beans Sautéed with Garlic Asparagus (Seasonal) Tri-Color Carrots (Add \$1 per serving)

## **Children's Meals**

Comes with french fries and a fruit cup.

### **Chicken Strips**

15

### **Mac and Cheese** *v*

15

## **Dinner Buffets**

50 person minimum

## **Salads**

Select one

### **Seasonal Mixed Greens Salad and Dressing** *v gs*

### **Romaine with Caesar Dressing, Parmesan Cheese, and Croutons** *v*

### **Spinach Salad with Candied Walnuts, Blue Cheese Crumble, and Craisins** *v*

### **Roasted Beets with Goat Cheese, Arugula, Walnuts, and Red Wine Vinaigrette** *v gs*

## **Complements**

Choice of one vegetable and one starch, 3 oz. portion of each. Premium vegetables are an additional \$1 per serving. Vegetables: Baby Stem-On Carrots Roasted Seasonal Mixed Vegetables Roasted Cauliflower French Green Beans Sautéed with Garlic Premium Vegetables: Asparagus (Seasonal) Tri-Color Carrots Starches: Mashed Potatoes Roasted Sweet Potatoes Rice Pilaf Quinoa

## **Entrées**

### **1 Entrée (8 oz. portion)**

35

### **2 Entrées (4 oz. portion of each)**

40

### **3 Entrées (4 oz. portion of each)**

45

### **Glazed Chicken with Honey, Thyme, and Butter Sauce** *gs*

### **Seared Salmon with White Wine Cream Sauce\*** *gs*

### **Short Rib in Red Wine Demi-Glace\***

### **Seared Top Sirloin with Cabernet Demi-Glace\*** *gs*

### **Stuffed Pork Loin with a Sage and Rosemary Brown Butter**

### **Ravioli with Lemon Cream Sauce** *v*

### **Pasta Primavera with White Wine Cream Sauce** *v*



## Draft Beer \$8

**New Glarus** Spotted Cow

## Canned Beer \$8-\$10

**Busch Light**

**Central Waters** Mud Puppy Porter

**Karben 4** Fantasy Factory

**Lakefront Brewery** Riverwest Stein

**Lake Louie** Warped Speed

**Miller Lite**

**New Glarus** Moon Man

**Stella Artois**

**Toppling Goliath** Pseudo Sue

## Canned Cider \$8-\$10

**Gentry's Hard Cider**

Blackberry Bramble or Rosé

## Spirits \$9-\$11

**Tito's Handmade** Vodka

**Kettle One** Vodka

**State Line Distillery** Gin

**Tanqueray** Gin

**Bacardi Silver** Rum

**Captain Morgan** Spiced Rum

**Jack Daniel's** Whiskey

**Seagram's 7** Blended Whiskey

**Redemption** Rye Whiskey

**Maker's Mark** Bourbon

**Korbel** Brandy

**Suntory Toki** Single Malt

**Espolòn Blanco** Tequila

**Canned Seltzers & Cocktails \$9-\$11**

**High Noon Sun Sips**

Black Cherry, Grapefruit, or Mango

**Carbliss**

Black Raspberry, Peach, or Lemon Lime

**Cutwater**

Mango Margarita or Mojito

**Plain Spoke Bourbon Smash**

**Drink Wisconsinibly** Brandy Old Fashioned

**Tattersall Distillery**

Blueberry Basil Collins or Watermelon Bootlegger

**Wine \$9**

**White Wine**

Chardonnay, Pinot Grigio

/

**Red Wine**

Cabernet, Pinot Noir

/

**Featured Wine \$10-\$13**

**Selections Vary**

/

**Additional Beverages \$4**

**Bottled Water, Juice, and Pepsi Products**