

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning 7-1-12 20 ;
ending 6-30-12 20

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

County of Dane Aldermanic Dist. No. 4 (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): ORPHEUM OF MADISON, INC.

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.

President/Member President Olesya Kuzmenko Home Address 1542 Wild Iris St, Sun Prairie Post Office & Zip Code WI-53590
Vice President/Member "
Secretary/Member "
Treasurer/Member "
Agent Olesya Kuzmenko
Directors/Managers

3. Trade Name Orpheum Theatre Business Phone Number 255-8755
4. Address of Premises 216 State Street Post Office & Zip Code Madison, WI-53708

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 9/2010 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? 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.) Entire building including basement, 1st floor, mezz, balcony

10. Legal description (omit if street address is given 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? Orpheum Theatre Co. OF MADISON, INC.
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 20 day of JUNE, 20 12

[Signature]
(Clerk/Notary Public)

My commission expires IS PERMANENT

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

[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

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

TO BE COMPLETED BY CLERK			
Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

AT-106 (R. 4-09)

MADISON CITY CLERK

4111B-2012-00464
NO-4
PO-406

Wisconsin Department of Revenue

Applicant's Wisconsin Seller's Permit Number	<u>456-1027176526-03</u>
Federal Employer Identification Number (FEIN)	<u>21-2540701</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	\$
TOTAL FEE	\$

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input checked="" type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Omphium of Madison INC
2. Address of Licensed Premise 216 State Street
3. Telephone Number: (608)445-7250 4. Anticipated opening date: 06/20/2012
5. Mailing address if not opening immediately PO Box 1829, Madison, WI-53701

6. 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
7. Are there any special conditions desired by the neighborhood? Yes No
 Explain. I am not sure.

8. Business Description, including hours of operation: Catering, special events, restaurant, concerts during legal operating hours under Wisconsin law. Hours will vary depending on event.

9. Do you plan to have live entertainment? No Yes—What kind? Concerts, live music

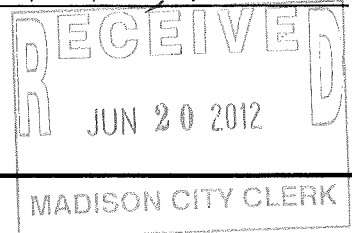
10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**
Entire building including basement, 1st floor, mezz, balcony. All seating areas. Capacity 2000 people. Building is 40,000 sq. ft.

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. None

13. Describe your management experience, staffing levels, duties and employee training.
Managed Omphium Theatre for the last year. Staffing and duties vary per event.

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.
Olesya Kuzmenko 1542 Wild Iris St, Sun Prairie, WI-53590
 Name Address



15. Utilizing your market research, who would you project your target market to be?
All persons attending concerts and special events.

16. What age range would you hope to attract to your establishment? All ages.

17. Describe how you plan to advertise/promote your business. What products will you be advertising?
Wedding guide, internet, radio, Facebook, Twitter

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: 216 State Street, LLC

Address of Owner: 1542 Wild Iris St, Sun Prairie, WI 53590 Phone Number (608) 445-7250

20. 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

21. List the Directors of your Corporation/LLC

Olesya Kuzmenko 1542 Wild Iris St, Sun Prairie, WI-53590
Name Address

Name

Address

Name

Address

22. List the Stockholders of your Corporation/LLC

Olesya Kuzmenko 1542 Wild Iris St, Sun Prairie, WI-53590 100%
Name Address % of Ownership

Name

Address

% of Ownership

Name

Address

% of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. Multi-use venue.

24. What type of food will you be serving, if any? Depends on event.

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? Food shall not be served during all events.

27. What hours, if any, will food service not be available? Event hours will vary
28. Indicate any other product/service offered. Catering, special event.
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 15
During what hours do you anticipate they will be on duty? During events
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? 10
How many bartenders do you anticipate you would have working at one time on a busy night? 20-25
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? _____
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
50%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 50%
What percentage of your advertising budget do you anticipate will be drink related? 0%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No
-

42. What is your estimated capacity? 2000

43. 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.

Gross Receipts from Alcoholic Beverages	45 %
Gross Receipts from Food and Non-Alcoholic Beverages	40 %
Gross Receipts from Other	15 %
Total Gross Receipts	100%

44. 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.

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 signer. Signer agrees 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. 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 20 day of JUNE, 2012

[Signature]
(Clerk/Notary Public)

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

My commission expires IS PERMANENT

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Olesya Kuzmenko, officer/member for Onpheum of Madison INC
(Corporation/LLC), doing business as Onpheum Theatre, authorize and appoint
Olesya Kuzmenko (Name) as the liquor/beer agent for the premise
located at 216 State Street LLC.

Subscribed and sworn to before me this

20 Day of JUNE, 2012

Olesya Kuzmenko
Signature of Officer/Member

M. A. Peltz
Notary Public, Dane County, Wisconsin

My Commission Expires IS PERMANENT

To be completed by appointed Liquor/Beer Agent

I, Olesya Kuzmenko, appointed liquor/beer agent for
Onpheum of Madison INC (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 100 %.

Subscribed and sworn to before me this

20 Day of JUNE, 2012

Olesya Kuzmenko
Signature of Agent

M. A. Peltz
Notary Public, Dane County, Wisconsin

My Commission Expires IS PERMANENT

The appointed Liquor/Beer Agent must complete the other side of this form.

WISCONSIN

SELLER / SERVER CERTIFICATION

Trainee Name: olesya g kuzmenko

School Name: Learn2Serve
1877878

Date of Completion: 06/20/2012 01:51 CST

Certification #: WI

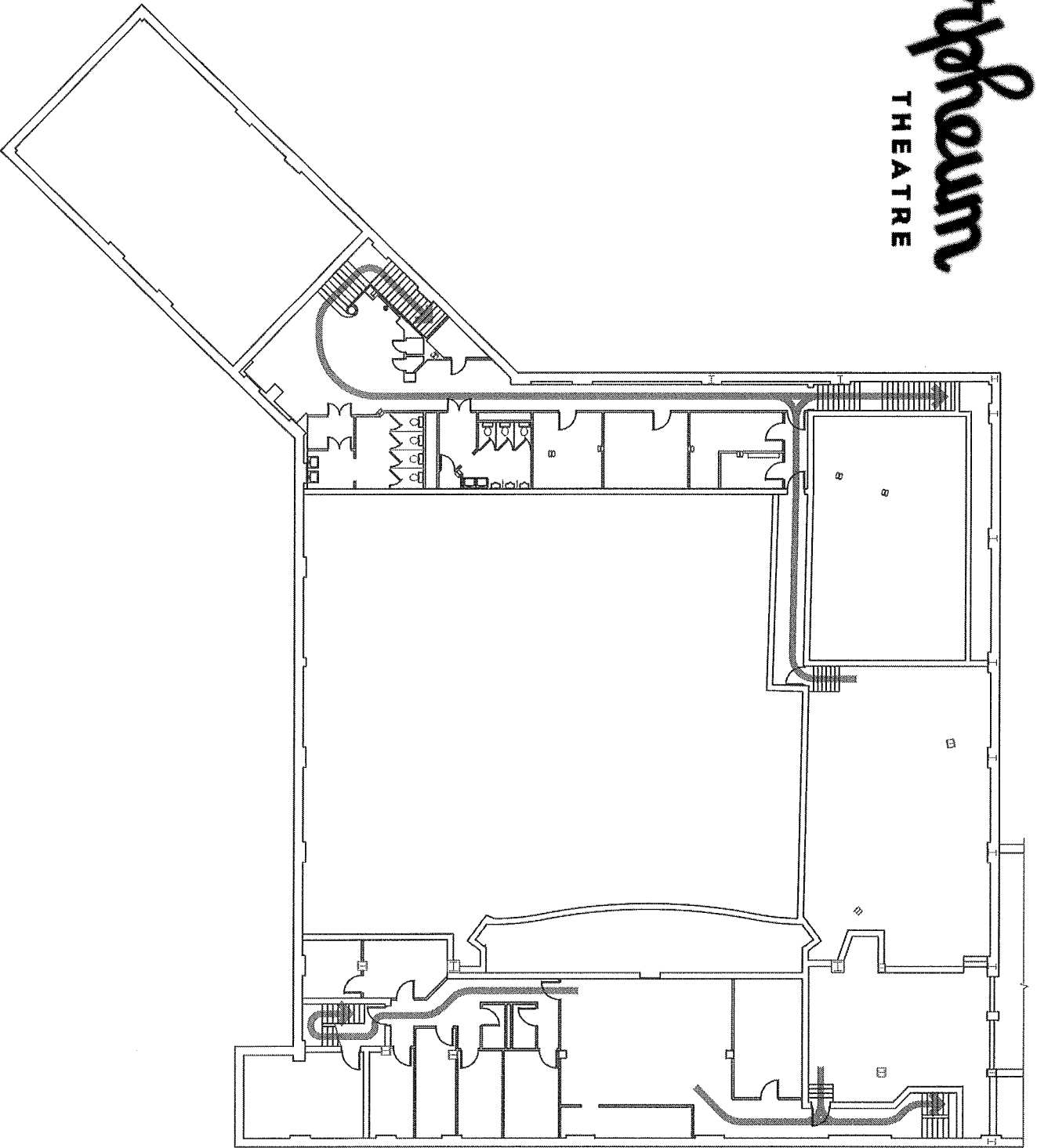


I, _____
certify that the above named person
successfully completed an approved
Learn2Serve Seller/Server course.

COMPLIES WITH WISCONSIN STATUTES 125.04, 125.17, 134.66

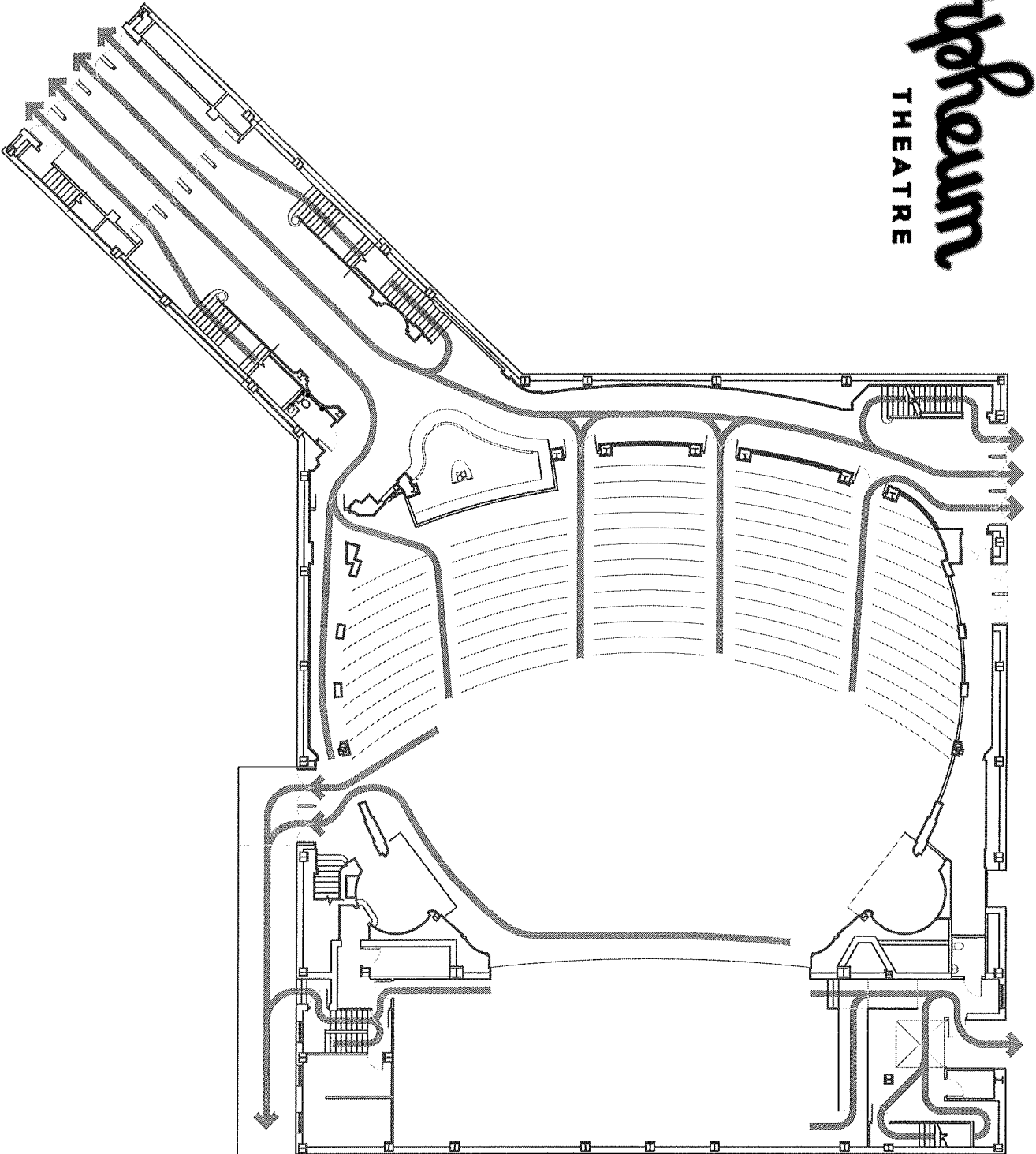
Corporate Headquarters
13801 N. Mopac, Suite 100
Austin, Texas 78727
P: 800-442-1149

Orpheum THEATRE



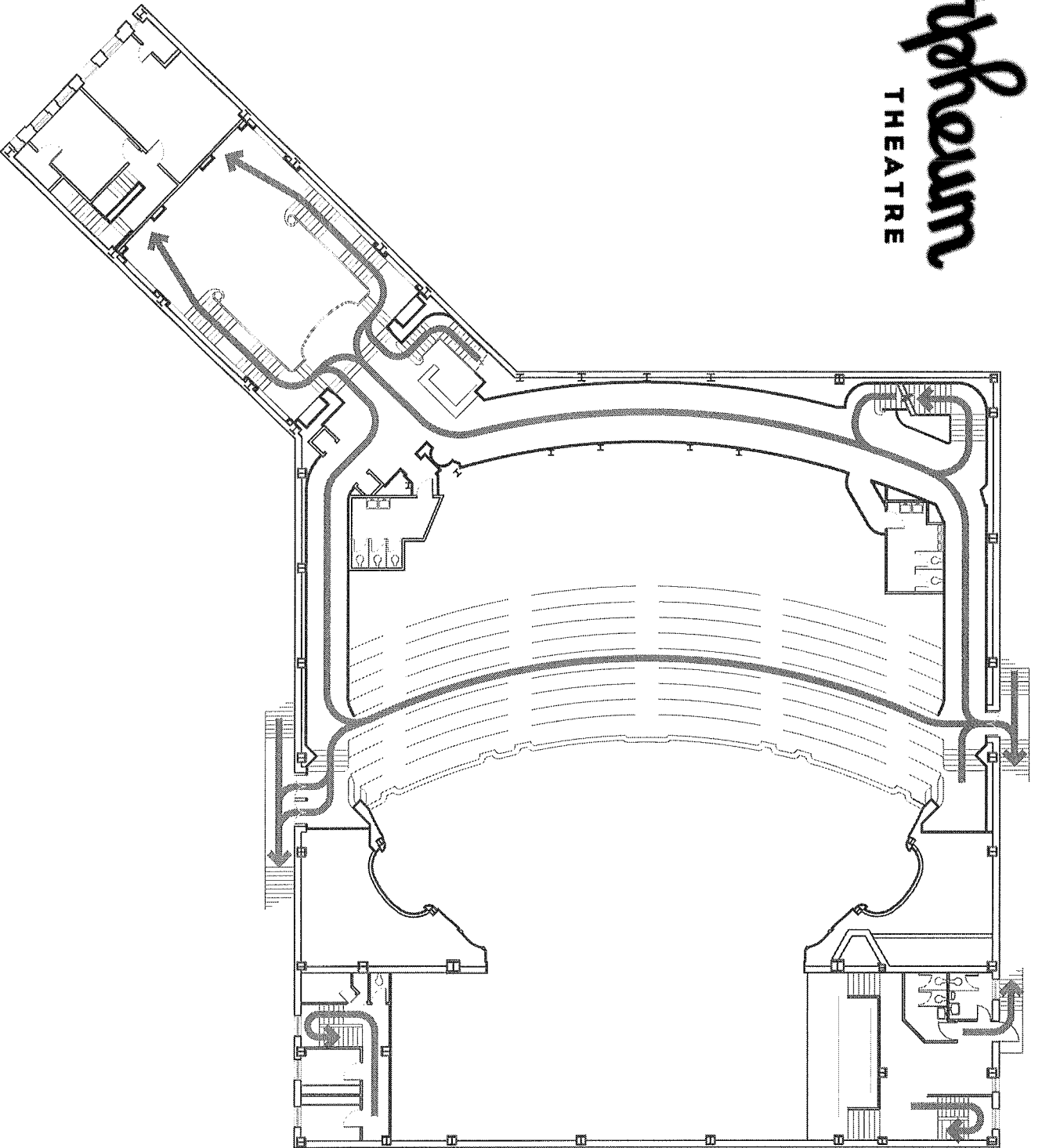
Lower Level Exiting Plan

Orpheum THEATRE



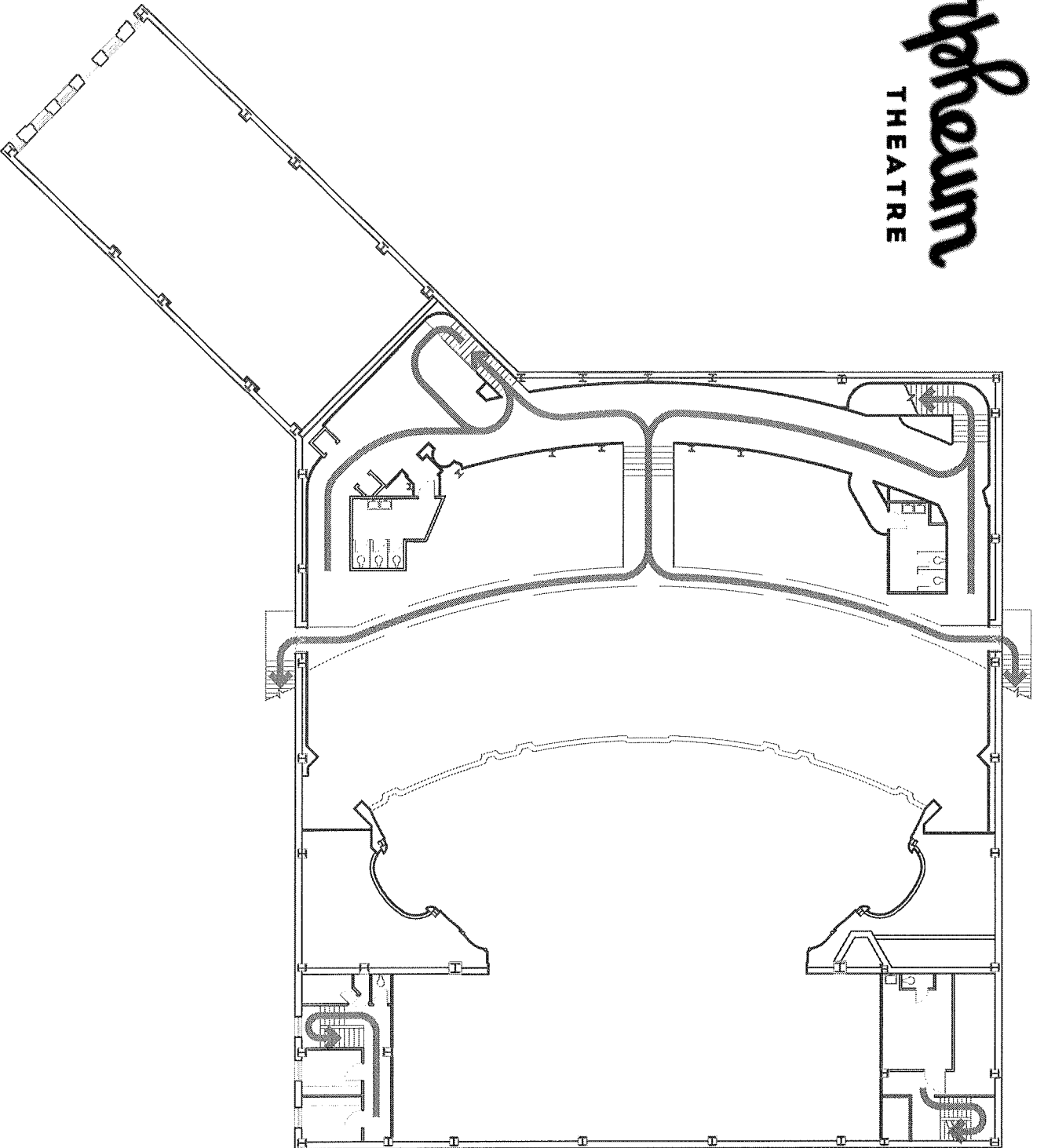
Ground Floor Exiting Plan

Orpheum THEATRE



Balcony Exiting Plan

Orpheum THEATRE



Upper Balcony Exiting Plan

Wisconsin Department of Financial Institutions

Strengthening Wisconsin's Financial Future

Search for:

orpheum of madison, inc.

Search Records

[Search](#)
[Advanced Search](#)
[Name Availability](#)

Corporate Records

Result of lookup for **O026449** (at 6/19/2012 10:17 PM)

ORPHEUM OF MADISON, INC.

You can: [File an Annual Report](#) - [Request a Certificate of Status](#) - [File a Registered Agent/Office Update Form](#)

Vital Statistics

Entity ID O026449

Registered Effective Date 05/03/2010

Period of Existence PER

Status Incorporated/Qualified/Registered [Request a Certificate of Status](#)

Status Date 05/03/2010

Entity Type Domestic Business

Annual Report Requirements Business Corporations are required to file an Annual Report under s.180.1622 WI Statutes.

Addresses

Registered Agent Office OLESYA G KUZMENKO
1542 WILD IRIS
SUN PRAIRIE , WI 53590

[File a Registered Agent/Office Update Form](#)

Principal Office 1542 WILD IRIS
SUN PRAIRIE , WI 53590
UNITED STATES OF AMERICA

Historical Information

Annual Reports

Year	Reel	Image	Filed By	Stored On
2011	000	0000	online	database

[File an Annual Report](#) - [Order a Document Copy](#)

Certificates of Newly-elected Officers/Directors

None

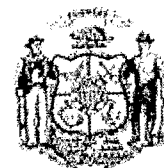
Old Names

None

Chronology

Effective Date	Transaction	Filed Date	Description
05/03/2010	Incorporated/Qualified/Registered	05/03/2010	E-Form
11/24/2010	Change of Registered Agent	11/24/2010	FM13-E-Form
05/05/2011	Change of Registered Agent	05/10/2011	FM13-E-Form
10/18/2011	Change of Registered Agent	10/18/2011	FM16-E-Form

[Order a Document Copy](#)



Sec. 180.0202
Wis. Stats.

State of Wisconsin
Department of Financial Institutions

ARTICLES OF INCORPORATION - STOCK FOR-PROFIT CORPORATION

Executed by the undersigned for the purpose of forming a Wisconsin Stock For-Profit Corporation under Chapter 180 of the Wisconsin Statutes:

- Article 1. **Name of the corporation:**
orpheum of madison, inc.
- Article 2. **The corporation is organized under Ch. 180 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
Eric Fleming
- Article 4. **Street address of the initial registered office:**
428 N. Livingston
MADISON, WI 53703
United States of America
- Article 5. **Number of shares of stock the corporation shall be authorized to issue:**
Number of Shares Authorized: 9,000
Class: Common
- Article 6. **Name and complete address of each incorporator:**
Eric Fleming
428 N. Livingston
MADISON, WI 53703
United States of America
- Other provisions (optional). (No other provisions declared.)
- Other Information. **This document was drafted by:**
Eric Fleming

Incorporator signature:

Eric Fleming

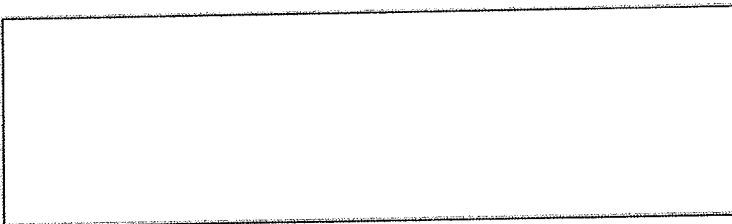
Date & Time of Receipt:

5/3/2010 10:04:22 AM

Credit Card Transaction Number:

2010532225504

**ARTICLES OF INCORPORATION - Wisconsin Stock For-Profit
Corporation (Ch. 180)**



Filing Fee: \$100.00
Expedite Fee: \$25.00
Total Fee: \$125.00

ENDORSEMENT

**State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
5/3/2010	

FILED
5/3/2010

Entity ID Number
0026449



WISCONSIN DEPARTMENT OF REVENUE
 PO BOX 8902
 MADISON, WI 53708-8902

State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT
 2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902
 PHONE: 608-266-2776 FAX: 608-264-6884
 EMAIL: dorbusinessstax@revenue.wi.gov WEBSITE: www.revenue.wi.gov

Letter ID: L0342340640

ORPHEUM OF MADISON INC
 PO BOX 1829
 MADISON WI 53701-1829



State of Wisconsin • DEPARTMENT OF REVENUE

Personal Wallet Copy

Seller's Permit: 456-1027176526-03
 Expiration Date: May 31, 2014
 Legal/Real Name: ORPHEUM OF MADISON INC

Signature _____

Wisconsin Business Tax Registration Certificate

Expiration date: May 31, 2014
 Legal/real name: ORPHEUM OF MADISON INC

- This certificate confirms that you are registered with the Wisconsin Department of Revenue and authorized to engage in business activities for the tax types shown below.
- You may not transfer this certificate to any other individual or business.
- If your business is not operated from a fixed location, you must bring the wallet copy to all events.

Tax Type	Account Type	Number
Sales & Use Tax	Seller's Permit	456-1027176526-03
Withholding Tax	Withholding Tax	036-1027176526-04

Orpheum Theater
Catering menu

Hors D'oeuvres

<i>Imported & Domestic Cheese Board</i>	\$175
<i>added Meat</i>	\$200
<i>Whole Smoked Salmon</i>	\$150
<i>with field greens, eggs, onion, capers & crostini</i>	
<i>Antipasto Platter</i>	\$175
<i>roasted garlic, olives, artichoke hearts, vegetables, roasted red peppers, imported cheeses & crostini</i>	
<i>Add imported salami & prosciutto</i>	\$200
<i>Chilled Shrimp</i>	\$175
<i>with lemon, cocktail sauce & horseradish</i>	
<i>Coconut Shrimp</i>	\$200
<i>jumbo shrimp coated in a light batter & coconut shavings pineapple & apricot chutney</i>	
<i>Shrimp Scampi</i>	\$200
<i>broiled with garlic, butter & lemon.</i>	
<i>Baked Brie</i>	\$125
<i>Quiche Florentine</i>	\$135
<i>with mushrooms, spinach, onions & cheese</i>	
<i>Chilled Mussels</i>	\$100
<i>Steamed Mussels</i>	\$135
<i>in tomato, garlic & shallot broth</i>	
<i>Vegetable Crudite</i>	\$100
<i>with herb sour cream & creamy blue cheese</i>	
<i>Crab Cakes</i>	\$200
<i>jumbo lump crab with remoulade</i>	
<i>Oysters Rockefeller</i>	\$175
<i>Broiled with bacon & spinach</i>	
<i>On the half shell with cocktail sauce</i>	\$150
<i>Seared Scallops</i>	\$175
<i>En cruet with bacon, brown sugar & brandy reduction</i>	

~ Appetizers prices are reflective of fifty pieces ~

Hors D'oeuvres

<i>Peppercorn Encrusted Chevre</i>	\$100	
<i>with roasted garlic, olive oil & crostini</i>		
<i>Stuffed Mushroom Caps</i>	\$125	
<i>with mushroom, onion, bread crumbs & garlic</i>		
<i>with mushroom, sausage & cheese</i>		\$135
<i>French Loaf Crostini</i>	\$85	
<i>chevre, garlic & red pepper or Mozzarella, tomato & basil</i>		
<i>Stuffed Artichoke Hearts</i>	\$125	
<i>with chevre & bread crumbs</i>		
<i>Bacon Wrapped Water chestnuts</i>	\$125	
<i>whole crisp chestnut wrapped in crisp bacon</i>		
<i>Bacon Wrapped Scallop</i>	\$185	
<i>tender scallop wrapped in crisp bacon</i>		
<i>Silver Dollar Sandwiches</i>	\$200	
<i>choice of gourmet sandwiches: honey glazed ham , roast turkey, chicken salad, served with condiments</i>		
<i>Swedish Meatballs</i>	\$100	
<i>petit meatballs smothered in Swedish style sauce</i>		
<i>Buffalo Wings</i>	\$125	
<i>spicy chicken wings with creamy blue cheese</i>		
<i>Artichoke Dip</i>	\$95	
<i>served with crostini & french loaf baguette</i>		
<i>Wild Mushroom Tartlets</i>	\$150	
<i>on a puff pastry with crème fraiche & fried leeks</i>		
<i>Kabobs</i>	\$175	
<i>cheese tortellini, tomato & garlic tomato, mozzarella & pesto drizzle marinated chicken with grapes</i>		
<i>Gourmet Canapes</i>	\$175	
<i>cured Salmon & dill yellow fin tuna with crème fraiche seared Duck breast & tart cherry relish glazed ham & pineapple</i>		

~ Appetizers prices are reflective of fifty pieces ~

Plated Entrees

*All meats and Fish are based on a 6oz portion
Add a house salad to each option for an additional \$6
Bread service with butter for \$2*

<i>Beef Tenderloin.....</i>	<i>.....\$32</i>
<i>served with horseradish crème fraiche , choice of potato & vegetable</i>	
<i>Prime Rib.....</i>	<i>.....\$32</i>
<i>topped with mushroom au jus with choice of potato & vegetable</i>	
<i>Roasted Pork Tenderloin.....</i>	<i>.....\$28</i>
<i>finished with a tart cherry reduction, choice of potato & vegetable</i>	
<i>Wild Salmon</i>	<i>.....\$27</i>
<i>served with cucumber dill sauce, choice of potato & vegetable</i>	
<i>Walnut Encrusted Walleye.....</i>	<i>.....\$27</i>
<i>with choice of potato & vegetable</i>	
<i>Flank Steak.....</i>	<i>.....\$25</i>
<i>tender marinated flank steak with mushroom au jus, choice of potato & vegetable</i>	
<i>Stuffed Chicken Breast.....</i>	<i>.....\$23</i>
<i>stuffed with chevre & prosciutto, finished with wild mushroom cream sauce, choice of potato & vegetable</i>	
<i>Vegetable Gratin or Farfalle.....</i>	<i>.....\$20</i>
<i>farm fresh vegetables used in a baked dish or pasta with cream sauce.</i>	

~ Choices of side dishes ~

*Wild Rice, Marinated asparagus, Yukon gold potatoes, Oven roasted baby red potatoes,
Green beans almandine, Vegetable sauté, Garlic mashed potatoes, &
Mashed sweet potatoes*

Beverages & Desserts

Whole Cakes\$45

*New York style cheesecake
Flourless chocolate cake
Berry & lemon tart*

Dessert Trays.....\$3 each

*chocolate covered strawberries
fruit tarts
chocolate sheet cake
mini cheesecake
gourmet cookies
chocolate truffles*

Coffee Station.....Prices vary

Soft

Drinks.....\$2/person

Keg Beer (half barrel)

Miller Lite or Bud Light..... \$300

Leinenkugel Original.....\$300

Amstel Light.....\$360

Heineken.....\$360

Capital Amber or Seasonal.....\$360

New Glarus Seasonal & Spotted Cow\$360

Bell Seasonal.....\$380

Seirra Nevada Pale Ale.....\$380

New Castle Nut Brown Ale.....\$380

Lake Louie.....\$390

Furthermore.....\$390

Stella Artois.....\$390

MARKET OVERVIEW & MARKETING STRATEGY

The Community

Madison is the center of government and university institutions in Wisconsin. The population of Madison and Dane county is approximately 490,000 and comprised of a large percentage of highly-educated and professional residents. Median household income is just over \$60,000.

We are seeking to create a music venue that greatly adds to an already vibrant arts culture in Madison. It is our combined commitment to develop an entertainment facility that is accessible to all member of the community.

Market Need

Other facilities in the area which are available for use include the Overture Center, Majestic Theatre and Barrymore Theatre. The Majestic (capacity 600) and Barrymore (capacity 900) are limited in the size of shows they can present. The Overture Center (capacity 2,200) has a similar capacity to the Orpheum Theatre, but due to its higher rent and fees, is not always economically attractive to many performers and promoters.

The Orpheum also has the following advantages over its competition:

- Landmark facility on a landmark street.
- Non-union house (lower production costs.)
- 2,100 seat capacity.
- General admission and ease of ticketing.
- Drinks available in auditorium during performance.
- Accessible to more types of musical acts from country to heavy metal.
- Proximity to campus and 40,000+ student population.
- Location in the heart of Madison's retail, restaurant and entertainment district.
- Proximity to Minneapolis and Milwaukee.
- Easy parking access.
- Historic atmosphere.
- In-house catering abilities.
- Film presentation capabilities.

User Groups

Consist of local and national promoters, arts groups, university organizations and groups who use the Orpheum for private functions.

Target Markets

The Orpheum Theatre caters to Dane County, Madison and the built-in student audience. The business is event-driven, being that if you present it, they will come. Each type of show has a specific audience set. Different types of shows attract different audiences (i.e. country, indie, college rock, hard rock, folk, bluegrass and comedians, etc.) Presenting broad programming will bring in more entertainment dollars.

Marketing Strategy

The Orpheum will seek out national promotion companies to increase its stable of users. With in-house stage, sound and lights we can compete better on a national level, bringing in acts currently not coming to Madison. With the renovations we also expect to receive many more inquiries for community-based theatrical productions. We will aggressively promote the theater for use in corporate functions, galas, awards presentations, etc.

SWOT ANALYSIS

Strengths

- Location in Madison in heart of entertainment district and proximity to university and downtown.
- Historical significance in community.
- Name recognition.
- Unique atmosphere (1920's Movie Palace.)
- Capacity of 2,100 which is desirable for most commercial touring acts.
- Licenses: Food and Liquor, Theater, Nightclub, All Ages.
- Expertise and dedication of professional management staff.
- Business relationships with promoters, film companies and vendors.
- Lower cost structure for bands and promoters.

Weakness

- Upkeep of historic property.
- High cost of utilities.
- Multi-uses of theater can create confusion for general public's perception of venue.
- Off-season for certain areas of the business can create cash flow issues.

Opportunities

- Low cost to do renovations that will result in high returns.
- Larger take of the market share for live events.
- Increase opportunity for weddings, banquets, meetings, etc.
- Opens door to hosting Broadway-style productions, ballet, opera and plays.
- Value added to business and building.

Threats

- Competitor with publicly-funded Overture Center.
- Economic climate.

Tangible Goals

- To increase income and cash flow.
- To build relationship with national promotion companies.