



Entertainment License (21+)
Visual & Performing Arts License (18+)

LICENT-2018-00755
(Number)

- TEMPORARY LICENSE \_\_\_/5
PERMANENT LICENSE

(scanned)

52493

(Leg file number)

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

(Processing step)

(initials)

This application modifies existing alcohol license number: LIC113-2017-00841
(Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: CMWI Associates, LLC

Business dba Name: Grove Plaza Madison

Business Address: Penn Center, 23rd Floor
Philadelphia, PA 19103

Licensed Address: 4402 East Washington Ave
Madison, WI 53704

Business Contact Name, Position & Phone:
Bradley Cropper, Controller

Business Contact Name, Position & Phone:
Michael Brackley, Area Director

Email: bcropper@gHotels.com

Email: michael.brackley@gHotels.com

Premise Capacity: Liquor/Beer Agent Name: Jessica Elbrantz

24% Alcohol, 75% Food Alder, District #: Baldeh, 17 Police Sector: 518

Type of live entertainment to be offered:

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

Table with 3 columns: Name, Address, Corporate Title or Partners' verification. Row 1: Jeffrey Kobosar, Member.

- Orange sign issued
'License Renewals & Changes' brochure with next steps issued
Security Plan attached (see below)

I certify that this information is true and correct to the best of my knowledge,

X Signature CM 11/05 agent for entity

7/6/18 Date

## INTERNAL DOCUMENT

Subject: Security Plan for Licensed Alcohol Establishment  
Location: Crowne Plaza Hotel-Madison  
Date: July 16, 2018

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- A. In the event the Crowne Plaza Hotel conducts a “live music” venue there shall be a minimum of 1 security person for every 50 patrons. Security Persons will be uniformed (police like attire) and used for Crowd Control, Age Verification and head counting duties.
- B. At the end of the evening, all of the security personnel assigned to the event shall report to the parking lot to establish a uniformed presence and maintain order. Security Personnel will be utilized in the manner that encourages patrons to leave in a safe and orderly manner.
- C. Unruly patrons will be asked to leave the premises and escorted out by a uniformed security officer. In the event an unruly patron commits an act of aggression or destruction of property the security officers will contact the City of Madison Police Dept. and request an officer to respond and conduct an investigation.
- D. Crowne Plaza Hotel will not serve alcoholic beverages to intoxicated patrons and in the event someone is intoxicated beyond carrying for him/herself –the security officers will make certain that the individual leaves the premises in a manner that will not enhance public safety.
- E. Security Officers will be responsible for age verification and identifying persons who appear to be under the age of 30. Patrons who produce an identification that is questionable—the person shall be turned away. In the event, the security officer can establish that the patron is attempting to use an altered or false identification card, the security officer shall confiscate the identification card and prepare a written report and forward said report and identification card to the Madison Police Department via U.S. Mail.
- F. The security officers shall contact the Madison Police Department for a response when (1) a patron makes the request (2) when there is an unruly patron who meets the criteria as defined above and (3) when a crime has been committed.

- G. Physical fights in large part will be handled on a case- by- case basis based on the number of persons involved. In each case when there is a crime committed security officers shall contact the Madison Police Department for an investigation.
- H. Crowne Plaza Hotel staff shall prepare and submit a written roster of employees assigned for alcohol related serving or working in a setting.

Submitted By



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