



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

LICENT-2017-00705
(Number)

- TEMPORARY LICENSE ___/5
PERMANENT LICENSE

(scanned)
48176
(Leg file number)

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

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: LICLIB - 2014-00204
(Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: Edgewater Management Company, LLC

Business dba Name: The Edgewater Hotel

Business Address: 1001 Wisconsin Pl. Madison, WI 53703

Licensed Address: 1001 Wisconsin Pl. Madison, WI 53703

Business Contact Name, Position & Phone:
Amy Supple, Sr. VP & Chief Operating Officer 608-535-8168

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Email: a.supple@theedgewater.com

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Premise Capacity: Varies
Liquor/Beer Agent Name: Amy Supple
40 % Alcohol, 60 % Food Alder, District #: 2
Police Sector: 403 Central/Langdon

Type of live entertainment to be offered: Live Musical (individual, band and DJ) performances.

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

Table with 3 columns: Name, Address, Corporate Title or Partners' verification. Row 1: Robert Dunn, 1001 Wisconsin Pl. Madison, WI 53703, President.

- 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 [Handwritten Signature]

Date 7/17/17

Event Security Guidelines

The purpose of these guidelines is to:

- Provide a safe environment for staff and visitors
- Prevent the disruption of the event/services
- Protect property against damage or loss

Overview of Events/Dates

As a hotel and community space, The Edgewater hosts both private and public live entertainment events on the licensed premises. Live entertainment events are hosted by The Edgewater, as well as by third parties contracting for space within the licensed premises. Live entertainment varies by the type of event and includes live musical (individual, band and DJ) performances.

The outdoor plaza and dock spaces are programmed, operated and managed in accordance with the terms and conditions of the Public Access Management Agreement (PAMA) executed between the applicant and the City of Madison.

Security & Crowd Control

The Edgewater Hotel typically utilizes its own staff to provide additional security as needed for live entertainment events. The Edgewater's Standard Operating procedures include detailed security protocols, and we host regular training of our Managers. Additionally, The Edgewater has contracted with outside vendors to provide life safety training in CPR and fire safety. The Madison Police Department has also provided Managers training with regard to active shooter situations.

For events where attendance is expected to be in excess of 500 people, we typically also hire a security officer(s) from a third party firm to attend the event. They typically dress in security uniforms as provided by their employer.

The outside security contractors provide additional crowd control and monitoring as needed. Their instructions are to patrol the outside public areas (i.e. plaza) and parking structure for any disturbances that might occur.

If a disturbance occurs that they are unable to contain, they have strict instructions to contact the Madison Police Department.

Parking Lot Control

The Edgewater Hotel utilizes two parking garages that guests attending our concert series may use. The first is a public garage, Wisconsin Avenue Parking Garage. If needed, overflow parking will be routed to the Edgewater Hotel Garage located under the public garage. The parking structure has gated entry and

all guests must pull a ticket for entrance and must insert the ticket for exiting. The gate functions as our parking control to ensure orderly entrance and exiting during the events.

Entrance to Event

Events held on the Edgewater Plaza are open to the public and are typically not ticketed. As such, people attending the events do not form a line for entrance, rather they come and go as they please.

Managing Liquor Sales

Per The Edgewater Hotel's Standard Operating Procedures, bartenders are required to check the identification of any person who appears under 30 years of age, and to refuse service to those people who are underage or appear to have fake identifications. This includes persons under 21 years of age who are with a parent. If the patron does not accept the decision of the bartender, the bartender has strict instructions to contact the Food & Beverage Director or Director of Outlets who will come and assess the situation. If necessary, the Food & Beverage Director or Director of Outlets will confiscate the fake ID and escort the minor off property.

Further, all bartenders have been trained in refusing service and ejecting anyone who is overly intoxicated, threatening, obnoxious, fighting, obscene, loud and boisterous, or who the bartender on duty feels should not be present at The Edgewater. All bartenders have been instructed to call the Madison Police Department in the event a situation escalates out of their comfort level.

Edgewater Management

The following employees are employed by the Edgewater in a Management Capacity: The Edgewater Staff knows and understands that these are the individuals who are in charge during the events at The Edgewater.

Dress of Security Personnel

Edgewater employees wear uniforms and name tags indicating they are such. Outside security personnel are either in suits or wear uniforms (depending on the event). Designated personnel, and outside guards, have walkie-talkies to communicate issues through departments and to the front desk.