



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

TEMPORARY LICENSE \_\_\_/5

PERMANENT LICENSE

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

RECEIVED stamp with date OCT 17 2016 and handwritten number 44853

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: TBD: New License (Class B license only)

Corporate Information

Business Legal Name: Madison Concessions, L.L.C

Business Address: 30 S. Wacker Dr., Ste. 3600, Chicago, IL 60606

Business Contact Name, Position & Phone:

Mark Zettl, Company Manager, (312) 948-4500

Email: mark.zettl@waterton.com

Licensed Premise Information

Business dba Name: Sheraton Madison Hotel

Licensed Address: 706 John Nolen Dr., Madison, WI 53713

Business Contact Name, Position & Phone:

Jeff Stewart, Hotel General Manager, (608) 234-1000

Email: jeffstewart@sheratonmadison.com

Premise Capacity: 110 max for bar exclusive area, 2055 max for meeting rooms
Liquor/Beer Agent Name: Jeff Stewart

4 % Alcohol, 20 % Food Alder, District #: Sheri Carter, District 14 Police Sector: South

Type of live entertainment to be offered: Live entertainment performed in the ballroom for contracted social events.

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

Table with 3 columns: Name, Address, Corporate Title or Partners' verification. Row 1: Mark Zettl, [Address], Managing 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,

Signature: [Handwritten Signature]

Date: 10/17/16

INTERNAL DOCUMENT

Subject: Security Plan for Licensed Alcohol Establishment  
Location: Sheraton Madison Hotel  
Date: October 13, 2016  
Author: James B. Mankowski, JBM Patrol & Protection Corp.

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- A. In the event the Sheraton Hotel conducts a “live music” venue there shall be a minimum of 1 security person for every 35 patrons. Security Persons will be uniformed (police like attire) and used for Crowd Control, Age Verification and head counting duties. Entrance to said events will be monitored by uniformed security personnel. The uniform will consist of a security badge on their shirt and dark pants.
- 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. Sheraton 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 endanger 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. Security Officers work with Sheraton staff to ensure situations with patrons who are under the age of 21 are handled appropriately.
- 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. Sheraton Hotel staff shall prepare and submit a written roster of employees assigned for alcohol related serving or working in a setting.
- I. Sheraton Hotel Staff ensures all litter is properly disposed of a continual basis
- J. Security officers patrol parking lots during and after events.
- K. Security Staff work with Sheraton staff to ensure noise is at an acceptable noise level.



James B. Mankowski  
JBM Patrol & Protection Corp.