



**THE EDGEWATER HOTEL  
LIVE ENTERTAINMENT LICENSE – PLAN OF OPERATION**

Pursuant to City of Madison ordinances governing live amplified music and/or DJ performances (“Live Entertainment”) offered at establishments that are licensed to serve alcohol, and consistent with the rights granted to The Edgewater Hotel under the Public Access Management Agreement (PAMA) between the City and The Edgewater, following is The Edgewater’s plan of operation (required under MGO 38.06(12)(d)1.g.) for events featuring Live Entertainment. This plan of operation is not applicable to events at the property, including those held on the Grand Plaza, that do not feature Live Entertainment. The Edgewater will operate the hotel and the Grand Plaza pursuant to this plan of operation and this plan of operation may be enforced by the City of Madison as part of the hotel’s Entertainment License. The specific terms and conditions set forth in this plan have been prepared by The Edgewater voluntarily and The Edgewater reserves all of the rights it has been granted under the PAMA. Consistent with its rights under the PAMA, The Edgewater may propose changes to this Plan of Operation from time to time.

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**1.0 SCHEDULE OF EVENTS**

**A. PROPERTY**

The Edgewater hosts a variety of weddings, corporate events and other private functions at the property that are contracted with third parties throughout the year. These events could occur indoors or outdoors in The Grand Ballroom, function spaces (e.g. Red Crown Club, Sky Bar, Mendota Ballroom, Madison Room, etc.), the restaurants and other public areas. The number, scheduling and frequency of these events (with or without Live Entertainment) will be determined by The Edgewater, in its sole discretion. Any events featuring Live Entertainment will be operated pursuant to the hotel’s Security Plan (see Section 3.0 below).

**B. OUTDOOR LIVE ENTERTAINMENT EVENTS ON GRAND PLAZA**

Use of the Grand Plaza and other outdoor spaces on The Edgewater property are governed by the PAMA. By entering into the PAMA, the City has granted to The Edgewater Hotel the “sole and exclusive right to determine operating policy, standards of operation, quality of service and any other matters affecting the operation, management and maintenance” of the Grand Plaza, including the right to host events on the Grand Plaza from 8:00 a.m. to 11:00 p.m., 365 days per year. All events on the Grand Plaza featuring Live Entertainment will be operated pursuant to the hotel’s Sound Plan (see Section 2.0 below) and the hotel’s Security Plan (see Section 3.0 below). With regard to Live Entertainment on the Grand Plaza, The Edgewater is exercising its rights under Section 9 of the PAMA (“to determine the schedule of said Events ... and the terms and conditions under which Events shall be held”) by offering the following schedule:

1. Holiday Events. The Edgewater intends to program The Grand Plaza with events, on or around national holidays, which may include, but are not limited to:
  - Memorial Day
  - Fourth of July
  - Labor Day
  - Thanksgiving / Holiday Tree Lighting
  - Christmas

Live Entertainment at these holiday events will generally not begin prior to 2:00 p.m.



2. Summer Concert Series. The Edgewater intends to program The Grand Plaza with a Summer Concert Series open to the general public, all involving Live Entertainment, each year during the season running from the first weekend in June through the last weekend in August. The Edgewater intends to schedule no more than 20 of these Summer Concert Series events per season. Note, this is less than half of what our prior and planned schedule would hold, and what has been held in previous years.
3. Other Public Events. In addition to the Summer Concert Series, The Edgewater intends to program The Grand Plaza with other events that are open to the general public which involve Live Entertainment. Examples of these types of events include, without limitation, graduation events, Oyster Fest, Ice Rink Opening Party, Make Music Madison, and Football Tailgates. The Edgewater intends to schedule no more than 30 of these Other Public Events with Live Entertainment throughout the year, with no more than 20 of those 30 events taking place between May and October.
4. Weddings, Corporate Events and Other Private Functions. The Edgewater hosts a variety of weddings, corporate events and other private functions that are contracted with third-parties (e.g. CrossFit, Mendota Gridiron Kick Off) on the Grand Plaza throughout the year, some of which may involve Live Entertainment. The number, scheduling and frequency of these events will be determined by The Edgewater (in accordance with market demand), in its sole discretion, subject to the terms and conditions of the PAMA.

Note: the above schedule of Grand Plaza events in no way limits the rights of The Edgewater to host events on the Grand Plaza that do not require an Entertainment License (including, but not limited to, non-amplified music performances and amplified sound events (e.g. movies, etc.) that do not include musical performances), 365 days a year, in accordance with the terms of the PAMA.

## 2.0 SOUND PLAN

The proposed sound plan for all Outdoor Events (Grand Plaza) is as follows:

### General Standards

1. The Edgewater will maintain an amplified sound level of no greater than a sustained 95 dBA (across all octave bandwidths) at the sound production stage/plaza level for each amplified live music event. Further, The Edgewater will also maintain a dBA level under 80 at the street level, the measurement of which shall be taken at the mid-point of the intersection of Langdon and Wisconsin Avenue. This is a *maximum* level for amplified live music events; it is anticipated that many of these events will operate well below this level.
2. Sound levels will be measured beginning at a pre-event sound check and not less than every 30 minutes through the duration of the amplified live music events.
3. Measurements will be taken by a professional sound engineer employed with, or contracted by, The Edgewater.
4. Sound levels will be measured with a Type 1 sound level meter manufactured according to standards prescribed by the American National Standards Institute in specification S1.4 (Revised 1971).
5. All artist contracts will include the agreed upon decibel levels.
6. All third party contracts for events will require that the clients of The Edgewater adhere to these standards and that The Edgewater will monitor and control the sound production for said events.
7. The Edgewater will use the band shell during amplified live music events unless the larger tent is in place for said event, in which case, the band shell cannot be erected safely. The Edgewater may leave in place the band shell, larger tent and other related temporary event structures between events, at its discretion.



### **Exceptions**

1. In limited instances, The Edgewater may host events that allow dBA levels in excess of the above restrictions (e.g. Fourth of July, Labor Day, larger concert, ticketed event, etc.) provided:
  - a. such instances will not occur more than five (5) times per year;
  - b. notification of such events will be provided to both the City of Madison Police Department and the District 2 Alder at least 7 days prior to said event;
  - c. the sound level for such events will not exceed 100 dBA at the sound production stage/plaza level and 90 dBA at street level, measured from the mid-point of the intersection of Langdon and Wisconsin Avenue.

In accordance with City ordinances, The Edgewater will follow all lawful directives of the Madison Police Department and will work with the department to ensure sound is maintained at reasonable levels in accordance with this plan.

Further, The Edgewater pledges to continue working with neighbors to address reasonable noise concerns that may arise from time to time and to implement reasonable measures to mitigate such concerns. As part of this commitment, The Edgewater will host an annual neighborhood meeting in the spring to review the event plan for the coming year and will have a representative attend the monthly meetings of Capital Neighborhoods Inc. to stay informed about any noise concerns that may arise.

### **3.0 SECURITY PLAN**

The purpose of this Security Plan is to:

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

#### **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 with training regarding active shooter situations.

For Live Entertainment events where attendance is expected to be in excess of 500 people, we typically also hire one or more security officers from a third-party firm to work 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 (e.g. plaza) and parking structure for any disturbances that might occur.

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

#### **Parking Lot Control**

The Edgewater Hotel utilizes two parking garages that guests attending our Live Entertainment events 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**

A number of Live Entertainment events held on the Grand Plaza are generally 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.

| <u>Employee Name</u>  | <u>Birth Date</u> | <u>Title</u>   |
|-----------------------|-------------------|--|
| Michael W Pratt       |                   | Sales and Marketing - Director of Group Sales                |
| Jason C Wells         |                   | Room Revenue - Assistant Rooms Director                      |
| Michael Tonsfeldt     |                   | Administrative and General - Training Director               |
| Alexandra E Essenburg |                   | The Boat House - Restaurant Manager                          |
| Amy Supple            |                   | Administrative and General - Managing Director               |
| Allison J Crawford    |                   | Room Revenue - Front Office Manager                          |
| Kelleye M Heydon      |                   | Health Club/Spa - Spa Director                               |
| Chad A Wunderlich     |                   | The State House - Restaurant Manager                         |
| Kelly McElwain        |                   | Health Club/Spa - Salon Supervisor                           |
| Robert Caston         |                   | Sales and Marketing - Director of Group Sales                |
| Laura Klocke          |                   | Administrative and General - Controller                      |
| James Freeman         |                   | Administrative and General - MIS Manager                     |
| Timothy Albrecht      |                   | Property Operation and Maintenance - Director of Engineering |
| Kelsey C Kane         |                   | Administrative and General - Human Resources Manager         |
| Fadi Takouz           |                   | The State House - Director of Food and Beverage              |
| Claire E Varrelmann   |                   | Sales and Marketing - Director of Marketing                  |
| Anselm N Lwali        |                   | Room Revenue - Rooms Director                                |
| Igor Latvel           |                   | Food Banquets, Local - Banquet Manager                       |
| Elizaveta Chernousova |                   | The State House - Restaurant Manager                         |
| Melanie Gautreau      |                   | Administrative and General - Director of Special Events      |
| Juan R Martinez       |                   | Executive Chef   |

**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.