Business Plan & Plan of Operation

Legal Entity: 16 North Carroll LLC
Trade Name: Historian Hotel (Marriott Tribute Portfolio)
Location: 16 North Carroll Street, Madison, WI 53703
License Type: Class "B" Combination Liquor & Beer (Hotel)

I. EXECUTIVE SUMMARY

16 North Carroll LLC proposes the operation of a premier 81-key lifestyle hotel within the landmarked Churchill Building. This development revitalizes Madison's first skyscraper into a sophisticated urban destination. The beverage program will serve as a high-end amenity for hotel guests and a curated social space for the Capitol Square community, prioritizing public safety and historic preservation.

II. PREMISES & CAPACITY

The licensed premises comprise approximately 49,250 square feet across nine floors.

Ground Floor Culinary Concept: A signature restaurant, The Gallery, led by acclaimed Wisconsin culinary talent, featuring a full-service bar.

- **Meeting & Event Rooms:** There is one meeting/event room, The Quorum, located on the second floor, which will be supported by the food and beverage service on the ground level. Additionally, a small retail space will be available on the ground floor with intent of selling packaged goods including alcohol.
- **Fitness Center:** A well-designed hotel gym providing a dedicated, clean, and accessible space with a balanced mix of cardio machines, strength training equipment, and stretching areas.
- **Outdoor Seating:** Subject to City of Madison requirements, the hotel intends to operate a seasonal outdoor seating area adjacent to the restaurant, The Gallery, during appropriate months of the year.

III. STAFFING STANDARDS

1. Appointed Agent: A qualified agent, meeting all Wisconsin residency requirements, will oversee all alcohol-related operations.

2. Mandatory Training: Every employee involved in the sale or service of alcohol must complete a Wisconsin-approved Responsible Beverage Server course and all bartenders will hold the

required Operator license. 16 North Carroll LLC will maintain a central database of certifications to ensure no staff member operates without valid credentials.

IV. Hotel Management Agreement

- **History:** The hotel will be operated by First Hospitality, a premier management company with over 40 years of industry experience and extensive operational history in Wisconsin. Their proven expertise spans full-service hospitality management, including comprehensive food, beverage, and compliant liquor operations.
- **Management:** First Hospitality maintains established operating procedures and staff training programs to ensure responsible alcohol service and compliance with all applicable laws and regulations.

V. Compliance Protocols:

- **Strict ID Verification:** Enforced ID-checking policy for all patrons appearing under age 40.
- **Refusal of Service:** Staff are trained and authorized to refuse service to any individual showing signs of intoxication to maintain a safe environment.

VI. PUBLIC SAFETY & SECURITY PLAN

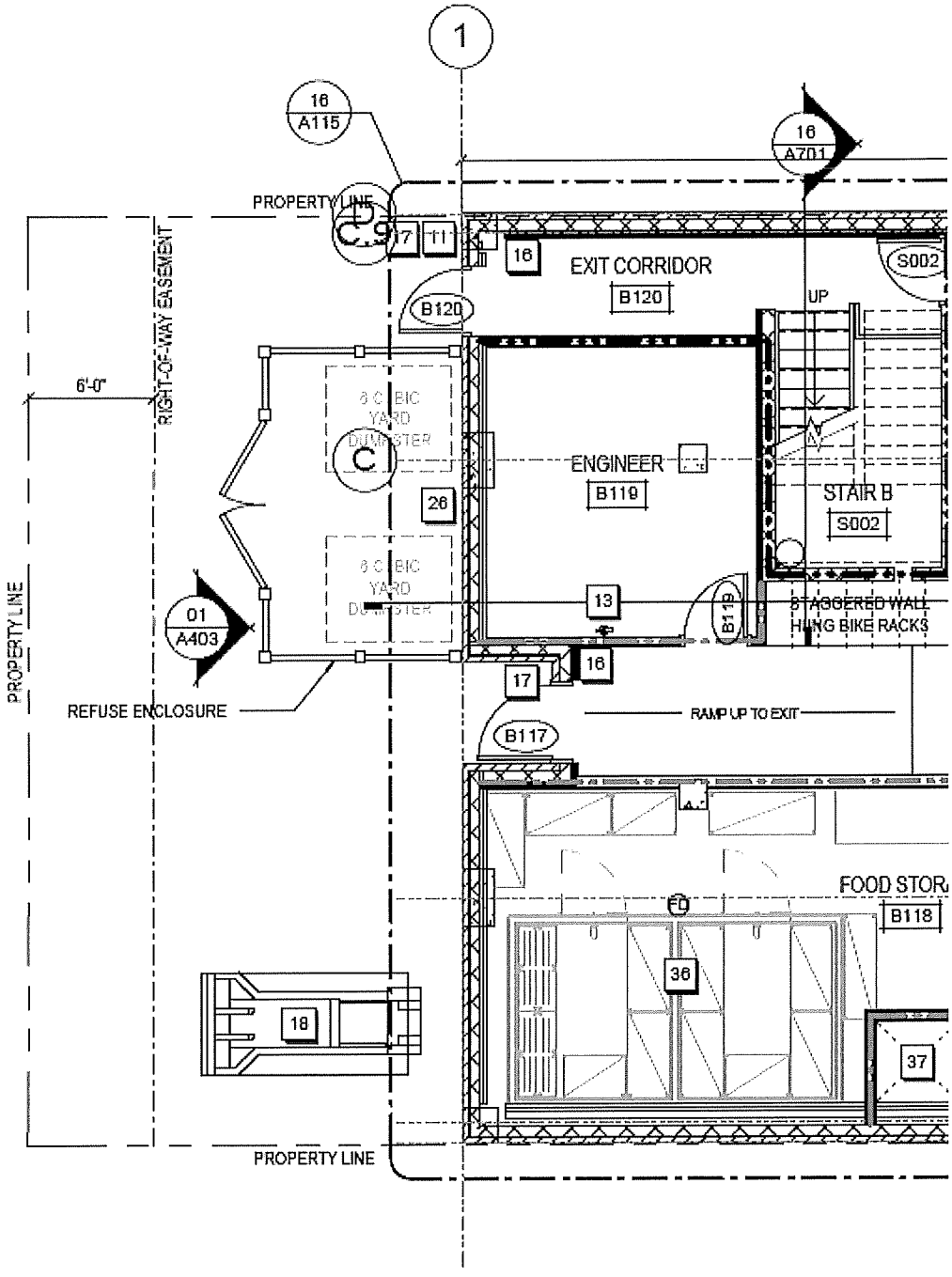
- **Surveillance & Monitoring:** The property will operate a continuous digital surveillance system monitoring public access points, common areas, and perimeters. In accordance with law enforcement cooperation standards, management will provide the City of Madison Police Department with full, unrestricted access to all live on-site security feeds and recorded archival footage immediately upon lawful request during active investigations or public safety emergencies. Management and ownership fully commit to establishing a cooperative partnership with local law enforcement.

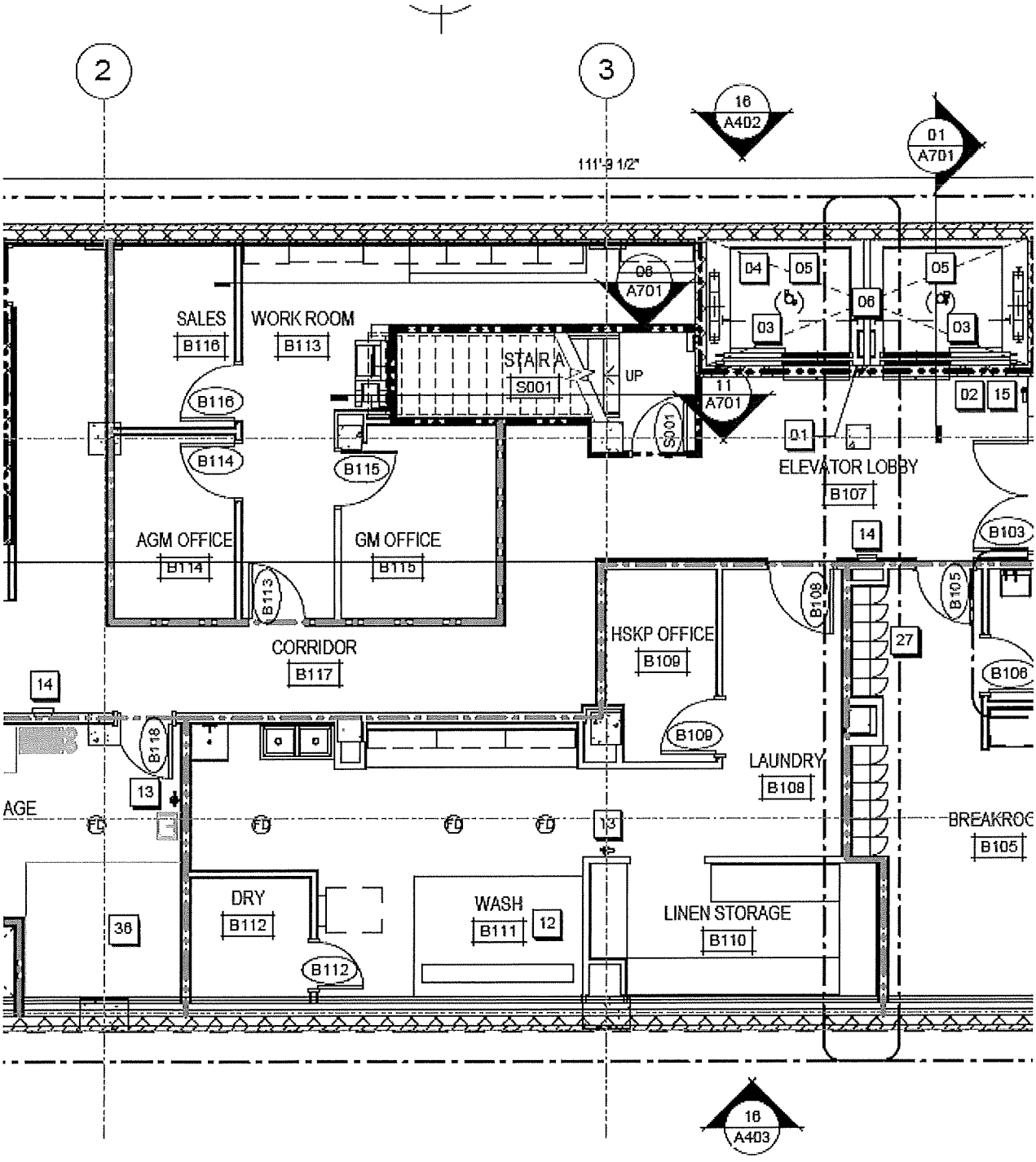
- **Access Control:** Pursuant to the operational regulations for lodging and licensed establishments within the City of Madison, the premises will maintain professional staffing 24 hours a day, 7 days a week. On-site personnel will provide continuous, uninterrupted property management, guest supervision, and facility security.

- **Neighborhood Harmony:**16 North Carroll LLC is committed to a zero-impact noise policy. All entertainment will be ambient and contained within the building envelope to respect the mixed-use nature of the downtown district.

VII. COMMUNITY & ECONOMIC IMPACT

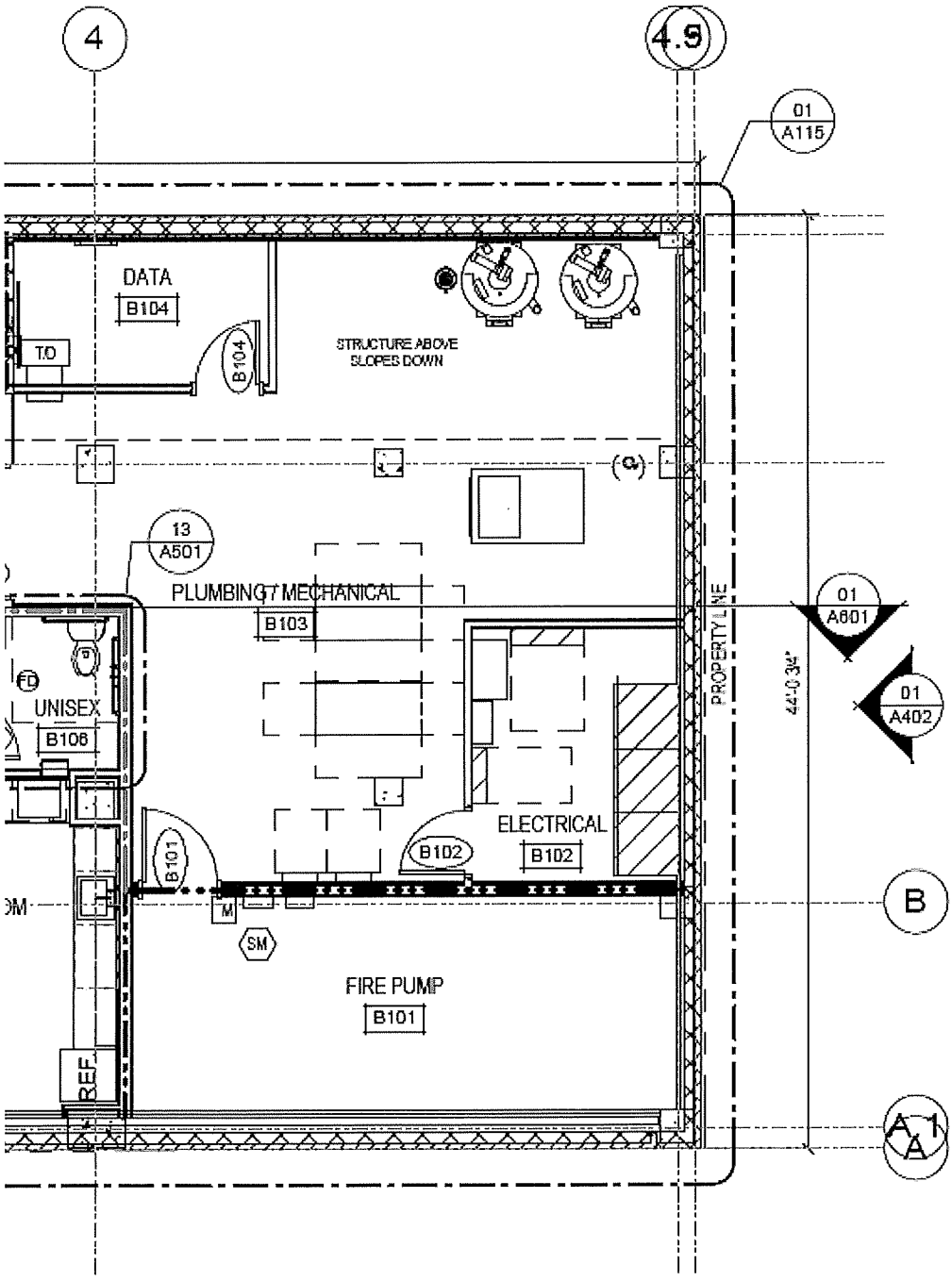
- This project represents a significant investment in Madison's historic core, driving tourism and creating permanent hospitality jobs through unique lodging experience. Our establishment is deeply committed to sustainability and regional growth by prioritizing Wisconsin-based partnerships. To ensure the highest quality and freshness for our guests, we utilize a hyper-local supply chain that sources food ingredients and beverage products—including produce, meats, craft beers, wines, and spirits—directly from regional farmers, growers, distilleries, and breweries. This approach minimizes our carbon footprint while directly reinvesting in the state's agricultural and craft beverage economies.

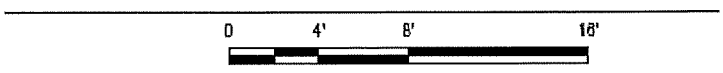

1
16
A115
16
A701
PROPERTY LINE
C.9
17
11
16
EXIT CORRIDOR
B120
S002
B120
UP
6'-0"
RIGHT-OF-WAY EASEMENT
6 CUBIC YARD DUMPSTER
C
ENGINEER
B119
STAIR B
S002
26
6 CUBIC YARD DUMPSTER
13
B119
STAGGERED WALL HUNG BIKE RACKS
01
A403
16
17
REFUSE ENCLOSURE
RAMP UP TO EXIT
B117
FOOD STOR
B118
E0
36
18
37
PROPERTY LINE
PROPERTY LINE



BASEMENT FLOOR PLAN

SCALE: 1/8" = 1'-0"


4
4.5
01
A115
DATA
B104
T/O
B104
STRUCTURE ABOVE
SLOPES DOWN
13
A501
PLUMBING / MECHANICAL
B103
01
A601
01
A402
PROPERTY LINE
44'-0 3/4"
UNISEX
B106
FD
B101
ELECTRICAL
B102
B102
M
SM
B
FIRE PUMP
B101
REF
A1
A


0
4'
8'
16'

First Floor Lobby

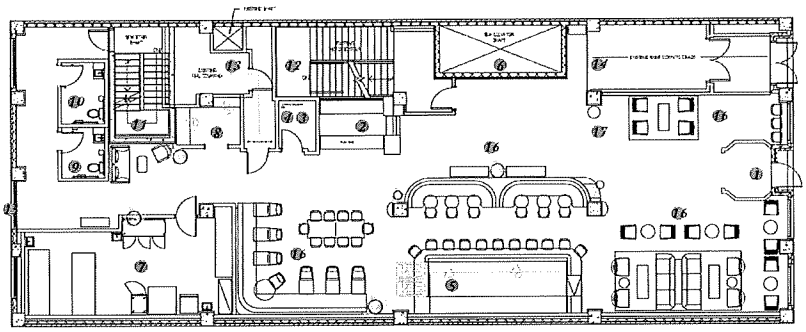
Seat Count

Bar - 11
Lounge - 70

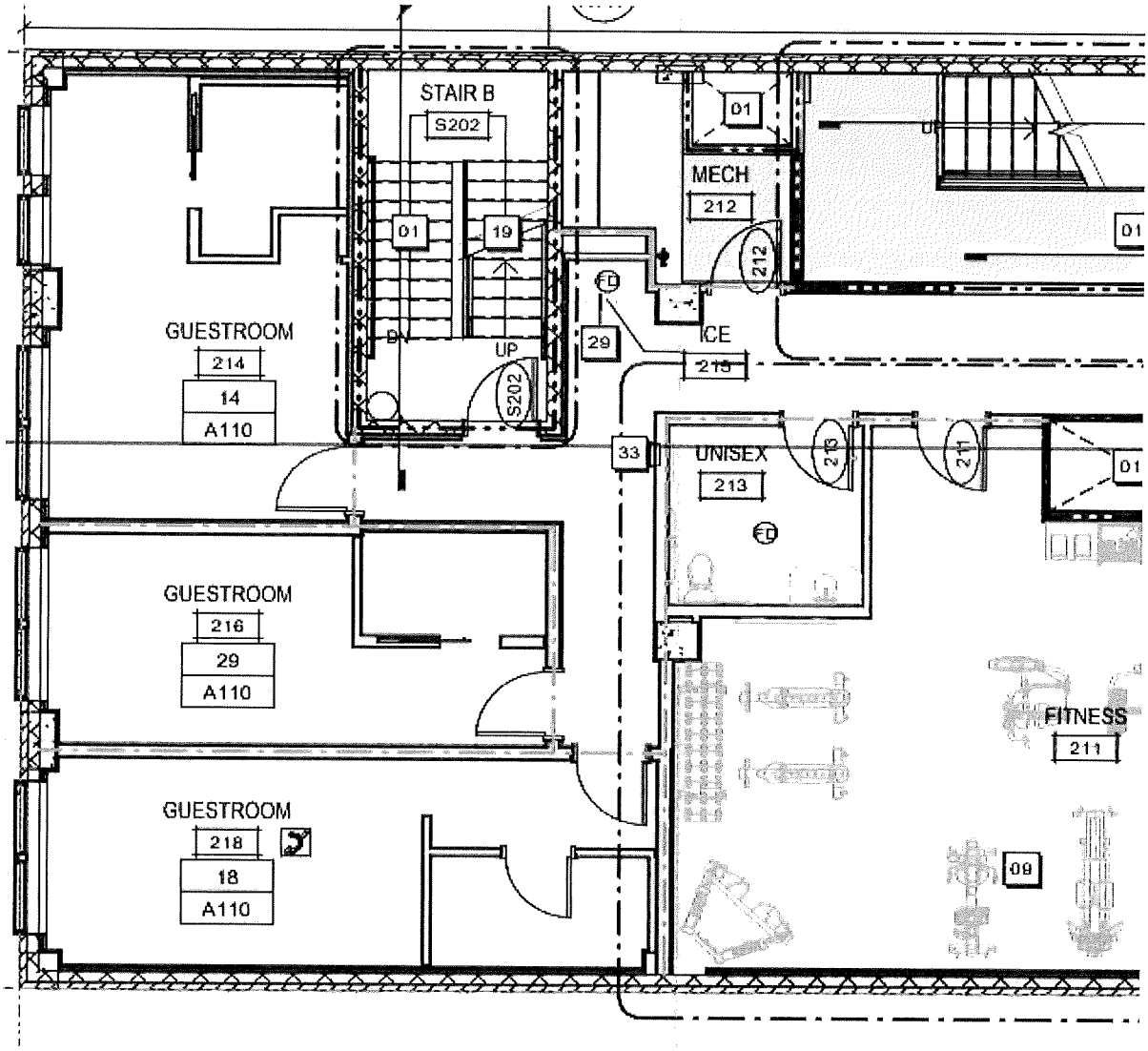
Total - 81

Legend

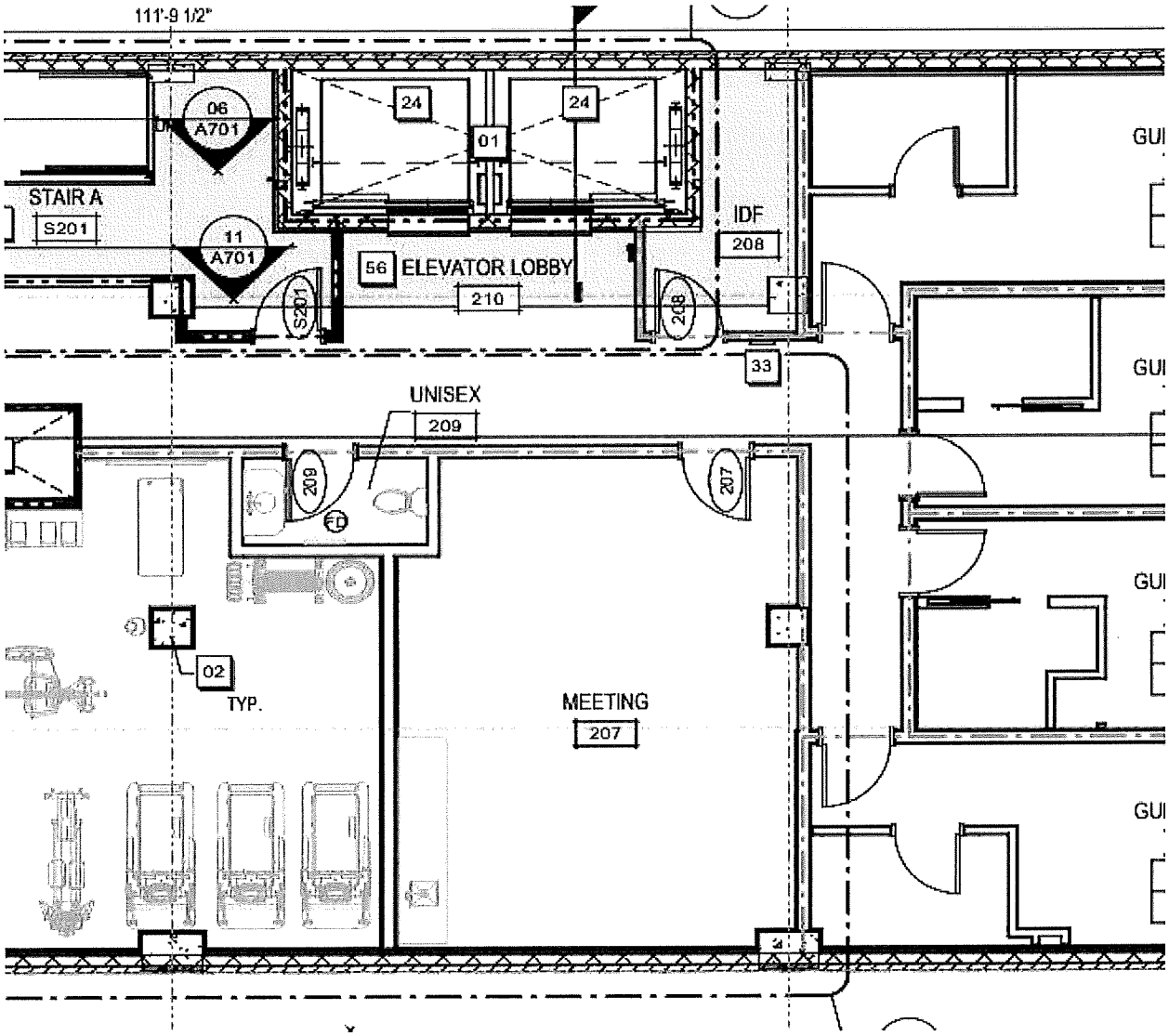
1. Entrance
2. Concierge
3. BOH Concierge
4. Luggage Room
5. Cocktail Bar
6. Elevator
7. BOH Kitchen Support
8. Retail Area
9. Standard Restroom
10. ADA Restroom
11. New Stair
12. Historic Stair
13. Fire Command Center
14. ADA Entrance
15. New Exit
16. Lobby Lounges
17. Host Stand

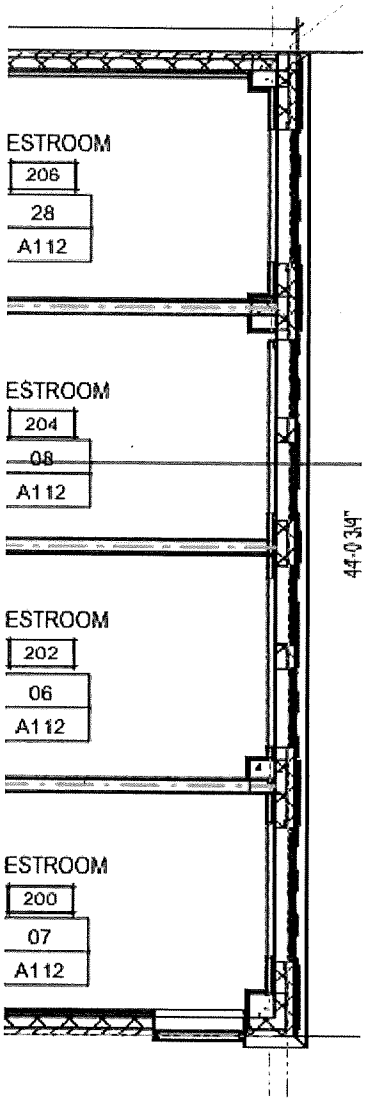


2nd floor	Room Type	Connecting	Pool	Accessible	Standard
200	Corner King		CKNG		No
202	King Standard		KING		Yes
204	King Standard		KING		Yes
206	Corner King View		CITY		No
214	Corner King View		CITY		No
216	King Standard		KING		Yes
218	Corner King		CKNG		No

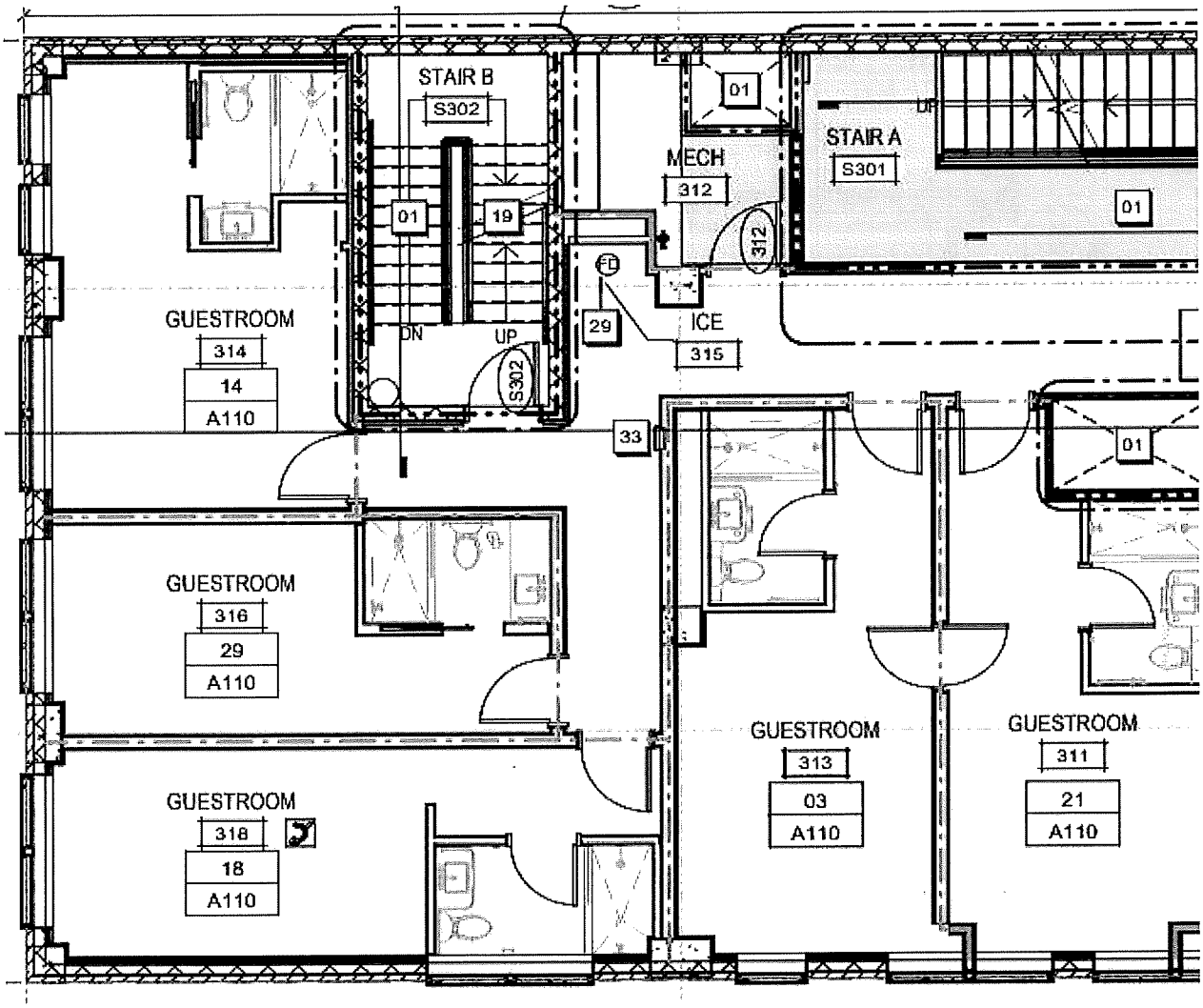


Premium
Yes
No
No
Yes
Yes
No
Yes

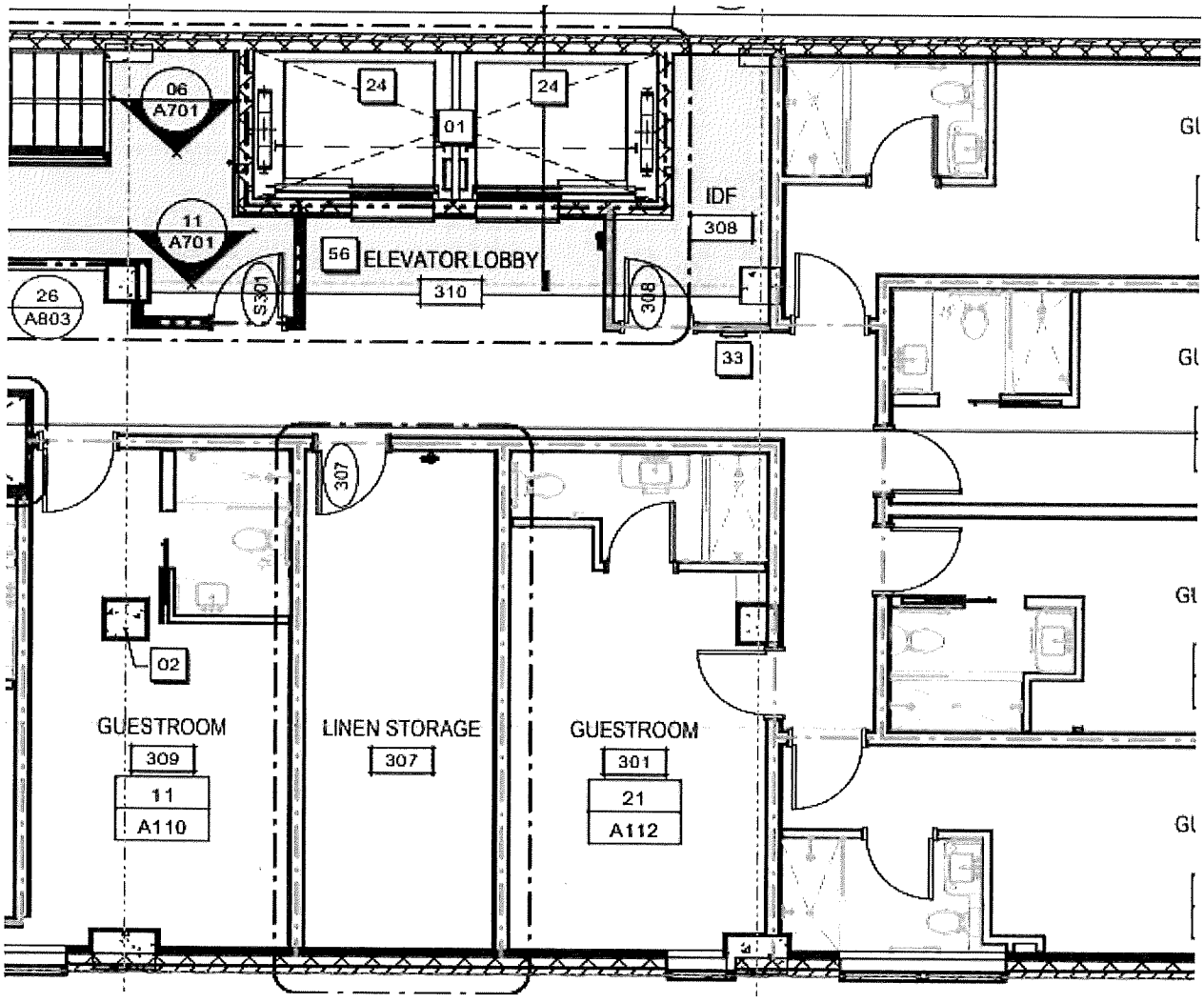


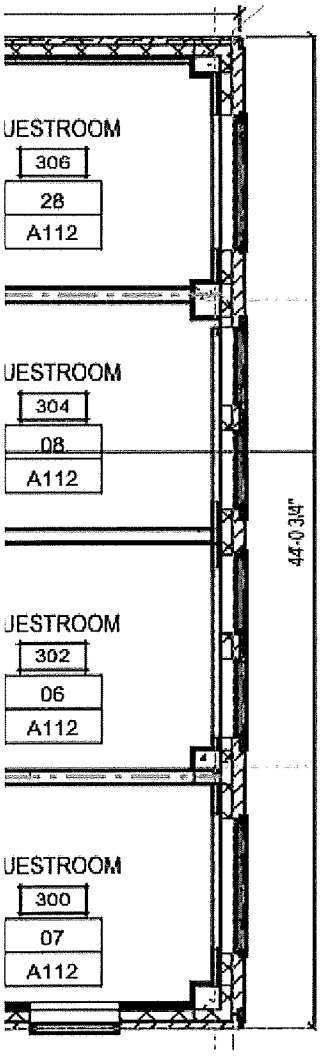

ESTROOM
206
28
A112
ESTROOM
204
08
A112
44-0 3/4"
ESTROOM
202
06
A112
ESTROOM
200
07
A112

3rd floor	Room Type	Connecting	Pool	Accessible	Standard
300	Corner King		CKNG		No
301	King Standard		KING		Yes
302	King Standard		KING		Yes
304	King Standard		KING		Yes
306	Corner King View		CITY		No
309	King Standard		KING		Yes
311	King Standard	to 313	KING		Yes
313	Double Queen Standard	to 311	QNQN		Yes
314	Corner King View		CITY		No
316	King Standard		KING		Yes
318	Corner King		CKNG		No

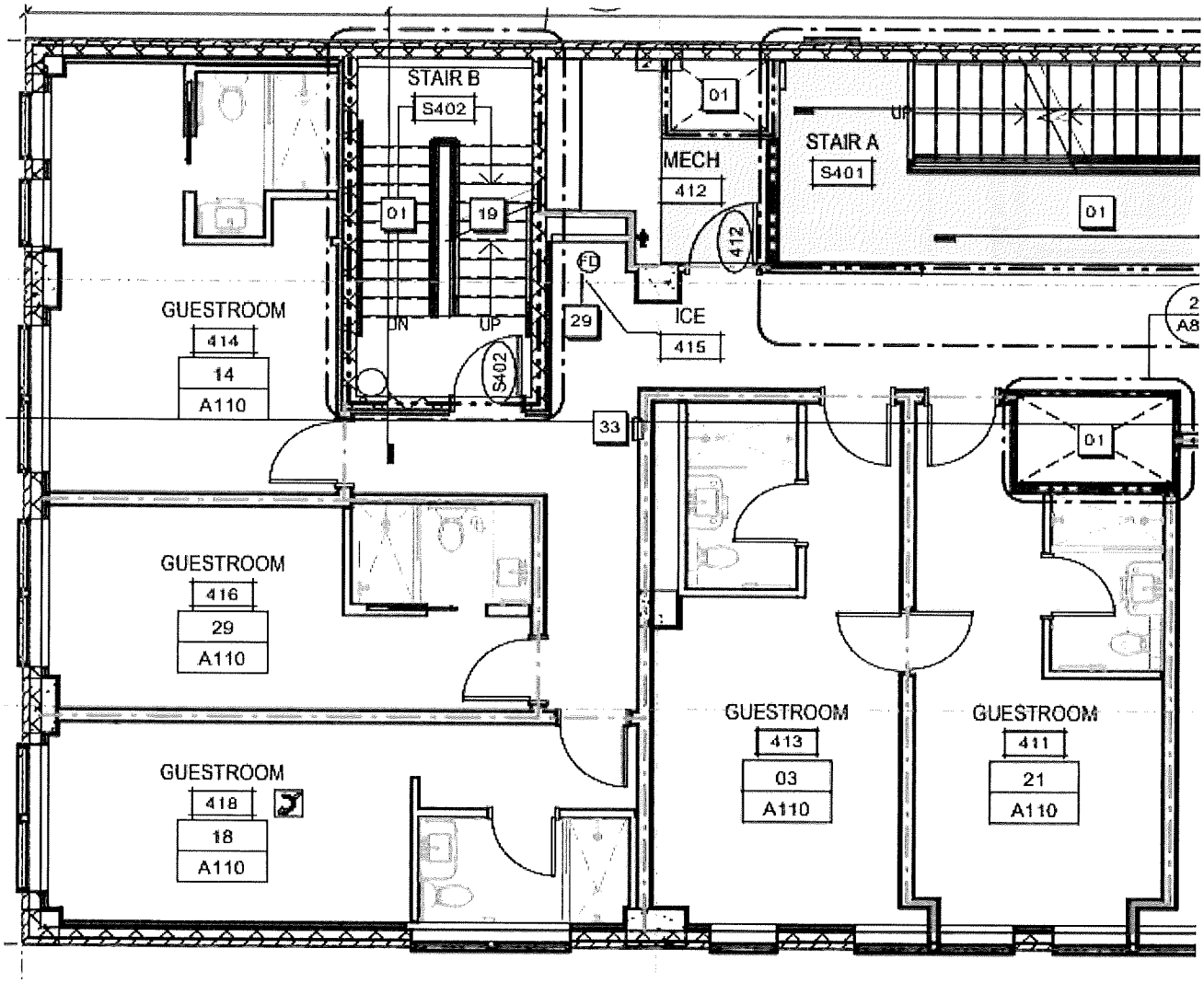


Premium
Yes
No
No
No
Yes
No
No
No
Yes
No
Yes

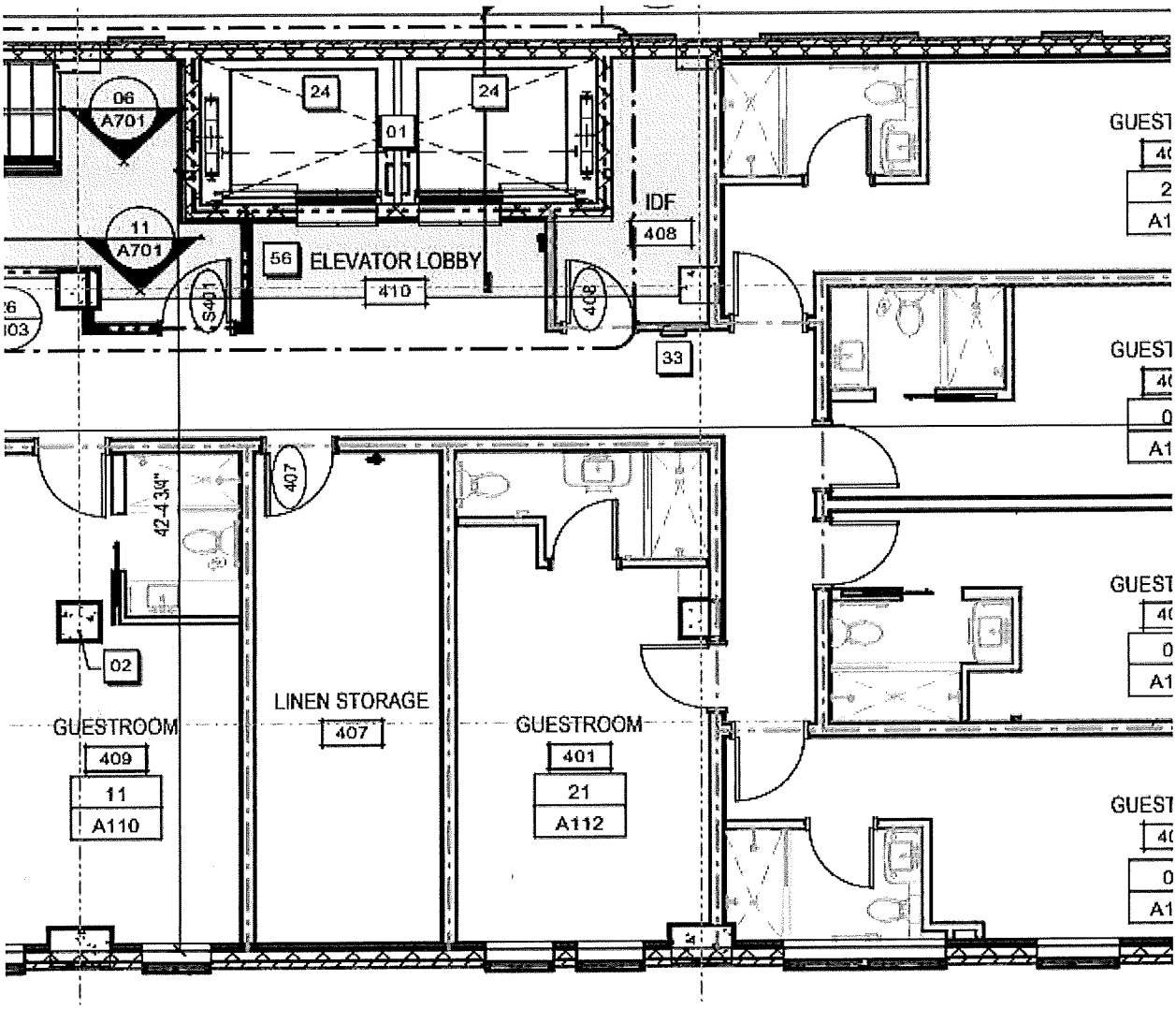


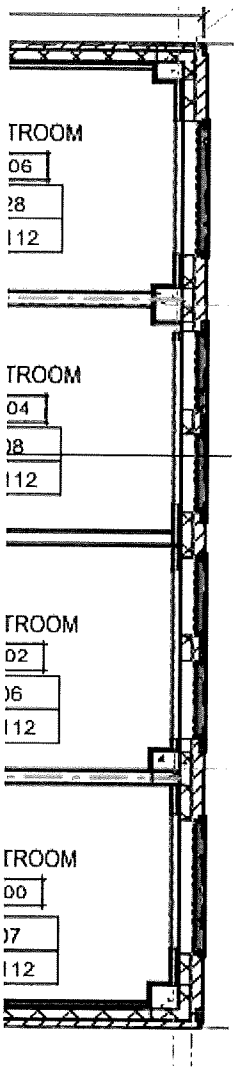

UESTROOM
306
28
A112
UESTROOM
304
08
A112
UESTROOM
302
06
A112
UESTROOM
300
07
A112
44'-0 3/4"

4th floor	Room Type	Connecting	Pool	Accessible	Standard
400	Corner King		CKNG		No
401	King Standard		KING		Yes
402	King Standard		KING		Yes
404	King Standard		KING		Yes
406	Corner King View		CITY		No
409	King Standard		KING		Yes
411	King Standard	to 413	KING		Yes
413	Double Queen Standard	to 411	QNQN		Yes
414	Corner King View		CITY		No
416	King Standard		KING		Yes
418	Corner King		CKNG		No

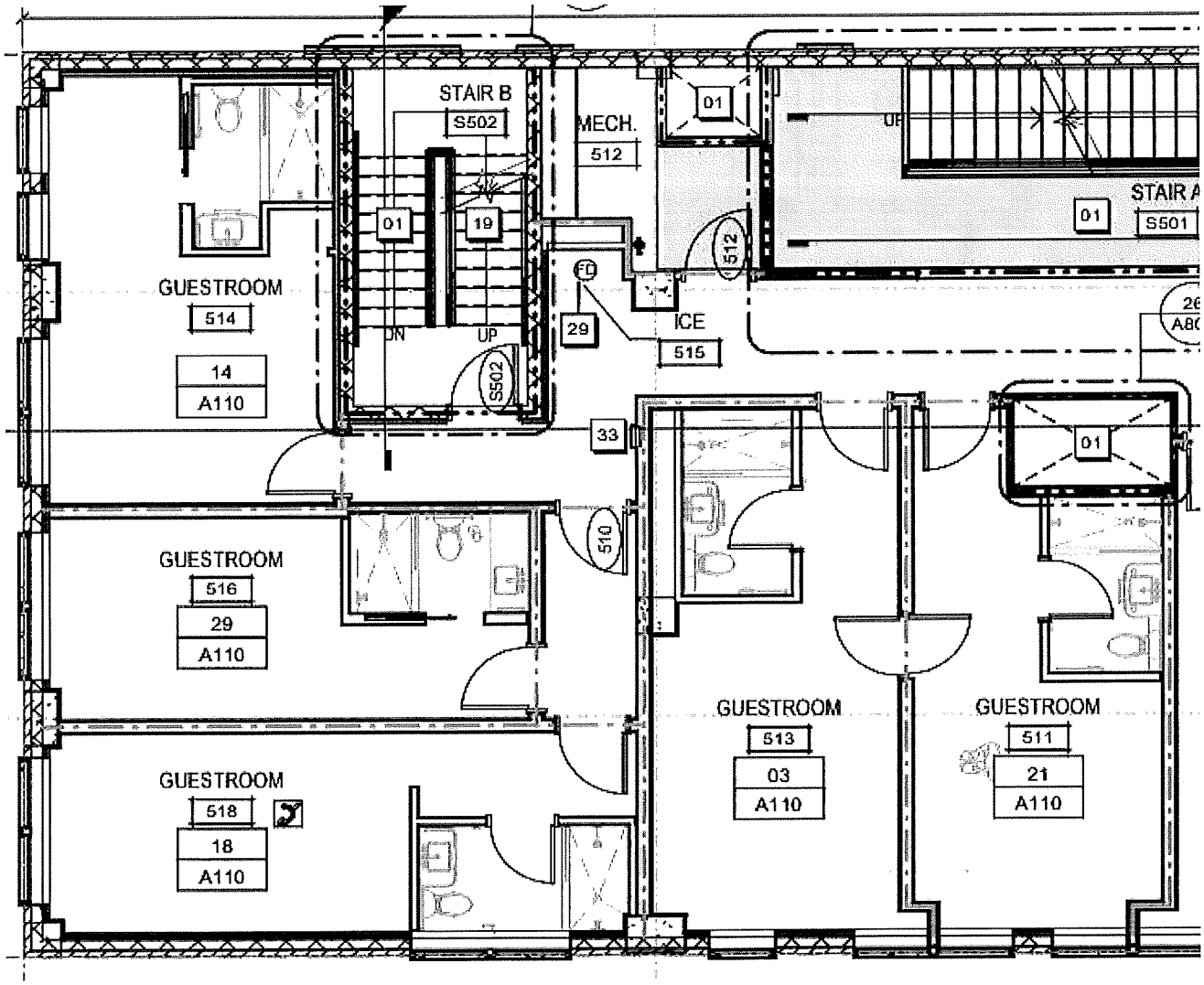


Premium
Yes
No
No
No
Yes
No
No
No
Yes
No
Yes



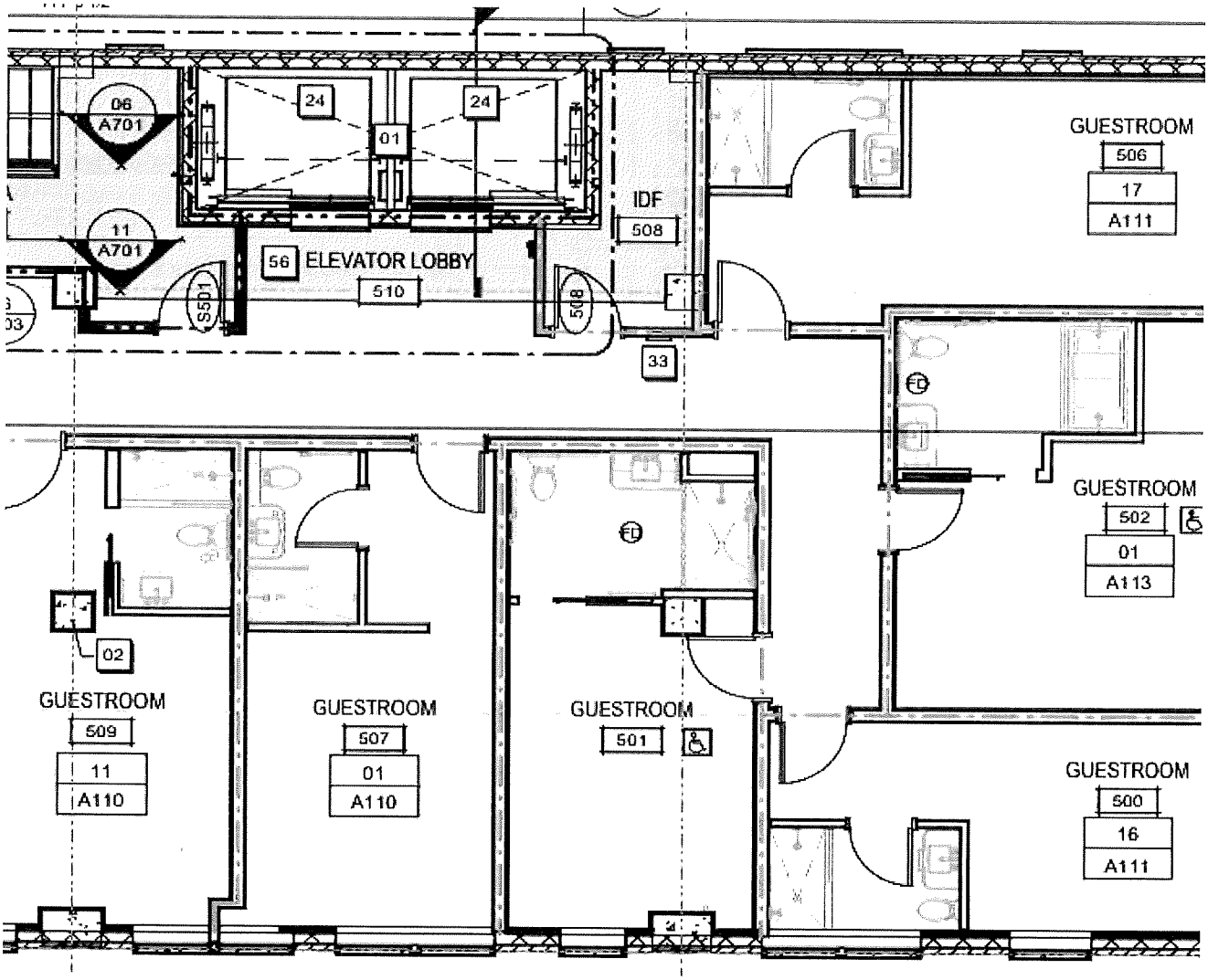

TROOM
06
28
112
TROOM
04
08
112
TROOM
02
06
112
TROOM
00
07
112

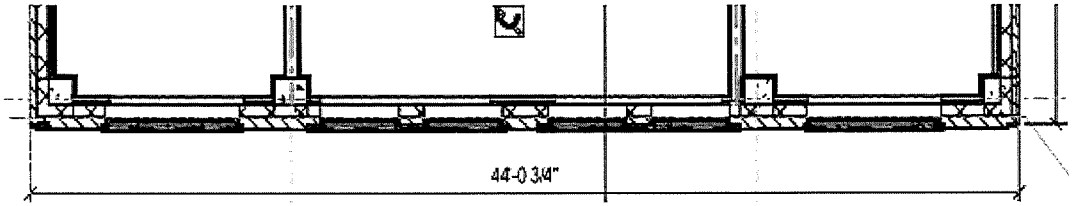
5th floor	Room Type	Connecting	Pool	Accessible	Standard
500	Corner King - High/View		CCTY		No
501	King Garden View		KTWS	Yes - Roll In	No
502	Jr Suite - King		JSTE	Yes - tub	No
506	Corner King - High/View		CCTY		No
507	Double Queen Garden View		QQSR		No
509	King Garden View		KTWS		No
511	King Garden View	to 513	KTWS		No
513	Double Queen Garden View	to 511	QQSR		No
514	Corner King		CKNG		No
516	King Standard		KING		Yes
518	Corner King		CKNG		No



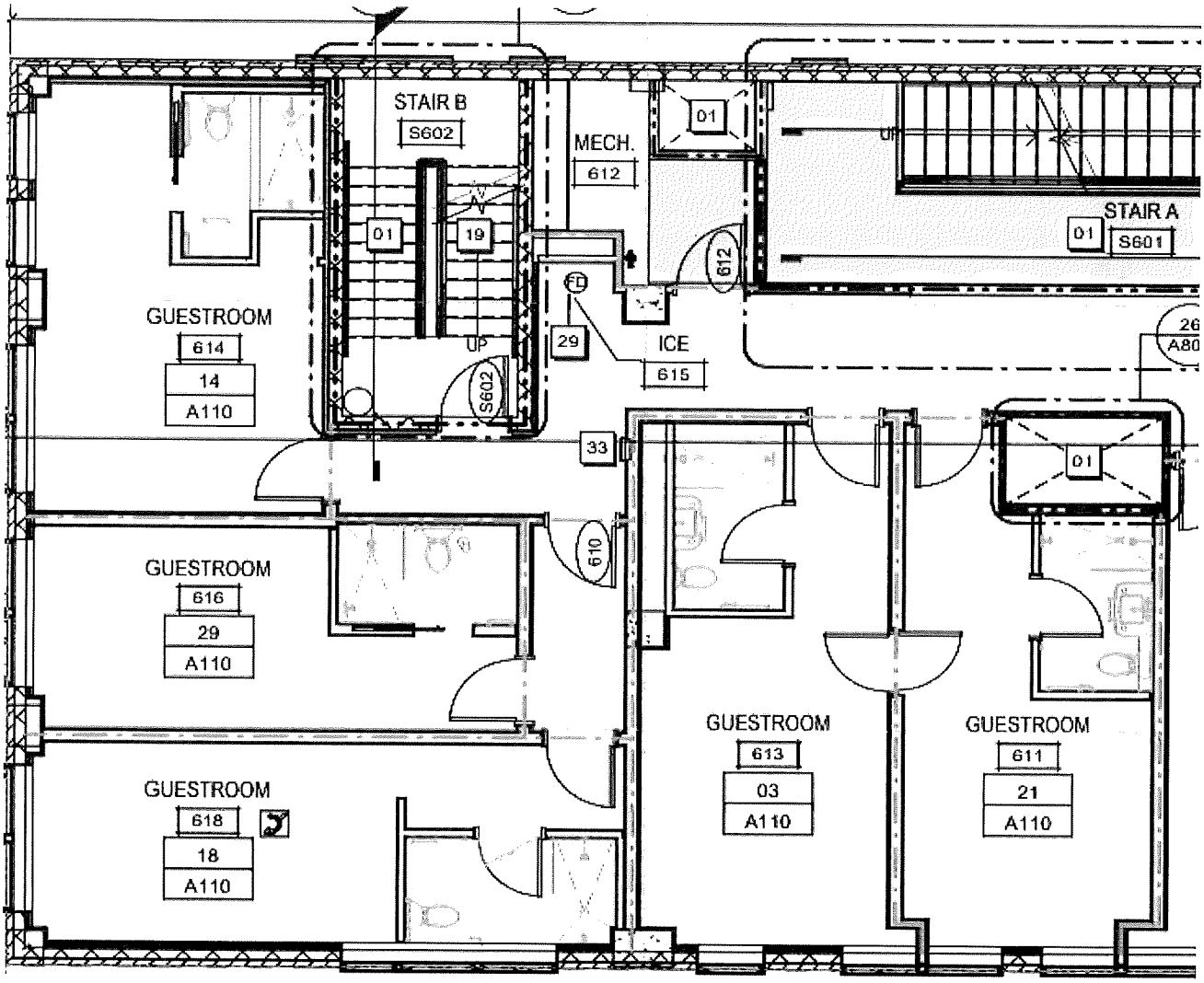
Premium
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
No
Yes

Plans read Jr Suite 502 is D/Q, but show King

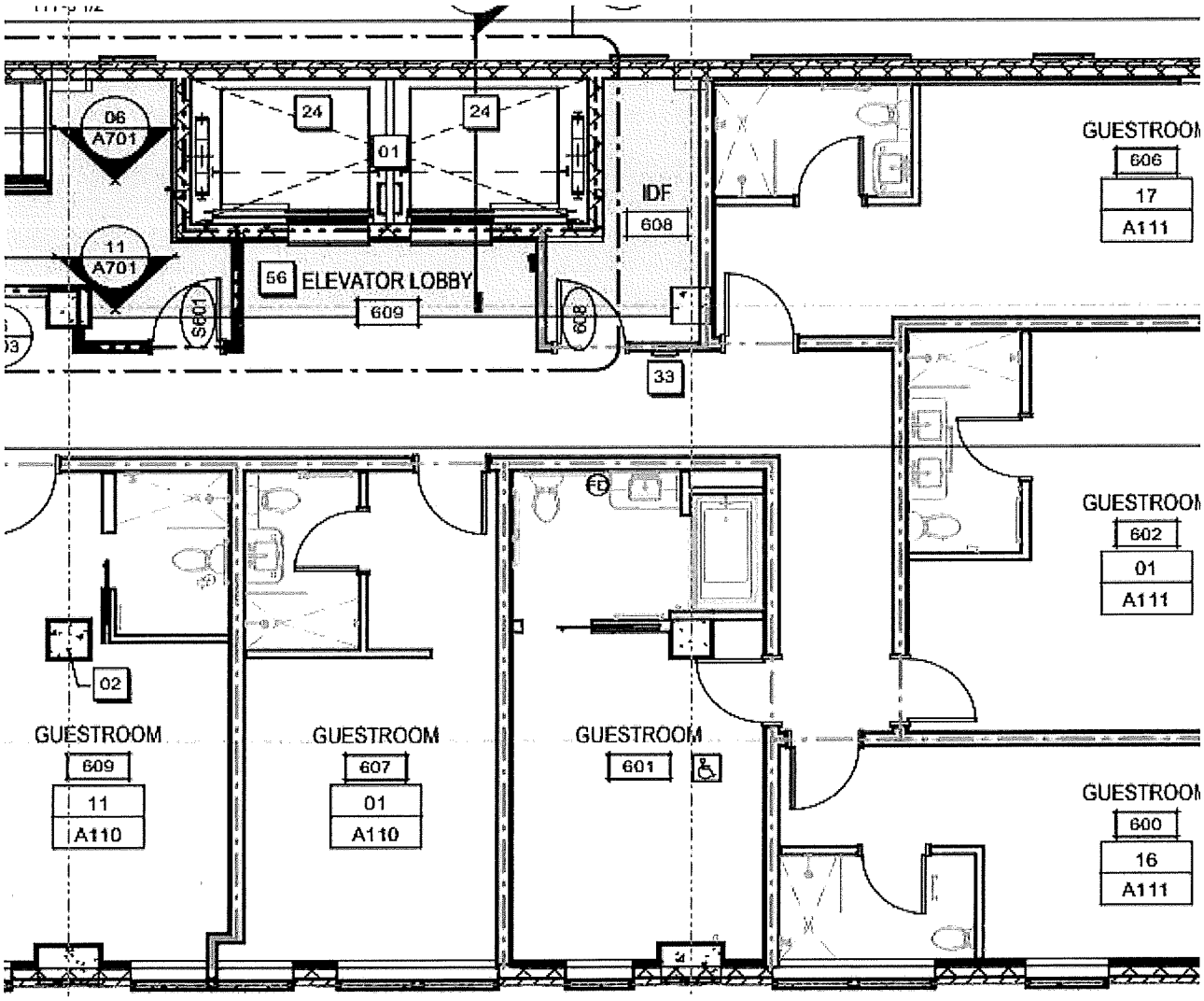


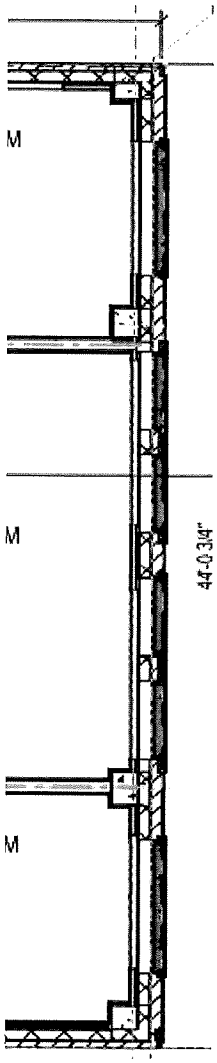

44-0 3/4"

6th floor	Room Type	Connecting	Pool	Accessible	Standard
600	Corner King - High/View		CCTY		No
601	King Garden View		KTWS	Yes - tub	No
602	Jr Suite King		JSTE		No
606	Corner King - High/View		CCTY		No
607	Double Queen Garden View		QQSR		No
609	King Garden View		KTWS		No
611	King Garden View	to 613	KTWS		No
613	Double Queen Garden View	to 611	QQSR		No
614	Corner King		CKNG		No
616	King Standard		KING		Yes
618	Corner King		CKNG	Yes - Hearing	No

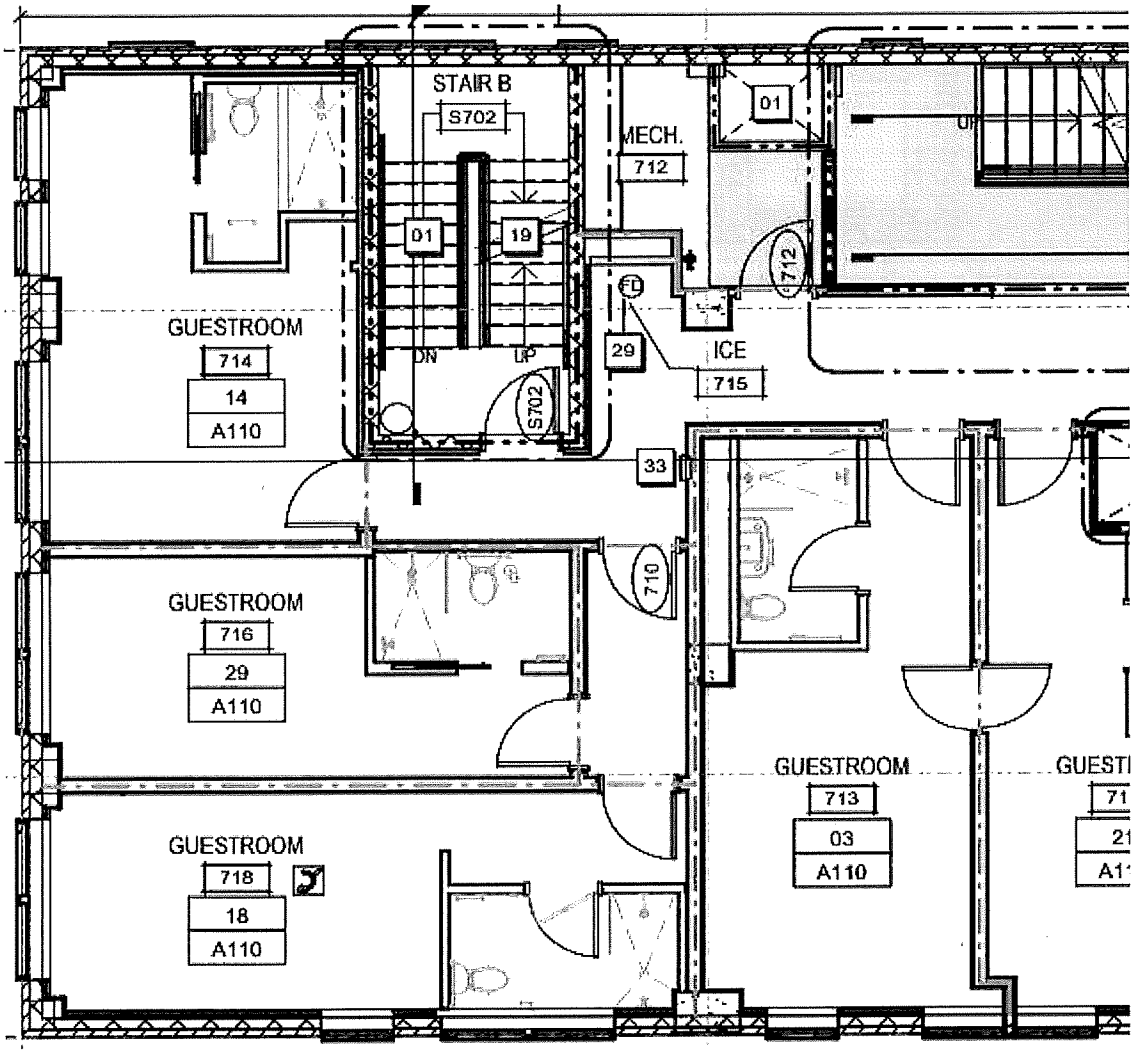


Premium
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
No
Yes



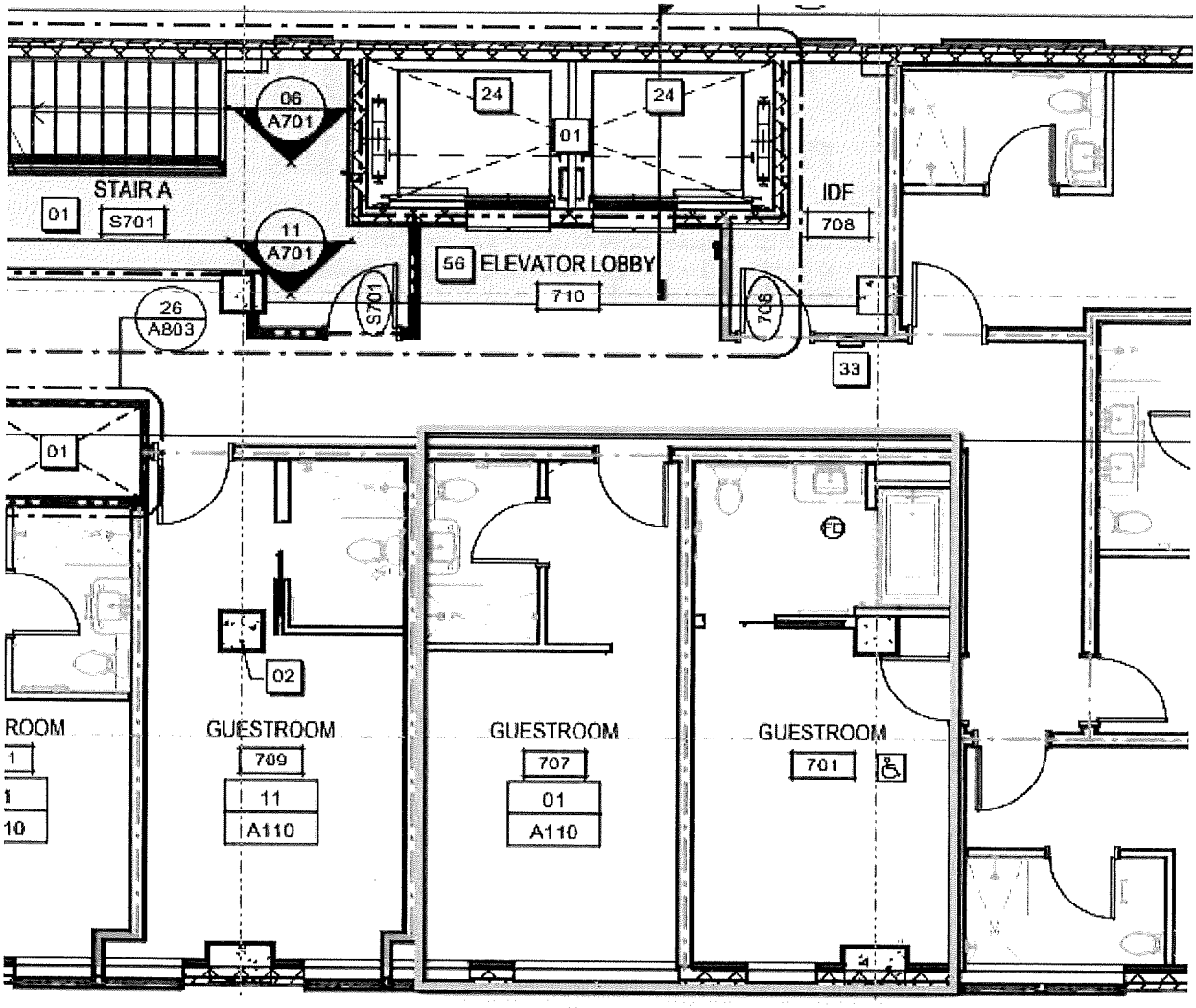

M
M
M
44'-0 3/4"

7th floor	Room Type	Connecting	Pool	Accessible
700	Corner King - High/View		CCTY	
701	King Suite		SUIT	Yes - tub
702	Jr Suite King		JSTE	
706	Corner King - High/View		CCTY	
709	King Garden View		KTWS	
711	King Garden View	to 713	KTWS	
713	Double Queen Garden View	to 711	QQSR	
714	Corner King		CKNG	
716	King Standard		KING	
718	Corner King		CKNG	

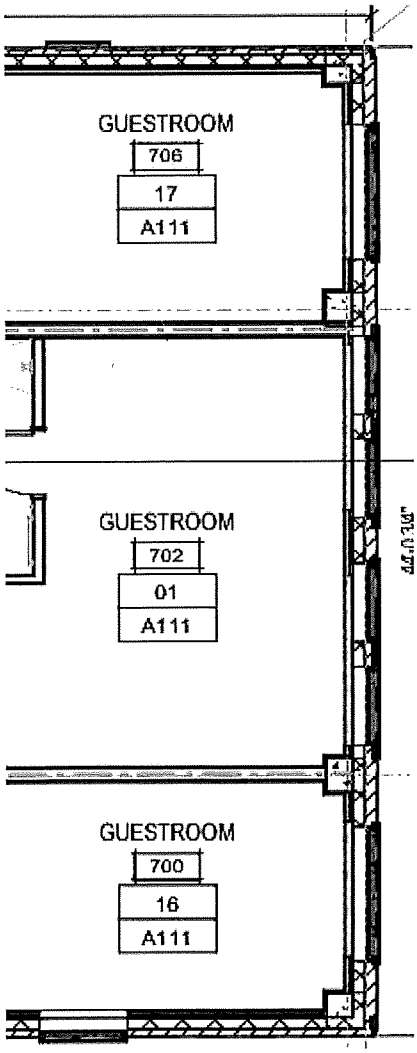


Standard	Premium
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
Yes	No
No	Yes

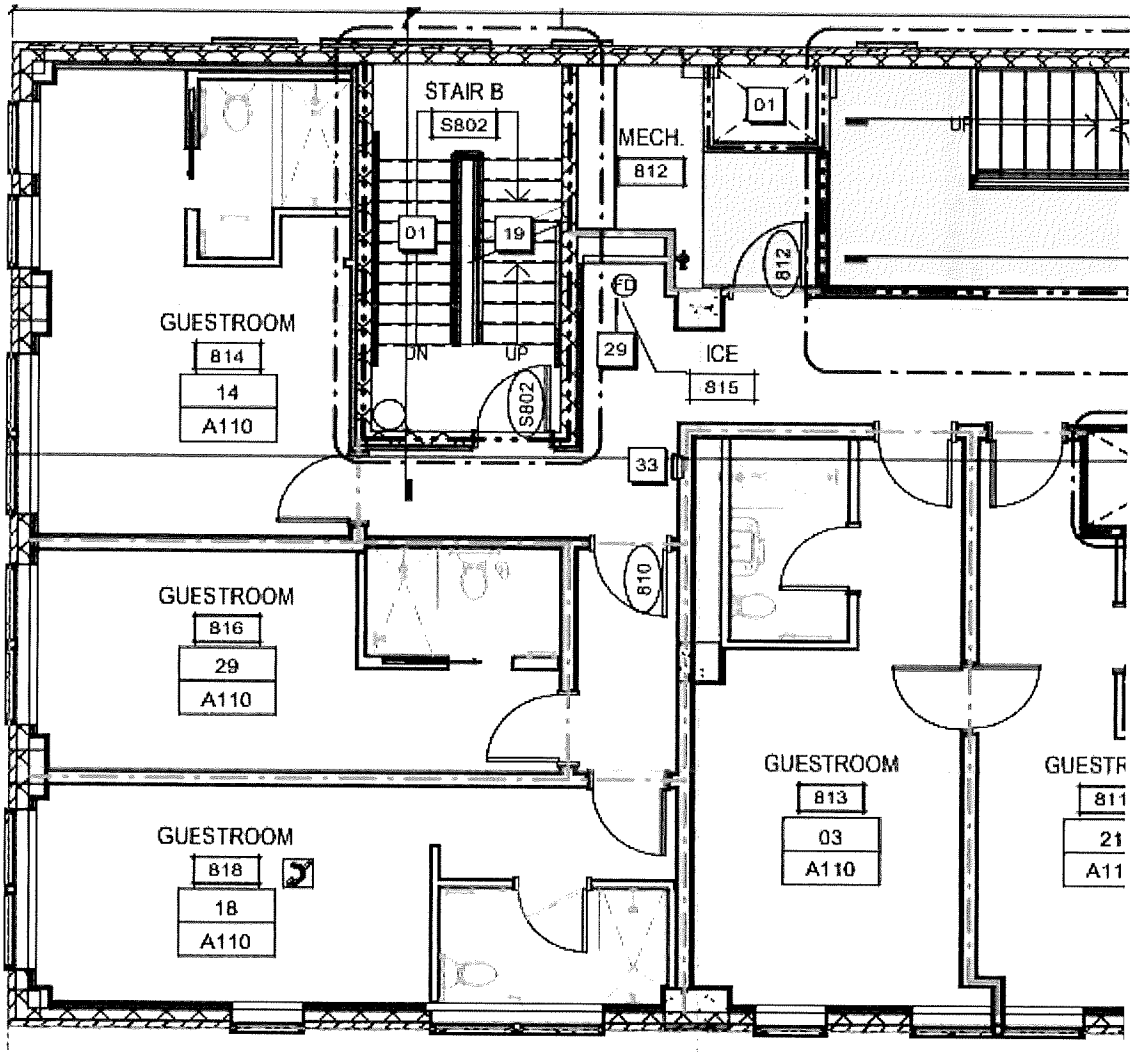
potentially change to Standard Double Queen due to suite conver



Potentially combine to create Suite (ADA)

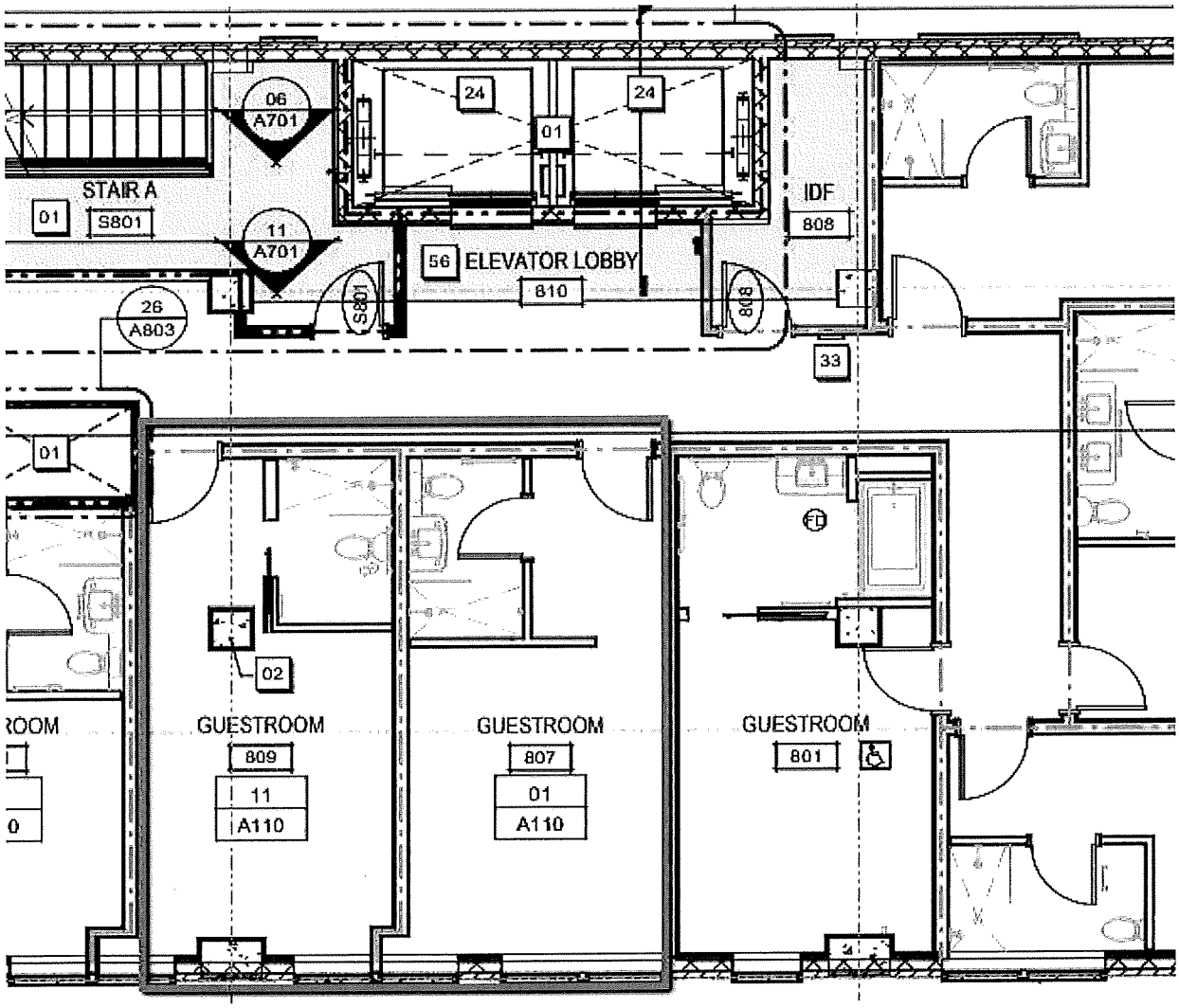

GUESTROOM
706
17
A111
GUESTROOM
702
01
A111
GUESTROOM
700
16
A111

8th floor	Room Type	Connecting	Pool	Accessible
800	Corner King - High/View		CCTY	
801	King Garden View		KTWS	yes - tub
802	Jr Suite King		JSTE	
806	Corner King - High/View		CCTY	
807	King Suite		SUIT	
811	King Garden View	to 813	KTWS	
813	Double Queen Garden View	to 811	QQSR	
814	Corner King		CKNG	
816	King Standard		KING	
818	Corner King		CKNG	

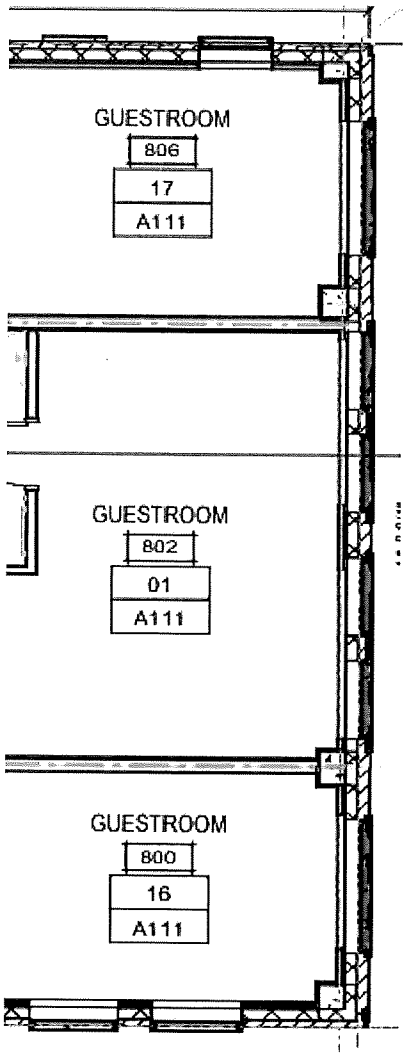


Standard	Premium
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
No	Yes
Yes	No
No	Yes

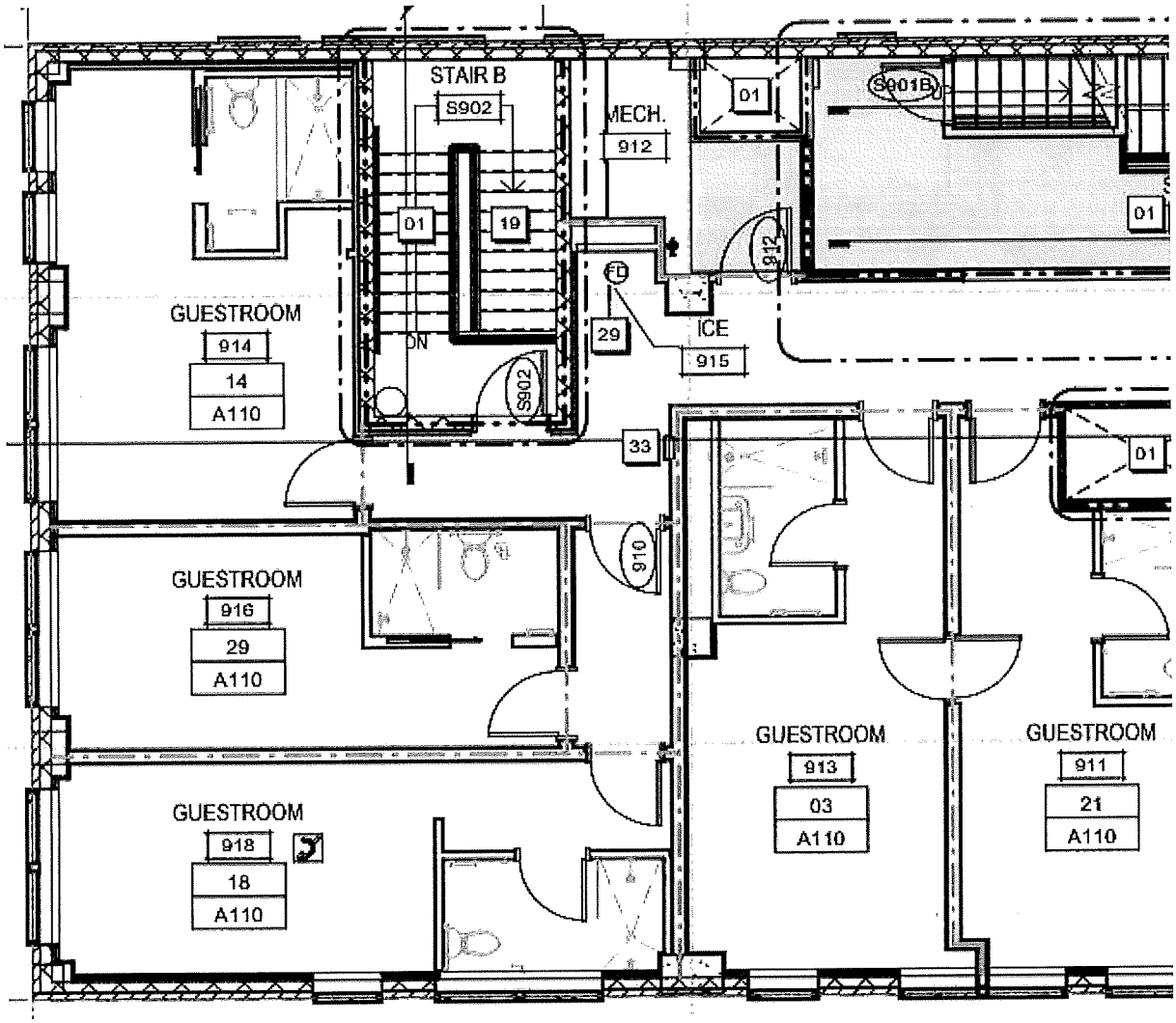
potentially change to Double Queen due to suite conversion



combine to create Suite

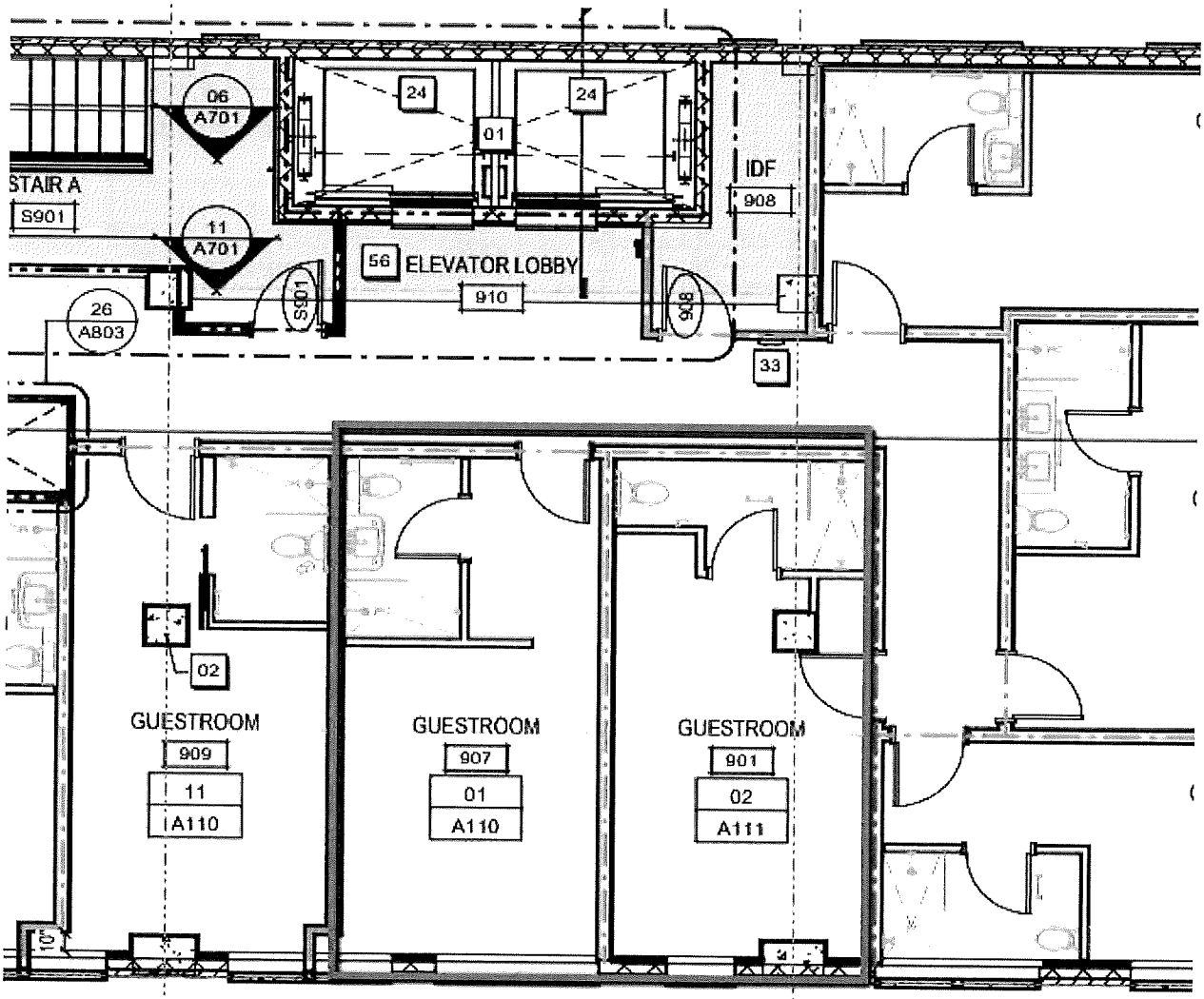

GUESTROOM
806
17
A111
GUESTROOM
802
01
A111
GUESTROOM
800
16
A111

9th floor	Room Type	Connecting	Pool	Accessible	Standard
900	Corner King - High/View		CCTY		No
902	Jr Suite King		JSTE		No
906	Corner King - High/View		CCTY		No
907	King Suite		SUIT		No
909	King Garden View		KTWS		No
911	King Garden View	to 913	KTWS		No
913	Double Queen Garden View	to 911	QQSR		No
914	Corner King		CKNG		No
916	King Standard		KING		Yes
918	Corner King		CKNG		No

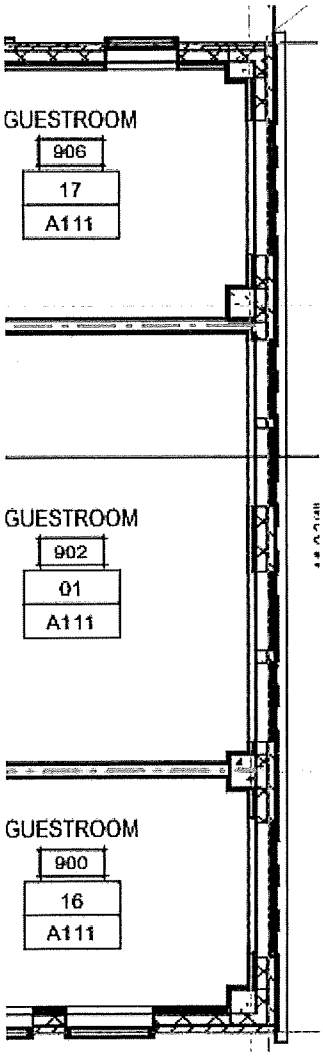


Premium
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
No
Yes

potentially change to Standard Double Queen due to suite conversion



Combine to create Suite


GUESTROOM
906
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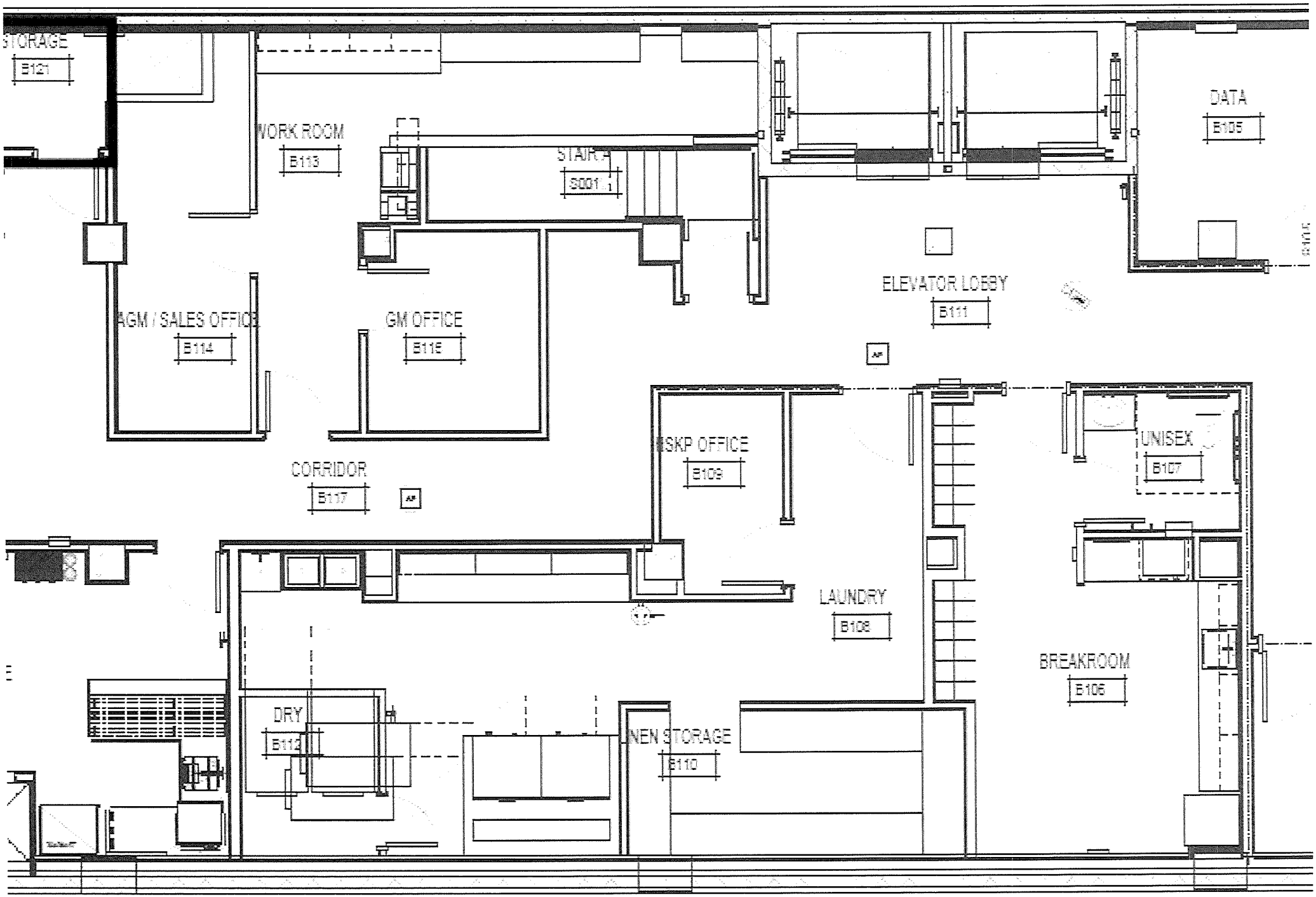
A111
GUESTROOM
902
01
A111
GUESTROOM
900
16
A111


STORAGE
B121
WORK ROOM
B113
STAIR A
S001
DATA
B105
ELEVATOR LOBBY
B111
AGM / SALES OFFICE
B114
GM OFFICE
B115
SKP OFFICE
B109
UNISEX
B107
CORRIDOR
B117
LAUNDRY
B108
BREAKROOM
B106
DRY
B112
LINEN STORAGE
B110

DOWNSTAIRS — 45 - 60 SEATS
PDR — 14 SEATS

THE GALLERY

1/15/27 OPENING

For The Gallery, this heritage menu pays homage to Wisconsin classics but with bold new flavors and unique presentations. The breakfast and lunch menus take inspiration from the core dinner menu - limited in selections to focus on "best of" items for morning and mid-day. The Quorum menu is as much about cuisine as it is performance, with several items that will deliver a bit of theater to private dining events.

All-Day Supper Club

Breakfast • Lunch • Dinner • Bar

Classic Midwestern and supper-club staples, edited and refined. Comfort first. Precision always.

DINNER

Supper club favorites with modern execution.

Starters

- Shrimp Cocktail, Horseradish
- Smoked beet tartare
- Sloppy Joes and Gougeres
- Supper Club Relish Tray (Pickled Vegetables, Deviled Eggs,chiken liver mousse,Rye Bread)

Mains

- Chicken Schnitzel, Lemon, Parsley
- Walleye, Brown Butter, Capers
- Short Rib Stroganoff, Egg Noodles (can be made vegetarian)
- Prime Rib (limited nightly cut)

SOMETHING VEGETARIAN
CASSEROLE
FILET & IN STRIP

Sides (à la carte)

- Crispy Hash Browns
- Creamed Spinach
- Buttered Green Beans
- Loaded Baked Potato

SEASONAL MARKET SIDE

Dessert

- Grasshopper Pie
- Old-Fashioned Sundae
- Brandy Alexander Affogato
- Chocolate Cake, oreo crumble

BREAKFAST

Simple, craveable, Wisconsin-centric.

- Soft Scrambled Eggs, Fresh Cheese Curds, on hash brown
- Steel-Cut Oats, Maple Syrup, Brown Butter, seasonal Fruit
- Breakfast Sandwich, Sausage, American Cheese, Bearnaise, English Muffin
- Smoked Trout Toast, Dill Cream Cheese, Lemon, Rye
- Local Pastries (rotating)

Morning Drinks

- Coffee & espresso service
- Bloody Mary (house mix, restrained heat)

LUNCH

Approachable classics for business lunches and locals.

- Chopped Wedge, Blue Cheese, Crispy Onion (protein option)
- Market Vegetable Salad (rotating Favorite)
- Local Greens with garlic croutons and beer vinaigrette
- Turkey Club, Smoked Turkey, Bacon, Bibb Lettuce
- Patty Melt, American Cheese, Caramelized Onion
- Lake Perch Sandwich, Tartar Sauce, Lemon
- Prime Rib French Dip
- Soup du Jour (Chicken Wild Rice, Beef Barley, Cream of Mushroom)

SALAD SOMETHING FRESH

MARKET SALAD – NOW EVERY WEEK DEPENDING ON AVAILABILITY W/ THE MARKET ACROSS THE STREET.

THE QUORUM

Upstairs Supper Club

Friday–Sunday Only | Tasting Menu

Positioning
A ceremonial dining room focused on indulgence, nostalgia, and hospitality.
Not experimental fine dining—**elevated tradition with polish and confidence.**

Format

- Prix fixe / tasting menu only
- 5–7 courses
- Jacket-friendly, celebratory atmosphere
- Tableside service moments built into the flow

SAMPLE TASTING MENU

(Menu rotates seasonally)

Opening Ritual

- Martini Service & Gougères
- Amuse: Beef Consommé, Sherry, Chive

Cold Course

- Shrimp Louis, Avocado, Bibb Lettuce
  or
- Beef Tartare, Egg Yolk, Rye Crisp

Tableside Moment

- Classic Caesar Salad

Fish

- Walleye, Brown Butter, Capers, Almond
  or
- Lobster Thermidor (modernized, restrained)

Mid Course

- Chicken à la King, Puff Pastry
  or
- Sweetbread Schnitzel, Lemon

Main

- Beef Wellington, Bordelaise
  or
- Venison Loin, Juniper, Cherry

Dessert (table-side)

- Baked Alaska
  or
- Crepe Suzette

Finale

- Mignardises
- Old-Fashioned Gummies

BEVERAGE – THE QUORUM

- Martini-first culture
- Tight, classic wine list
- Optional brandy or whiskey pairing instead of wine
- Tableside decanting when appropriate

SIGNATURE EXPERIENCE: THE MARTINI CART

A defining ritual across both venues

Experience

- Tableside service with chilled glassware, premium ice, and classic garnishes **(Think Duke's London)**
- Offered nightly in **The Gallery** and as a **mandatory opening ritual** in **The Quorum**
- Creates theater, reinforces luxury, and differentiates the hotel experience

Martini Options

- Classic Gin Martini (lemon or olive)
- Vodka Martini (stirred, ice-cold)
- Gibson with house-pickled onions
- 50/50 Martini
- Seasonal or spirit-forward variation

Optional enhancements:

- Guest-guided vermouth selection
- Choice of garnish
- Custom branded glassware

BAR PROGRAM

Classic, cold, and comforting.

Signature Drinks

- Brandy Old Fashioned (Sweet or Sour)
- Gin or Vodka Martini
- Pink Squirrel
- Grasshopper
- Seasonal Tom & Jerry

Beer & Wine

- Wisconsin-forward beer list
- Steakhouse-style wine program Big Reds, lots of bubbles

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