



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

LICENT-201800402
(Number)

- ☐ TEMPORARY LICENSE ____/5
☐ PERMANENT LICENSE

(scanned)

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

(Leg file number)

(initials)

licensing@cityofmadison.com
608-266-4601

(Processing step)

This application modifies existing alcohol license number: 62324-60216
(Class B license only)

Corporate Information

Licensed Premise Information

Business Legal Name: Grid LLC

Business dba Name: Hotel Red

Business Address: 1509 Monroe St

Licensed Address: 1501 Monroe St

Business Contact Name, Position & Phone:

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Ricardo Contreras GM 608-819-8228

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Email: GM@Hotelred.com

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Premise Capacity: 160

Liquor/Beer Agent Name: Ricardo Contreras

60 % Alcohol, 40 % Food Alder, District #: 13-ESKETCH Police Sector: _____

Type of live entertainment to be offered: Local jazz bands

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

Name	Address	Corporate Title or Partners' verification
<u>Mike Erikson</u>	<u>1501 Monroe St.</u>	<u>President</u>

- ☐ 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]
Signature

5/10/18
Date

SECURITY PLAN

Goals:

- To create a safe and secure environment within and immediately outside of the hotel for all patrons, guests, employees and surrounding neighbors.
- To provide the highest level of control, safety, and quality stay for all arriving and departing guests/patrons of the hotel.
- To mitigate any noise or inappropriate conduct directed at the immediate neighbors by patrons and guests upon entry or departure from the hotel.
- To diffuse all situations as they occur, but also establish preventative measures to minimize the amount of potential situations. The hotel security staff will provide a strong presence to detect and prevent any possible issues.
- To maintain a trained hotel staff responsible and accountable for looking after the security and well-being of our guests and visitors.

Introduction:

A zero-tolerance policy will be enacted and enforced against guest actions, substances, and other potential hazards that are prohibited by law. Further, hotel policy violations by guests and patrons will also be enforced with this same policy. Hotel ownership and management will fully disclose and cooperate with law enforcement personnel, and other Madison agencies as issues arise. In addition, we will cooperate and coordinate with neighboring businesses and the Madison Hotel Alliance to act as a united force to provide an additional sense of security for immediate community, businesses, patrons and employees in the neighborhood.

The amount of security personnel will range depending on the event and occupancy of the hotel. During large events such as Badger football games we will hire Midwest Patrol & Investigative to bring upwards of 5 security personnel on site.

HOTEL SECURITY STAFF

Entire Hotel

Security Supervisor

Tasks:

- Directly coordinate with Hotel's General Manager about hotel issues as they arise, and work on immediate resolution of said issues.
- Responsible for all security and safety of the entire hotel premises, and proper training of support security staff hired. Ensure proper compliance of all security staff with hotel policy, safety procedures, and protocol for enforcement of said rules and procedures.
- Be a liaison between law enforcement personnel and city officials.
- Be the point person for venue events based on security needs and event requirements.
- Maintain a contact information list of all security personnel working each shift. Provide the list to any city entity, as requested. This list will be maintained in hotel records in an electronic format for easy access by law enforcement personnel, or other City entities.
- Schedule security camera monitoring by the security team.
- Maintain security camera data, and make these recordings accessible to law enforcement personnel as requested.
- Undertake regular rigorous security and safety assessments and reviews and report to Hotel's General Manager.

Front of Hotel, Entrance, and Reception Area**Valet**

The valets will assist with monitoring the entrance and parking lot. They will also oversee patrolling the parking lot to ensure safety and security.

Front Desk

There will be two front desk associates during all live events including Badger events. The front desk will serve as extra eyes for our security personnel. They will also be fully training on how to properly handle and report various activities.

Bar/Lounge and Restaurant**Security Professional 1**

Purpose: Monitors bar/lounge and restaurant areas to ensure quiet and peaceful atmosphere during high occupancy events including Badger football home games.

Tasks:

- Monitor bar/lounge and restaurant, their entrances, and the area immediately adjacent to entrances.
- Enforce our zero-tolerance policy towards narcotics, contraband, and hotel violations of policies/procedures.
- Monitor patrons for proper conduct, and prevent situations of public intoxicated belligerence.
- Monitor the front entrance area and hotel elevators as necessary.
- Ensure safe ingress and egress of patrons throughout the day.
- Greet guests and patrons.
- Check IDs on high occupancy events and the front entrance of the hotel.

Hours Worked: Varying depending on event and when all guests and patrons leave the building.

Bartenders/Servers

- Both bartenders and servers will be properly trained and licensed to serve alcohol and check IDs.
- Monitor patrons under the age of twenty-one and report any suspicious activity to either the manager on duty or security.
- Ensure guests and patrons do not become intoxicated by monitoring their body language, voice, and odors.

Back Entrance

Security Professional 2

Purpose: Monitor the back entrance of the hotel and card incoming guests and patrons.

Tasks:

- Monitor and maintain appropriate patron and guest behavior and safety.
- Monitor and maintain appropriate patron occupancy.

- Monitors and maintains proper patron behavior in all open areas to facilitate the safe operation of hotel amenities in the interior of the hotel.
- Monitors the exterior of the hotel periodically to prevent loitering, noise, and complaints from our surrounding resident neighbors.
- Coordinates via radio with other security staff to communicate safety threats observed from the immediate exterior of the hotel as needed.
- Enforce our zero-tolerance policy towards narcotics, contraband, and hotel violations of policies/procedures.
- Provide security backup for all hotel areas and as requested/need by other security staff members.
- Ensure safe ingress and egress of patrons throughout the day.

Hours Worked: Varying depending on event and when all guests and patrons leave the building.

Security Professional 3,4,5

Purpose: To assist when any additional security is needed, and to prevent any potential situations from arising.

Hours Worked: Varying depending on event and when all guests and patrons leave the building.

Open Areas

Houseman

- Monitors hotel's hallways to identify and prevent suspicious activities such as unsecured packages or loitering in any specific location.
- Coordinates via radio with other security staff to communicate safety threats observed from the immediate interior of the hotel as needed.
- Assist in any area throughout the hotel when extra security is needed.

Hours Worked: 24 hours a day

STAFF TRAINING

All hotel staff will:

- Receive regular training on comprehensive emergency response plans.
- Be knowledgeable of all security positions and the requirements each different position entails.
- Be trained to monitor noise levels and to make sure that there is no excess noise in the hotel and in the restaurant area.

All security staff will be trained to:

- Adhere to any staging requests made by the city of Madison.
- Maintain order within the hotel areas, restaurant, parking garage, and in the immediate property surroundings, and prevent any incidents that might hinder the quiet environment enjoyed by nearby residents and businesses.
- Keep the guests, employees, and hotel patrons safe and take preventative steps to resolve issues in an efficient and secure manner.
- Respond in the event of a drug overdose, natural disaster, bomb threat, or any terrorist act, etc.

All security staff will be required to have and maintain an active CPR certification, and will be required to provide evidence of certification, as a requirement of employment. These records will be kept by Midwest Patrol & Investigative as required, and will be available to any city entity upon request.

The hotel shall maintain a log of all complaints received by adjacent property residents and property owners. This log will be available to law enforcement and any city entity as requested.

Uniforms

All security staff will be easily identifiable by their uniform provided by Midwest Patrol & Investigative. The security staff will be identifiable to guests, patrons, and law enforcement personnel/ emergency services providers.