

original use

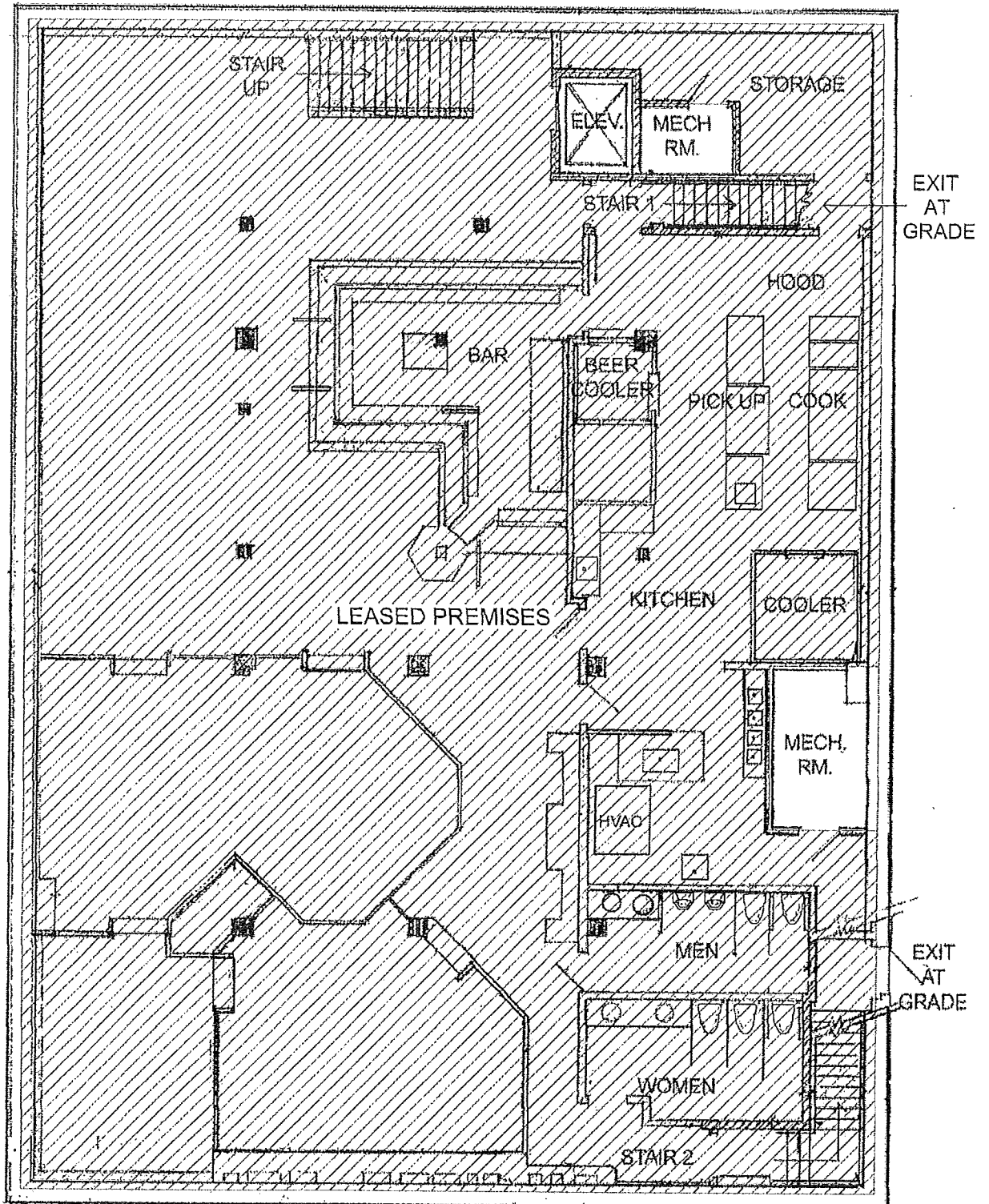


EXHIBIT A
303 North Henry Street Lower Level

present use - 2020

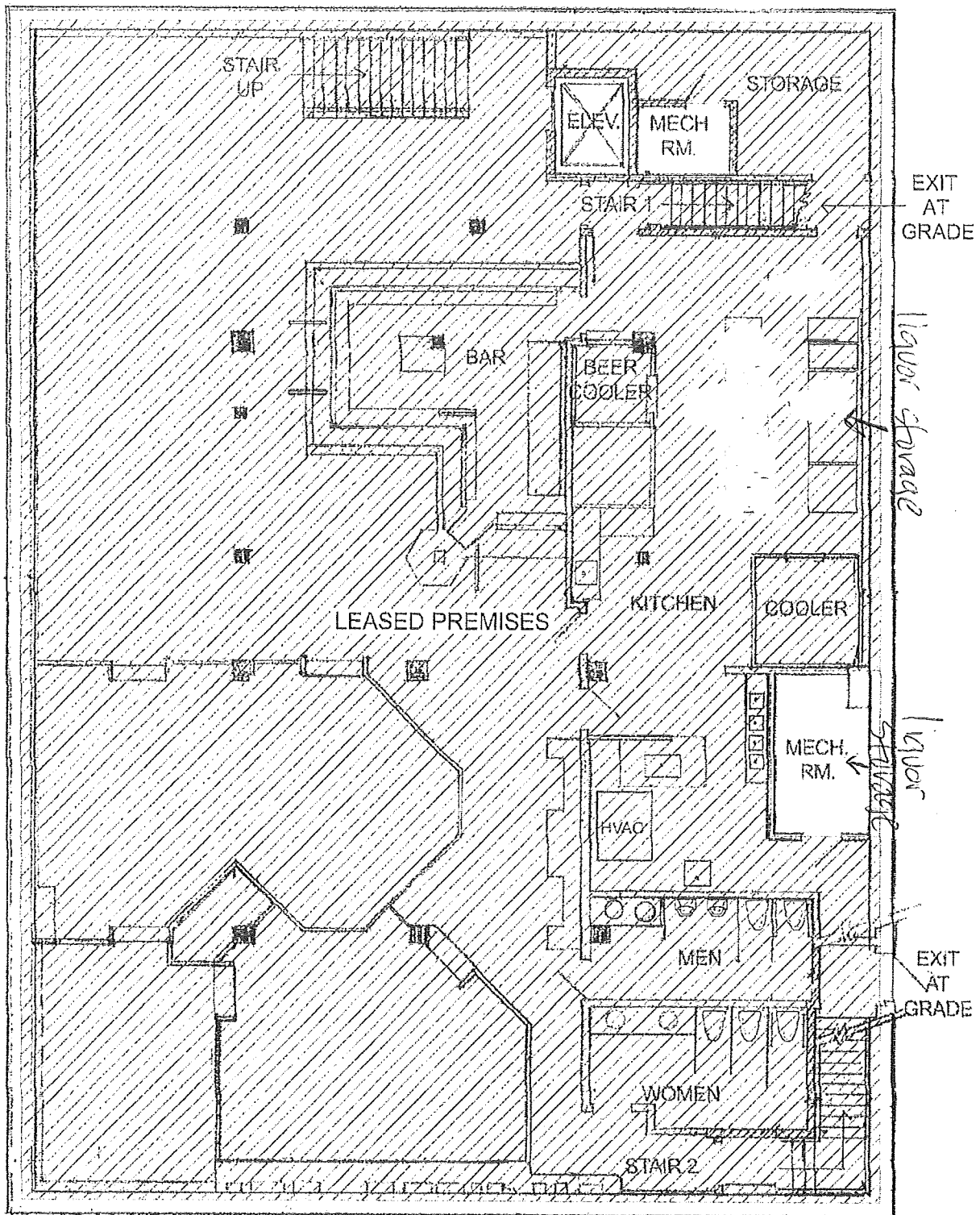


EXHIBIT A
303 North Henry Street Lower Level

original and present use

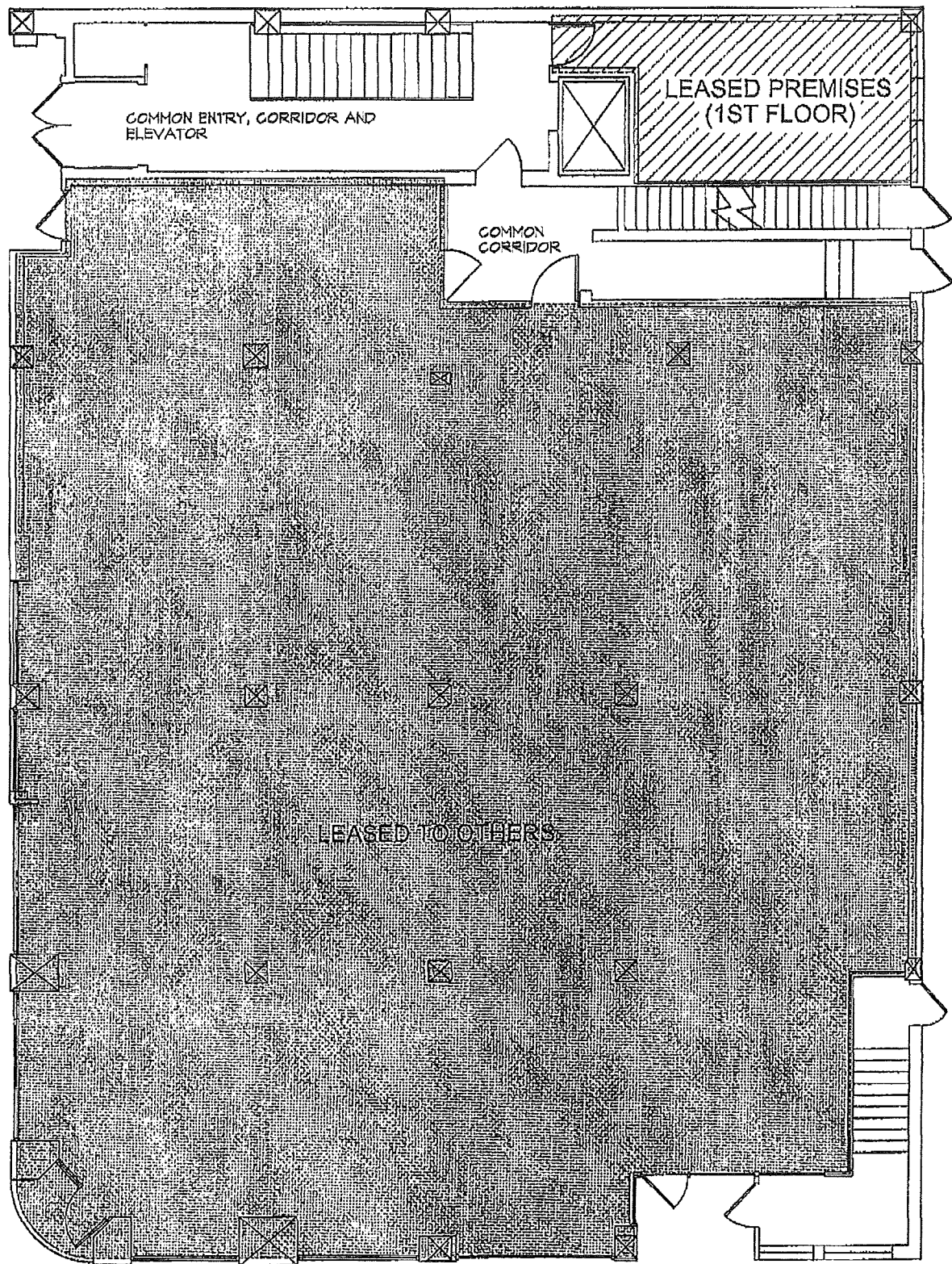


EXHIBIT A
303 North Henry Street First Level

Business Plan for Sotto - 2020 and Forward

Sotto Night Club, 303 N. Henry St., Madison is a dance club offering DJ entertainment and beer and alcoholic and non-alcoholic drinks on Thursday, Friday and Saturday of each week. Hours are 10 pm til 2 am on Thursdays; 10 pm til 2:30 am Fridays and Saturdays.

Sotto opened in 2010 as a dance club, offering music provided by DJs. With its large dance floors, state-of-the-art light show and popular local DJs, it continues as one of Madison's most popular dance bars today.

Ownership

The company is structured as a limited liability company (LLC). The sole proprietor and president will be myself, Susan J McKinney.

Ownership Background

I have been running Sotto Night Club since 2014, doing accounts, book-keeping, payroll, promotion and hiring, contracting DJs, training and dismissing employees and ensuring quality and compliance. I am assisted by my two daughters, who are UW and Madison College students, who act as shift managers. The three of us are Spanish/English bilingual.

Goals and Objectives

My goal with Sotto is to continue to offer a safe and welcoming environment to all 21+ people; serve well-priced drinks and provide great entertainment for patrons who come to shake off their work week in a healthy manner, by dancing to upbeat DJ music in an uncrowded space.

A further objective is to offer drinks and dancing in compliance with state and local laws and ordinances.

Established Customers

Sotto patrons are 21+ aged locals and visitors. Students of the nearby WESLI ESL Institute find Sotto a welcoming place, as do members of the LBGTQ and Latino communities, among other groups.

Operations

Sotto is open from 10 pm til bar time Thursday, Friday and Saturday of each week. We store liquor, beer and dry goods such as drink cups and beverage napkins on premises.

Staff includes managers, bartenders, doorcheckers/security personel. DJs are contracted independently.

Beer, liquor and dry goods are purchased from local suppliers like Frank Beer/Liquor, General Beverage/Beer and others.

Emergency and Safety Plan for Sotto

- 2 doorcheckers at the door at all times, checking IDs and turning away underagers. These staff members also count the number of entrants, stopping client entrances once we have reached Sotto capacity (240). On Thursdays, a high volume night, an extra security person checks entrants with a metal detector, removing and discarding contraband. Doorcheckers also erect a corridor with stancions and ropes to keep the line, when it forms, orderly, and not blocking passage on the sidewalk.
- 2 barback/security staff members work downstairs, supporting the bar with supplies, and roaming the dance floors and common areas to insure safety.
- 3-4 bartenders on staff.
- One manager on who will oversee doorcheckers, bartenders. S/he will also ensure fire exits are kept clear and crowd control and capacity is maintained and that the bar is closed and emptied of patrons at the appropriate time.
- Staff are trained that in case of emergency, they are to immediately mute the music, use the microphone to keep patrons calm and orderly, directing patrons to one of three exits (one upstairs, two downstairs).
- In the case of unruly patrons, staff is directed to ask the patron to leave, and if/when the patron does not cooperate, to call MPD so that officers can assist in de-escalating a situation.
- In the case of intoxicated patrons, especially females, staff will look for friends to accompany the person home, or call a cab at Sotto's expense and see the person safely into the cab.
- Training in identifying legal and non-legal and false identifications will be ongoing for all staff. Experienced staff members to train new hires, and Sotto also partners with the Madison Police Department periodically for training sessions to reinforce ID checking and compliance with city tavern safety rules with staff.

- New security cameras are being installed this month, giving us recordings of upstairs, downstairs, entrance and street activities during hours of operation.