

1 LEVEL 1 PLAN
 A201 1/4" = 1'-0"



A201 LEVEL 1 - PLAN 11/11/2004 1/4" = 1'-0"	ISSUED FOR CONSTRUCTION Date: _____ By: _____	Threshold builds ENNOVATION ENGINEERING SERVICES, INC.	LINVILLE ARCHITECTS THESE DOCUMENTS, THE PLAN AND SPECIFICATIONS, AND ALL ATTACHED SCHEDULES AND SPECIFICATIONS, ARE THE PROPERTY OF LINVILLE ARCHITECTS. NO PART OF THESE DOCUMENTS MAY BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, WITHOUT THE WRITTEN PERMISSION OF LINVILLE ARCHITECTS. ANY VIOLATION OF THESE TERMS WILL BE PROSECUTED. ARCHITECT OF RECORD: ED LINVILLE, AIA	NEW CONSTRUCTION FOR: ATWOOD MUSIC HALL 1925 Winnebago Street - Madison, WI 53704 ATWOOD NEIGHBORHOOD CITY OF MADISON, DANE COUNTY, WISCONSIN.
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**NEW CONSTRUCTION FOR:
ATWOOD MUSIC HALL**
1925 Winnebago Street - Madison, WI 53704
ATWOOD NEIGHBORHOOD
CITY OF MADISON, DANE COUNTY, WISCONSIN.

DRINK MENU

TAPS

WORKING DRAFT 8

PULP CULTURE HAZY IPA 6.3%

NEW GLARUS 7

TWO WOMEN LAGER 5%

WORKING DRAFT 8

CZECH-STYLE PILS 4.4%

HOP HAUS 8

YARDWORK CRUSHABLE IPA 4.9%

CENTRAL WATERS 8

IMPERIAL STOUT 12OZ 7.7%

DELTA BEER LAB 8

AMBER ALE 5.6%

ONE BARREL BREWING 8

ROSÉ CIDER 5%

WORKING DRAFT 8

EURO VACATION MUNICH DUNKEL 5%

WINE

HOUSE MERLOT 7

HOUSE CABERNET 7

HOUSE MOSCATO 7

HOUSE CHARDONNAY 7

HOUSE PINOT GRIGIO 7

HONORO VERA SPANISH WHITE 8/32

CAMPO CAVA SPARKLING BRUT 7/24

MONTECILLO SPANISH RED 10/40

COCKTAILS

MAPLE OLD FASHIONED 12

FOUR ROSES BOURBON, MAPLE

SYRUP, ANGOSTURA BITTERS,

CINNAMON STICK, ORANGE PEEL

TOASTED ALMOND 11

AMARETTO, STATELINE COFFEE

LIQUEUR, OAT MILK, WHIPPED

CREAM, STAR ANISE

PLEASE SEE THE OTHER SIDE FOR MORE OPTIONS

JUICE / SODA

RED BULL \$5

GINGER BEER \$5 DELTA

ORANGE JUICE \$3

ROOT BEER \$5 COKE

GRAPEFRUIT JUICE \$3

PRODUCTS \$3

PINEAPPLE JUICE \$4 NESSALLA KOMBUCHA \$6

SNACKS

KETTLE CHIPS \$2

KNOTTY PRETZELS \$3

BEEF STICK \$2

DRINK MENU

CANS/BOTTLES

AASS NORWEGIAN STYLE PILSNER 12OZ	6
DELTA BEER LAB PORTER 16OZ	8
DELTA BEER LAB AMBER 16OZ	8
DELTA PEACH ORANGE MANGO GOSE 16OZ	8
SPOTTED COW 12OZ	6
MILLER LITE TALLBOY 16OZ	5
MILLER HIGHLIFE 12OZ	4
PBR TALLBOY 16OZ	5
PRESS SELTZER 12OZ	6
ALT BREW IPA (GF) 7.2% 12OZ	8

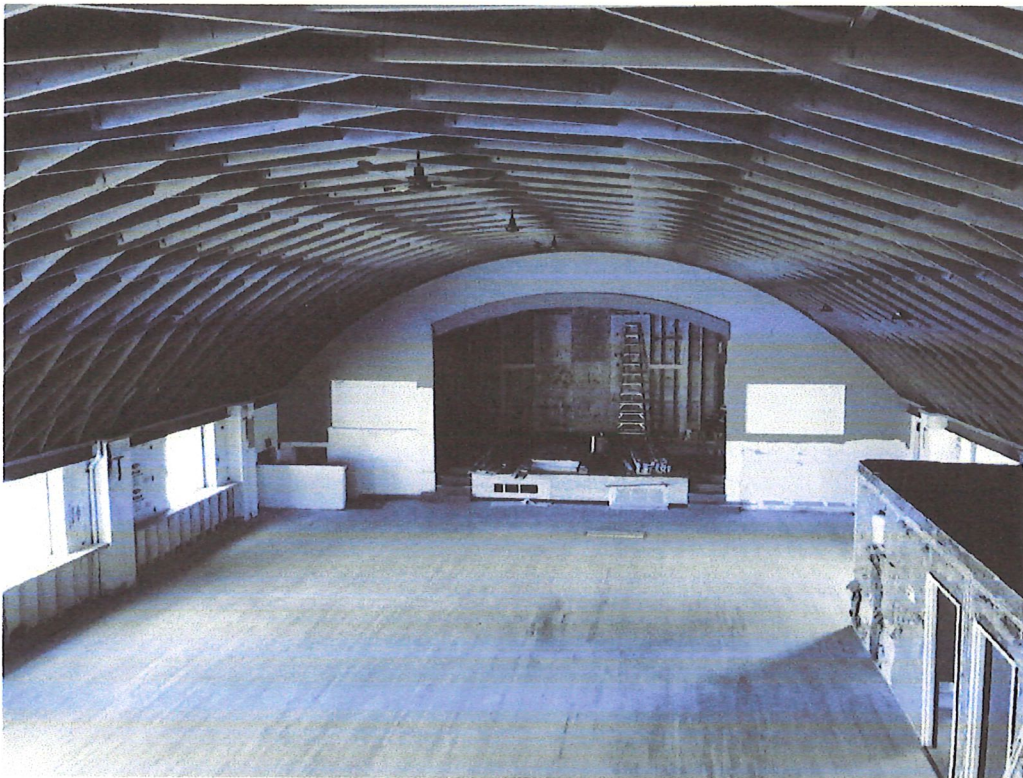
NA OPTIONS

ROTATING NA BEER	6
SURLY TAKE FIVE THC LIME TONIC 5MG 12OZ	9
FRE NA SPARKLING WHITE WINE	8
NESSALLA KOMBUCHA 12OZ	6

PLEASE SEE THE OTHER SIDE FOR MORE OPTIONS



1925 Winnebago St – Madison, WI



Business Plan

Compiled by:
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917-502-4452

February, 2024

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The Atwood Music Hall – Executive Summary

The building at 1925 Winnebago St. was constructed in 1931 for the Madison Gospel Tabernacle as their gathering and performance space. It is one of only a few buildings left in the Midwest with its uniquely patterned Lamella roof design. As the space was originally designed to bring people together and showcase music, it seems fitting that its next incarnation follow in that tradition by becoming the Atwood Music Hall – an upscale venue to showcase the performing arts, host private events and weddings, while also serving to support and educate youth from underserved communities.

A Personal Narrative

On March 12, 1987 I attended my first real concert. Somehow as a third grader at Marquette Elementary in Madison, WI I found out about this band called the Beastie Boys and convinced my father and step-mom to take me to see them play at the Dane County Coliseum. We made our way up to the balcony and I stood on the arms of the foldable seats so I could see. Fishbone opened the show. My mind was blown. It was the License to Ill Tour and the Beastie Boys closed the night with crazy energy, spraying the crowd with Jolt Cola. From that night onwards, I was hooked on live music. Growing up in Madison, I was lucky to attend many more concerts over the years at places like the Barrymore Theatre, Oscar Mayer Theater, Memorial Union Terrace, The Loft and all the free neighborhood summer festivals. Inspired by what I had experienced, some friends and I started a band while at East High School and we played around town at places like Café Assisi, the Mango Grill and Mother Fools.

After graduating from East High School, I moved away to explore the world a bit more, attending American University in Washington, D.C. Pretty early on in college, I decided to try and parlay my passion for music into a career. I did production management and was a sound engineer for the student concert committee. I studied marketing, music history and recording engineering. I started managing a couple local musical groups whose members grew up in the city and now attended my school and Howard University. We would all check out shows at the great music venues in D.C. I learned about the importance that the town had on the history of live music, being the home to so many great venues like Bohemian Caverns to the Howard Theatre which were some of the first integrated venues in the country. The people I was hanging out with and the bands I was working with were Black and White kids. It was a great time and made me reflect on my childhood where in most places – social settings, sports and especially concert experiences – everyone looked like me.

After four years in D.C., I headed to New York City and earned a Masters in Music Business from NYU. I secured an internship with the company that owned the Blue Note Jazz Club & the B.B. King Blues Club in Times Square. I ended up being hired on as an assistant prior to graduation and in a few short years, through hard work and a bit of luck, was promoted to Talent Buyer for B.B. Kings. I booked and met so many legendary acts that I loved like B.B. King, Little Richard, Chuck Berry, Aretha Franklin, and James Brown. And the list goes on. Our company went on to open more venues in New York City and other East Coast markets. Life came full circle when I had the chance to help restore and bring back The Howard Theatre in Washington, D.C., which had been neglected for decades. Shortly after booking the first run of shows in the theater, I

left the company to start my own concert promotions company, T Presents which I have run now for over 11 years.

Madison would always pull me back. I enjoyed getting out of New York City and coming home every year to see family and to relax. After 14 years in the Big Apple and almost 20 years on the East Coast, I had a family and a child and I felt home calling us back. In the middle of a February snowstorm, we drove back to Madison where we have lived now for over 10 years. My wife attended the UW and never thought she would return to this city after moving to New York. The move back was a difficult adjustment for both of us, especially her, because of the lack of diversity.

While more diverse than in my childhood, Madison is still fairly homogenous racially and far too geographically segregated. I continued to book concerts around the country and began to focus more on Midwest markets and Madison since moving home. I became a co-owner of The Bur Oak music venue and booked shows at the Barrymore and the Mineral Point Opera House. The sad reality of booking shows in the Madison area is that there is a lack of racial diversity seen in most audiences and venue staffs. There are many reasons for that and are any local players doing anything about it? The answer is not yet.

A Venue with a Greater Purpose

Tackling racial and socioeconomic inequity within the arts will be a founding premise of the Atwood Music Hall. Introducing and exposing kids of color to live performance and performers will be facilitated to help enrich lives and create new music fans. When open, the venue will facilitate the following in conjunction with The Goodman Community Center LOFT Program:

- Donate 10-15 tickets per concert to local partners and area schools to distribute to community members who would not be able to afford concert tickets.
- Host a "Students of Live" afterschool program every Monday during the school year for kids to learn the ins and outs of the live music industry and gain hands on experience. Music industry professionals will give lectures and do Q&As in person and by Zoom. Students will work through the entire concert process from booking, to marketing and then will end the semester executing a live show. A historical component will be incorporated into the program to help educate students about the significant impact musicians of color have had on all genres of music and the roles they have played within the history of social justice.

By creating an inclusive space, teaching, and mentoring, it is our hope that we may help make diversity in Live Music a normality for future generations rather than the exception.

Supporting the Community

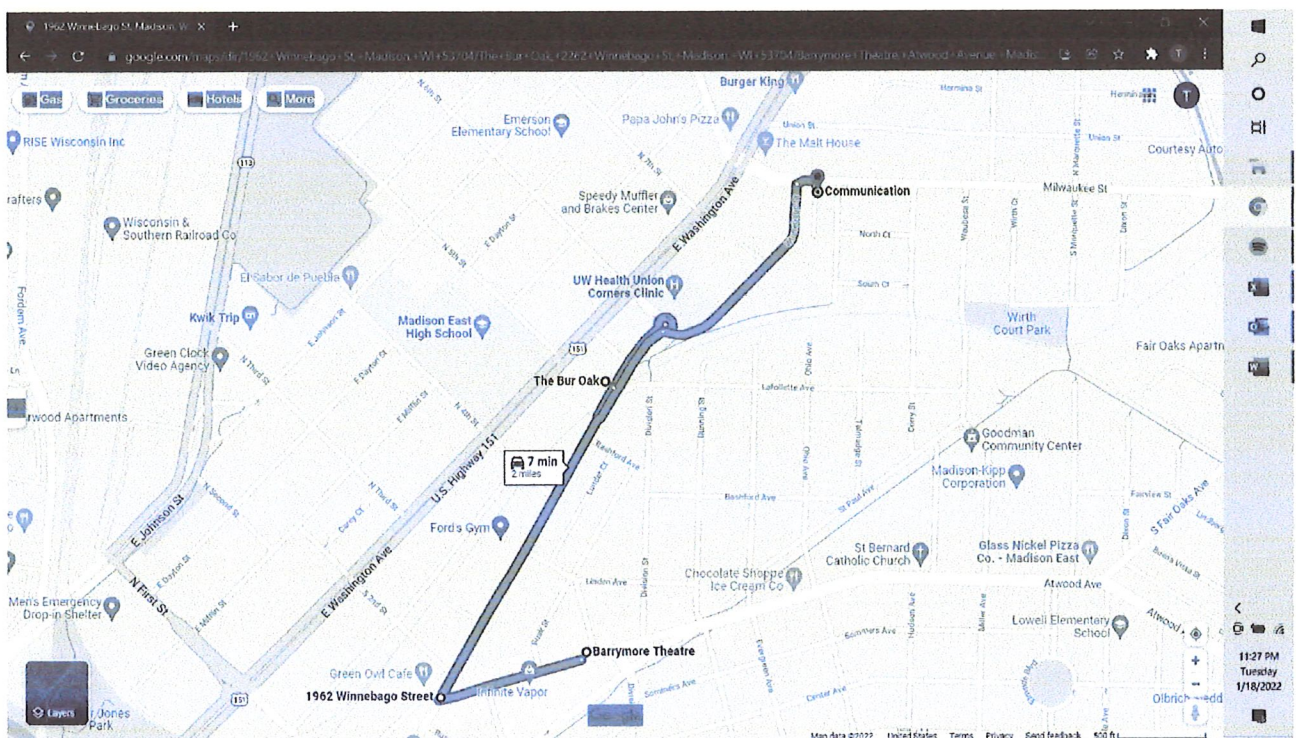
The pandemic has shown many of us how artistic experiences are vital to not only a city's culture but also a key bond that that brings communities together. A gathering space like the

Atwood Music Hall will be a neighborhood asset that may be utilized by various community organizations. Within the project budgets we will be able to donate the space and production staff up to one weekday per week to area non-profits:

- Meeting space for local non-profit programs, venue partners, or neighborhood groups.
- Fundraising nights for non-profits, venue partners or community groups.
- Space for startup organizations and non-profits to pitch investors/donors.
- Performance space for area youth music and arts groups.

The Neighborhood

The Schenk/Atwood neighborhood is home to countless bars, restaurants, and creative businesses. The opening of The Atwood Music Hall would solidify the neighborhood as an Arts District by complementing and connecting The Bur Oak, The Barrymore Theatre, and Communication.

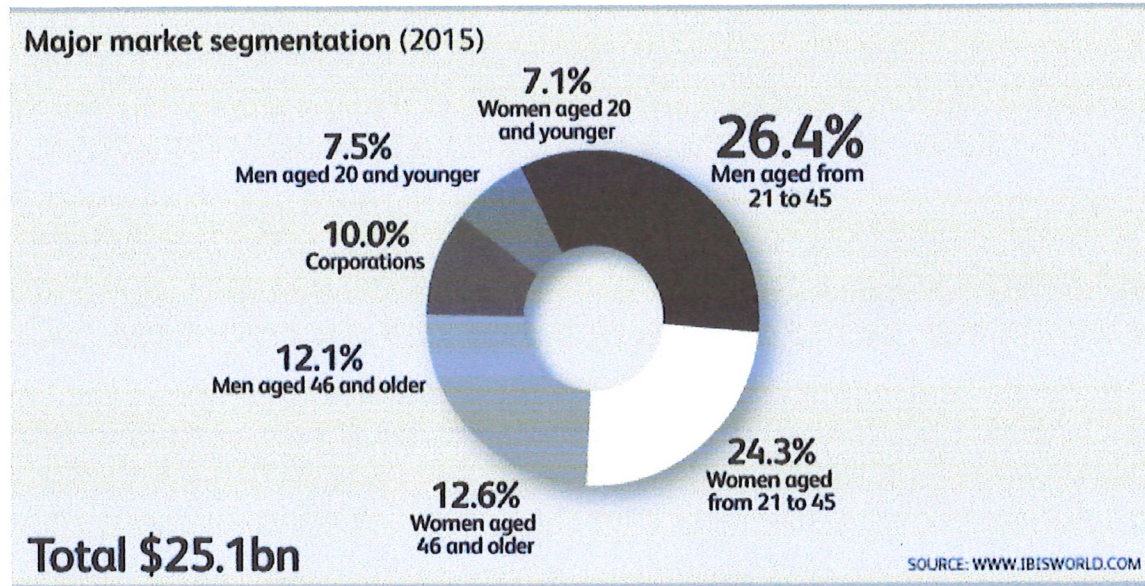


The Bur Oak on Winnebago St is a 130-capacity room that hosts local and nationally touring talent of all genres and has become the spot to play for nationally touring singer-songwriters in Madison. The Bur Oak co-owner, Toffer Christensen owns T Presents, which is a local concert promotion company that also books larger shows into the Barrymore Theatre which is an 800-

950 capacity room depending on the show configuration. The Atwood Music Hall at 400 seated or 720 standing room only would fill the mid-size venue void that currently exists for independent promoters in the market.

Live Event Market Synopsis

The graph below shows the age breakdown of live event attendees. Prior to covid, it was an industry sector that grossed over \$25.1 billion dollars per year, 50 % of its attendees are men and women between the ages of 21 and 45 years old.



Madison by the Numbers

Madison contains a relatively young and affluent population – consistent with the research supporting the demographic of people that attend live events. Additionally, the high earning potential accompanied by a sizeable University and quickly growing companies like Epic Systems and Exact Sciences has made Madison an amazing live entertainment opportunity.

City Population	250,000
Metro Area Population	627,000
% of Population between the age of 19 and 64	56.3%
Median Madison Household Income	\$54,000
Unemployment Rate	3.7%
Job Growth	1.20%
University of Wisconsin Student Population	43,193
University of Wisconsin Employees	21,727
Epic Systems Employees	7,500+
Money Spent on Construction of New Downtown Apartments in 2014	\$213 Million

Additional Highlights:

- Lowest Poverty Ratio of USA's 100 largest cities
- Highest percentage of gay couples in the Midwest after Chicago and Minneapolis.
- Highest acreage of park space per resident of USA's 100 largest cities
- Continually voted as one of the top cities in USA to live and work on several livability and business polls

Madison Music Venues

Madison has a very healthy music scene relative to its population. The community embraces and frequents live music and it is common industry knowledge that often times acts that play concerts in both Milwaukee and Madison will sell more tickets for their Madison engagement despite the smaller population. Here is a snapshot of current live music venues and events located in and around Madison based on pre-covid numbers.

Venue	Location	Capacity	Concert Frequency	Notes
Alliant Energy Center	Southeast Side	10,000	1 monthly	County owned expo center that hosts music, fairs, and sporting events.
McPike Park	Williamson St.	5000	Summers 2 a month	Large public greenspace used free for neighborhood food and music events.
Live on King Street	Downtown – Capitol Square	3000-5000	5 per summer	Free Summer Concert Series booked by FPC Live. 4 Shows total.
Breese Stevens Field	E. Washington	6000	4-6 per summer	Concert Series booked by FPC Live
The Sylvee	E. Washington	2500	1-2 per week	Large SRO venue booked by FPC Live
Overture Hall	Downtown – State Street	2250	1-2 per month	Large fixed seat City-owned concert hall at the Overture Center for the Arts. Books shows in house and can be rented, but is very expensive. FPC Live place some shows there.
Orpheum Theater	Downtown - State Street	2200	2-4 per month	Booked by FPC Live with a focus on comedy. Not heavily booked.
Wisconsin Union Theater Shannon Hall	Campus – University	1165	1-2 per month	Fixed seat venue. Owned by the University of Wisconsin. Books cultural shows in-house and can be rented.
Capitol Theater	Downtown – State Street	1089	1-2 per month	Part of the Overture Center for the Arts. FPC has exclusive on the venue for non-Overture sponsored shows. Not heavily utilized.
Barrymore Theater	Atwood – East Side	900	4-10 per month	Fixed seat theater. Relies on outside promoters for bookings.

Liquid	University Campus	800	1-2 Djs per month	Dance Club. Books EDM DJs during school year only. Not set up for live music.
Majestic Theater	Downtown	600	4-5 nights per week	FPC Live venue booking national acts.
Stoughton Opera House	Stoughton	495	5-7 per month	Fixed seat opera house 35 minutes from Madison. Presents acoustic music.
High Noon Saloon	E. Washington	400	5-6 nights per week	Books nationals and some locals. FPC Live venue.
Café Coda	Williamson St	99	3-5 nights per week	Jazz Club – mostly local acts
The Play Circle	Campus – University	165-300	1 per month	Part of the Wisconsin Union Theater. Hosts mostly student plays.
Madison Comedy Club	Downtown – State Street	200	3-5 nights per week	Comedy only venue.
The Bur Oak	Atwood	130	6-7 nights per week	Booked and co-owned by Toffer Christensen
North Street Cabaret	Eken Park	99	3-4 nights per week	Small cabaret presenting all genres of music, mostly local.
Communication	Atwood	49	2 nights per week	All Ages Music and Art Non-profit Venue. Sober venue.

Analysis of Local Competition

Madison recently has seen serious consolidation in live music. There is currently one active large promoter based in the city – FPC Live. FPC Live operates The Sylvee, Majestic Theater, High Noon Saloon, and the Orpheum Theater and occasionally promotes shows at the Barrymore, The Overture Center and the Alliant Center. They also book the concerts that take place at Breese Stevens Field, produced Freak Fest and Live on King St. The international publicly traded concert giant Live Nation owns 51% of FPC Live. Saudi Arabia's Public Investment fund owns a 5.7% stake in Live Nation.

There currently is not much competition in Madison for FPC Live venues. T Presents occasionally bids against them for shows at the Barrymore and sometimes for Bur Oak shows that are also looking to maybe play High Noon. For a band that can sell 200-700 tickets there is currently no formidable competition in town to the High Noon Saloon or the Majestic Theater. The Atwood Music Hall would fit in quite nicely and provide acts and their agents an independent alternative to the Live Nation/FPC Live options. The industry would welcome a new option with open arms.

Venue Design & Capacity

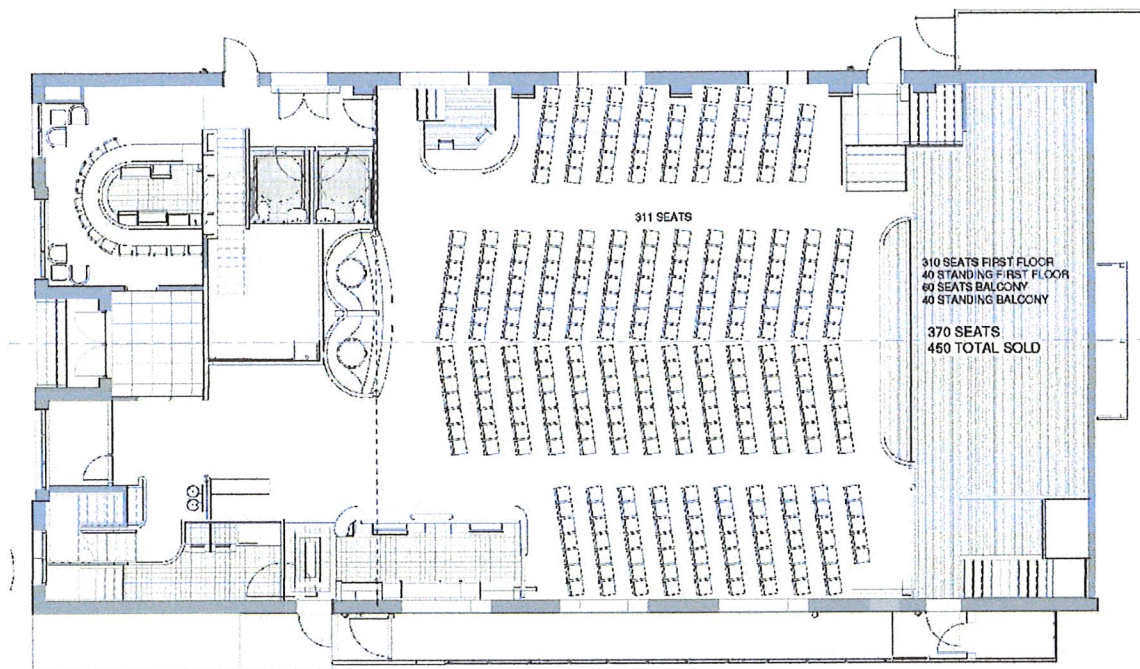
Originally constructed during the Art Deco period, the intention of the building's re-design is to capture the aesthetics of that design period so that venue patrons will think the Atwood Music Hall was originally built as a music venue when they walk into the room. Rounded edges in the balcony and along with the upholstered booths complemented by period lighting will add to the overall ambience. Music Halls were quite popular in Europe and in major cities in the U.S. during the Art Deco period, showcasing all types of performing arts. The Atwood Music Hall's internal appearance will pay homage to this time period.



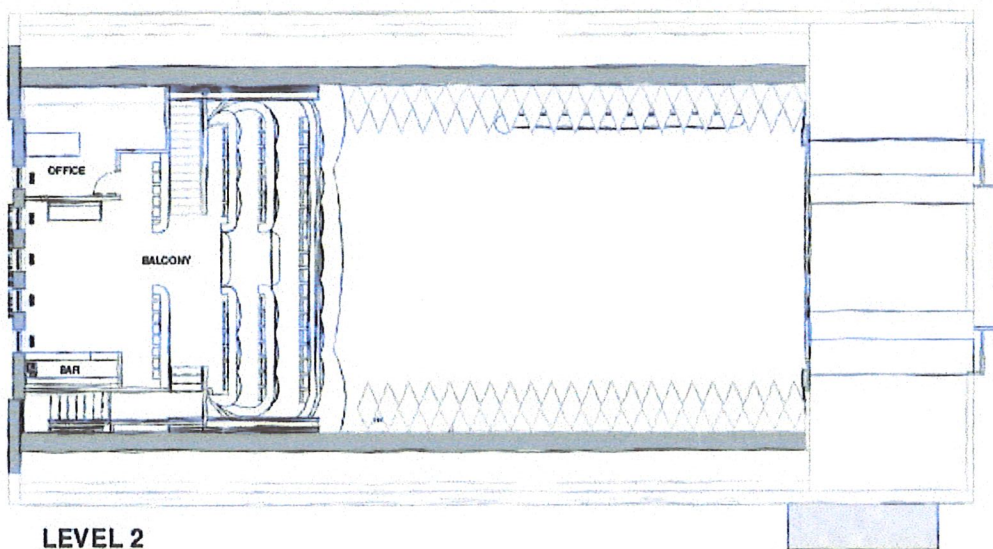
Jacob DeHaven, co-owner of the Bur Oak music venue, and Principal at DeHaven Design Build has spearheaded the venue design and layout. The venue will function in a flexible format accommodating fully seated shows, standing room only shows, and various types of community gatherings, private events, and weddings.

Main Floor Layout

The current bathrooms located on the main floor will be removed to open up the space. The door into the showroom will be moved slightly to the right to control entrance and exits and utilize a ticket booth. Two ADA gender-neutral toilets will be added towards the front of the building. Two bars, booths, and a mix position will be created within the main room. The existing stage will remain in place. The layout below shows a fully seated concert setting with folding chairs in rows. These chairs would be removed for a standing show.

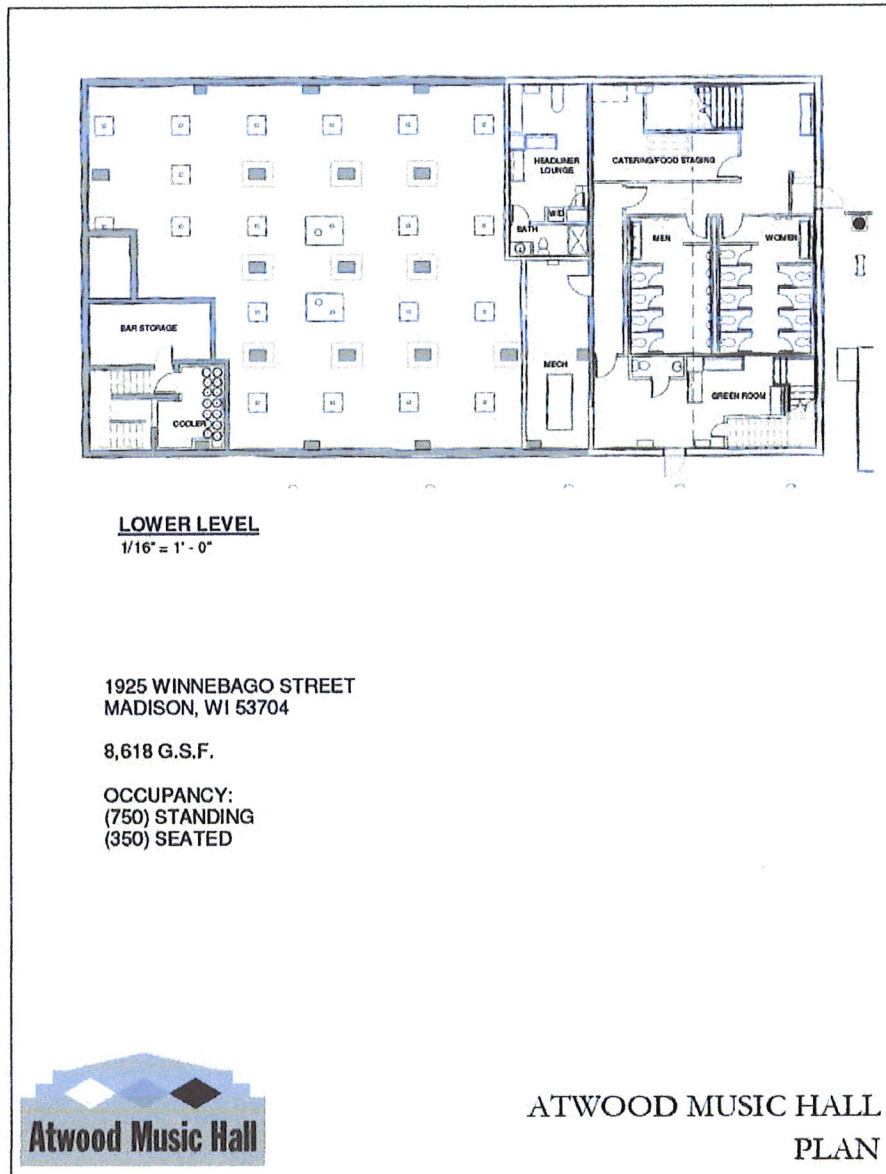


Balcony Layout - A three-tiered balcony will be built to increase permanent seating options and maximize the building's capacity. All balcony seats will have amazing unobstructed views. A small bar will live at the rear of the balcony space to service those patrons.



LEVEL 2
1/16" = 1' - 0"

Basement Layout - Restrooms will be added to the lower level. Two private artist dressing rooms will be built out and connected to the stage by a small staircase. Existing kitchen space will be left and utilized for private events and for small food offerings at shows.



Sightlines

Building many different elevations throughout a music venue is crucial to providing optimal sightlines for all fans. The Atwood Music Hall will have 6 different elevations from which to view concerts: 3 different balcony levels, raised booths on the main floor, and the main floor level. No columns or obstructed sightlines will exist.

Location

The Venue's location within the Isthmus in the popular Atwood neighborhood will allow concert goers that live downtown or on campus the ability to ride bikes or take a bus to shows. For those that may be driving from further away, it is easily reached from all parts of Madison and its suburbs by personal vehicle or rideshare.

Band Amenities

Bands/musicians remember the small things about venues and that is often what makes them want to return to play another concert there in the future. Having adequate green room space, bathrooms, a shower, and a washer and dryer for them to use are simple things that many venues are missing, including the local competition. Paying attention to those small details will go a long way to make the Music Hall a destination for all national tours.

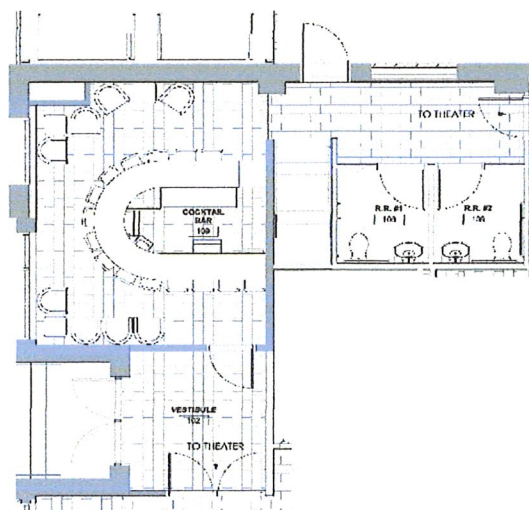
Décor

Bands and music fans have strong opinions when it comes to aesthetics. There are several examples of new music venue builds that have tried to be modern and are critically panned by fans and bands. Examples are the Nokia Theater in Los Angeles, the Best Buy Theater in New York, and the Sylvee in Madison. By designing the Music Hall in keeping with the art deco period in which the building was originally constructed, the design will stay true and authentic to the time when the architecture was created.

Food Offerings & Catering

The existing basement kitchen space will be updated to allow for a to be determined partner to cook and sell a small selection of food items to patrons during public events. A nominal rent of \$100 per show will be charged to the operator. The space will also be available to outside caterers to use at weddings and private events making the venue more user friendly than other area concert venues. Having private cook and prep areas plus refrigeration units available to outside caterers will help attract more private event business.

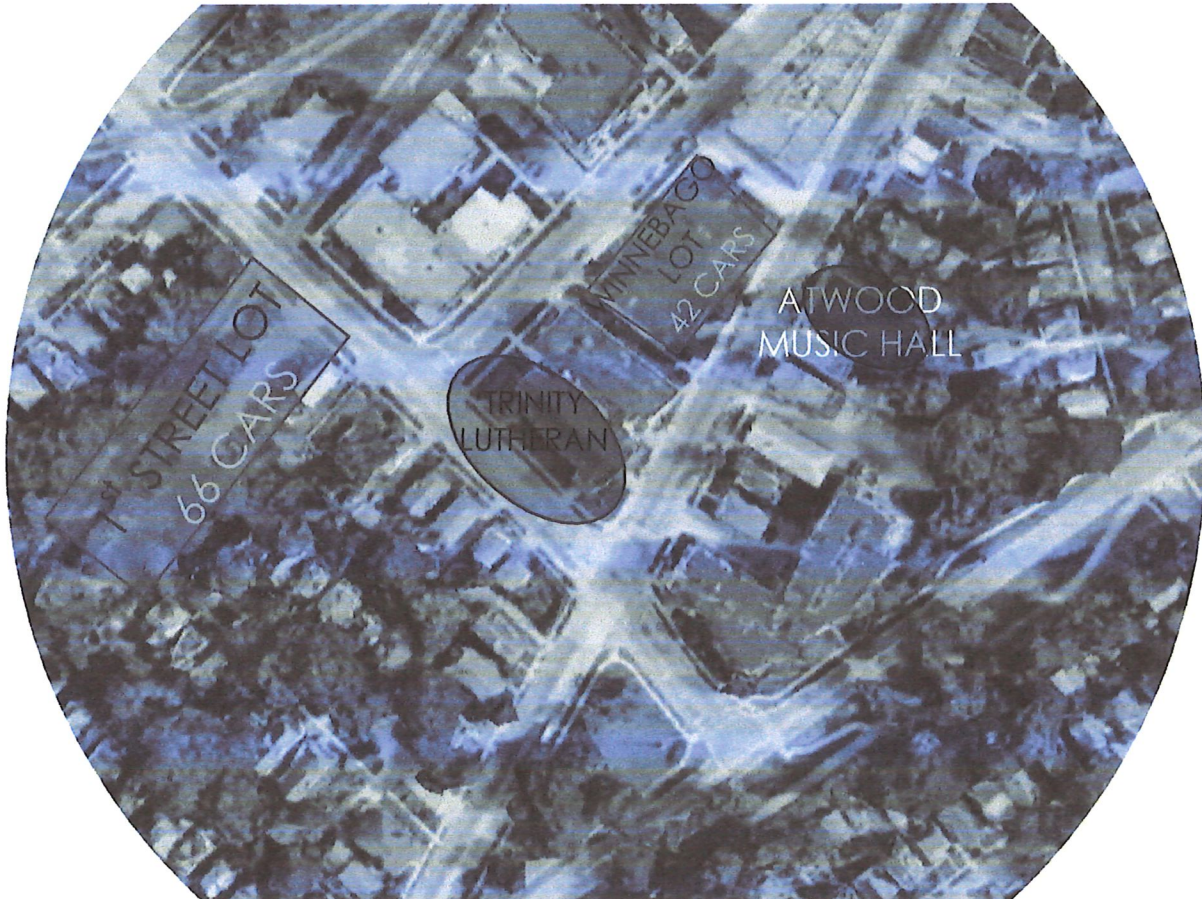
Cocktail Lounge



A small front room in the building will become a cocktail lounge that is open before and after shows and on evenings when there are no shows or events in the music hall. This space will comfortably hold 20 patrons at a time and help capture revenue that would otherwise be spent elsewhere. The lounge will have its own street entrance to make it a standalone space but flexible so that it can be opened up to the main space through an internal door when needed. The lounge will become a small but consistent revenue generator throughout the year being open 5 days a week.

Parking

1925 Winnebago St is zoned TSS so no parking is municipally required, however The Bur Oak LLC has put together a deal with Trinity Lutheran Church to rent and refurbish their two existing lots which are in close proximity to the venue. The First Street lot will be a combination of paid hourly parking and pre-sold event parking. The Winnebago St lot will always be an hourly paid lot. The two lots will be a revenue opportunity for the venue and a convenience for customers and private event clients.



Project Funding

Toffer Christensen and his real estate company, The Christensen Company LLC currently own the building having purchased it in 2023. Lake Ridge Bank holds the real estate mortgage and have been helpful in securing funding opportunities to cover the entire project. The funding for the building renovations, FF&E, and parking lot upgrades will come from a combination of traditional bank loans, Tiff Financing, a WWBIC Loan, and owner and investor cash.