

Plan of Operation: Renaissance Hotel Wauwatosa, Wisconsin

Executive Summary

The proposed business will provide professional hotel management services for a full-service hotel in Wauwatosa. The objective is to maximize occupancy, revenue, guest satisfaction, and profitability through operational excellence, strategic marketing, and strong community partnerships.

Wauwatosa is a highly desirable Milwaukee-area market located approximately four miles west of downtown Milwaukee, with a strong daytime workforce, healthcare institutions, retail destinations, and year-round visitor demand. The city benefits from tourism promotion efforts and partnerships with regional tourism organizations.

A professionally managed hotel can compete by offering:

- Superior guest service
- Modern technology and contactless services
- Competitive pricing and revenue management
- Strong online reputation management
- Partnerships with local businesses and healthcare institutions

Hotel Operations Management

- Front desk operations
- Housekeeping management
- Maintenance oversight
- Food and beverage operations and management
- Security and safety compliance

Security Staffing, Positioning, and Responsibilities

The hotel operates 24 hours per day, seven days per week. Staffing levels vary based on occupancy, anticipated demand, and special events. At a minimum, the hotel maintains:

- A Manager on Duty (MOD) is available on property or by phone 24 hours per day.
- Front desk staff on duty 24 hours per day.

Procedures for Screening and Permitting Patrons to Enter

All registered guests are required to present a valid government-issued photo identification at check-in. Front desk staff are trained to verify identification and confirm reservation details prior to issuing room keys.

Guest counts are monitored through the property management system and daily occupancy reports, ensuring compliance with occupancy limits.

Preventing Patron Intoxication

All employees involved in alcohol service complete approved alcohol server training prior to assuming their duties. Staff are trained to recognize signs of intoxication and are instructed to refuse service when appropriate.

If a guest becomes overly intoxicated, management and security intervene, discontinue alcohol service, and assist the guest in returning safely to their room or arranging alternative transportation if necessary.

Preventing Underage Drinking

The hotel strictly enforces all state and local laws regarding underage drinking. Valid government-issued photo identification is required for alcohol purchases. Staff are trained to verify age and refuse service when identification is invalid, questionable, or absent.

Any suspected use of false identification is reported to management and handled in accordance with company policy and applicable law.

Management Team

- General Manager
- Operations Manager
- Sales & Marketing Manager
- Revenue Manager

Operational Staff

- Front Desk Associates
- Housekeeping Team
- Maintenance Personnel
- Food & Beverage Staff

Training will focus on hospitality excellence, guest engagement, and operational efficiency.

Conclusion

A hotel management business in Wauwatosa can capitalize on the city's growing visitor economy, strong healthcare presence, retail destinations, and proximity to Milwaukee. By focusing on operational excellence, guest satisfaction, revenue optimization, and strategic partnerships, the hotel can achieve sustainable profitability and become a preferred lodging option in the market.