



# VISIONS CABARET

Business & Security Plan

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# **Business Operations Plan**

## ***Executive Summary***

Visions Cabaret has operated in Madison for fifty years, and at its current location for 38 years. The business is fortunate to have an established presence in the city and clientele. Visions has experienced a measure of revitalization and growth in recent years, and its new ownership intends to continue to build upon this recent upward momentum. We will start by making improvements at the current location with regards to staffing, training, and overall business optimization. During the first year, we plan to invest substantially in improvements concerning people, process, and technology that will drive a better experience for patrons, as well as ensure the safety and vitality of the surrounding community.

## ***Operator's Mission***

The ultimate mission of the Operator shall be to capitalize upon the goodwill, location, and success achieved by the company's prior ownership while making improvements in the areas of modernization, security, and compliance with best practices in order to improve upon the company's recent successes and reinvent its identity within the community. Our core customers are looking for an experience away from their normal lives and are seeking entertainment. Our mission will be to create an environment that satisfies the changing tastes and expectations of our customers. In order to achieve this goal, we must constantly improve our response to the customers' entertainment needs while employing best business practices in a manner that ensures both the enjoyment and safety of patrons. Continual research, education, and training are necessary to meet these ends.

## ***Operational Formation***

Visions will be operated by an exceptional management team to guide its success. Apollo Marquez and David Brown have over thirty combined years of night club management experience between them. Mr. Brown serves as the general manager of Visions under its current ownership and brings fourteen years of bar management experience to the table. Prior to working for Visions, Mr. Brown worked with patients at Midwest Home Care for about eight years. Similarly, for more than eighteen years Mr. Marquez served as the owner and operator of a nightclub that saw tremendous success at a time when many other nightclubs in the Madison metropolitan area did not. Additionally, he has provided substantial community service to Maple Bluff and the Town of Burke by, among other things, serving on numerous

commissions, and serving as an elected Town Supervisor for the Town of Burke.

### ***Management Summary***

The management team is experienced and ready to take on the challenge of operational improvement. Messrs. Brown and Marquez share a single vision: to provide a unique and entertaining experience through exceptional service in a safe environment. They intend to have ongoing training for staff as well as regular meetings to discuss and track our performance. Such meetings are initially intended to occur on a bi-weekly basis, but will be adjusted depending upon the needs of the company. All staff will have background investigations performed prior to hire. Additionally, we will incorporate the latest technology in screening customers at the door with a scanning ID check and an enhanced surveillance system to improve safety and deter criminal activity.

### ***Value Drivers***

- Provide exceptional service that leaves a positive impression.
- Provide consistent entertainment atmosphere and product quality.
- Employ best business practices to manage internal finances and cash flow in order to enable upward capital growth.
- Diligently invest capital and resources in the firm's operations to ensure our ability to achieve the Operator's Mission while providing a safe and enjoyable environment for patrons.
- Capitalize on excellent location opportunity.
- Institute management practices and automated systems to assist with control of costs, operations, and cash flow.

### ***Key Objectives***

- **Attract a diverse clientele.**

In part a consequence of its lengthy history as a Madison institution as well as the limited opportunities within the City for similar entertainment, Visions has developed a

widely diverse clientele base. The continuation and further development of such diversity is desirable and new management intends to focus upon this. This will be achieved by, among other things, ensuring entertainment design shall maximize mass appeal and attract a diverse clientele

- **Leverage excellent location.**

Although new management has indicated an intent to explore other potential locations, in the short term Visions will continue to operate from the location from which it has operated for the past thirty-eight years. This current location is recognized as a major advantage that is likely to provide stability to the business during the transition to new ownership. Most of the downtown and Eastside of Madison are highly accessible with a short cab ride to the location. Additionally, numerous hotels for travelers within minutes of the location. Visions must leverage this location in order to maximize its business opportunity.

- **Exceptional service.**

A business operating in the service industry sector is only as successful as the quality of service it provides. In order to reach and maintain a unique image of quality, Visions will provide attentive and friendly service in a manner that ensures both the enjoyment and safety of its patrons while at the same time acknowledges its responsibility to be a good neighbor in its local community.

- **Focus on underutilized business opportunities.**

The new management of Visions intends to engage in efforts to explore what are perceived to be currently underutilized business opportunities. Chief among these is an intent to bolster entertainment offerings earlier in the evening hours, which is anticipated will have the dual benefit of appealing to customers as well as keeping noise volumes lower in the late evening hours.

## Security Operations Plan

- Door/Security Personnel: They will facilitate a fun night by being courteous and professional. Door/Security personnel are Ambassadors for the club first and Security second. Most situations can be resolved without resorting to the use of force. Door/Security are generally the first and last layer of defense. They are critical for age verification and crowd control. Door/Security personnel will be in uniform while working, will be trained in the policies of the club and its emergency procedures.
- Bar Manager/Staff: Security backup. They are not to leave their posts until called by security (or if it's visibly ascertainable that they are needed). The bar is in immediate proximity to the door so there is virtually no way an altercation can be missed. Bar Manager/Staff will pay attention as witnesses to any altercations and verify Security staff reports in an incident log book.
- CCTV: Recorded backup. Accessible to Door/Security personnel to monitor camera views during open hours. 2 Cameras are posted at the entrance/Parking lot, 5 Cameras posted within the venue. Footage is able to be downloaded and is accessible to law enforcement and will be used for training if an altercation is filmed.
- External Security personnel: Various busy nights throughout the week JBM patrol is contracted to check the exterior and parking lot, enter the venue to check in with Door Security. These checks are done 5 times throughout the night culminating with the last check at the very end of the night until all staff have left the building.
- All Staff will undergo background checks before being hired. Bi-weekly and Monthly meetings and training will occur.
- Visions management will adhere to the City's guide of best practices (Model Tavern Policies) not just because they are recommended but because we also believe them to be best practice.
- Conspicuous postings within Visions to assist in crowd control include:
  - Posted venue max capacity along with all licenses and permits
  - Emergency evacuation routes, door exits clearly marked and signs lit.
  - FAB I.D. policies posted at the entry door
  - No camera use allowed
  - "No touching the dancers"
  - Visions ejection policy concerning patrons

# Floor Plan

