

PC Madison, LLC  
6027 University Ave #100  
Cedar Falls, IA 50613

Via Email  
pcapplications@cityofmadison.com

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985

**RE: LETTER OF INTENT—CUP PROPOSAL FOR ROXXY NIGHTCLUB**

Dear Plan Commission:

The applicant, PC Madison, LLC (d/b/a Roxxy), submits this letter of intent for its proposed 1980s and 1990s-themed retro nightclub, the Roxxy.

**Proposed Nightclub.** The Roxxy's primary focus will be entertainment. It will host bands, comedians, dinner shows, private events, and dancing. The applicant is separately applying for an entertainment license and an alcohol license.



The Roxxy celebrates the uniqueness and the weird little things that make us who we are. Roxxy is about music, décor, the era, weirdness, and fun.

The Roxxy will have live performances every Thursday, Friday, and Saturday. There will be a DJ and dancing if there is no live performance. It may also have live performances on the other days of the week, but it will depend on the time

of the year and the availability of acts.

**Experienced Ownership.** Harmonic Hospitality Group is the applicant's parent company. Harmonic Hospitality Group is owned and operated by Aaron Schurman (Partner), Jeff Hassman (Partner), Darin Beck (CEO), and Tony DeSalvo (President). Aaron, Jeff, Darin, and Tony have over 90 years of experience in the restaurant, nightclub, food, and beverage industry. The applicant owns 11 venues located in Nebraska and Iowa.

**Hours of Operation.** The hours of operation will depend on the time of the year and the services offered. The Roxxy will be open most days for lunch, dinner, and entertainment from 11:00 a.m. until 2:00 a.m. Monday through Friday, and from 11:00 a.m. until 2:30 a.m. Saturday and Sunday. The Roxxy may also open for brunch some days.

**Capacity.** With the tables removed for large shows, the Roxxy will have a capacity of up to 500 patrons.

**Three Venues.** The Roxxy will be part of three venues next to each other. The other two venues, Double Tap, an arcade bar that serves pizza and alcoholic beverages, and the Stuffed Olive, a martini bar & tapas restaurant, will be in the spaces next to Roxxy.

*Only the Roxxy requires a CUP.* The other venues are permitted uses. We are including the other venues to provide the full picture of the applicant's project.



The Roxxy, Double Tap, and the Stuffed Olive will be independent venues with independent entrances and exits, employees, and identification checkers. The public will not be able to go between the three venues internally (i.e., they will have to leave a venue, go outside, and then enter the door for the other venue). The applicant will own and operate each of the venues. The venues complement each other in design, food & drink menus, lighting, music, and volume, providing a positive atmosphere and place for anyone looking to have a great time.

**Food.** A large kitchen (estimated buildout at \$525,000) will serve all three venues. Food will be served at the Roxxy the entire time it is open. It will stop taking orders approximately forty-five minutes before closing to ensure that the order can be placed, cooked, delivered, and eaten before closing.

**Safety.** The applicant is a professional operator of nightclubs, restaurants, lounges, and bars. The Roxxy will be a safe space for everyone. The owners, managers, and staff will all complete the Safer Bar program. The applicant is very experienced in developing and implementing security plans that include training and procedures for checking identification, de-escalating conflicts, and preventing overcrowding.

We have included a slide deck with more information regarding this project and will be available to answer any questions.

Sincerely,

PC Madison, LLC

Jeff Hassmen, Partner





# Partners & Executives



## Aaron Schurman

Partner/Vision

Born and raised in the Midwest, 'Shurm' as everyone calls him has an incredible list of accomplishments. A Military Veteran serving in the United States Space Command, a division of the Air Force, Shurm worked on future satellite software, creating an interest

in software development. During his service years, he opened his first nightclub to great success. This combination of serving, in both a human capacity and an entertainment capacity, led to the founding of SciPlay, a publicly traded (Nasdaq, SCPL). Shurm continues as the company's Founder and Chief Gamer focusing on creating great leaders.

In 2019 Shurm combined forces with Darin Beck, an original partner in SciPlay to create a new breed of entertainment venues. Roxxy, Stuffed Olive, Double Tap, and others were created. Shurm has a certification as a Gallup Strength's Coach and strives for leadership to serve others through being their authentic selves. His work in leadership, venture capital, and community earned him the 2018 'CEO of the YEAR' for the Iowa Technology sector.

- **Military Veteran**
- **Founder of Nasdaq-traded company**
- **25 years ownership in nightclub/food industry**
- **Gallup Strengths Coach**
- **CEO of the Year**



## Jeff Hassman

Partner/Finance

Jeff has 30 years of professional experience in a variety of corporate, consulting and entrepreneurial environments. He began his career with John Deere in marketing, sales and business development. His last position at Deere was at the HQ in the corporate M&A and Strategic Planning department.

Following his career at Deere, Jeff moved to Spain to work with the management consultancy firm Kearney in their Madrid office. He worked with numerous clients throughout Europe and Asia on strategic and financial opportunities, and to evaluate and develop new business ventures or potential investments.

In 2006, Jeff moved back to the Midwest and has continued to provide strategic and financial advice to many local companies. He has served on the boards of many non-profit organizations including Rotary, the Cedar Falls School Board, Community Foundation of Northeast Iowa and Prairie Lakes Church.

- **30 years of experience in a wide variety of industries**
- **Expert in strategy and finance**
- **Fluent in Spanish, Dutch and German**
- **Past District Governor for Rotary International**
- **President of the Cedar Falls School Board**



# Partners & Executives



## Darin Beck

CEO

Darin began his entrepreneurial journey at 19 years old in 1983, when he opened his first night club in Marshalltown Iowa. In 1986 Darin moved to Cedar Falls and began opening cutting edge service and entertainment venues.

Over the years Darin grew his food and beverage company's size to 18 establishments with over 650 employees in 2015. Darin has always enjoyed mentoring future leaders and watching young people become successful "rock star performers". Darin has employed tens of thousands of people in the food and beverage industry over the years and has connections almost everywhere he goes.

Darin's true passion is designing and building food and beverage concepts. He has built and developed well over 50 establishments over the past 40 years.

- **40 Years in the Food & Beverage Industry**
- **Vice Pres. of Iowa Assoc. of Beverage Retail Establishments**
- **3 Terms as President of Iowa Restaurant Association**
- **Vice Chair of Gov. Affairs Iowa Restaurant Association**
- **Chairman of Community Main St. Org., Cedar Falls, IA**



## Tony DeSalvo

President

Tony has been a hospitality operations professional for over 30 years with two primary goals. The first is to exceed guest expectations in every operation he has the honor of leading. Second, he has an overwhelming passion for developing the next generation of leaders within the hospitality industry.

Tony's career has allowed him to create and lead franchise, quick-casual, casual dining, upscale casual, and bar-centric concepts. This conceptual and operational diversity has allowed him to acquire the skills and knowledge to successfully lead companies with 20+ units and revenues of over \$50MM per year.

The leadership and operational expertise Tony has developed throughout his career allowed him to be successful in growing great, multi-state, and international concepts.

- **30+ Years in the Food & Beverage Industry**
- **Co-Founder of 2 international franchised restaurant concepts**
- **Development, operational & financial oversight of 3 20+ unit restaurant/bar groups** (*Applebee's, Bar Louie & Redstar Tavern, Brothers Bar & Grill*)
- **"Developer of the Year" in 2014 for Bar Louie**



# The WAY we do things

## CORE VALUES

### PURPOSE

Belonging ✦ Memories ✦ Community

Create **memories** and build the perfect place where **we all belong.**

### CARING

Support ✦ Serve ✦ Compassion

**Support** and **serve** the needs of all humans, before our own, with genuine **love** and **compassion.**

### LEARNING

Level Up ✦ Curiosity ✦ Innovation

Always striving to learn and **level up** by encouraging **curiosity** and **innovation.**



# The Venues...



From its inception, Harmonic Hospitality Group's strategy has been to combine 3-4 unique venues that complement each other and strive to make every imaginable customer & demographic feel at home.

***The result has been more successful than we could have imagined!***

Across our 11 locations you will find guests of all ages, all backgrounds, all preferences, all with big smiles and great times! We take pride in extremely positive feedback... a common review will say the venues feel like "something you will only find in a big city".

The venues complement each other in design, food & drink menus, lighting, music, and volume, providing a positive atmosphere and home for anyone looking to have a great time!

**Madison will be our SHOWCASE as we expand to the rest of the country!**



*Best of the Best  
award winner across  
multiple years,  
including 2022*



# THE STUFFED OLIVE®

Martini Bar & Tapas Restaurant



The Stuffed Olive was founded in 2004 in the historic Blackhawk Hotel in Cedar Falls, Iowa. It began as a Martini Bar and Tapas Restaurant featuring plenty of great cocktails and small plate menu items to choose from.

Today there is over 100 martinis to choose from and amazing chef prepared appetizers, flatbread pizzas and tapas.

Stuffed Olive is full of soft leather seating in a modern, luxurious, yet minimalistic atmosphere. From the incredible food to perfectly selected background music and lighting, we think you'll find Olive to be a very sexy and sophisticated atmosphere to socialize and make yourself at home with your favorite martini.





# TAP TAP



Double Tap (or "Tap Tap" as some like to call it) is all about the gaming experience celebrating great games, great beer, great pizza, and great people!

Double Tap is truly a game lover's hang out complete with retro games, current games, pinball, ski ball, shooters and more.



# ROXXY®

**MUSIC VENUE AND BAR**

25% About the 80's

25% About the Music

50% About the Weird

**100% GOOD TIMES!**



## **THE ROXXY MISSION:**

To Celebrate the Individuality that Makes Us All Unique

To Encourage the Weirdness In Each Of Us to Shine

To Boldly Seek New Friends, New Relationships, and Epic New Adventures

And To Be Excellent To Each Other

# ROXXY®

25% About the 80's

25% About the Music

50% About the Weird

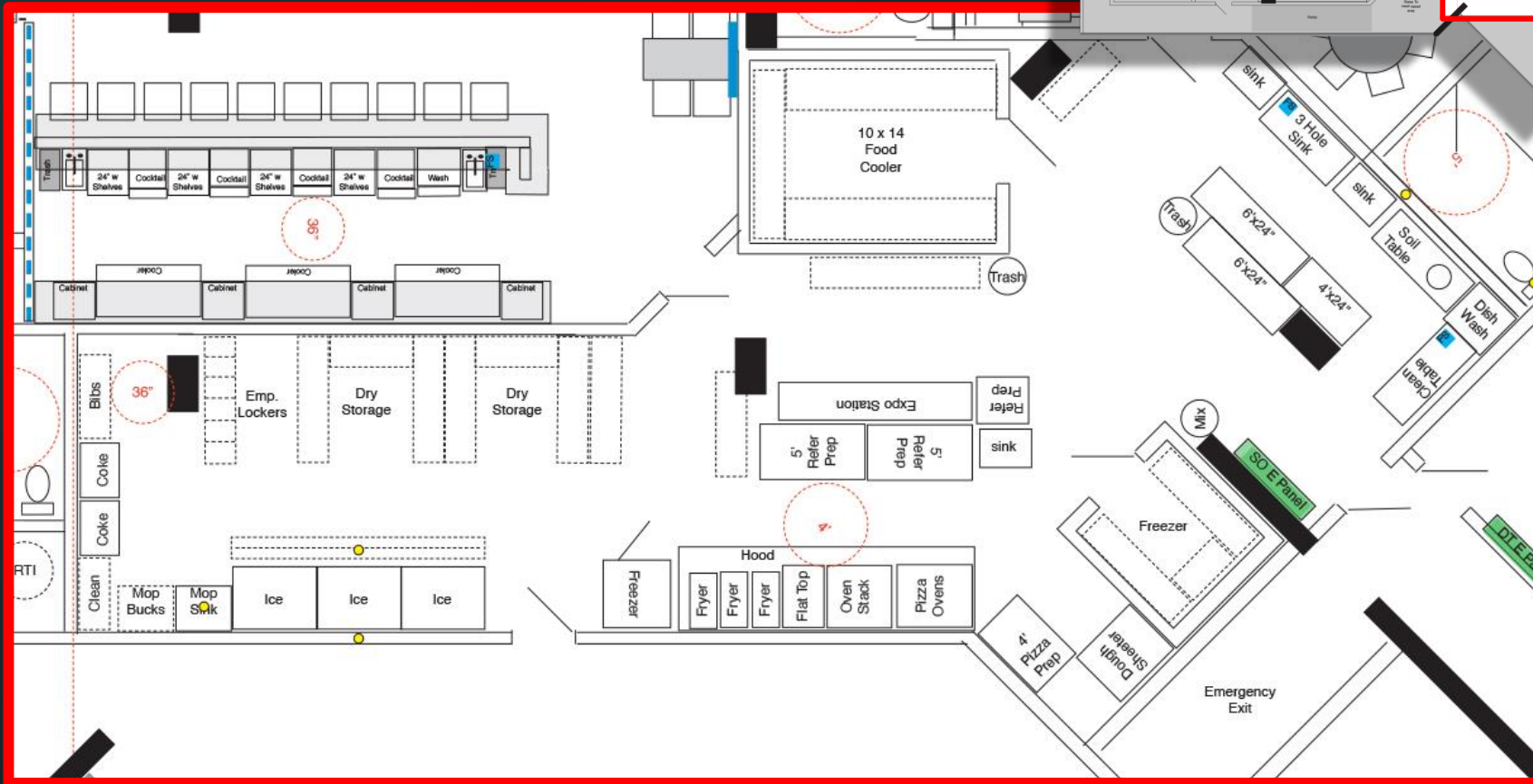
100% GOOD TIMES!



## ROXXY ENTERTAINMENT

LIVE DJ's -- Dinner Theater -- Comedy -- 80's Bands

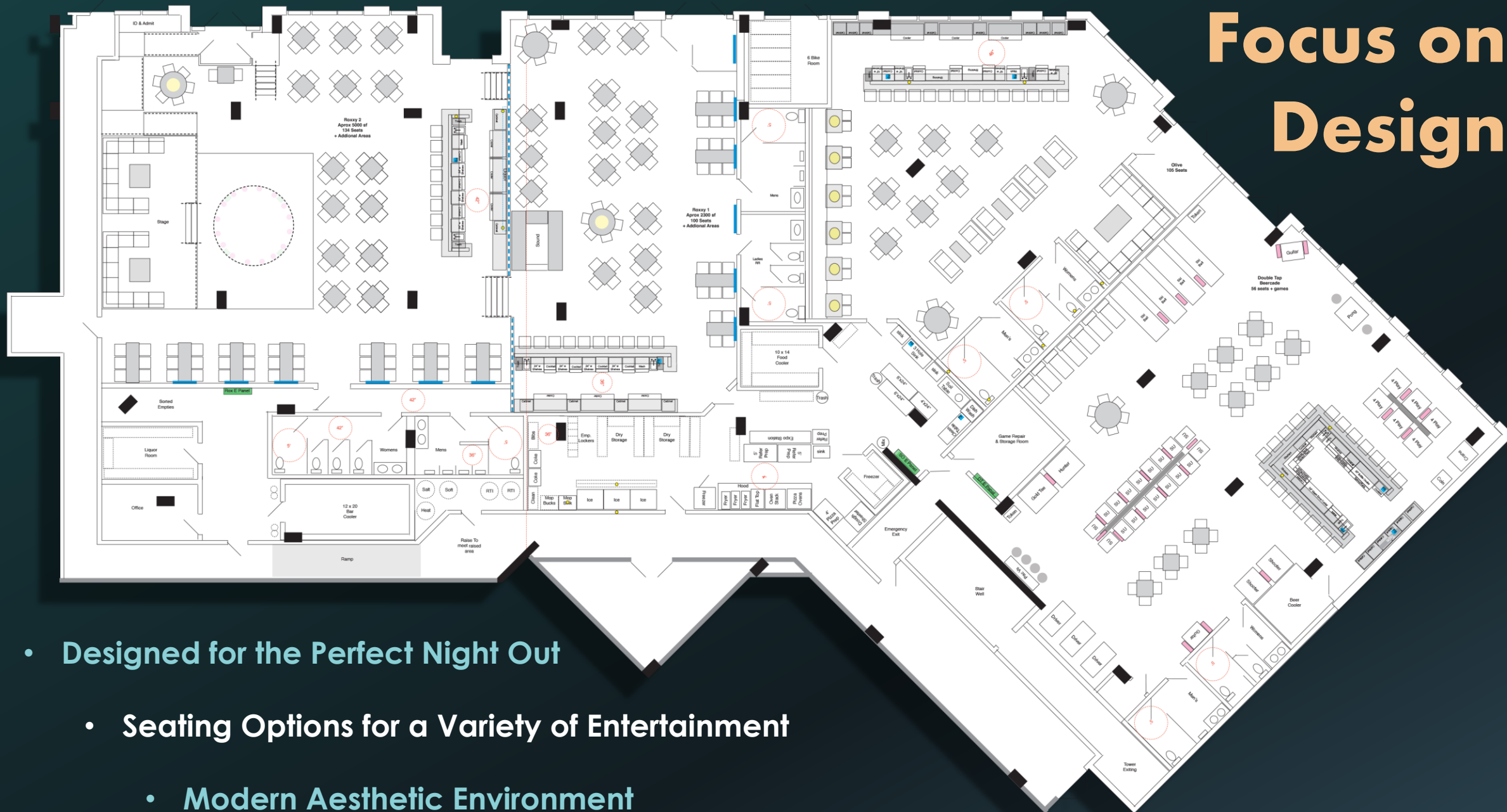
# Focus on Food



**\$525,000**  
estimated Kitchen buildout

**20%**  
of overall construction budget

# Focus on Design



- Designed for the Perfect Night Out
- Seating Options for a Variety of Entertainment
- Modern Aesthetic Environment

# Focus on Security



## Mission

- To Celebrate The Individuality That Makes Us All Unique...
- To Encourage The Weirdness In Each Of Us To Shine...
- To Boldly Seek New Friends, New Relationships, And Epic New Adventures
- And To Be Excellent To Each Other Party On!

- Employ team members that will embody and execute the HHG Mission Statement every day.

**All Team Members**

Your priority is to create an atmosphere of personal welcome and helpfulness for our guests and keep that perception in the guests' minds throughout their stay. To help accomplish this, here are some things to keep in mind while on the floor:

- A guest's first impression needs to be a positive one. A friendly greeting and a smile set guests at ease and lets them know they are at a friendly and fun place to be.
- Great service also includes a professional attitude and appearance. No one wants to be served by someone with bad manners and poor grooming. Keeping a professional attitude and neat appearance while on the floor will reflect well upon both the business and you.

A guest's service perceptions are based on the TYPE of product we've chosen to offer, the product PRICE, the ENVIRONMENT which the product is being offered and...most importantly... how the product is delivered.

\*\*\*\*\*

You are the key player in making guests feel welcoming and valued. Perceived value means everything.

- Confidence in yourself and your ability is crucial. You also need to have a sense of humor, be understanding, and most of all, be patient. Impress the guests with a smile, confidence, and good knowledge of your venue to impress them with your service skills.
- Harmonic Hospitality has themed entertainment, restaurant, and bar experiences where every Team Member is a host of the party. Entertain the guests. If you are having fun, it's guaranteed the guests will have fun.
- Attitude and atmosphere are a huge part of making our venue successful. Success is not determined by the décor... the music... or the staff. It is determined by the people who work here. You create the atmosphere. The way you interact with guests and your attitude is what makes the difference.
- Make the guests feel like you are glad they are here. Give them the impression they were warmly welcomed, had outstanding service, and will return sooner; therefore, they tip more, so you win!

- The best way to provide a safe, enjoyable guest experience is by ensuring we are responsible servers of alcohol.

## General Security Policies

"The best security team members are personable, friendly and can talk to guests without appearing threatening or intimidating, but still able to manage people."

1. **Primary Objective:** As a member of the security team, your main objective is to verify that all guests are of a legal drinking age. Checking IDs and ensuring that underage drinking is not taking place at any point should be the security team's focus. We as a business have a responsibility to our guests and the community to serve alcohol to only those who can consume it legally. Along with verifying legal age, preventing intoxicated guests from overconsuming alcohol will be a requirement for all team members. **All team members will be certified in TIPS Alcohol Training, or an equivalent program.**
2. **Secondary Objective:** As a member of the security team, your secondary objective is to make everyone feel safe, including the staff. Security's job is never to intimidate or confront anyone. We have a security team that is professional, polite, and courteous to everything happening around them. We are there for the guests, staying alert to everything happening around them. We are there for the guests, staying alert to everything happening around them. We are there for the guests, staying alert to everything happening around them.
3. **Traffic Flow:** In every venue, there are different areas where guests are moving. It is your job to keep people moving smoothly. You do this by politely asking guests to keep moving. This includes moving people who are blocking the bar (who are not a "traffic cop" in a crowd that is not moving).
4. **Cleanliness:** Part of security's job is helping keep the venue clean. Napkins, broken glasses, cups, empty bottles, and other debris should be removed from the dance floor, bar, and other areas. Harmonic Hospitality has always had a policy of cleanliness. This is only possible if security assists with these events. Entertainment events, dance floor, maintain a safety controlled crowd after the event. The Head of Security will take care of these events.
5. **Helping with Events:** Entertainment events, dance floor, maintain a safety controlled crowd after the event. The Head of Security will take care of these events.
6. **Interacting with guests:** A large portion of the security team's job is interacting with guests, checking on them, making sure they are having a good time, and getting them their waitstaff if needed. It is the security team's job to monitor the venue for possible problem situations later in the night.
7. **Assisting Other Staff Members:** This may mean you will be asked to help waitstaff catch up with cleaning in their section, give a barback a hand with stocking, or run to the store if the venue runs out of something.
8. **Teamwork:** Just like any other staff department, being a part of the security team means being a part of a team. Your fellow security staff members need to trust and count on you to be there for them when they need assistance. This means everything from backing them up while de-escalating an altercation to assisting them with a guest who is being difficult. Security is a tight-knit group within the larger family, and you need to be always dependable.
9. **Radios:** All security staff and management will be issued radios to wear throughout the night. The radios consist of a combination of a microphone/speaker and a battery. Get your radio from the Head of Security or management at the beginning of your shift. Make sure to check the battery for adequate power, proper earpiece, sound, and microphone capability. Your Head of Security will show you how to operate the radio the first time you use it. Turn in your radio at the end of each shift.

## Nightly Sections

Each night you will be assigned to a specific section of the venue. It is very important for you remain in this section as much as possible. Always monitor the attitudes and behaviors of the guests in your section. These observations could help you prevent possible problem situations later in the night.

## Section Duties

Listed are some of the nightly duties for specific sections within the venue. At anytime these duties may change as we fine tune our operation, but this will give you an idea of what will be expected of you.

- **Door:**
- Greet everyone you interact with.
- Check IDs of every guest to verify they are of legal age.
- Look for intoxicated guests, and disruptive guests, and Head of Security should be notified if they are admitted into the venue.
- Watch doors for guests who are not on the list.
- Look for guests who are not on the list.

- A clean and organized venue increases guest safety and enjoyment.

- We train in the art and science of de-escalation when handling guest situations.

• Mandatory TIPS Training

• Work with MPD

• De-escalation training

## ENTRÉES

**FILLET MIGNON STEAK SKEWERS**  
Tender USDA beef fillet mignon bites glazed with a balsamic reduction grilled to perfection 20

**SEARED AHI TUNA\***  
Choice of Blackened Kamikaze or Sesame Seared Sushi Grade Ahi Tuna. Accompanied with Sautéed Vegetables and a Homemade Wasabi Cream Sauce. 18

**CAJUN SALMON**  
Nordic Salmon, Seasoned New Orleans style with a Spicy House Sauce and Creamy Risotto. 18

**GRILLED SALMON TACOS**  
Three Nordic Salmon Tacos, with a Mango Salsa and Aioli on Flour or Corn Tortillas. 16

**CARIBBEAN SALMON**  
Grilled Nordic Salmon on Cauliflower Puree and topped with a fresh Mango Dill Chutney. 17

**BEEF BRISKET AND FRIES**  
Hardwood Smoked Beef Brisket with Homemade Coleslaw and BBQ Sauce on a Brioche Bun. Served with House Cut French Fries. 16  
-Substitute Salad. (1)

**CHICKEN SANDWICH AND FRIES**  
Choice of Grilled or Crispy Chicken, topped with Spring Greens, Tomatoes, Red Onion and Homemade Garlic Aioli on a Brioche Bun. Served with House Cut French Fries. 16  
-Add cheese. (1)

**TRADITIONAL BURGER AND FRIES**  
Local Beef and Bacon, American Cheese, Lettuce, Tomatoes, Red Onion, & Signature Sauce, on a Brioche Bun with House Cut Fries. 16  
-Substitute Salad. (1)  
-Make it a Veggie Burger (2)

**CHICKEN AND SPINACH RISOTTO**  
Homemade Risotto mixed with Grilled Chicken and Spinach. Served with Toasted Garlic Bread. 17

**BUILD YOUR OWN MAC AND CHEESE**  
Big Bowl of Cellentani Pasta in our Cheesy House Alfredo Sauce. Served with Toasted Garlic Bread. You'll be back for this! 14

## FLATBREADS

**CRAB RANGOON**  
Our house-made crab rangoon stuffing smothered in a five cheese blend and drizzled with sweet and sour sauce. Topped with crispy wontons 13

**PESTO CHICKEN**  
Garlic pesto and grilled Montreal chicken with mozzarella and spinach. 13

**THAI CHICKEN**  
Chicken sautéed in garlic sauce on top of house peanut sauce, coated with a five cheese blend with cilantro. 13

**MEDITERRANEAN CAPRESE**  
Roasted tomatoes in olive oil, fresh mozzarella, onion, and basil. Drizzled with a balsamic reduction. 13

**SWEET AND SPICY SICILIAN**  
Balsamic jam, mushrooms, Italian sausage, queso fresco, and ghost pepper cheeses. cheese blend. 13

**SPINACH ARTICHOKE**  
Our house-made spinach and artichoke smothered in a five cheese blend. 13

## SIDES

**ASSORTED SIDES FOR LARGE PLATE**  
French Fries,  
Roasted Potatoes  
Rice Pilaf  
Sautéed  
Seasonal Veggies  
Side Salad

## SALADS

**SPRING SALAD**  
Spring Greens, Feta, Pickled Onion, English Cucumber, and Berry Vinaigrette. 14

**DINNER SALAD**  
Spring Greens & Chopped Romaine, Bacon Bits, Diced Tomatoes, and Shredded Cheddar Jack Cheese served with our Homemade Ranch Dressing. 14  
-Add Chicken (4)  
-Add Salmon (5)

# Robust Menus



## SMALL PLATES

**BRUSCHETTA**  
Tomatoes, Fresh Mozzarella, and Basil. Served on Toasted Bataard Bread, and Drizzled with a Balsamic Reduction. 12

**CRISPY CAULIFLOWER & ROMANESCO**  
Lightly Breaded and Seasoned. Served with a Gochujang Sauce. 12

**RISOTTO CROQUETTES**  
Six bite-sized Croquettes made with Risotto, Parmesan and Provolone Cheese. Served with Marinara Sauce. 12

**MINI CHIMIS**  
Four Crispy Chimis stuffed with Grilled Chicken, topped with Homemade Pico de Gallo, and Sour Cream. Served on a bed of Fresh Romaine. 14

**CRAB RANGOONS**  
Real Crab and a Cream Cheese Mix in Crispy Wonton Wrappers. Served with a Homemade Hawaiian Sauce. 13

**CALAMARI**  
Hand breaded and cooked until golden brown. Served with our House Sauce for dipping. 16

**TUNA TARTAR\***  
Cubed Sushi Grade Ahi Tuna, Cilantro, and Jalapeño. Served with Wontons and a Homemade Wasabi Cream Sauce. 17

**SHISHITO PEPPERS**  
Blistered mildly spicy, Asian Peppers served with a Gochujang Sauce. 12

**MEATBALLS**  
Bite-sized Meatballs in a Brown Sugar Bourbon Glaze. 13

## DESSERTS

**FRESHLY MADE SEASONAL DESSERTS**

SEASONAL CHEESECAKE 9

CRÈME BRÛLÉE 9

MACARON FLIGHT 9

**CREAMY CRAB DIP**  
A Creamy Blend of Crab, Artichokes and Crab. Served with Toasted Garlic Bread. 16

**SPINACH ARTICHOKE**  
A Creamy Blend of Spinach and Cream Cheese. Served with Toasted Garlic Bread. 16

**BRUSSEL SPROUTS**  
Served with Balsamic Glaze - Add Bacon or Blue Cheese. 16

**STUFFED MUSHROOMS**  
Cremeni Mushrooms filled with Dip and lightly toasted. 14

**POUTINE**  
Hand Cut Fries topped with a shredded Beef Shoulder, and Wisconsin Cheese Curds. 16

**CHICKEN SKEWERS**  
Four Chicken Skewers marinated in House Sauce. Served with Mixed Greens and Garlic Bread. 16

**CHEESEBURGER SLIDERS**  
3 Mini Cheeseburgers topped with American Cheese, Lettuce, Tomatoes, Red Onion and Signature Sauce. Served on a Brioche Bun. 15

**NASHVILLE HOT CHICKEN SLIDERS**  
Three Hot Sauce Drenched Chicken Sliders topped with chopped Romaine and served with a side of Ranch. 16

**ROXY'S**

## BURGERS AND SANDWICHES

All Sandwiches are all served with homemade seasoned Roxy chips.

**BBQ Bacon Burger – \$12**  
A barbecue sauce-glazed juicy burger with crisp grilled bacon, grilled onions, and cheddar cheese on a toasted brioche bun.

**Mushroom Swiss Burger – \$12**  
Juicy, tender burger with creamy melted Swiss cheese and caramelized mushrooms and top it with a perfectly toasted brioche bun.

**Mexican Avocado Burger – \$12**  
Lean ground beef with crema and avocado sauce add a rich creaminess to our juicy burger on a toasted brioche bun.

**Grilled Chicken – \$12**  
6oz chicken breast grilled with our house seasoning to a perfect grill on a toasted brioche bun.

**BBQ Chicken – \$12**  
6oz chicken breast smothered in our homemade tangy BBQ sauce served a toasted brioche bun.

## SALADS

Side Salad - 8   Spring Salad - 12   Caesar Salad - 12

## SIDES

**Coconut Shrimp & Homemade Roxy Chips – \$12**  
Golden, sweet, and crisp coconut shrimp served with our homemade sweet and spicy sauce.

**Homemade Chicken Strips – \$12**  
Lightly breaded with our homemade seasoning and batter and fried to a crispy perfection perfect for sharing or individual.

**Street Tacos (3) – \$12**  
Fresh ingredients on a tortilla shell with your choice of chicken, beef or fish.

## SHAREABLES

White Cheddar Nuggets - 10  
Fresh Fried Mushrooms - 9  
Nacho Platter - 12  
Fried Pickles - 9

Homemade Roxy Chips - 4  
Sweet Potato Waffle Fries - 6  
French Fries - 5

# Robust Menus

## Large Plates

## Small & Shareable Plates

## Appetizers

## Thin Crust Pizza

with Classic, Modern,  
& Unique Toppings

**DOUBLE TAP BEER ARCADE**

## Specialty Pizzas - \$9/\$16

Order 8" Small (4 slices) or 14" Large (8 slices)

Spinach Artichoke  
Jalapeño Popper  
Crab Rangoon  
Nashville Hot Chicken  
Philly Cheese Steak  
Margarita Vegetarian

8" Small Philly Cheese Steak & Margarita Pizzas

## Level Up Apps - \$10

Loaded French Fries  
Ghost Pepper Cheese Balls  
Spinach Artichoke Dip

## Salads - \$8

House Salad  
Caesar Salad

## Additional Toppings - \$1 each

Pepperoni  
Sausage  
Canadian Bacon  
Onion  
Green Peppers  
Bacon

Mushroom  
Black Olive  
Pineapple  
Ghost Pepper  
Cheese

Or Create Your Own  
First topping is FREE!



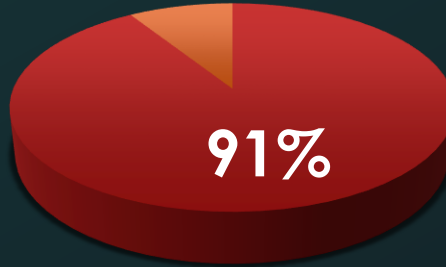
# Food Hours by Venue

Roxy



■ Food Available ■ Kitchen Closed

Stuffed Olive



■ Food Available ■ Kitchen Closed

Double Tap



■ Food Available ■ Kitchen Closed

**Every hour** will have food available

(will stop taking orders at 1:15AM at some establishments but will deliver until close)

# Responsible Specials

- No** Specials promoting binge drinking
- No** Inflated cover with free alcohol
- No** “Drink all you can” specials



# Large Advertising Budget Dedicated to Food & Fun

Got what it takes to be the

## Achievement? HUNTER

Share your score to the bartender to collect your points.  
A NEW Achievement is added weekly. Redeem anytime from the bar!

**STERN pinball**  
**STRANGER THINGS**  
Score 70,000,000  
1/23 to 1/29

**GUITAR HERO**  
Clear hard song with 90% Accuracy  
1/30 to 2/5

**SUPER MARIO**  
Score 50,000  
2/6 to 2/12

**METAL SLUG**  
Score 40,000  
2/13 to 2/19

**The BEATLES PINBALL**  
Achievement Game is labeled with a sticker!  
2/20 to 2/26

## SUNDAY FAMILY DAY

UNTIL 8PM

**\$2 OFF LARGE ALL DAY PIZZAS**

**\$1 OFF WELLS ALL DAY**

**TAP TAP**



Our advertisements lead with unique activities, fun, and food!

## ROXXY

# UGLY SWEATER NIGHT

### DECEMBER 17TH

**\$25 FOOD TAB FOR UGLIEST SWEATER**

**\$2 OFF ALL DOMESTIC DRAWS**



*Thank  
you!*

*Madison will be our  
Showcase for the U.S.A.*

