



**Business plan for:
Red Rock Saloon
322 W. Johnson Street
Madison, Wisconsin 53703
(formerly Logan's Madtown)**

**-Drew Deuster, JJ Kovacovich, and Joshua Janis
Managing Partners**

Introduction



- ✦ Red Rock Saloon Madison is a Entertainment Venue focused on bringing a wide demographic to the downtown community. Attracting suburbanites to the downtown area while also catering to young professionals, local residents, UW students and Capitol Square business people. The 9,000 square foot venue is located at 322 West Johnson Street. The location is in a high pedestrian traffic area.
- ✦ Once opened, Red Rock Saloon will have an exceptional and experienced management team to guide its success. Managing Partners, Drew Deuster, JJ Kovacovich and Joshua Janis have over 30 years of bar and restaurant experience between them. In addition to the managing partners, the management team will include award-winning executive chef Jon Gustavson and Tate Winckler, a Cornell graduate who has national experience in the industry.

Our Mission

- ✦ Our goal is to provide an entertaining and consistent environment for all our guests. We will work towards an operational balance that not only fits into the stated requirements for an Entertainment Venue but we will be a jewel of the downtown area and tourist attraction. We are committed to becoming an important part of the thriving Madison community. At all times, this will remain our focus.

Operational Overview



Red Rock Saloon Madison will be an entertainment venue that will consistently offer our customers great/ award winning barbecue, burgers and wings seven days a week, a wide variety of entertainment consisting of live bands, live band karaoke, a mechanical bull and special events. Red Rock Saloon will be open seven days a week:

Sunday – Thursday 11:00am – 2:00am

Friday – Saturday 11:00am – 2:30am

In addition to this, Red Rock Saloon will be open earlier for events in the area (e.g. Taste of Madison, Camp Randall and Kohl Center events).

Our projected 2014 revenue will include:

Food:	30%	Liquor:	35%
Beer:	25%	Merchandise	10%

Because of the size of our venue, we will also cater to large groups. Whether it be business, student or family functions, Red Rock Saloon will be a comfortable meeting place for any party or gathering.

Red Rock Saloon's Entertainment



- ✦ Red Rock Saloon is focused around its Entertainment Value. Red Rock Saloon sets itself apart from its competitors by bringing high end local and national acts to our “Red Rock’n Stage.” These acts are required to bring exciting light and sound shows which rival other concert venues. Some examples of local and national acts that have graced our Milwaukee stage include Craig Morgan, Justin Moore, Love & Theft, Chasin’ Mason, Madison County and much, much more.
- ✦ Live Band Karaoke has been a staple of our nightly landscape for a long time. This is no where near your average Karaoke! Here, the customer gets a chance to feel the spotlight. Live Band Karaoke contestants get a chance to sing along with a live band while all the lights and eyes are on them. The energy and fun created is un-paralleled. This is a weekly event that culminates into an annual 8 week competition called “Red Rock Star.” Last years Milwaukee winner won \$1000, performed the national anthem at Slinger Speedway, an opening act at Red Rock Saloon Milwaukee and 15 hours in K-Nation’s music studio.
- ✦ Red Rock Madison’s mechanical bull will be a nightly entertaining home run. This popular amusement attraction draws everyone from business people bonding to bachelor and bachelorette parties and great photo opportunities. It is a staple at Red Rock Milwaukee and we expect nothing less in Madison.

Entertainment cont.



- ✦ Red Rock Saloon features talented VJ's (Video Jockey's) who are using new technology to play country music videos on the television screens throughout the venue. This adds another element to a typical DJ performance that takes the entertainment to a new level. The VJ's are instructed as to which songs are acceptable by management. This is done for consistency purposes so that our guests always know what to expect when they walk into Red Rock Saloon.
- ✦ Red Rock Madison's themed food is a part of our soul. From the country décor featuring wood and corrugated steel to our servers in cowboy boots and down home roots. Our menu features authentic regional barbecue. The menu is crowned by our famous "The UnForgiven Challenge." This challenge was highlighted on The Travel Channel's Man v Food Nation with host Adam Richman. When attempted, it is a spectacle that the whole restaurant knows about! Our customers embrace it and cheer the competitors on! Never a dull moment at the Red Rock Saloon.
- ✦ Red Rock has hosted over 250 events in Milwaukee last year alone. People are drawn to Red Rock Saloon mainly because of its entertainment value and uniqueness. We feel Red Rock Saloon is an excellent fit for Madison and will draw from surrounding communities as well due to its entertaining nature.

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MADISON'S ONLY COUNTRY ROCK BAR

EAT
DRINK
RIDE

AWARD
WINNING
BBQ



FACEBOOK.COM/REDROCKSALOONMADISON



@REDROCKMADISON

Red Rock Saloon will be downtown Madison's home for Award-Winning Authentic Regional BBQ. Featured on The Travel Channel's "Man Vs. Food Nation" with host Adam Richman, Red Rock Saloon has earned a reputation for monster burgers, signature wings and the best Texas Red Chili North of Amarillo.

A true destination spot, Red Rock Saloon will be Madison's only Country and Rock Music fusion venue; featuring National, Regional and Local live music weekly. Try your luck and attempt to last eight-seconds riding 'Red Rock' the mechanical bull and enjoy the taste their very own, hand selected Jack Daniel's Single Barrel Whiskey direct from Lynchburg, TN.

Food



Red Rock Saloon offers authentic regional barbecue, specializing in award-winning chili (multiple recognitions), one-of-a-kind wings, and epic burgers. And, as part of the Red Rock product line, we recently started The Red Rock Bottling Co. which features our more popular barbecue and hot sauces, and our very own signature Bloody Mary Mix.

In the past few years, a significant investment has been made into our catering and festival division. Recognized national companies such as Harley-Davidson, Manpower, Johnson Controls, and Laughlin Constable have contracted for our services, and we've had a strong presence at GermanFest, IrishFest, Bastille Days, etc. Our "Unforgiven Food Challenge" has had over 500 attempts and brought contestants from across the country.



Food & Beverage

- **Fun, flexible menu featuring Southwestern & BBQ fare**
- **Fresh, made to order**
- **Flexible serving options including:**
 - **buffet, passed plate & full service**
- **Affordable pricing**

• *Full catering menu available!*

Sample Food Menu

STARTERS

TEXAS RED CHILI

cup \$5 bowl \$8
Our award winning Texas red chili, steak, bacon, peppers, tomatoes, & a hint of bourbon.
*CHAMPION 2011 CHILI BOWL, HARLEY MUSEUM
*PEOPLES CHOICE 2010 BROWNSTEAK MICE, PUBLIC MARKET
*TRUNNER UP 2011 ROCKABILLY CHILI, KERN CENTER

Nachos

CHIPS & SALSA \$4 **CHIPS & QUESO** \$5

NACHO NACHO \$8
Homemade nachos topped w/ queso, jalapenos, peppers & pico de gallo.

NACHO BBQ \$11
Nachos topped w/ your choice of BBQ pork, brisket or chili.

NACHO LOCO \$11
Nachos topped w/ chicken & your choice of our famous wing sauce. Spice it up!

TEXAS TORPEDOES

\$7
Pickled jalapenos stuffed w/ three kinds of cheese & wrapped in bacon. Spicy & delicious.

FRIED PICKLES

\$6
Fried pickles served with southwest ranch dressing. Southern goodness.

ONION RINGS

\$6
Freshly sliced to order.
Served w/ southwest ranch.

HUSH PUPPIES

\$6
Mississippi style hush puppies, served w/ our one of a kind jalapeno jelly.

QUESADILLAS

\$8
A mouth watering creation of BBQ pulled pork or chicken, pineapple, & cheese.
Topped w/ sour cream & pico de gallo.

BBQ SLIDERS

\$9
Choose from pulled pork or brisket served w/ onion strings.

CHICKEN TENDERS

\$8
Homemade, hand battered chicken tenders with fries & a big slice of Texas toast.

CHILI CHEESE FRIES

\$10
Our amazing seasoned fries, covered in queso & our award winning chili.

THE UNFORGIVEN CHALLENGE

1/2LB BURGER

TOPPED W/ CHEESE & BACON
DEEP FRIED CHICKEN BREAST
ANOTHER 1/2LB BURGER
TOPPED W/ CHEESE & BACON,
AN EGG, LETTUCE, TOMATO
& ONION STRINGS.

A BASKET OF FRIES &
6 T.C.B. GHOST PEPPER WINGS

23 MINUTES \$23

many have tried, few have succeeded
complete this challenge & you will
receive a t-shirt and be on our
wall of fame

WINGS

T.C.B. \$11

TAKIN CARE OF BUSINESS

A VIOLENTLY HOT WING MADE WITH GHOST PEPPERS. THEY
WILL HURT YOU IN WAYS YOU HAVE NEVER THOUGHT POSSIBLE.

T.C.B. CONTAINS

Ghost Pepper 625,000 Scovilles

Thai Bird Peppers 100,000 Scovilles

Habanero 100,000 Scovilles

Jalapeno 25,000 Scovilles

Must sign a waiver. Please no bull riding or swimming 2 hours after eating.

RED ROCK WINGS

The best wings this side of the Rio.
Topped with our own signature sauces

8 for \$8 16 for \$14 24 for \$20 *FRIES \$3

- DIABLO HOT! Habanero wing sauce.
- VOODOO Asian southwest fusion. Sweet garlic chili flavor.
- CONFESSOR Pineapple habanero sauce
- DESPERADO Complex amazing hot sauce.
- EYESY Signature teriyaki honey garlic sauce.
- LONEHORNS Spicy apricot wings.
- TOTONHA Red Rock buffalo wing sauce.
- OUTLAW Texas style spicy BBQ sauce.
- BBQ Our signature BBQ sauce.
- MC JONES Molasses BBQ sauce, sweet & full flavored
- J-RINGO A mild & delicious garlic honey wing

SALADS

JAMES DEAN \$10

Charbroiled seasoned chicken on top of fresh spring greens, peppers, tomato, radish, cucumber & onions.

MARLEY \$10

Spicy buffalo chicken & bleu cheese on top of spring greens, tomato, radish, cucumbers & onions.

WILLIE \$5

A euphoric mix of green leafy substance, tomato, radish, cucumber & onions.



BBQ

SLOW SMOKED AUTHENTIC REGIONAL BBQ,
EVERYTHING MADE FROM SCRATCH
Comes with choice of side

BBQ BABY BACK RIBS

Dinner \$11 • 1/2 rack \$15 • full rack \$21
Our BBQ ribs are slow smoked w/ our special rub, served w/ seasoned fries, cowboy beans, kentucky bleu cheese cole slaw & Texas toast.

PULLED PORK SANDWICH

\$8
1/2 pound of hickory BBQ smoked pork, piled on a bun.

SMOKED BEEF BRISKET

\$9
Tender & smokey thick sliced BBQ beef brisket on a bun.

TWO GUN CORCORAN

\$10
Tender brisket & our BBQ pulled pork together.

ROWDY YATES

\$11
Thick slices of tender beef brisket topped w/ roasted red peppers, green chilis, onion & pepper jack cheese.

WILLIAM MUNN

\$11
Tender & smokey brisket, collard greens & pepper jack cheese on a toasted bun w/ secret spices.

TOLIVER

\$9
Our hickory smoked pulled pork sandwich topped with creamy cole slaw.

WILL HANE

\$9
Our hickory smoked pulled pork or chicken sandwich topped with pepper jack cheese, pineapple & jalapenos.

DILLON

\$10
Our version of a kickass cuban sandwich w/ our homemade mustard sauce.

BARBACOA POLLO

\$10
Pulled BBQ chicken piled high w/ cheddar cheese & chipotle mayo on a toasted roll.

SIDENOTS

COWBOY BEANS - \$3
Homemade ranchy beans, sweet and tangy.

CHIPOTLE MAC N CHEESE - \$3
Southwest style mac n cheese

GARLIC MAC AND CHEESE - \$3
Fresh garlic mix and cheese

KENTUCKY BLEU CHEESE SLAW - \$3
Blue Cheese Infused Cole Slaw

BEER BATTERED SEASONED FRIES - \$3
Crispy beer fries with our own special seasoning

HOMEMADE ONION RINGS - \$3
Homemade to order deliciousness.

COLLARD GREENS - \$3
Grandma's secret bacon recipe.

BBQ CHIPS - \$3
Homemade seasoned BBQ chips.

*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food-borne illness.

BURGERS

1/2 LB. NATURESOURCE® NATURAL ANGLE

OPEN-RANGE BURGERS. HAPPY COWS.
100% hormone & antibiotic free vegetarian cattle.

Comes with choice of side

FOUNDATION*

Grilled w/ our own seasonings & served w/ lettuce, tomato, onion & your choice of side. *Butter toasted buns.

RENO*

\$11
Bleu cheese, bacon & caramelized onions on a toasted bun.

PRESTON*

\$11
A farm fresh egg, pepper jack cheese, bacon & our homemade pico de gallo.

DENVER

\$14
Cheddar cheese burger in a bowl topped w/ a cup of chili and a pile of nachos (no side). A Colorado Slopper

SEDONA

\$9
Grilled Gardenfresh Griller burger w/ lettuce, tomato, onion & chipotle mayo.

EL PASO*

\$11
Outlaw gypsy BBQ sauce, bacon, onion strings & pepperjack cheese.

THE FARM*

\$20
Two 1/2 lb patties w/ a fried chicken breast in between em topped w/ lots of bacon, cheese & a farm fresh egg on a gigantic bun. It's really big! Try it!

SPECIALTIES

MAC & CHEESE DINNER

\$8
Our incredible mac & cheese, topped w/ pico de gallo & piled high with gooey cheese. Served w/ a dinner roll.
Top it w/ chili, brisket or pork \$4.

PICO CHICO

\$11
Southwest grilled chicken sandwich w/ pepper jack cheese, chipotle mayo & fresh pico de gallo.

EL COLONEL

\$10
Deep fried chicken sandwich topped w/ mayo, lettuce & tomato on a fresh roll

CHEF'S FAVORITES





Property Amenities



Building capacity of 395



Outdoor patio capacity of 100



Venue rental available



Fully functional stage



Projection & AV hook ups



**Customizable floor plan & layout for
event needs**



Customizable seating & reception areas



Mechanical bull attraction!

Security Plan



At Red Rock Saloon Madison, the safety and security of our customers and staff will be our primary focus and concern. We will take all necessary steps to provide an enjoyable and memorable experience for all.

The training for Red Rock Saloon “Hosts” starts during the hiring process. Our goal is that through extensive training with management and with the help of the City’s Tavern Safety Training Program, we will have a very best making up our Red Rock Saloon “Hosts.” We will provide them with all the tools needed to give them total confidence to ensure that our customers and staff have a safe and enjoyable Red Rock Saloon experience.

Our front door, being the first impression for our customers, will be consistent and strict. Guests that are suspected to be under the influence prior to entering Red Rock Saloon will not be allowed entry. Once inside, we will have a zero tolerance policy for any type of rough or abusive behavior towards staff or other guests. We will also have a security camera system in place covering all entrances and exits to the building and an I.D. scanner at the door. If an I.D. is suspected to be fake or belonging to another person, our Hosts will confiscate the I.D. and then management will turn it over to the Madison Police Dept.

Security Plan cont.



The most important challenge we face with security will be the ability to have customers that are not of legal drinking age. With our issuance of the 18+ entertainment license, we will provide certain events where there will be comingling of underage and legal drinking age clientele. We will implement a colored bracelet system that will allow our staff to differentiate between customers of legal drinking age and underage customers. The screening process will go like this...

Once a customer has passed the initial screening process, they can get a wristband at a different location within Red Rock Saloon. Here, their I.D. will be checked again before issuance of the colored wristband. These wristbands will be changed per event. We will also be providing different cups for alcoholic and non-alcoholic beverages. Red Rock staff will turn away anyone ordering an alcoholic drink that does not have the proper wristband. Any customers that share or buy an alcoholic drink with an underage customer will be asked to leave and not allowed back in to Red Rock Saloon permanently.

The Experience you Deserve

Red Rock Saloon Milwaukee has been home to many events for local and national organizations. From small lunch gatherings to entire venue rentals, every event with us is special and receives attention to every detail. We want to create that same experience here in Madison.

What our guests had to say...

“Just wanted to say THANK YOU for everything you did to make our summer party a blast! Everyone had a really fun time! I've heard nothing but compliments on everything- the food, the mechanical bull and of course the open bar!”

- L. Todd

“I thought the space was great, the food was ample and the drink specials were exactly what we were looking for. Thanks for a great event.”

- S. Salupo

“I received great feedback from a number of attendees about the service, food and the atmosphere. We will be back!”

- G. Capuano



In Summary...



Drew Deuster, JJ Kovacovich and Joshua Janis have made a large impact on the hospitality industry in Milwaukee, WI as business owners over the past 7 years. We are very excited to open a Red Rock Saloon in Madison, modeled after our proven concept in Milwaukee. Red Rock Saloon will be a positive contribution to the downtown community and will give local residents, UW students and families a memorable experience that the City of Madison can be proud of.

We respectfully request the City's approval of our license with respect to the Entertainment Ordinance as to open Red Rock Saloon as soon as possible.

Thank you for your consideration,

Drew, JJ & Joshua