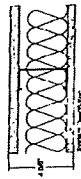


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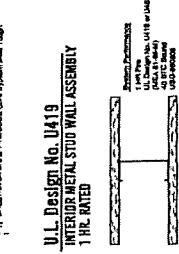
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1 HR. RATED (LOADBEARING)



UL Design No. U465

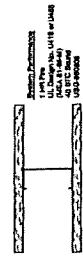
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UL Design No. U419

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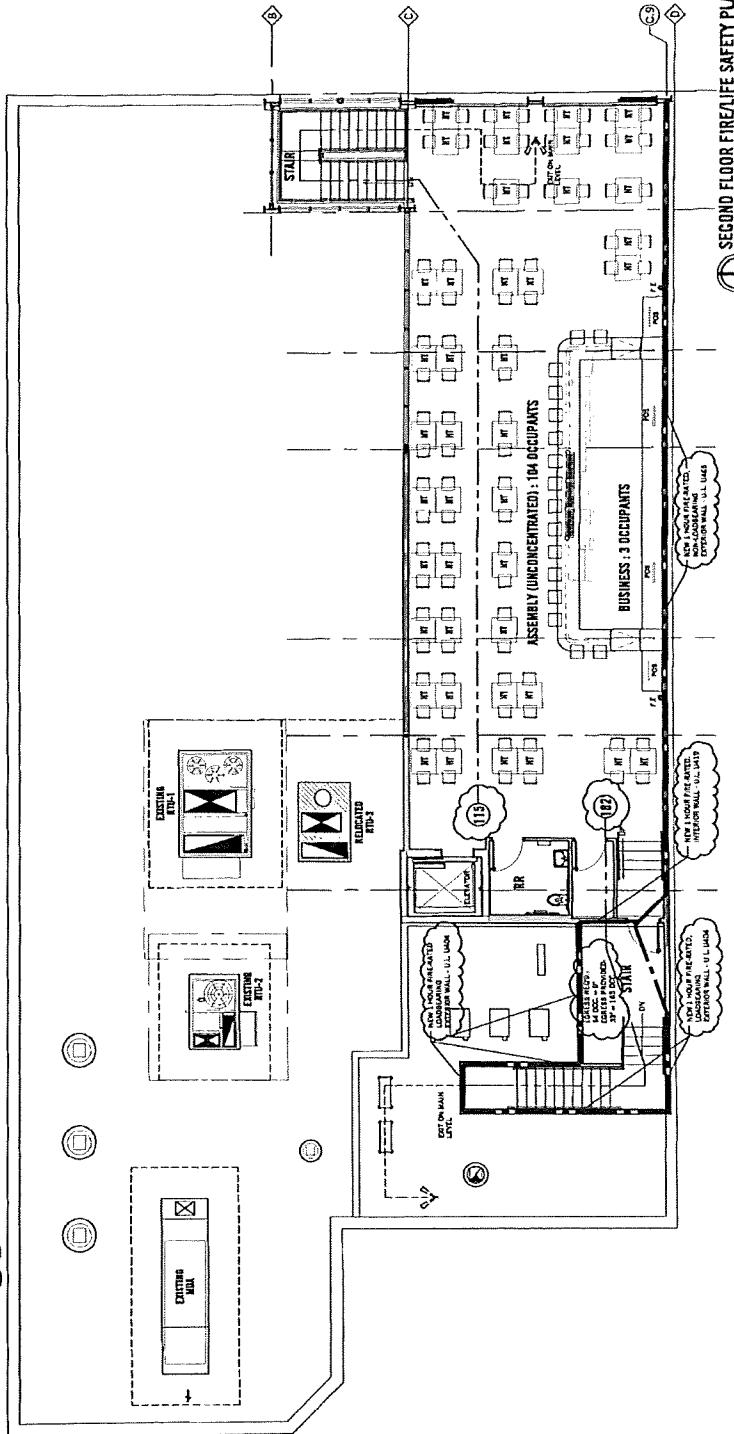
1 HR. RATED



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SECOND FLOOR FIRE/LIFE SAFETY PLAN



Business plan for:
Red Rock Saloon
222 W. Gorham Street
Madison, Wisconsin 53703
 (formerly Hop Cat)
 -Drew Deuster and JJ Kovacovich
 Managing Partners

Mission & Vision

- + Red Rock Saloon Madison is a new restaurant and bar/Entertainment Venue that will focus on attracting the students of UW Madison, young professionals, local residents, and Capitol Square business people. The 10,000 square foot venue is located at 222 West Gorham 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 and JJ Kovacovich have over 30 years of bar and restaurant experience between them. In addition to the managing partners, the management team will include 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 yearly revenue will include:

Food:	\$600,000	Liquor:	\$1,350,000
Beer:	\$900,000	Merchandise	\$150,000

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. While there are plenty of options where you can get food and drink, we'll also be providing live music weekly by both local and national acts. Red Rock Saloon Milwaukee has been extremely successful in securing big named acts such as Craig Morgan, Justin Moore, Love & Theft and others. We're also committed to working with talented local musicians on a weekly basis. Another example of including local talent would be our live band karaoke night which also gives customers an opportunity to perform in front of a live group.
- + In addition, our Madison location will offer the popular "mechanical bull" rides, line-dancing events, and "The UnForgiven" Food Challenge as highlighted on the Travel Channel's Man vs. Food Nation.
- + We feel Red Rock Saloon is an excellent fit for Madison and will draw from surrounding communities as well due to its uniqueness.

Food

Red Rock Saloon offers authentic regional barbecue, specializing in award-winning chili (multiple recognitions), one-of-a-kind wings, and epic burgers.

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 3000 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 per-person pricing
- ¼ & ½ barrel beer options
- Open & cash bar packages

• Full catering menu available!

Sample Food Menu

Property Amenities

- Building capacity of 400
- 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, there 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

"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 and JJ Kovacovich have made a large impact on the hospitality industry in Milwaukee, WI as business owners over the past 15 years. We are very excited to relocate 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