

# **Alibis Bar 2.0 Business Model (Letter of Intent)**

## **Mission Statement**

Our mission is to create a high-end nightclub experience that exceeds clients' expectations by offering exceptional levels of service, entertainment and social activities in a safe, comfortable and relaxed atmosphere.

## **Owner and Management Staff**

The Owner of Alibis has been successful in this industry for well over a decade in Prince George, Surrey and White Rock. A strong management team will be in place to oversee the daily operation while working closely with the owner to ensure this business model is properly applied and maintained.

## **Vision**

Our vision is to become the preeminent lounge, nightclub and entertainment centre in Prince George.

To attain this vision, we will provide:

- A high-end sound system, high-end lighting system, Full time DJ, exceptional customer service and entertainment.
- We also understand the importance of Customer and Employee safety therefor we have installed a security camera system throughout the building both inside and outside. We will also install an identification (ID) scanner at the entrance point of the club to be certain that those entering the club are of age and that they meet the scrutiny level we desire for the safety of all.
- Our vision will only be attained if we expect the best from our staff and management team therefor, we will consistently conduct training for staff and management, recognizing we are responsible and accountable for the image we portray to the community and our guests.

## **Target Market**

We do not view Alibis as the general definition of a "Gentleman's Club." Or "Strip Club". We view it as an Entertainment Venue with a focus on all genders in the 25 to 60+ year age group. We will be offering our patrons a high energy, safe environment to socialize, dance and be entertained. Currently no other establishment in Prince George offers this level of entertainment to this core customer group. It is our belief that Alibis will fill a void that has been lacking in Downtown Prince George for some time.

## **Security**

- Alibis will conduct ID checks on all customers at the main entrance utilizing our Electronic ID scanner during all operating hours.
- A dress code will be in effect
- Security Staff will be stationed at front door
- Security Staff will be stationed on main floor
- Security Staff will be stationed on the bottom floor (when operational)
- A Security Manager will be floating during peak hours

## **Liquor Sales and Certificates**

- Alibis will not promote hugely discounted alcoholic beverages.
- All Servers, Bartenders, Security Staff and Management will have SIR certificates, as well additional liquor service training beyond SIR will be conducted.
- There will be two (2) liquor service bars 1) Main floor main service bar - Monday to Saturday with a Shooter Bar operating – Thursday to Saturday and/or for special events as required. 2) Liquor Service Bar bottom floor operating – Thursday to Saturday and/or for special events as required.

## **Adult entertainment**

- Professional Exotic Dancers will provide entertainment.
- Management will provide and brief the dancers on Alibis house policy regarding performances and to reinforce the no contact rule with patrons.
- Dancers will perform as required during business hours and/or for special events as required.

## **Other entertainment**

Alibis on occasion may host live bands for special events such as: New Year's Eve, St Patrick's Day, Alibis Yearly Anniversary etc.

## **Food Service**

Alibis will have available a variety of hot or cold snacks and non-alcoholic beverages during all hours of operation.

## **Neighbourhood and Noise**

Alibis is located in a commercial neighborhood consisting of banks, restaurants and small businesses. We will have a designated Taxi Zone out front of our building for customer ease and safety. The taxi zone will assist in a quick exit at the end of the night for our patrons' which will minimize noise, traffic congestion and people congregating.