

**RENO  
AXE &  
SOCIAL**



# ○ Presentation

1. Overview of Existing Business Operations
2. Addressing stakeholder's concerns
3. Conclusion
4. Q&A Discussion



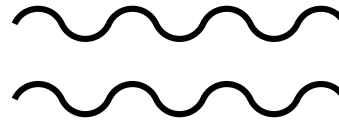
# OVERVIEW



- Reno Axe & Social provides Axe throwing entertainment on the first level as well as access to our downstairs bar featuring various games (pool, air hockey, darts, cornhole, etc...). The two bars within Reno Axe currently operate until 1am Thursday through Saturday and until 11p all other days.
- In an average year we serve 75,000+ customers and currently employ over 25 employees.
- On an average weekend night, we employ 6 security guards who are highly qualified.
- We pride ourselves to be the best and most secure bar in town thanks to the quality of our management team and meticulously trained staff. We are not a typical bar!
- We have passed 100% of police stings and random checks by the city which includes immediate knowledge of current occupancy, capacity, clean fire exits and valid Alcohol cards on all staff.



# OVERVIEW



- Currently, we are known for being a “pre-party” bar – I.e. people come to us as their first stop before heading to other clubs/late night areas. We see a natural decline in customers between 10p and 11p.
- Our intention with this permit request, is to remain busy for an extra couple hours. We are not trying to compete with nightclubs in the neighborhood. We just want a space for our customers to dance and sing (karaoke) while still maintaining our friendly and playful culture.
- The picture shows the only desired modification to our space to accommodate a small dancefloor and DJ/Karaoke manager.





# ○ Addressing Concerns

## HOURS OF OPERATIONS

Feedback was received that operating all night long (until 10am) was not appreciated. We heard that feedback and commit to operate until 3am instead on Friday and Saturday. That means a simple extension of 2 hours compared to original business hours. Weekdays remain the same with a closure at 11pm.

## NOISE

Feedback was received that the music will be too loud during the night. We one will hear the music! For the past 2 years, we played music as loud as our speakers would allow us. We have never received a single complaint. We tested it ourselves and even have a video to show you the impact of outdoor noise when music is blasting in the basement. Furthermore, to make everyone at ease, we agreed that our operational noise level from the music shall not exceed 65 decibels as measured from the exterior of the building.

## TYPE OF MUSIC

Ward 5 NAB member asked which type of music will be played due to concerns that certain type of music could be more impactful. We thought more about it and decided to keep playing the same music we currently are (house, rap, top hits, reggae) and avoid aggressive music. Furthermore, we commit that live entertainment activities should be restricted to the basement.



# ○ Addressing Concerns

## DRUNK PEOPLE & NOISE


Feedback was received that drunk people on the streets all night long will harm one's sleep. We already discussed our hours of ops. Now, when trying to understand why drunk people are on the street at night, we believe it is due to 4 reasons in order: 1) Going from one bar to another. 2) Walking back to their apartment downtown after partying. 3) Deliberately being loud without a purpose 4) Going to grab some food or get a ride. Let's address all 4 to show you how Reno Axe can only help downtown residents.

## INCREASED CAPACITY

Feedback was received that increased capacity of Reno Axe will be an issue. We are not requesting a capacity increase nor expecting more people as a result of this permit request. We just want to provide extra services to our existing customers per their feedback.

## CAMERAS & RECORDING

We heard concerns regarding cameras and ability to record. We have installed a camera system that will monitor any activity in our facility. We will also have access to the recordings for 7 days.



# ○ Addressing Concerns

## EGRESS & FIRE SAFETY

For safety purposes, it was asked to us to have an egress and fire safety protocols. We 100% agree and have written one that will be reviewed by the appropriate stakeholders at the City.  
That encompasses emergency exits, paths, evacuation plan, and more.

## AGE LIMITS

We 100% comply and agree that all live entertainment shall be restricted to age 21 and over. Our security team is trained and always perform the upmost diligence to ensure no one under 21 enters our space after 10pm. We can confidently say that we collected more fake IDs than most bars downtown.  
We've never failed a sting in 4+ years of operations.

## SECURITY PLAN

We 100% comply and agree to provide a security plan subject to the satisfaction of zoning, code enforcement, and RPD. That plan will address cameras, operations, and management (including conflict mitigation protocol, and several security staff).



# ○ Addressing Concerns

## SECURITY

We agreed to have one security officer for every 50 patrons during the hours of live entertainment. This is a difficult request due to the extra budget requirement, but we will comply and agree.

Security staff should also patrol the immediate exterior and patio area every 30 minutes.

## QUEUING PLAN

We agreed to provide a queuing plans for a smooth business operations during busy nights (ie crawls). Based on our 4 years of experience, a queuing plan is needed and recommended for a handful number of times per year.

## SIDEWALK & CURBS

We agreed that the sidewalk and curb should be maintained in a good and safe condition. We will also monitor for trash or other nuisance caused by our patrons to ensure that the abutting sidewalk remains safe and clean.







# Conclusion

Reno Axe & Social houses one of the best bar and security teams in downtown Reno. This fact is evidenced by a perfect sting and city compliance record. Customers routinely express their gratitude to our team stating that they feel safe and able to have a good time without fear of confrontation or disorderly conduct. The same can NOT be said for other bars and nightclubs in the area.

Operating for an additional 2 hours on weekend nights (no changes to current business on weekdays) will be a benefit to the surrounding areas as we will continue to provide our unique and thorough approach to security and customer service for longer hours:

1. This means less people in the area looking for places to go after 1am, and thus, a lighter foot traffic which will result in less noise during the night.
2. Our extensive and well-trained security team will keep their eyes on our business and neighborhood longer which can result in less fights, and noisy/unrespectful patrons.
3. The changes requested will all be in our basement and the music will not add any impact to the noise level to our neighbors

We are part of downtown and we always strive to be a great neighbor and community member. We strive to bring more activities and business downtown, while always being respectful of neighbors. We are always willing to work with ongoing and future concerns.





# Surrounding Area and late hours impact

- We pride ourselves to always protect and improve our neighborhood. We operate multiple businesses downtown and we want this area to be as clean and safe as possible. Probably more than you! We are trying to add entertainment to the city and have been successfully doing so for almost a decade. Downtown is close to our heart and we care for our neighbors.
- In close proximity to Reno Axe are numerous bars/night clubs, all operating as late or later than what we propose to do. E.g.: Novi, The Wall, Tonic, Brewhouse, West 2<sup>nd</sup> St., Eden, Our Bar, Sierra Tap house, Loving Cup, Shooters, Blind Dog, Shea's, Arlington Saloon, Lo-Bar, Library, Ole Bridge, The Office, etc...
  - Foot traffic: By operating later we can reduce some foot traffic as people will stay at our bar rather than venturing into the surrounding area.
  - Fights & unruly customers: Reno Axe has an incredible track record in its 4 years in business – we've had 3 fights in total and we regularly deescalate situations before sending them into the public. When something in the surrounding area is observed as dangerous our security team will call police/downtown ambassadors.
  - Drunk patrons, Drunk drivers: We regularly call Ubers/Cabs for people and our bartenders are quick to cut off people who seem too intoxicated. Our team has gone well above the call of duty by occasionally paying for Ubers out of our own pocket or calling a friend on the patrons phone to come get them.
  - Noise: All live music will be downstairs in our basement, there is no impact on noise level outside as a result. We performed a sound analysis to prove it.

