

During Scennie Bar's neighborhood meeting on Thursday, March 10<sup>th</sup>, we heard our neighbors concerns regarding noise levels coming from the building at 1421 Regent St. (currently Luckys Bar & Grille), especially the loud thumping bass. We empathize with them and believe our live entertainment plan will allow them quiet enjoyment in their homes, yet allow Scennie Bar to have live entertainment for the enjoyment of our customers and compete with other local establishments.

Our detailed plan is:

- 1) To promote small bands (1-3 members), karaoke and DJ's a few times per month. Many of the small bands are local college students or area business professionals. This is in stark contrast to the current license holder, who promotes and advertises "Celebrations DJ" 8-9 times per month.
- 2) To inform all employees that the doors need to be closed at all times when there is live entertainment (i.e. they cannot prop the doors open, which happens now). The doors will open as customers enter or leave the business but we will make sure our staff understands that the doors need to be closed immediately after the customers clear the door way.
- 3) To turn down the frequency level on the subwoofers, which are used to produce low pitched audio frequencies known as bass, which is the main concern of our neighbors. The loud thumping noise is not what we want in our establishment and many of our customers do not like it either.
- 4) To install signs near the doors reminding our customers that they are exiting into a residential area and should be considerate of our neighbors.
- 5) To market and promote ourselves as a restaurant and bar via our website, social media, direct mail, radio and newspaper. We intend to add booths in our back dining room, which will hopefully draw more families and business professionals to eat. We expect to sponsor sports teams including youth basketball, soccer and t-ball. We plan to talk with the Henry Vilas Zoo to see if a partnership can be formed to promote both places. We know there is a big opportunity to increase our dining sales.
- 6) To be mindful of our tenant's quiet enjoyment. As the owner of the building and landlord of 5 apartments upstairs, our primary goal is to make sure our tenants are happy and have an enjoyable stay. If our tenants are not satisfied, our occupancy and rates decline.

With this plan in place, we trust that our neighbors will have quiet enjoyment in their homes and Scennie Bar will be able to provide live entertainment that our customers want.