



ADDENDUM B: Business Plan Requirements - Total Number of Pages attached: _____

[Rochester Code of Ordinances \(RCO\) Section 5-19-9\(a\)\(15\)](#) requires applicants to provide a detailed, business. Attach a typed and detailed report that includes the following items:

1. Business Plan

Provide an overall description of your business and how your liquor license supports your business plan.

2. Food Service (if applicable)

- List all food (menu with prices) that you will prepare and/or serve; include hours of full food service and reduced food service.
- Describe Kitchen, Bar and Cooking Equipment; and/or attach Food Plan Review

3. Alcohol Server Training Plan (required for all applicants)

- Describe staff training that includes name of trainer, topics covered, and regular training program.
- Describe the policy for carding; including your reward/discipline policy for serving alcohol to minors
- Describe plan for self audits

4. Security Plan (required for all applicants as applicable)

- Complete and attach your security plan (see additional checklist).
- Complete and attach a Police Department Security Plan Review form (*only for* On-Sale Exclusive Liquor Classification or any establishment with either the 2 AM or the General Entertainment endorsement).

5. Applicant's Experience and Background with Liquor, Restaurant or Retail Sales and Financial Resources (required for all applicants)

- Attach Resume of owners/operators
- Attach Costs Reporting Form or a similar financial statement
- Include any other business and financial information to show applicants possess the required business knowledge and experience, and financial resources, to successfully operate the proposed establishment.

6. Hours of Operation (required for all applicants)

- Specify the hours for every day of the week
- Inside and outside hours

7. Entertainment (required for all applicants if applicable)

- A detailed description of entertainment presented in your establishment, including its target age group.
- Days and hours of the entertainment

8. Community Impact Plan (required for all applicants)

- Describe the effect your establishment will have on safety and welfare of nearby residents and businesses.
- Attach a plan for cleaning litter within a 100 foot radius of your establishment. Include hours staff will be assigned.
- Describe any kinds of community involvement your business plans or anticipates.

9. Noise Management Plan (required for all applicants)

- Attach a detailed Noise Management Plan and any supporting documentation which explains how your establishment will address potential noise issues.

10. Charitable Gambling Activities (if applicable)

- Identify type of gambling, hours, gambling manager, and name of Charity – *requires separate Premise permit as well.*

ACKNOWLEDGEMENT AND AGREEMENT

I, (print name) _____, an authorized corporate officer, partner or owner, for (establishment) _____ hereby acknowledge and agree that 1) the attached business plan is a true and correct reflection of the undersigned's intentions; 2) any material change in the business plan must be submitted to and approved by the Rochester City Council before implementation; and 3) violation of this business plan may result in suspension, revocation, or refusal to renew the license or in a civil fine as determined by the Rochester City Council.

Signature _____ Title _____ Date _____



Addendum B – Step 3: Security Plan Requirements

Your business plan (Addendum B) requires a security plan (Step 3). Use this document to write an effective security policy to protect your patrons, employees, and business. Answer all relevant questions.

- 1. Security Staff:** Contracted security employees? Off-duty police officers? Managers and supervisors? Cross-trained bartenders, hosts, or servers? Per patron ratio (1:?) Distinctive attire?
- 2. Scheduling:** Days? Hours? Summer vs. winter? Special events at the establishment or in the city?
- 3. Security Duties:** Inside the premises? Outside the premises? Frequency of rounds?
- 4. Security Philosophy:** Respectful enforcement? Escorting off of the premises? Working in teams?
- 5. Exterior Premises:** Security Cameras? Lights? Enclosures?
- 6.** Do you plan to create a No Admittance List? Will you have a dress code? How will you enforce these?
- 7.** How will you address disorderly patrons? Illegal behaviors? High level criminal activity? Do you have a patron code of conduct conspicuously displayed?
- 8.** How will you address loitering? Rounds? Dedicated parking lot security staff?
- 9.** How will you address excessive noise or noise complaints?
- 10.** How will you manage party buses?
- 11.** Will you use valet services? Contracted or in-house? Include your security plans for protecting customers, specifically during high volume and closing time.
- 12.** Do you have a partnership with the police department?
- 13.** Do you have properly positioned, working, and maintained video camera system? Inside? Outside? Available for the police for evidence?
- 14.** What are your exit strategies?
Weekends, special events, emergencies? At closing time: Will you inform customers in advance? Alter lights and/or music? End service? Time: Escorts? Parking lot monitoring? Traffic management?
- 15.** Do you have reporting procedures for incidents? Both minor and serious?
- 16.** How often will you evaluate your security plan for effectiveness?
- 17.** How will you communicate policies, incidents, and updates to employees?



Police Department Security Plan Review

For Establishments with the Exclusive On-Sale Classifications, a 2 AM Sales Endorsement, or a General Entertainment Endorsement

THIS PORTION TO BE COMPLETED BY APPLICANT AND SUBMITTED WITH LICENSE APPLICATION DOCUMENTS

Name of Establishment: _____ Address: _____

Contact Person: _____ Phone Number: _____

The Rochester Police Department will review copies of your License Application, Business Plan, and Security Plan as submitted to the City Clerk's Office as part of completing this form. *The Rochester Police Department does not approve security plans or endorse license applicants or applications.*

THIS PORTION TO BE COMPLETED BY RPD

Listed below are recommendations discussed by the Rochester Police Department and the License Applicant which are applicable to the proposed business operations. All items checked should be added into the Security Plan portion of your Business Plan document for submittal with your license application.

- The licensee shall provide sufficient staff devoted exclusively to security related duties to protect the well-being and safety of patrons, employees and the general public. The security staff shall be distinctly clothed to make their appearance and function easily recognizable.
- The licensee shall designate an employee as head of the security staff. The designated employee may be the onsite manager.
- The licensee shall provide a plan that discusses how they will prevent over occupancy at their establishment.
- The licensee shall notify the Police Department in the event of a disturbance.
- Security staff shall be utilized to ensure that patrons who have exited the premises and others do not loiter on the public sidewalk, roadways, or the licensee's parking areas.
- The licensee shall compile, maintain and enforce a "do not admit" list to prevent reoccurrence of disturbances by known persons. This list shall be shared with the Rochester Police Department upon request.
- All persons seeking to gain entrance to the establishment shall be required to present legitimate identification as a condition of entrance.
- Upon request, the licensee shall meet representatives of the City of Rochester to discuss any safety, security or operational concerns.
- Additional Comments:

RPD Representative _____ Signature _____ Badge # _____ Date _____

Applicant Signature _____ Date _____



Addendum B – Step 8: Noise Management Plan Requirements

The City of Rochester would like your assistance in striking the balance between entertainment in our vibrant communities with our residents’ and guests’ right to peace and quiet. The following items are either recommended by the City of Rochester or required by City Ordinance for an effective noise management plan. Include information on all applicable items under Step 8 - Noise Management Plan of your Addendum B: Business Plan document.

1. Speakers

Describe how you will position speakers to minimize, deflect or absorb excessive noise.
List the both time you will turn down speaker volume and the time you will turn off speakers.

2. Closing Time

Describe how you plan to alter lights and music, end alcohol service, and inform customers in advance of closing time.
List what time you will seat your last patrons and what time patrons will be asked to leave.
Describe how you plan to remind patrons to lower their voices to respect local residents when leaving your establishment and actions for dealing with unruly customers.
Describe how you plan to prevent loitering around your establishment, sidewalks, roadways, and in the parking lot.

3. Equipment

Describe any sound metering equipment or music systems with self- regulators you have and how you intend to use them.

4. Role of Staff

Describe training and job expectations related to noise management for both supervisors and other staff.

5. Special Events

Describe noise management plans for special events held at your establishment or in the city.

6. Complaints

Describe how you will address excessive noise complaints.

Outdoor Areas

1. Speakers

Describe how speakers be positioned to minimize, deflect or absorb excessive noise.
Describe how low frequency music beats will be minimized.
List the both time you will turn down speaker volume and the time you will turn off speakers.

2. Capacity

List the capacity of your outdoor area.
Describe how you will manage the area to prevent over occupancy.

3. Seat Location

Describe how your seating design will minimize or deflect excessive noise.

4. Closing Time

Describe how you plan to alter lights and music, end alcohol service, and inform customers in advance of closing outdoor areas.

List what time you will seat your last patrons and what time patrons will be asked to leave.

Describe how you will encourage patrons to use parking facilities and taxicabs instead of parking in residential streets.

5. Patron Noise

Describe plans for monitoring, controlling, relocating, and/or removing noisy patrons or unruly customers.

6. Role of Staff

Describe supervisory staff duties including frequency of security staff making rounds in outdoor spaces.

Describe community outreach efforts such as attending neighborhood association meetings, RDA meetings, etc.

7. Complaints

Describe how you will address excessive noise complaints; including having a designated phone number, residents may call to discuss noise concerns.

8. Architectural Design or Enhancements

Describe the use of sound blocking walls/fences and how you plan to direct noise toward unoccupied buildings.

Additional Resources for On-Sale Liquor Establishments

If you answer “Yes” to two or more of the following questions, contact the City Clerk’s Office for more information and resources about noise abatement solutions to ensure your noise management plans will adequately meet the needs of the community surrounding your establishment.

1. Is your seating capacity over 200 people? Yes No

2. Do you plan to use an outdoor area? Yes No

3. Are you located in a residential area or next to hotels? Yes No

4. Will you have amplified sound? Yes No

5. Do patrons tend to all leave at closing time? Yes No

6. Have you received complaints about excessive noise at this location or any other with which you are affiliated?
 Yes No