



Date: 10/29/2005  
Time in: 10:50 PM  
Time out: 1:30 AM

<b>Evaluation Area</b>	<b>Max Score</b>	<b>Actual Score</b>	<b>%</b>
Facility	160	144	90%
Host Services	80	75	94%
Bartender Services	210	174	83%
Cocktail Staff Services	N/A	N/A	N/A
Bar Back Services	70	65	93%
Security Services	80	70	88%
Food & Beverage Quality	70	68	97%
<b>TOTAL</b>	<b>670</b>	<b>596</b>	
<b>OVERALL SCORE</b>			<b>89%</b>

**Evaluation Area:****Facility****Exterior****Score/Max**

Signage:	Visible, well lit, and in good condition?	8	10
Lighting:	Maintained and appropriate?	10	10
Parking lot:	Maintained and clean?	8	10
Building:	Maintained and clean?	10	10
Windows:	Clean and free of cracks?	10	10
Main Entrance:	Maintained and clean?	8	10

**Interior**

Waiting area:	Maintained and clean?	10	10
Floors:	Clean, swept, vacuumed and in good condition?	10	10
Décor:	Good condition and appropriate?	10	10
Lighting:	Maintained and appropriate?	8	10
Safety:	Exit signs well lit and visible?	10	10
Furniture:	Clean, good condition, and sturdy?	10	10
Music:	Appropriate sound levels and style fits theme?	10	10
Atmosphere:	Temperature fine, heaters or misters functioning?	8	10
Restroom:	Clean, odor free, and in good condition?	7	10
Restroom:	Stocked with paper products and soap?	7	10

**Maximum Total****160****Actual Total****144****Score****90%**

## Facility Summary:

If not aware of the infrastructure of [REDACTED] coupled with the one way directional streets, navigating this area and attempting to find an available parking spot can become a real nightmare. Agent spent > 10 minutes attempting to park and felt a bit uneasy about where car was park unattended. Parking lot was clean and free of debris upon entry and again on exit. Patio area in front of Amsterdam (near street) had broken glass on the side walk. Later part of the evaluation, the Amsterdam patio was rather distressed as it had bottles and glassware cluttered on tables and rails, ashtrays not emptied and the empty chairs in disarray. The cement is also peppered with black chewing gum spots.

In the later part of the evening, the heaters were functioning on the [REDACTED] [REDACTED] which made it a comfortable spot. However, the heaters on the [REDACTED] were not functioning and in the agents opinion, should have been to take away the cool night bite in the air. Agent took note of the fresh bird or paradise flowers on the [REDACTED] bar top.

In the earlier part of the evening, glassware was seen accumulating on the right side of the Amsterdam bar. Agent stepped in gum that was on the floor just outside of the women's restroom near kitchen door; aaarrgghh! The ashtrays in [REDACTED] were sorely in need of being emptied as they were filled with butts and debris. This bar was lightly adorned with Halloween decorations. It was nice to see that the room wasn't inundated with props, and moreover, not cheap inexpensive paper props. The upstairs area had skeletons, the bouncing ghosts were a nice effect and the unique skeleton and hat centered the bar's upper mantel.



The [REDACTED] area had no ashtrays present and guests were seen ashing on the floor and searching for places to extinguish their butts; one guest extinguished his but in a empty glass on the bar. Agent also noted a light bulb out above the [REDACTED] area.

[REDACTED] was well kept throughout the night, until the majority of the crowd gravitated to this room. A bottle or glass had broken on the floor to the right of the bar near the window; floor was sticky and crunched with glass when walked over. The ashtrays also were inundated with cigarette butts.

Latino men, in next door bar corridor, were overheard speaking ethnic oriented epithets towards [REDACTED] patrons as they passed by and said, "pinche putos!"

Men's restroom was 5 deep out the door 2 times agent viewed. A 3<sup>rd</sup> time it was visited after 1:00 am and was remarkably clean! Agent expected to see a very distressed room but it was exactly the opposite. Only issue was the right side towel dispenser was out.

Women's room was an opposite story. Both times it was visited were in distressed condition with paper on the floor, no towels, and no soap. Moreover, both times it was visited; the room was filled with more men (dressed as women) than women. The second time agent had to wait to enter as 6 men departed from the women's room.

The music was very well done throughout the evening. [REDACTED] DJ spins very well as his song selections and music transitions were performed nicely. He had a good beat going earlier in the evening when it was less crowded that had people dancing in place. In the latter part of the evening, the room was filled with moving and gyrating bodies. The music genre selection in [REDACTED] was also very nicely done as it was more relaxed than [REDACTED] keeping a good beat going with selections from J Lo and old school Michael Jackson. Television videos don't match the music that is playing.

**Evaluation Area: Host Services**

<b>Preliminary Phone Call</b>		<b>Score/Max</b>	
Timing:	Was phone answered in timely manner? < 3 RINGS	10	10
Friendliness:	Employee answered with appropriate greeting, identified themselves, and was pleasant?	9	10
Knowledge:	Employee was knowledgeable of any specials, events, menu, general bar information?	10	10
Directions:	Employee was able to give clear and accurate directions to the establishment?	10	10

**Observations Door Host**

Friendliness:	Friendly greeting upon entering?	8	10
Organization:	Checked all identifications of everyone appearing 30 years old or younger?	10	10
Honesty:	Host collected correct amount for cover charge?	n/a	n/a
Appearance:	Host dressed nicely and proper hygiene observed?	8	10
Departure:	Host acknowledged our departure and said thank you?	10	10

<b>Maximum Total</b>	<b>80</b>
<b>Actual Total</b>	<b>75</b>
<b>Score</b>	<b>94%</b>

**Host Summary:**

**CALL WAS RECORDED AND SENT AS AN MP3 FILE**

Phone was answered on the first ring by a male voice who did not identify himself and said "[REDACTED]" and the rest was inaudible as it was said to quickly (Later identified as [REDACTED]). [REDACTED] was asked to describe the facility and replied, "We actually have [REDACTED]

[REDACTED] which is a dance floor and bar; it's a little bit fancier over there. And [REDACTED]

[REDACTED]."[REDACTED] was then asked if the facility was also a restaurant and said, "No we are not, but [REDACTED]

[REDACTED]."[REDACTED] He was asked if there were any drink specials and said, "No not on Saturday night." [REDACTED] did, however, mention other specials for later in the week including the [REDACTED]. [REDACTED] gave detailed directions and elaborated saying to put the address on mapquest.com. He further explained there was a \$5 cover charge after midnight and when the caller asked him if there was a dress code he said, "No, just don't look homeless."

[REDACTED] with dark long hair was checking ID's at the entrance. She was asked what was going on this evening and simply said, "Just the Halloween party." She was seen checking all ID's despite appearance of age. Asked us to "have a good time" on the way out. Host wasn't rude but also wasn't very inviting either. We were disappointed that she didn't elaborate more when asked about the club. Agent would also recommend when handing back and ID to use the person's name; "Thank you Mary, have a good time." This door greeter is the 1<sup>st</sup> person in contact with the guests and more than likely the last; therefore, can be the 1<sup>st</sup> and last impression of the establishment.

<b>Evaluation Area: Bartender Services</b>		<b>Score/Max</b>	
Timing:	Acknowledged in appropriated amount of time?	7	10
Friendliness:	Bartender was friendly and personable?	7	10
Service:	Cocktail cards were used for each drink?	5	10
Service:	Pouring method within operating controls and followed correct recipes?	8	10
Timing:	Drinks were served in timely manner after ordering?	10	10
Sales Ability:	Bartender offered menu or tried to sell appetizers?	n/a	n/a
Safety:	Bartender using ice scoop at all times?	7	10
Honesty:	All drinks properly recorded immediately after service?	7	10
Honesty:	Cash handling procedures were handled within the operating controls?	7	10
Honesty:	Tab procedures were handled within the operating controls?	10	10
Honesty:	Giving away free drinks by bar staff not observed?	7	10
Sales Ability:	Additional drinks were offered at appropriate times?	10	10
Honesty:	Bartender charged the appropriate amounts for all drinks served?	10	10
Honesty:	Bartenders tab presented correctly with no mistakes?	10	10
Laws:	Bartenders observed all state liquor laws to the fullest including over serving, identification checking?	2	10
Honesty:	Drink orders between servers and bartenders were handled within the operating controls?	10	10
Cleanliness:	Bar top and back bar were clean and organized?	10	10
Cleanliness:	Ashtrays emptied and cleaned in a timely manner?	10	10
Cleanliness:	Empty glassware cleared in a timely manner?	10	10
Organization:	Bar seemed well organized and running smoothly within the operating controls?	10	10
Hygiene:	Bartender not eating, drinking, or smoking behind bar?	7	10
Appearance:	Bartender dressed professionally and proper hygiene observed?	10	10

**Maximum Total**  
**Actual Total**

**210**  
**174**

**Score**

**83%**

## **Bartender Summary:**

Agents' approached the [REDACTED] bar and were not asked for service for > 5 minutes. Granted it was somewhat busy, but a simple attempt of eye contact or a nod of a bartender's head to recognize to the customer that their presence has been acknowledged.

**Bartender #2** ([REDACTED]) asked us what we would like to drink. He was asked a number of questions about martinis and showed very good product knowledge but seemed to be annoyed by the service delay. When seated at the bar, #2 makes sure that guests are taken care of and not waiting for drinks. He is very detail oriented and spends the extra effort in the making of the specialty drinks. #2 was seen on occasion, scooping ice from the well with glassware. He was seen moving to the POS system or to the tabs to record every drink that he made and pours a 4 count 1 ½ oz pour on a consistent basis. #2 seems to have strong integrity but is a bit sour as he never smiled and seemed quite perturbed. He wasn't rude, just rather standoffish.

**Bartender #3** is a very efficient and fast bartender. He has very fluid movements and seemingly knows where everything is without looking. He also has very good bartending presence knowing and categorizing his duties very efficiently. He also has a keen eye for details especially with all the garnishes for the drinks. #3 pours can deviate up and down but as a norm were poured a 5 count 1 ¾ oz. He was seen moving to the POS system or tabs after every drink that was made.

The tab sheets that were laid out behind #2 and 3 were a bit sloppy and are just waiting for a spill. #2 and 3, other than the initial waiting faux pas, handle this end of the bar very efficiently.

**Bartender #5** ([REDACTED]) was working the [REDACTED] bar. He was very friendly, personable and very attentive to guests. #5 was only viewed for a brief period, but during that period was seen recording all drinks properly with no apparent integrity issues. He poured a 4 count 1 ½ oz pour for the drinks we viewed made.

**Bartender #6** ([REDACTED]) was tending the left side of [REDACTED]. He also was only viewed for a short period. He was attentive to guests and had good detail with the martini we viewed being made. However, he pours the weakest drink of the 7 bartenders that were evaluated. #3 pours a near 3 count of almost 1 ¼ oz pour. He was seen recording all drinks made with no integrity issues to report. #6 was not very friendly and was abrupt a few times with guest.

A male customer (White male, late 40's, slender build, brown hair - overheard referred to as Mike) was loitering by himself in the [REDACTED] bar area and was viewed as being HIGHLY intoxicated. His speech was slurred and he was having difficulty standing as he bumped into me; Customer Mike also was seen annoying customers with unsolicited advances. Customer Mike approached the bar and ordered a Bud Light from #6 (10/30/20051:22 AM). Mike in no way should have been served; he should have definitely been cut off and informed to vacate within the ½ hour period prescribed by Title 4 law.

#### **ADLLC TITLE 4 LIQUOR VIOLATION**

**1 count in violation of ADLLC Arizona liquor law Title 4, Chapter 3, Article 4, subsection 14**

14. For a licensee or other person to serve, sell or furnish spirituous liquor to a disorderly or obviously intoxicated person, or for a licensee or employee of the licensee to allow or permit a disorderly or obviously intoxicated person to come into or remain on or about the premises, except that a licensee or an employee of the licensee may allow an obviously intoxicated person to remain on the premises for a period of time of not to exceed thirty minutes after the state of obvious intoxication is known or should be known to the licensee in order that a nonintoxicated person may transport the obviously intoxicated person from the premises. For purposes of this section, "obviously intoxicated" means inebriated to the extent that a person's physical faculties are substantially impaired and the impairment is shown by significantly uncoordinated

Bartender #7 ([REDACTED]) was tending bar in the [REDACTED] room. He seems to really enjoy his job as he dances with the music as he works. He's quick and efficient with customers and their orders, and appears to be rather friendly as he held good report with several guests. #7 smokes quite frequently and does so at the east end edge of the bar. He also constantly has a drink (water?) in a plastic cup he keeps to the left of his well on top of the bar. He was also seen drinking a dark beverage from glassware. The contents were not seen poured and are unknown, but agent was thought the drink was highly suspect as it was not the same plastic glassware as he usually drank from, as well as, the mannerism in which he drank it and quickly disposed of it at the wall side glass well. He pours a 4 count 1 ½ oz drink for the most part but also can deviate his pours up. He was seen ringing all drinks into the POS register.

Bartender #8 ([REDACTED]) Was also attending to the [REDACTED]. Both #7 and #8 frequently would leave the bar and there whereabouts were unknown. #8 was very friendly and attentive to guests. He showed good menu knowledge and poured good drinks and the flair tending was amusing at times but not when it failed. The garnishing wasn't nearly as extensive as those in [REDACTED] but #8 was very fast and efficient when needed for the high volume ebb and flow. He was overheard telling a guest about the kitchen that will open in the future.

██████ NEVER EVER uses an ice scoop. He scoops ice with the glassware each and every drink that is made. I'd hate to see the amount of revenue that will be lost with a packed dance room at 1:00 am on a Saturday with one of the drink wells down because of broken ice. ██████ also pours on the heavy side with a 5 count 1 ¾ oz pour. He, just like #7, frequently drinks water from a plastic cup on the bar top.

██████ (10/29/2005 11:21 PM) was seen pacing around the back of the bar as #7 was smoking. ██████ scanned the room to see if anyone was apparently watching him and then proceeded to surreptitiously with back turned and under the well, take a vodka (?) bottle and pour a 5 count of alcohol into the rock glass. He set the glass down, again scanned the crowd, then topped it with juice and set it down again. He scanned the room again then picked up the drink and downed it in a number of gulps and then set the glass down on the dirty glass bar rail next to the wall.

### ADLLC TITLE 4 LIQUOR VIOLATION

1 count in violation of ADLLC Arizona liquor law Title 4, Chapter 3, Article 4, subsection 32.

32. For a... person who is obviously intoxicated to buy or attempt to buy spirituous liquor from a licensee or employee of a licensee or to consume spirituous liquor on licensed premises.

This type of integrity issue can be a warning sign or a common denominator of other personal or business ethics and issues. An employee who cannot make it through a bartending shift without a drink, who will risk their job and economic and social livelihood, and moreover, the liquor license of their employer is definitely suspect. When an integrity issue such as this is uncovered, more times than not, there are other related issues.

Bartender ██████ (████████████████████) was attending to ██████████ ██████. ██████ can be very friendly with some, especially with those he knows, and rather curt with others. Groups of people seem to gravitate to this bar making it highly suspect. A guest was overheard telling ██████ that she had opened a tab at the other bar and could she keep it open or would she have to pay cash. ██████ told her that she would have to pay cash. ██████ also has a rather sloppy bar area as glasses accumulate and a cream based drink was seen spilled under the fresh glassware mat and never cleaned up; never wiped down and also dripped slowly onto the floor. ██████ remade this woman's drink but was not seen recording it on any spill sheet. He was seen referring to a drink list "cheat sheet" on 5 occasions while making ██████████ showing his lack of product knowledge. This was further substantiated when different ██████████ questions were asked of him by agent. ██████ was overheard describing the \$ ██████████

**EVERY TIME** ■ makes a ■ in the shaker, he over makes the drink then pours the remaining contents in the cap and drinks it like a shot. He may think this is harmless but it is a clear ADLLC violation of consuming alcohol while working.

#### **ADLLC TITLE 4 LIQUOR VIOLATION**

1 count in violation of ADLLC Arizona liquor law Title 4, Chapter 3, Article 4, subsection 32.

32. For a... person who is obviously intoxicated to buy or attempt to buy spirituous liquor from a licensee or **employee of a licensee or to consume spirituous liquor on licensed premises.**

■ pours the heaviest drinks of all the bartenders but mostly only for guests he knows, otherwise he still pours heavy at around a 5 count 1 ¾ oz pour. More importantly, this area as a whole is treated in a laissez faire type attitude with little or no respect to alcohol as property of the owner. It seemed at times like a “liquor playground.” Agent attempted as best as possible to fully record transgressions but at times they were very furious and numerous:

- 10/29/2005 11:33 PM made 2 drinks that were given to a guest with no money collected and no movement made to register or tabs.
- 10/29/2005 11:38 PM Made what appeared to be a 2 screwdrivers and handed it to a male guest (possibly an employee – Hispanic, petite male with gold make up and a gold Halloween costume) with no money collected and no movement made to register or tabs.
- 10/29/2005 11:44 PM Made and delivered a drink and a shot to a male guest at the end of the bar with no money collected and no movement made to register or tabs.
- 10/29/2005 11:49 PM Customer ordered \$13 in drinks and paid for them with \$15 cash. #9 asked if the rest was his tip and when affirmed, did not ring the drinks in the register but set the \$15 on top of the drawer and left it there for 3 transactions and then it disappeared. Agent cannot substantiate exactly where the money went after the other transactions were made.
- 10/29/2005 11:52 PM Same aforementioned Hispanic male customer given a bottle of beer with no money collected and no movement made to register or tabs.
- 10/30/2005 12:57 AM 4 martinis made for 4 women. ■ winked and said they're on me. No movement made to record on comp or spill sheet.
- 10/30/2005 1:04 AM 2 Jaegermeister shots and 1 drink given to guests with no money collected and no movement made to register or tabs.
- 10/30/2005 1:08 AM Server (white male, strong build, no shirt spiky brown hair) went behind bar and poured himself a Voss bottled water.

**Evaluation Area: Cocktail Services**

<b>Seated</b>		<b>Score/Max</b>	
Timing:	Acknowledged in appropriated amount of time?	n/a	n/a
Friendliness:	Server was friendly and smiled?	n/a	n/a
Service:	Cocktail cards were used for each drink?	n/a	n/a
Sales Ability:	Server asked for liquor preference or attempted to up sell?	n/a	n/a
Timing:	Drinks were served in timely manner after ordering?	n/a	n/a
Sales Ability:	Additional drinks were offered at appropriate times?	n/a	n/a
Cleanliness:	Ashtrays and empties were cleared in a timely manner?	n/a	n/a
Sales Ability:	After dinner drinks, coffee, espresso and dessert were offered by server?	n/a	n/a
Honesty:	Cash handling procedures were handled within the operating controls?	n/a	n/a
Honesty:	Tab procedures were handled within the operating controls and presented correctly?	n/a	n/a
Honesty:	Giving away free drinks by wait staff not observed?	n/a	n/a
Honesty:	Server charged the appropriate amounts for all drinks served?	n/a	n/a
Timing:	Finalized payment processed in a timely manner?	n/a	n/a
Liquor Laws:	Server observed all state liquor laws to the fullest including over-serving, identification checked?	n/a	n/a
Honesty:	Drink orders between servers and bartenders were handled within the operating controls?	n/a	n/a
Organization:	Server seemed well organized and running smoothly within the operating controls?	n/a	n/a
Hygiene:	Staff not eating, drinking, or smoking during shift?	n/a	n/a
Appearance:	Staff dressed appropriately with proper hygiene?	n/a	n/a

**Maximum Total 0**  
**Actual Total 0**

**Score #####**

**Cocktail Summary: not evaluated per management instruction.**

**Evaluation Area: Bar Back Services**

<b>Seated</b>		<b>Score/Max</b>	
Service:	Bar top and back bar maintained and clean?	10	10
Service:	Bar-back stocking & cleaning glassware?	10	10
Hygiene:	Glassware handled properly in a healthy manner?	10	10
Service:	All tables cleared efficiently?	8	10
Service:	Bar-back seemed to work well with the bartenders?	10	10
Hygiene:	Bar-back dressed appropriately?	10	10
Friendliness:	Bar-back was pleasant and friendly?	7	10

**Maximum Total 70**  
**Actual Total 65**

**Score 93%**

**Bar Back Summary:**

Bar back A ( [REDACTED] ) was seen roaming [REDACTED] gathering glassware and bringing it to the bar. He moved at a consistent pace but not a very fast one. He didn't seem overly warm or friendly as he took our cocktail glasses away and didn't offer to bring more or offer a server to do so.

Bar back B ( [REDACTED] ) was seen hustling and moving while performing his duties.

Patio [REDACTED] was in disarray.

**Evaluation Area: Security Services**

		<b>Score/Max</b>	
Service:	Checked all identifications of everyone appearing 30 years old or younger?	n/a	n/a
Identified:	Easily identified as part of the security team?	10	10
Friendliness:	Seemed friendly and inviting?	7	10
Professional:	Conducted him/herself professionally with guests and staff?	10	10
Service:	Helpful and attentive to employees?	10	10
Service:	Visible on the floor and moving throughout on guard for any possible problems?	5	10
Appearance:	Dressed professionally with appropriate hygiene?	10	10
Problem Solving:	Handled problem professionally?	n/a	n/a
Problem Solving:	Satisfactory solution to problem?	n/a	n/a
Liquor Laws:	Security observed all state liquor laws to the fullest including over-serving, identification checking?	8	10
Friendliness:	Acknowledged our departure?	10	10

**Maximum Total 80**  
**Actual Total 70**

**Score 88%**

**Security Summary:**

**Security seemed to be non-existent within the club. The restroom area really needs to be policed better. Numerous times throughout the evening, agent is trained to stop and scan for security. On the 5 occasions this was done, none were present. [REDACTED] doesn't appear that is would have issues with violence, however, acts of violence in nightclubs are inevitable and the lack of a proper security team can have disastrous results. Agent highly recommends more roaming security presence linked together with communication ear mics.**

**The security member outside watching patio ([REDACTED]) is not very friendly. We tested him about re-entry into the building from patio area and were curtly pointed and told us, "Entrance is over there."**

**Evaluation Area: Food and Bev Quality**

<b>Beverage</b>		<b>Score/Max</b>	
Presentation:	Drinks were visually appealing?	10	10
Glassware:	Glasses free of chips, scratches, and adequate size?	10	10
Preparation:	Drinks made with proper levels of alcohol, mixes?	8	10
Preparation:	Hot drinks hot, cold drinks cold?	10	10
Selection:	Good selection of cocktails, beers, and beverages?	10	10
Preparation:	Beverage full of flavor?	10	10
Value:	Drinks were perceived to be a good value for the price?	10	10

**Food:**

Presentation:	Food was visually appealing, simple, and nice?	n/a	n/a
Preparation:	Food met all expectations as described by the server or as in the menu?	n/a	n/a
Preparation:	All accompaniments accented the food?	n/a	n/a
Preparation:	All hot food hot, and cold food cold?	n/a	n/a
Portions:	Appropriate size, not too large or too small?	n/a	n/a
Selection:	Good selection of appetizers, salads, and entrees?	n/a	n/a
Value:	Food was perceived to be a good value for the price?	n/a	n/a
Maintenance:	Happy Hour food was maintained and good?	n/a	n/a

**Maximum Total**  
**Actual Total**

**70**  
**68**

**Score**

**97%**

## Food and Beverage Summary:

We were told by all bartenders that drinks were not served in pint glasses. The garnishes made in the festive drinks in the [REDACTED] were fantastic. A lime wheel and a raspberry in a gin and tonic really show attention to detail that puts many of the posh Scottsdale clubs to shame. Shows that management is concerned with detail and not just to 'turn & burn' drink orders. In the agent's opinion, for the level of service, detail and high end alcohol, prices were very reasonable and management might consider raising them.

Agent highly recommends management replace the pour spouts. The cheap plastic spouts have a propensity to dribble out of the spout with an inconsistent flow, and bartenders parallel this with inconsistent pour counts sometimes heavy sometimes weak as they shake the bottle to get an even flow (are they color coordinated for price?).

It is suggested to replace all pour spouts to be uniform metal tapered. These spouts always give a consistent pour, without the aforementioned dribble effect. This dribble leads to inconsistent drink pours and guest dissatisfaction. These spouts are a bit more costly but well worth it. Comparative prices can be obtained from on-line stores and matched by local warehouses, such as Superior, to ease the cost of the turnover.



**EYE SPY**  
SERVICE EVALUATION & THEFT PREVENTION