

Date: 4/11/2006  
Time in: 9:00  
Time out: 11:15

<b>Evaluation Area</b>	<b>Max Score</b>	<b>Actual Score</b>	<b>%</b>
Facility	170	146	86%
Host Services	100	63	63%
Bartender Services	230	210	91%
Cocktail Services	140	85	61%
Dancer Services	160	68	43%
Security Services	130	120	92%
Beverage Quality	90	63	70%
Management	70	48	69%
<b>TOTAL</b>	<b>1090</b>	<b>803</b>	
<b>OVERALL SCORE</b>			<b>74%</b>

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

Signage:	Visible, well lit, and in good condition?	10	10
Lighting:	Maintained and appropriate?	10	10
Parking lot:	Maintained and clean?	10	10
Building:	Maintained and clean?	8	10
Windows:	Clean and free of cracks?	n/a	n/a
Main Entrance:	Maintained and clean?	8	10
Operating Hours:	Visible, well lit, and in good condition?	10	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?	9	10
Music:	Appropriate sound levels and style fits theme?	8	10
Atmosphere:	Temperature fine, heaters or misters functioning?	10	10
Restroom:	Clean, odor free, and in good condition?	5	10
Restroom:	Stocked with paper products and soap?	10	10
Restroom:	Restroom attendant was helpful and courteous?	0	10

**Maximum Total****170****Actual Total****146****Score****86%**

## Facility Summary:

The facility and its signage were clearly visible upon approach. Entering the lot, it was not clearly posted as to the VIP parking area (see security section). There was some minor debris in the lot and agent viewed an empty 'tall boy' Bud Light can in front of the space that was occupied. Agent noted that the front door to the facility is noticeably distressed and need of maintenance.

The inner facility was kept near immaculately clean. No trash or debris of any kind was seen on the floors. Furniture appeared in good condition except for some minor wear and tear. The back bar, however, is in need of some thorough cleaning as the shelves and areas were seen to be in need of a cleaning. In addition, a vast number of fruit flies were seen spiraling behind the bar. At one point agent viewed at least a ½ dozen in the low light (see beverage section).



The men's room was clean, organized and free of debris. Urinals and toilet stall were clean; however, a large spit 'loogie' was seen dried on the stall wall and looked as if it had been home there for some time. The restroom attendant ( [REDACTED] ) was next to

worthless. Agent washed hands and reached for a towel from the dispenser as it was empty. Attendant was seated at sink and never acknowledged or gave any eye contact to the agent; he simply reached over and handed me a towel and never took his eyes off the magazine that he was busy reading.



The women's room was an absolute unsanitary disgrace. Agent is

aware that this restroom isn't viewed often by the general public, but it was in our case. The trash was overflowing, paper and tissues (sanitary napkins) littered the



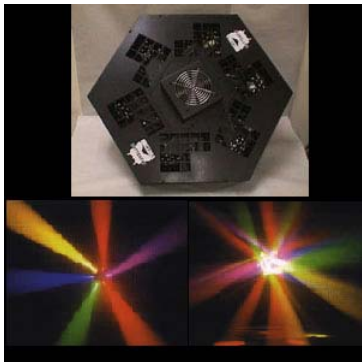


toilet stall, empty drink glasses and other debris were scattered along the vanity; water was also splashed over the entire sink area. The toilet seat is also very loose and not sturdy.

Agent viewed numerous employees and customers smoking and was rather impressed at how smoke free the facility was in comparison with the volume of smokers. Along those lines, there does not seem to be any guidelines as to when and where employees can smoke.

Numerous dancers were seen milling the room while carting a smoke. Several cocktail servers were smoking around the bar, at tables, and while seated on customers laps. Agent would believe that this facility likens itself to the 'top notch' cabaret of this city and in the Agent's opinion, the lassies faire smoking diminishes the class of the club. A cocktail server grinding on the lap of a customer while she fully exhales her exhaust directly toward our face, security members smoking while perusing, or a dancer who is sensually dancing and then gets face to face with the client only to smell of wreaked cigarettes is disconcerting to say the least. It's understood that the employees of this industry are predominantly smokers; however, the smoking was far too prevalent. Agent would suggest management attempt to curb the issue, especially as it will most likely become the law in the upcoming months.

The DJ was decent but rather monotone a times failing to coerce excitement. The music was also a bit low but the selected genres were of good choice. The lights on the stage seemed way to dim and didn't properly enhance the dancers. Agent would recommend some new



intelligent lighting scans to draw attention more to the center stage. The side stages seemed equally dim and the area needs more color. Some type of light with brilliance and a shocking display of color would compliment the existing system nicely. An Optima Butterfly light could



be placed within the platform and used as an accent light accomplishing both the color issue as well as bringing the rooms' attention to the dancer and subsequently the entire dance floor.

Moreover, and most importantly, the overall attitude and demeanor of the employees was dismal and bordering depressing at times. Employees walk around with sullen looks on their faces and only occasionally and rarely smile. With this in place and the DJ failing to excite the crowd, there was no apparent 'vibe' at all in the club; as if everyone was just going through the motions. The dancers especially seemed to be very standoffish and group with 'regulars' for extended periods of time; sometimes in excess of ½ hour (see dancer and cocktail sections).

The one exception to the rule was bartender [REDACTED] who was cheerful, smiling and in good spirits the entire time. She's a real gem.

**Evaluation Area: Host Services**

<b>Preliminary Phone Call</b>		<b>Score/Max</b>	
Timing:	Was phone answered in timely manner?	10	10
Friendliness:	Employee answered with appropriate greeting, identified themselves, and was pleasant?	8	10
Knowledge:	Employee was knowledgeable of any specials, events, general bar information?	0	10
Directions:	Employee was able to give clear and accurate directions to the establishment?	0	10

**Arrival**

Timing:	Door Host greeted within a reasonable time upon entering?	10	10
Honesty:	Door Host charged the correct amount for cover charge?	10	10
Friendliness:	Door Host was friendly and professional?	5	10
Service:	Door Host mentioned the champagne room?	10	10
Appearance:	Door Host dressed professionally and proper hygiene observed?	10	10
Departure:	Door Host acknowledged our departure; said thank you?	0	10

**Maximum Total 100**

**Actual Total 63**

**Score 63%**

Host Summary:

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

The phone was answered after the 2<sup>nd</sup> ring, "Thank you for calling [REDACTED], how may I help you?" [REDACTED] was asked for directions from [REDACTED] Road and simply responded, "Take the freeway to [REDACTED]." Caller asked, "So you're on [REDACTED]?" Stephen never replied so caller made the assumption the facility was on [REDACTED] (which it isn't). Caller then said, "There's about 8 of us and..." Caller then was rudely cut off by [REDACTED] as he interrupted and shortly said (what sounded like), "Just come on down I'm processing a line right now man." Agent again asked, "We got a bachelor party, do you have any specials for that kind of stuff?" Again, [REDACTED] just abruptly said, "Yea, yea...just come on in," without elaborating at all.

[REDACTED] was abrupt and not helpful whatsoever on the phone; bordering on, excuse the language, an asshole. Agent wanted to explain that he was from out of town and visiting for a bachelor party. [REDACTED] cut caller off at the inception of each question. Moreover, his absolutely lousy driving directions were not only extremely vague, but also wildly incorrect, which would have left the agent searching for the establishment on [REDACTED] when it's on [REDACTED]. Stephen sorely needs to work on his communication skills.

Host cashier ([REDACTED]) wasn't overly friendly when asking for cover charge; she wasn't rude either, just a bit robotic. Upon our departure, she was busy writing in a notebook (school work?) and didn't look up to bid us farewell.

<b>Evaluation Area: Cocktail Services</b>		<b>Score/Max</b>	
Timing:	Acknowledged in appropriated amount of time?	0	10
Friendliness:	Server was friendly and smiled and introduced self?	7	10
Service:	Cocktail napkins were used for each drink?	5	10
Sales Ability:	Server asked for liquor preference or attempted to up sell?	0	10
Timing:	Drinks were served in timely manner after ordering?	5	10
Sales Ability:	Additional drinks were offered at appropriate times?	5	10
Service:	Server seemed accessible?	3	10
Cleanliness:	Empty glasses were cleared in a timely manner?	5	10
Honesty:	Cash handling procedures were handled within the operating controls?	10	10
Honesty:	Comps procedures were handled within the operating controls?	n/a	n/a
Honesty:	Giving away free drinks by wait staff not observed?	10	10
Honesty:	Server charged the appropriate amounts for all drinks served?	10	10
Timing:	Finalized payment processed in a timely manner?	n/a	n/a
Liquor Laws:	Server observed all state liquor laws; overserving?	10	10
Hygiene:	Wait Staff not eating, drinking, or smoking during shift?	5	10
Appearance:	Wait Staff dressed professionally with no frayed uniforms and proper hygiene observed?	10	10
<b>Maximum Total</b>		<b>140</b>	
<b>Actual Total</b>		<b>85</b>	
<b>Score</b>		<b>61%</b>	

## **Cocktail Summary:**

**We were seated at the bar and greeted by a brunette server within 1 minute of seating. She explained that she would take a food order if we were interested but the bartenders would take our drink order; she quickly departed. After waiting > 5 minutes, she never returned and we were never greeted by a bartender so we moved seating.**

**We took seats at a table and commenced to watch the dancers. My associate's drink was completely empty and mine was 80% down. We sat and sat and sat and no one approached us for > 22 minutes. We eventually flagged down a server ( [REDACTED] ) and asked her for drinks. She took our order but did not attempt to up sell at all. She returned with the drinks 6 minutes later and processed the transaction correctly and gave appropriate change. The empties were not cleared and a cocktail napkin was only placed under my drink; not my associates.**

**On a side note, on one occasion when agent was forced to go to the bar for a drink, bartender [REDACTED] was overheard motherly scolding server Amber saying, "What's the matter with you? You NEVER EVER leave your money unattended at the bar EVER; especially in this place!" Agent would deduce that [REDACTED] is a new employee.**

**The most disturbing aspect of the aforementioned near ½ hour wait for a drink was that a plethora of servers would walk right by our table without paying any heed. These girls need better floor awareness of who is in need of service. This really surprised the agent as they are paid on a gratuity base. A [REDACTED] with a plethora of tattoos sat grinding on a man's lap smoking for > 10 minutes while our drinks were baron. A [REDACTED] server passed us twice and a [REDACTED] female with [REDACTED] passed us three times. The latter [REDACTED] female did approach us later when the DJ announced a drink special but we had full drinks in front of us.**

**Overall, the cocktail service was dismal.**

**Evaluation Area: Bartender Services**

<b>Arrival</b>		<b>Score/Max</b>	
Timing:	Acknowledged in appropriated amount of time?	5	10
Friendliness:	Bartender was friendly, personable, and introduced self?	9	10
Service:	Cocktail napkins were used for each drink?	10	10
Service:	Pouring method within operating controls and followed correct recipes?	5	10
Sales Ability:	Bartender asked for liquor preference or attempted to up sell?	10	10
Timing:	Drinks were served in timely manner after ordering?	10	10
Safety:	Bartender using ice scoop at all times?	10	10
Honesty:	All drinks properly recorded immediately after service?	10	10
Honesty:	Bartender closed drawer after each transaction?	5	10
Honesty:	Cash handling procedures were handled within the operating controls? Receipt given?	10	10
Honesty:	Comps procedures were handled within the operating controls?	9	10
Service:	Bartender seems accessible?	10	10
Honesty:	Giving away free drinks by bar staff not observed?	10	10
Sales Ability:	Additional drinks were offered at appropriate times?	10	10
Honesty:	Bartender charged the appropriate amounts for all drinks served?	9	10
Laws:	Bartenders observed all state liquor laws to the fullest including over serving, identification checking?	10	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?	8	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



Another bartender was present as well ( [REDACTED] [REDACTED] ). She did not attend to us all evening as she was bartending the opposite side. She appeared friendly for the most part and moved diligently behind the bar. She poured a 1 ½ oz 4 count pour the majority of the time but also didn't use the jigger occasionally. She free poured Patron Silver with what looked like > 2 oz. She was viewed leaving the drawer open during one transaction but integrity appeared to be solid. In the agent's opinion, she should lose the open mouth gum chewing.

<b>Evaluation Area:</b>	<b>Dancer Services</b>	<b>10 = Best ; 0 = Worst</b>	
		<b>Score</b>	<b>Max</b>
Friendliness:	Dancers appeared approachable, sociable, friendly and introduced themselves.	2	10
Friendliness:	Dancers did not appear rude, conceited, or snobbish?	5	10
Sales Ability:	Dancers asked if table dances were wanted or tried to come back at another time?	2	10
Sales Ability:	Dancers handled all requests for dances professionally and efficiently?	3	10
Sales Ability:	Dancers seemed accessible?	0	10
Safety:	Dancers conducted themselves in a safe manner to guests, fellow employees, and themselves?	8	10
Safety:	Dancers were careful of all glassware, ashtrays, cigarettes, and tables while performing?	10	10
Organization:	Cash procedures were handled in an organized manner and charged correctly for table dances?	5	10
Honesty:	Dancers produced the appropriate amounts of change after each dance given?	5	10
Liquor Laws:	Dancers observed all state liquor laws to the fullest avoiding inappropriate contact with customers?	5	10
Organization:	Dancers seemed well organized and running smoothly within the operating controls?	10	10
Hygiene:	Dancers not eating, drinking, or smoking during shift?	5	10
Appearance:	Dancers dressed within guidelines and observed good hygiene?	8	10
<b>Maximum Total</b>		<b>160</b>	
<b>Actual Total</b>		<b>68</b>	
<b>Score</b>		<b>43%</b>	

## **Dancer Services:**

**Agent and associate were present in the club for 1 hour and 55 minutes and were never approached or asked for a table dance. When it became obvious that we were not going to be approached, agent took the initiative of getting up, walking to a dancer, and asking her for a table dance. This was obviously shocking to us and agent's attempted to ascertain as to why this had happened. The club was not overly busy but the dancers moved in a rather lethargic and slow manner 'cruising' the room with no sense or urgency.**

**There were too many occasions to count that dancers would 'camp' at a table and not cruise the room. Basically they would sit there smoke and talk; not performing dances. Many dancers were seen walking the room smoking as they strolled.**

**On one particular instance noted 3 dancers were at a table > 35 minutes.**

**Dancer #1 – [REDACTED]**

**Dancer #2 – [REDACTED]**

**Dancer #3 – [REDACTED]**

**These 3 congregated on and off for a great deal of time with three male patrons and no dances were seen performed. They just lounged and smoked a ton of cigarettes. On one occasion, dancer #3 rose and began grinding her vagina onto one of the men's faces before security approached her and asked her to stop. Dancers #1 and #2 were seen drinking shots at the table with the men.**

**Agent was rather surprised at the lack of initiative with many of these girls. Agent and associate were set at the table with a stack of \$5's and \$1's and still there was no approach. Agent suggests that dancers be more motivated and spend less time overly conversing with regulars for every 'regular' at a club at some point in time was a 'newbie.'**

**At no time during the entire evaluation were we ever asked or invited to attend either the [REDACTED] and therefore, these areas could not be evaluated. We also found this rather disconcerting as we were instructed to attend these areas in the facility but no one ever approached for us to enter the high dollar areas.**

Per instruction, floor dances were to be charged at \$█ per dance.

Dancer █ performed a table dance for us. █ was very slow, sexy, and methodical in her erotic dance. She was caressing and sensual with her touch and movements. She is a very attractive and erotic woman who pleases her clients. We would have given █ a 9 out of 10; however, as she sauntered up to the subjects face, the clear and distinct smell of cigarettes were present in her hair and on her breath. If she had breath strips/mints she would have been near perfect. She did not state the amount for the dance and a clear amount was given to her.

Dancer #4 was an █ with curvy figure but not full size breasts, curly shoulder length hair. #4 actually was the only dancers to ever approach and ask us for a table dance. She was very friendly and polite in doing so. She also had good erotic movement and was sensual in her petting and dance.

However, #4 appeared to cross the line several times as this dance was performed in the middle of the club floor. #4 licked the breast of my associate as she then exposed one of them and began to bite and tease her nipple. #4 also full on kissed my associate lip to lip. #4 then proceeded to caress and kiss her as she sauntered down her body finding a roost between her legs. #4 then began to lick her labia (in between panties), kissed and blew bubbles on her █, and then █ vagina with a █ and attempted to █. When #4 returned upward to kiss the subject, the definite smell of █ musk was present on her breath and lips.

#4 did not state the \$█ price of the dance. She was then presented with a \$20 bill and did not ask if we wanted any change; she simply just walked away.

**Evaluation Area: Security Services**

		<b>Score/Max</b>	
Service:	Checked all identifications of everyone appearing 30 years old or younger?	10	10
Identified:	Easily identified as part of the security team?	10	10
Friendliness:	Greeting was friendly and inviting?	10	10
Service:	Asked whether or not if you have been there and offered discription of the establishment's services?	10	10
Professional:	Conducted him/herself professionally with guests and staff?	7	10
Service:	Helpful/attentive to employees? Straiten/bus tables?	10	10
Service:	Visible in parking lot?	10	10
Service:	Visible on the floor and moving throughout the establishment on guard for any possible problems?	8	10
Appearance:	Dressed professionally with appropriate hygiene?	10	10
Problem Solving:	Handled problem professionally?	10	10
Problem Solving:	Satisfactory solution to problem?	10	10
Liquor Laws:	Security observed all state liquor laws to the fullest including over-serving, identification checking?	10	10
Friendliness:	Acknowledged our departure?	5	10

**Maximum Total 130**  
**Actual Total 120**

**Score 92%**

## Security Summary:

In the lot, we parked at the nearest available spot. Upon exiting the vehicle, a member of security was walking a slender [REDACTED] female carrying a duffle bag to her car. We proceeded by him as he backed up and told us that we needed to pay \$ [REDACTED]. Agent then asked him if the doors closest were the entrance or an employee entrance/exit and he simply walked away without answering. He was also present upon departure but did not bid us farewell. Agent then approached him and asked where another dance club was and he recommended [REDACTED].

Upon entry we were greeted by a member of security ([REDACTED]) who used a metal detecting wand on us. Security member made agent empty pockets to expose a cell phone and another non threatening item. He wasn't overly friendly but not rude either; just all business. He checked ID's intensely.

He then handed us off to security member [REDACTED] was very polite and friendly as he walked us into the room. Without prompting, he asked if we had visited the facility before. When we responded in the negative he began to explain the processes of the club including the menu, drinks, amount or table dances, [REDACTED]. He led us to a seat at the bar and stood there for an uncomfortable amount of time as it was realized he was waiting for a gratuity. Agent tipped him and he departed.

Agent would like to make a special note that guests are prepared to spend money when entering a dance club. However, the mean demographic would appear to be in the \$20,000 to \$30,000 income range. As mentioned, they are prepared to spend money but when they feel they are being gouged, may become disgruntled and not frequent as often or at all. With the VIP parking, 2 cover charges, and door tip, we were down \$20 before even sitting down. Add two drinks and 1 plate of food and we're down \$50 before tipping any dancers. Agent is aware that the establishment is attempting to make money but felt it worthy of mentioning in a lay perspective.

A [REDACTED] with nearly shaved short hair was also present. He was seen moving the room watching the employees and customers. He was very attentive in finding us a seat (see manager section). He was friendly and inviting. His only negatives were that he smokes A LOT and that he should watch his language and volume of obscenities.

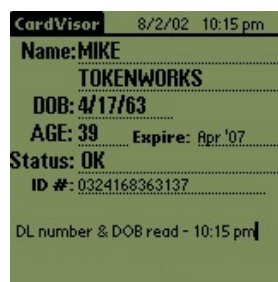
Agent recommends that management obtains an age verification machine to assist security staff. These handhelds can be purchased for around \$200 and assist in uncovering fake or fraudulent ID's.

<http://www.tokenworks.com/>

It reads the information encoded on the magnetic stripe of a driver's license and calculates the cardholders age based on the encoded date of birth. It then displays the age, license number, expiration status and sounds different alarms if under 21, under 18 or expired. It also displays the cardholder's name and records their address information in memory. All transactions are stored in memory for download to a PC.



It provides the establishment with an affirmative defense if they sell alcohol in



reliance on the scan's validity, but prohibits the sale if the information printed on the card is false or fraudulent, or if it does not match the scan results. This can be an extremely valuable tool for liability or litigation matters.



The machine also stores the name, address and birth date of the guest. This can be easily downloaded into an excel spreadsheet and used as a mailing list. Birthday gift certificates can be mailed to past patrons. If management does not feel comfortable with this in the very least they can pinpoint where geographically their customers are coming from.



## Food and Beverage Summary:

### DO NOT POST TO STAFF

The menu that was given to us was badly greased stained. Apart from that, agent was highly impressed with the food offerings from the club. However, the food experience was less than desirable. DJ also did a good job promoting menu and food special items (He called last call for food at 10:22 pm).

Agent ordered the [REDACTED]. [REDACTED] was instructed that just vegetables were wanted and no rice, as well as, a side salad. After waiting 34 minutes ([REDACTED] apologized 3 times for the wait) the plate had arrived; it had rice and no vegetables and no salad. [REDACTED] recognized this right away and again apologized and said she would ameliorate the situation right away. No big deal, I ate the food in about 8 – 10 minutes and pushed the plate forward. [REDACTED] was notably discouraged and apologized again. 10 minutes after finishing the plate vegetables were served at the table. Obviously this was way too late so without prompting, [REDACTED] said that “management” (correct ADLLC procedure) would comp us a round of drinks. Agent did not see a manger present when drinks were delivered and was distracted by other actions and did not see if Amanda moved to the POS to record, therefore cannot substantiate if the comp procedure was done correctly.

I was disappointed that drinks were not able to be made ‘talls’ but fully understand why. Agent prefers a larger drink to consume slower. As mentioned in the facility section, near swarms of fruit flies were present behind the bar. Agent suggests that management take immediate action to eradicate the pests before they slip into the bottles of liquor and cause inventory shrinkage. On a side note, it’s hard to see the ring on the POS system and agent would recommend a post on back of terminal that is easily viewed by guests, spotters, and management.

**Evaluation Area: Management**

<b>Seated</b>		<b>Score/Max</b>	
Service:	Visible on the floor and throughout the club	9	10
Identified:	Easily identified as the Manager on Duty?	9	10
Friendliness:	Seemed friendly and sociable?	3	10
Professional:	Conducted him/herself professionally with guests and staff?	7	10
Leadership:	Seem cool, calm, collected and in control?	10	10
Leadership:	Asked female patrons about employment?	0	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

**Maximum Total 70**  
**Actual Total 48**

**Score 69%**

**Management Summary:**

█████ was discerned to be the MOD during this evaluation. He wasn't particularly friendly or nice. He was overheard yelling at someone but then it was discerned to be in a joking manner. Agent was seated at the bar and then approached █████ to ask about seating. I asked him, "Can we just take a seat anywhere?" He shortly replied, "Yea, whatever, if you can find one," and walked away. The little voice in my head silently said, "Geez, what a dick!" He was not seen leading by example. Agent then asked █████ for a seat and the aforementioned security member in the security section quickly rounded up chairs and set up a table for this; he was then correctly handed a gratuity for going the extra mile/effort.

Attractive female patron was not approached by management and asked if there was an interest in becoming a dancer.

