



Entertainment • Corporate Development • School of Improv  
 “Making it up as we go since 1989”

## Stevie Ray’s Comedy Cabaret Business Plan

### Office Address

10700 Cambridge Court  
 Burnsville, MN 55337

### Physical Location

9801 Lyndale Avenue South  
 Bloomington, MN 55420

### History

The Stevie Ray’s Theatre Company, dba Stevie Ray’s Improv Company, was founded in 1989 as a non-profit 501(c)(3) organization. The four pillars of the organization fall under entertainment or training, and include:

***Stevie Ray’s Comedy Cabaret:*** public comedy performances featuring improvisation, stand-up comedy, sketch comedies, and variety shows.

***Custom Entertainment:*** performances for corporate and private events.

***The School of Improv:*** classes for the public in improvisation and stand-up comedy. These classes are meant to help new and emerging performing artists, as well as offer the non-performer skills in speaking, self-confidence, and personal growth.

***Keynote Speaking and Customized Workshops:*** keynote presentations for major events, as well as workshops for groups seeking to improve professional skills.

From 1989-1993, Stevie Ray’s operated its own venues in Minneapolis. After closing those locations, Stevie Ray’s operated out of various venues in the Twin Cities. Since 2010, Stevie Ray’s has based its operations out of the Chanhassen Dinner Theatres.

### Administration

As a non-profit organization, Stevie Ray’s Improv Company is not owned by any person or persons. Personnel include:

#### Administration

Stephen “Stevie Ray” Rentfrow: Executive Director

Pamela Mayne: Director of Operations

Joseph Harstad: Artistic Director/Theater Manager

#### Board of Directors

Kat Dalager

Kim Bleivernicht

William Sommers, Ph.D.

### Company Names and Signage

Legal Name: The Stevie Ray’s Theatre Company

Doing Business As: Stevie Ray’s Improv Company

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Building signage will be *Stevie Ray's Comedy Cabaret*.



### **Staffing**

The theater will be staffed each evening by:

- Theater Manager
- Box Office Supervisor
- Box Office Staff
- Technical Director
- Food & Beverage Supervisor
- Food & Beverage Staff
- Ushers
- Performers

For daytime classes, when the performances are not in session, staffing will include:

- Theater Manager
- Instructors

### **Hiring**

All applicants will undergo a criminal background check prior to employment. All Food & Beverage staff will be required to free of alcohol related offenses.

Applicants will be interviewed in-person, and hired by the Executive Director, Director of Operations, Theater Manager, or other designated supervisors.

### **Staff Training**

All employees will be trained by the Theater Manager, or a designated supervisor.

All employees will be required to be familiar with their respective job description (attached), and will receive a copy of the Employee Handbook.

All employees serving alcohol will be required to pass the Minnesota Alcohol Seller Server Course.

All employees selling alcohol must be at least 18 years of age.

Any staff that are cross-trained to serve alcohol will be required to pass the Minnesota Alcohol Server Course.

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### **Staff Review**

Staff performance will be evaluated monthly by the Executive Director, Director of Operations, and Theater Manager, and appropriate steps will be taken to address any issues, including re-training, re-positioning staff, or removal of staff members.

Breaches of procedure will result in re-training. More severe cases, such as violation of the theater's alcohol policies, will result in immediate termination.

### **Racial Equity, Gender Equity, and Sexual Harassment**

A statement clarifying the organization's views and policies regarding racial equity, gender equity, and sexual harassment will be included in all staff training, and will also be posted in staff areas of the building.

### **Safety Personnel**

There will be no designated safety personnel necessary for this venue. The Theater Manager will be responsible for safety protocols according to the organization's safety plan.

### **Hours of Operation**

Show Nights: 6:00 p.m. – 1:00 a.m.

Performances will be scheduled at a variety of times depending on production schedules. The theater may occasionally offer matinee performances, but will only offer alcohol between 6:00 p.m. and 12:30 a.m. Doors will open to the public one-hour prior to showtime.

Classes: Classes are open to the general public and last two-hours each, once per week. Classes are scheduled during weekday evenings and during the day on weekends.

### **Entertainment Offerings**

Stevie Ray's Comedy Cabaret will feature audience-interactive improv comedy (similar to the TV show, *Whose Line Is It Anyway?*), stand-up comedy, sketch comedies, variety shows, trivia contests, student recitals, and other similar productions.

There will be no live band, dancing, or adult entertainment.

Stevie Ray's has always offered entertainment that is appropriate for all audiences.

### **Food & Beverage**

**Beverages:** beer, wine, malt beverages, soft drinks, bottled water, and coffee.

There will be no full bar, hard liquor, or mixed drinks.

Alcohol sales will cease 30 minutes prior to closing each night.

Note: Many comedy clubs require a two-drink minimum purchase per customer. Stevie Ray's Improv Company does not require the purchase of food or beverages.

**Food:** Pre-packaged food such as potato chips, baked goods, candy, and snacks. No prepared food will be served.

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### **Alcohol ID Policy**

The organization will not employ temporary alcohol identification, such as wristbands. Any person wishing to buy alcohol must present a valid ID at each purchase. Proof of age for purchasing or consuming alcohol may be established only by one of the following:

- A valid driver's license
- A valid state identification card or from Canada, which includes a photograph and date of birth.
- A valid military I.D. issued by the U.S. Department of Defense
- A valid passport
- A valid tribal I.D

### **License**

The organization will operate under a Theater License and an On-Sale Wine/Strong Beer license.

### **Facilities**

The facility will include:

Main Stage Theater:	175 seats
Cabaret Lounge:	100 seats
Box Office	
Food service counters	
Restrooms	
Food & beverage storage area	
Greenroom/dressing rooms	
Four classrooms	
Executive Office	
Staff Office	

The entire facility will be ADA accessible.

### **Exterior of Building**

It will be the duty of the Theater Manager to ensure that all patrons enter and exit the building, the parking lot, and the surrounding areas quietly.

### **Intoxicated/Unruly Patrons**

De-escalation training will be part of the regular training practices for the organization, including team role-playing scenarios so staff is prepared for various situations. Managing unruly patrons will be the responsibility of the Theater Manager, who may employ the assistance of the Box Office Manager or Food & Beverage Servers as well. Because Stevie Ray's Comedy Cabaret has a theater atmosphere, as opposed to a bar atmosphere, we have never experienced patrons who are physically aggressive.

### **Noise Control**

The only amplified sound in the building will be actors with microphones, and an electronic keyboard providing back-up music for performances, so noise will not be an issue.

### **Incident Logs**

The Theater Manager will be responsible for maintaining an Incident Log (attached). If any incident occurs that needs the attention of the staff, they will be notified via e-mail.

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### **Large Groups**

Since the capacity of both theater spaces in the building combined is 275 seats, large groups will not be an issue.

### **Surveillance System**

We will install security cameras in the theaters, lobby, green rooms, and parking lot. Surveillance monitors will be located in the Box Office and Executive Office, and will be monitored during hours of operation.

### **Curfew Ordinances**

Anyone under the age of 18 years old who is unaccompanied by a parent or guardian will be required to exit the premises according to Hennepin County curfew ordinances. Enforcing curfew will be the responsibility of all staff members, and will be overseen by the Theater Manager.

Age 12-14: By 10:00 p.m. Sunday-Thursday  
By 11:00 p.m. Friday or Saturday

Age 15-17: By 11:00 p.m. Sunday-Thursday  
By 12:00 a.m. Friday or Saturday

### **Closing Procedure**

Patrons will be notified 30 minutes prior to closing. All food & beverage service will cease 30 minutes prior to closing. It will be the responsibility of the Theater Manager, and/or any designated staff to monitor patrons and staff who exit the building while they are in the parking lot of the facility.

### **Litter Clean-Up**

It will be the responsibility of the Theater Manager to ensure that theater staff conduct an inspection of the facility grounds and surrounding area to clean litter and debris from the area before opening and closing each night.

### **Active Shooter**

The entrance to the theater will be posted with an 11" x 17" sign stating *Stevie Ray's Comedy Cabaret bans guns in these premises*. The sign will have a white background, with black Arial lettering at least 1.5" in height.

Staff will be trained to handle active shooter events with the *Run, Hide, Defend* policy.

#### **Run**

The first course of action is to get staff and guests away from danger. Use the nearest exit to leave the building and find safety.

#### **Hide**

If it is not possible to safely leave the building, staff and guests should hide; placing any obstacle they can between themselves and danger—doors, tables, backstage, or enclosed rooms.

#### **Defend**

Only if running or hiding are not an option, should anyone directly confront an active shooter. If the first two options are not available, staff should defend themselves and fight off the attacker with whatever means are at their disposal.

### **Fire Emergency**

All exits will be marked according to code requirements, and all staff will be familiar with emergency exit procedures.

The building is constructed with cinder block and steel frame walls, and is equipped with fire sprinklers, and we

will be installing a fire alarm system.

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### **Weather Emergency**

The building has no basement, so during a weather emergency, patrons will be directed toward the interior spaces of the building, away from exterior windows and doors.

### **Crime Prevention through Environmental Design (CPTED)**

The building has sufficient lighting by means of store-front and sign-post lights to provide adequate and safe illumination. The parking lot is illuminated by streetlights. Staff will be easily able to view any room in the building to ensure the safety of the guests. The front entrance and sidelight are glass, allowing a full view of the parking area and the street. All private staff areas will remain locked when the building is open to the public.

### **Financing**

The project will be financed with a combination of company funds and a loan from *Norswiss Farms* in Wisconsin. Norswiss Farms is a commercial agricultural operation that has offered financial support over the years to many small businesses in Minnesota and Wisconsin. The owners of Norswiss Farms have no ownership or administrative connection to Stevie Ray's Improv Company.

### **Insurance**

The organization has General Liability, Worker's Compensation, and Liquor Liability insurance policies in place.

