



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

**Business Plan
for
Stevie Ray's Comedy Cabaret**

**Valley West Shopping Center
10590 France Avenue South, Bloomington, MN 55431**

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, including the Theatre Garage, Hennepin Center for the Arts, the Suburban World, and the Radisson Hotel Bloomington. 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:

Stephen "Stevie Ray" Rentfrow: Executive Director, Co-Founder

Pamela Mayne: Director of Operations, Co-Founder

Joseph Harstad: Artistic Director

Kat Dalager: Member, Board of Directors

Kim Bleivernicht: Member, Board of Directors

William Sommers, Ph.D.: Member, Board of Directors

Hours of Operation

Performances:	Thursdays	8:00 p.m.
	Fridays & Saturdays	7:00 & 9:30 p.m.
	Sundays	7:00 p.m.

Doors will open to the public approximately one-hour prior to showtime.

Classes:	Monday-Thursday	6:00-8:30 p.m.
	Saturdays & Sundays	10:00 a.m. – 4:00 p.m.

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Entertainment Offerings

Stevie Ray's will featuring audience-interactive improv comedy (similar to the TV show, *Whose Line Is It Anyway?*), stand-up comedy, sketch comedies, and variety shows.

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

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

After-show entertainment will include trivia contests, student recitals, and the like.

Food & Beverage

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

There will be no full bar, no bartenders, and no mixed drinks. Note: Many comedy clubs require a two-drink minimum purchase per customer. Stevie Ray's Improv Company does not enforce a drink minimum.

Alcohol sales will cease one hour prior to closing each night.

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

License

The organization will operate with an On-Sale Wine license.

Staffing

Theater:

- Theater Manager
- Box Office Manager
- Food service personnel
- Ushers
- Performers
- Instructors

Staff Training

All those who serve alcohol will be required to complete the Minnesota Alcohol Seller Server Course.

Facility

Our current plan will create:

Main Stage Theater:	130 seats
Cabaret Lounge:	100 seats
Box Office	
Beverage service areas	
Food & beverage storage area	
Three classrooms	
Two greenroom/dressing rooms	
Offices	

Zoning

The Zoning Department of the City of Bloomington has approved this location.

Financing

The project will be financed with a combination of company funds and a loan from *Norswiss Farms* in Wisconsin. The owners of Norswiss Farms have no ownership or administrative connection to Stevie Ray's Improv Company.

Insurance

General Liability, Worker's Compensation, and Liquor Liability insurance are covered by Bremer Insurance Company.



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