



**2024 BUSINESS OPERATION &
SECURITY PLAN**

4750 N Hopkins St., Milwaukee, WI

HOURS OF OPERATION

Sunday – Thursday 8:00 PM – 2:00 AM

Friday & Saturday – 8:00 PM – 2:30 AM

INTRODUCTION

Mr. Michael Ray, Sr. has been the owner and operator of this adult entertainment club for the last 8 years and has worked for this business previously as security personnel for almost 15 years before purchasing the business and real estate. Mr. Ray is not just a business owner; he's a community leader dedicated to fostering a safe and inclusive environment within the adult entertainment industry. Committed to breaking stereotypes, Mr. Ray has transformed Gold Diggers into a welcoming space that prioritizes the safety and well-being of both patrons and the surrounding community.

Mr. Ray's approach to running the establishment goes beyond entertainment; he actively engages with local law enforcement, neighborhood associations, and community leaders to ensure open communication and address any concerns. Gold Diggers is not just a strip club; it's a reflection of Mr. Ray's commitment to responsible business practices.

Mr. Ray's emphasis on safety is evident in the security measures implemented within the club, creating a secure and enjoyable environment for patrons. Additionally, he invests in staff training to promote respectful and professional interactions, setting a positive tone that extends to the entire establishment.

Michael Ray, Sr. is redefining the adult entertainment industry, proving that it's possible to run a successful strip club while prioritizing community safety and well-being. Gold Diggers stands as a testament to his dedication to creating a space that not only entertains but also enriches the community it calls home.

This business operation and security plan will further describe Gold Diggers' current business operations. Mr. Michael Ray welcomes all advice and recommendations from the community to better his business operations. Please contact Mr. Ray at 414-519-8182 (cell) to schedule a time to discuss Gold Diggers and its business operations further.

BUSINESS OPERATION & SECURITY PLAN

- Security Personnel
- Security Surveillance
- Employee Training Programs
- Signage
- Milwaukee Police Department
- Day-to-Day Management
- Diversifying Entertainment
- Calendar of Events
- Crime & Safety

SECURITY PERSONNEL

Michael Ray, Sr., as the owner of Gold Diggers, has worked diligently with the Milwaukee Police Department District 7 to update his security protocols and procedures. At Gold Diggers, the security personnel are meticulously selected, trained, and led by experienced professionals to ensure the well-being of patrons, staff, and the surrounding community.

The security personnel at Gold Diggers have a primary focus of customer service. They are trained to handle situations discreetly and professionally as to not disturb any patrons or neighbors to Gold Diggers. From crowd management to conflict resolution, Gold Diggers' security team is well-equipped to handle diverse situation with the utmost professionalism.

As of right now, the security personnel employed by Gold Diggers remain unarmed. This measure to have unarmed security personnel is being monitored and the addition of armed security personnel is currently in discussion between management and Mr. Ray.

Currently, the business contracts out their security personnel services to a trusted individuals who have many years of experience in security services. Security personnel can be found monitoring Gold Diggers from 8:00 PM until close, each night. The premises is monitored and secured by 2-3 security personnel, specifically trained in business security. On Friday and Saturday nights, and on calendared event nights, Gold Diggers will utilize 3-4 security personnel to walk the premises, monitor the entrance and exit points of the business, and ensure the safety of the patrons and neighbors is adhered to.

Upon entrance into Gold Diggers, the security personnel will request a verified copy of identification of the patron entering the business to ensure proper age to enter. The security personnel perform specific security checks utilizing a metal detector wand in an effort to deter any potential weapons from entering the establishment. Security personnel will additionally perform bag checks on those individuals who bring in a bag to the business.

Further, security personnel have now been instructed to monitor the rear exterior of the premises to ensure all those who intend to loiter in their vehicles or on the sidewalk will be asked to leave immediately. Security personnel at Gold Diggers has been further instructed to contact District 7's non-emergency line for individuals who refuse to leave the area and continue to loiter.

SECURITY SURVEILLANCE

Gold Diggers currently has a fully operational camera surveillance system, equipped with the most current monitoring systems. Security surveillance cameras play a crucial role in ensuring the safety and security of both patrons and staff within an adult entertainment environment. These cameras are strategically placed throughout the premises to monitor and record activities, helping to deter potential criminal behavior and provide evidence in case of incidents. The exterior of the building is equipped with 5 security cameras, that are able to provide full surveillance of the exterior premises. The interior of the building is equipped with 19 security cameras which provide wide range of all access areas of the business.

Mr. Ray has provided to District 7 full access to the security cameras located at the business. Each camera is currently in standard operation form. Mr. Ray will continue to provide any security footage to MPD District 7 at their request to ensure full cooperation between the parties. At this time, the security footage is stored for up to thirty days, which is the current standard District 7 seeks from Gold Diggers.

EMPLOYEE TRAINING PROGRAMS

Moving forward, Gold Diggers will be hosting and participating in bi-monthly training programs for all employees of the business. This will include educating the entire staff, not just security personnel, on how to handle emergency situations and when patrons create nuisance and/or criminal situations within the operating hours of Gold Diggers.

In Gold Diggers' commitment to creating a secure and safe environment for both employees and customers, the business envisions a comprehensive Employee Training Program for Security and Safety. This program is designed to empower the staff with the knowledge, skills, and awareness necessary to effectively handle security challenges and emergencies within our establishment.

Objectives:

- 1. Risk Mitigation:** The primary goal of the training program is to identify potential security risks and equip the employees with the skills to prevent and manage these risks effectively. This includes addressing issues such as theft, violence, and other security concerns unique to the industry.
- 2. Emergency Response Preparedness:** In the event of emergencies such as fire, medical incidents, or natural disasters, Gold Diggers' staff will be trained to respond promptly and efficiently. This includes first aid training, evacuation procedures, and coordination with external emergency services.
- 3. Customer and Employee Safety:** Ensuring the well-being of both the customers and employees is paramount. The training program will focus on creating a culture of safety, emphasizing the importance of vigilance, communication, and proactive measures to maintain a secure environment.
- 4. Compliance with Regulations:** The training program will align with relevant local, state, and federal regulations governing security and safety in the industry. This ensures that the business remains in compliance with the law and operates with the highest standards of safety.

SIGNAGE

Following the recommendations of Milwaukee Police Department District 7, specific signs have been installed surrounding the premises. No Loitering signs have been installed to deter those who intend to cause disturbances outside of operational hours. The No Loitering signs include notification that no loud music and no panhandling will be tolerated on or around the premises to ensure that the neighbors to the business are not disrupted.

Additional signage installed at Gold Diggers includes "Notice" signs to signify to patrons of the business that their activities are constantly being monitored by security camera surveillance. This

deterrent method, endorsed by MPD, will decrease the likelihood of criminal or nuisance activity from occurring at the premises and business.

MILWAUKEE POLICE DEPARTMENT DISTRICT 7

In a continued effort to remain collaborative with the Milwaukee Police Department District 7, Gold Diggers and MPD District 7's Community Liaison Officers recently conducted a CPTED walkthrough of the establishment to ensure that all security and safety measures currently in place by Gold Diggers meets the criteria in place by MPD District 7.

During the meeting, Gold Diggers provided to MPD District 7 a "Standing Complaint Form" which allows District 7 to cite any individuals who continue to loiter and create nuisances at the business and around the premises. Gold Diggers has been further instructed to install specific lighting fixtures on the exterior walls of the side of the premises, as well as the rear exterior, to discourage individuals from loitering near the exterior of the premises. This measure will facilitate the use of surveillance cameras with proper lighting.

MPD District 7 has provided to Gold Diggers their official Contact Page, which includes a range of phone numbers and contact information to MPD District 7. This contact page has been installed near the bar at the business for quick access by employees.

Mr. Ray and Ms. Evans, and all employees at Gold Diggers, will continue to remain fully cooperative with District 7 and will continue to welcome District 7's insight on the business operations.

DAY-TO-DAY MANAGEMENT

After being the sole owner and operating manager of Gold Diggers for the last 8 years, Mr. Ray has begun the process of placing management of the day-to-day operations with his lead bar manager, Ms. Angela Evans. Ms. Evans has been employed with Gold Diggers since its early inception. Ms. Evans has a complete understanding of the day-to-day management procedures and protocols.

As the day-to-day operations manager of Gold Diggers, Ms. Evans will assist in overseeing a combination of managerial responsibilities, customer service, compliance with regulations, and maintaining a safe and enjoyable environment.

1. Staff Management:

- Hiring and training of dancers, bartenders, security personnel, and support staff.
 - Creating and managing work schedules to ensure adequate staffing levels during peak hours.
 - Conducting regular staff meetings to communicate expectations, address concerns, and maintain a cohesive team.
- 2. Facility Maintenance:**
- Ensuring the cleanliness and overall maintenance of the venue, including stages, seating areas, restrooms, and dressing rooms.
 - Coordinating repairs and renovations to enhance the overall aesthetic and functionality of the establishment.
- 3. Customer Experience:**
- Implementing customer service standards to enhance the overall experience for patrons.
 - Monitoring and addressing customer feedback and making necessary adjustments to improve satisfaction.
- 4. Entertainment Programming:**
- Planning and scheduling live entertainment, themed and collaborative nights, and special events to attract a diverse clientele.
 - Collaborating with performers and DJs to create an engaging and entertaining atmosphere.
- 5. Security and Safety:**
- Implementing and maintaining a robust security system, including surveillance cameras and trained security personnel.
 - Regularly reviewing and updating safety protocols to ensure the well-being of both staff and patrons.
- 6. Financial Management:**
- Managing day-to-day finances, including cash handling, banking, and accounting procedures.
 - Monitoring expenses, revenue, and profitability to make informed business decisions.
- 7. Marketing and Promotion:**
- Developing and implementing marketing strategies to attract new customers and retain existing ones.
 - Utilizing social media, advertising, and promotions to increase visibility to drive the business.
- 8. Compliance and Regulation:**
- Staying informed about and ensuring compliance with local, state, and federal regulations governing adult entertainment establishments.
 - Coordinating with legal professionals to address any legal issues that may arise.
- 9. Community Relations:**
- Building positive relationships with the local community through responsible business practices and community engagement.
 - Addressing any concerns or issues raised by neighbors or community members promptly and professionally.
- 10. Continuous Improvement:**

- Regularly evaluating and refining operational processes to enhance efficiency and customer satisfaction.
- Seeking opportunities for innovation and staying abreast of industry trends.

Effectively managing these day-to-day operations requires a combination of leadership, communication, and business acumen to ensure the success and longevity of the strip club, all of which Ms. Evans has displayed in her years of service to Gold Diggers.

DIVERSIFYING ENTERTAINMENT AND COLLABORATION

In an effort to create a unique and culturally vibrant experience, Gold Diggers is proud to announce new collaborative efforts with local artists, enriching the entertainment landscape and diversifying the options available to its patrons. This innovative approach not only elevates the overall atmosphere within the establishment but also fosters a sense of community engagement and support for local talent.

Artistic Collaborations:

Gold Diggers intends to transform into a dynamic space where the boundaries between adult entertainment and artistic expression blur. The business will collaborate with local visual artists, sculptors, and photographers to feature rotating art installations that adorn the walls, creating an immersive and visually stimulating environment.

Themed Nights and Events:

To celebrate the diversity of the local artistic community, Gold Diggers will organize themed nights and special events that highlight specific genres of art. This could include art exhibitions, live painting sessions, or collaborative projects that engage both the patrons and local artists in a shared creative experience.

Community Engagement:

Gold Diggers has a continuing commitment to supporting local artists that extends beyond their venue. Gold Diggers will actively engage with the local creative community by participating in art festivals, sponsoring cultural events, and providing a platform for emerging artists to showcase their talents.

By fostering collaborations with local artists and diversifying their entertainment offerings, Gold Diggers adult entertainment club will strive to redefine the traditional adult entertainment experience. Through this innovative approach, Gold Diggers aims to create a vibrant and inclusive space that celebrates the richness of the local culture and artistic community.

CALENDAR OF EVENTS

Gold Diggers, in conjunction with Milwaukee Police Department District 7, will be sending a “Calendar of Events” to District 7 on a monthly basis. This Calendar of Events will include any special events that will be occurring at Gold Diggers. This provides ample notice to District 7 to patrol the area and conduct tavern checks on the nights of special events. This measure has been implemented to ensure that all parties are in open and constant communication.

CRIME & SAFETY MEETINGS

Mr. Ray and Ms. Evans are committed to remaining active participants in the surrounding community. As a measure to remain in communication with the neighborhood and the community members, Mr. Ray and Ms. Evans will attend Crime & Safety Meetings, hosted by District 7, on a regular basis. These meetings will allow any concerns regarding the business to be heard by all parties involved and provides Mr. Ray and Ms. Evans the opportunity to address those concerns. It additionally provides District 7 with the opportunity to assess any concerns and provide their professional input.