

BACK ALLEY WEST



View from Center looking East



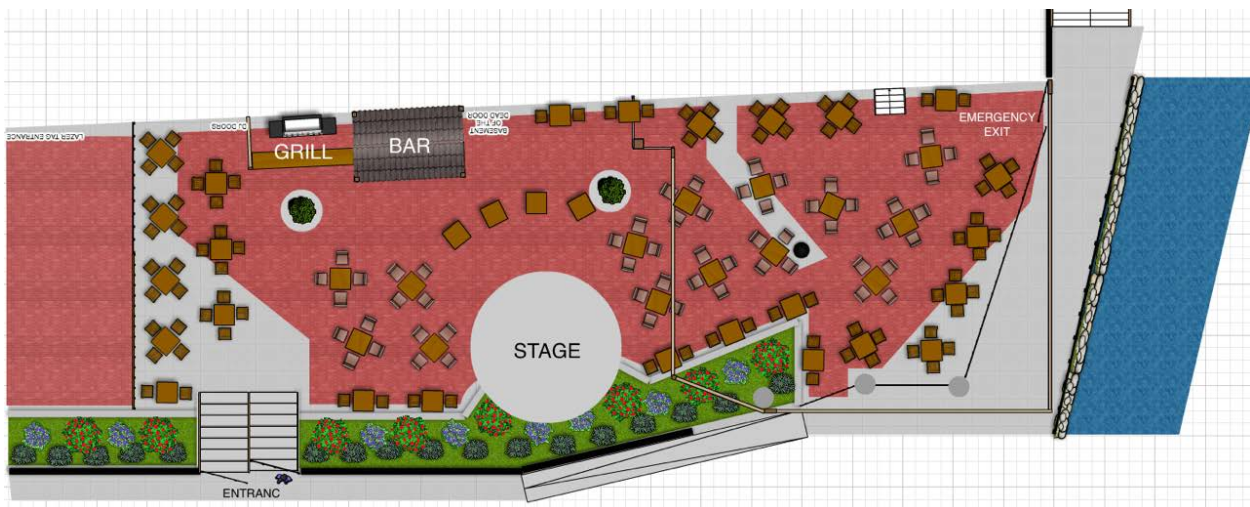
View from River Edge looking West

BACK ALLEY WEST - PROPOSAL

The following is the proposed plan for use of the lower level concourse “Back Alley West” located behind the Ballydoyle Pub Restaurant.

It is a collaboration between the City of Aurora, Ballydoyle Pub that will leverage customer base, location and entertainment.

The scale up will be achieved with existing assets so will require limited outlay of financial resources. This will allow for a relatively immediate launch of the project.



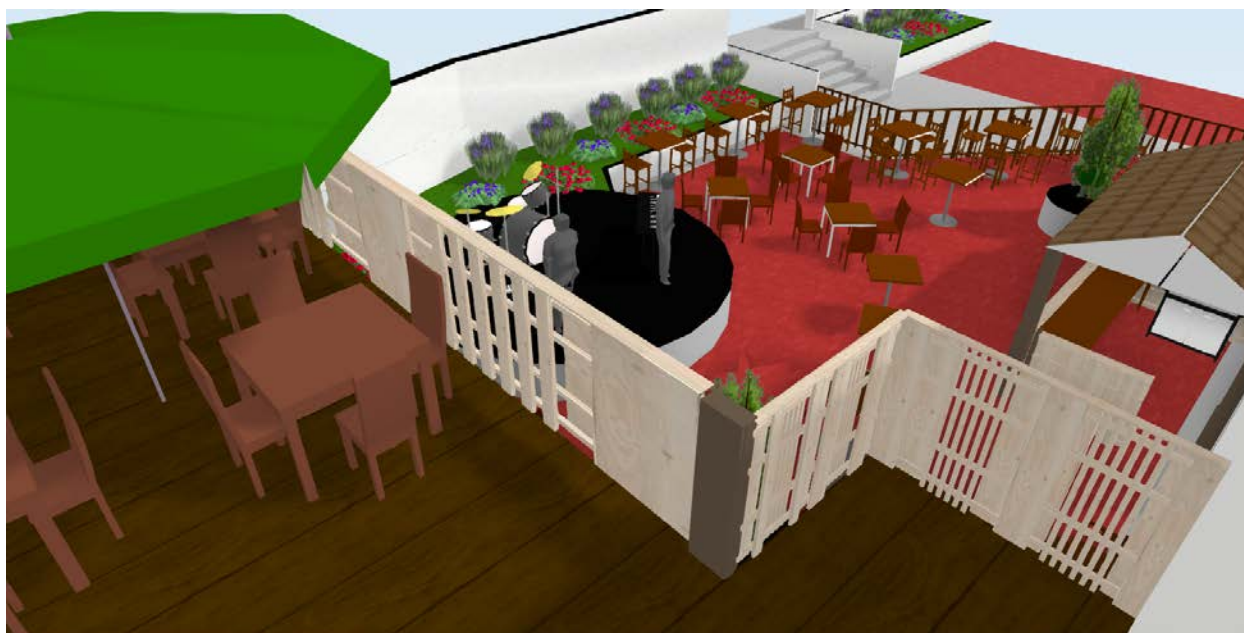
Top View-

Phase one:

- Replicate outdoor event set up with self-sustaining food and drink set up.
- Combination low tables and high tops and benches
- Use stanchions will direct and contain patrons and will be able to control alcohol patrons
- Under deck gutter system to be installed to prevent spillage to lower area
- Basic Sound- Mixer- combination of resources from Ballydoyle
- Security – Perimeter will be monitored from 2 access points – east and west
- Hours of Operation 7 days – 11:00 AM – 10:00 PM
- Capacity – seating 100 - 120
- Marketing –

SET UP / LOGISTICS

- Replicate outdoor event set up with self-sustaining food and drink set up.
 - Will set up a façade – walk up counter/ storefront
- Table and Chairs – set under around edges of the “stage”- High Top standing to the edges near entry points
- Lights – spot and LED ropes
- Perimeter – entry by BOD door / and stairs by river walk BD area roped off to control the alcohol purchase
- Wristbands / stamps for 21 and over
- Basic Sound- Mixer- combination of resources from Ballydoyle
 - Outdoor electric outlets already exist
 - Sound equipment from musicians and existing
- Logistics/ considerations
 - Lower level restroom and Upper level restroom
 - Grill placement to be determined in consideration of weather and wind



View from Ballydoyle Pub Upper Deck Patio

ACCESS PERMITTED – 11:00 AM – 10:00 PM – seven days

Actual likely hours of operation – 4:00 – 9:30 PM –Thursday - Saturday (Sun – TBD)

- Thursday
- Friday
- Saturday
- Sunday-TBD

MUSIC & ENTERTAINMENT / 5:30 – 9:00 pm (Sunday- TBD)

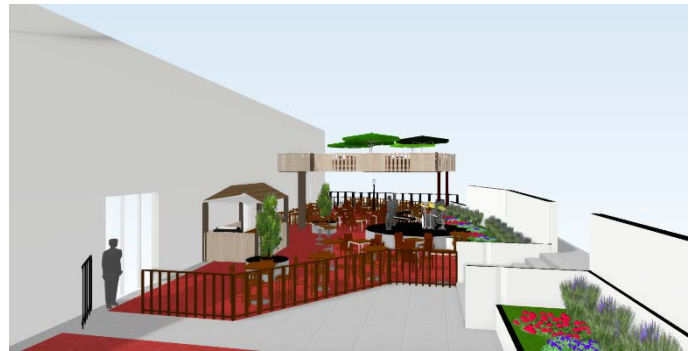
- Acoustic
- Small Group
- DJ
- No Cover Charge

HAPPY HOUR MENU- 4:00 – 9:00 p.m.

Use boats- plastic silverware- Disposable

Use the steam table- Set up like festival- Set up cash register- Chalkboard Menus

- Chips / BC sauce
- CB Sliders
- BBQ Pork Sliders
- Fish Bites
- CB Taco
- Fish Tacos
- CB Bites



View looking east toward the river

PARTY MENU- (FOR PRIVATE FUNCTIONS)

Limited Menu/ Enhanced late night Menu

Melamine/ restaurant quality plates etc. --use regular silverware

APPETIZERS

- Irish Chips
- Brushcetta-w crostini / add herbed goat cheese balls
- Spinach Dip - Carrots & Celery / pita
- Bacon Jam/ Brie / Crostini
- Tacos - CB and Battered Fish - 2, 4 or 6
- Grilled Chicken Tenders / Buffalo / GBBQ / Asian
- Basket of Fries
- Salads: All Existing -- All Garnished w a crostini?
- Strawberry walnut
- Cobb
- Caesar/ add chicken

PLATTERS:

- Burgers
- Club
- Corned Beef
- Reuben
- Chicken Avocado



View of the Food Vending Structure

BEVERAGE MENU:

- 12 cans/ coke-diet-sprite
- Bottled Water
- Iced Tea / Lemonade – by the glass
- Draft Boxes- 2 types of draft beer offered
- Beer Buckets/ Miller lite / Bud Lite / Coors Lite /
- Sangria
- Whiskey Shake ups
- Basic Mixers

MARKETING

- Marketing- Launch events w "free" tickets - paper bag event site
- signage on corner lot/ chalkboards
- Posters / signage inside BD
- Newsletters
- Chalkboards
- Posters in various downtown Aurora Windows



View of Back Alley West