THE CITY OF ROCKFORD ILLINOIS, USA

PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of May 19, 2026

File #026-LTAB-013

APPLICANT: Staci Johnson / Fatdaddy's Gaming Hall, LLC dba Fatdaddy's Gaming Hall

LOCATION: 3011 Auburn Street

REQUESTED ACTION: The sale of liquor by the drink in conjunction with a video gaming facility in a C-3, General Commercial Zoning District.

EXISTING USE: Vacant building

PROPOSED USE: Video gaming facility with liquor by the drink

DIMENSIONS: See attached Exhibit D

ADJACENT ZONING AND LAND USES:

NORTH:	C-3	Vacant commercial buildings
EAST:	C-3	Vacant KFC, Burger King
SOUTH:	C-3	P & M Body Shop, Lincoln Rent All, Everything Auto
WEST:	C-3	Advance Auto Parts

YEAR 2040 PLAN: C — Commercial and Retail

HISTORY:

File 026-LTAB-001: The sale of liquor by the drink (Class L-50) in conjunction with a restaurant and video gaming terminals in a C-3, General Commercial Zoning District was approved on March 2, 2026 for the property located at 2525 Auburn Street. This is five (5) blocks east of the subject property.

File #021-LTAB-010: The sale of liquor by the drink in conjunction with a restaurant and video gaming terminals in a C-3, General Commercial Zoning District was on June 28, 2021 for the property located at 2525 Auburn Street. This is five (5) blocks east of the subject property.

File #020-LTAB-012: The sale of liquor by the drink in conjunction with a restaurant and an outdoor beer garden in a C-2, Limited Commercial Zoning District was on July 8, 2020 for the property located at 1132 Auburn Street. This is 17 blocks east of the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of liquor by the drink in conjunction with a video gaming facility in a C-3, General Commercial Zoning District. The subject property is located on the north side of Auburn Street. See Exhibit C.

The building is currently vacant. The last use of the property was retail. The Applicant would like to establish a video gaming facility with liquor sales by the drink. The Applicant is a new business owner, and liquor licenses must be reviewed by the Liquor and Tobacco Advisory Board.

As part of the review, it is required by the Applicant to submit a completed liquor license application and a business plan. Additional items are presented for the use approval regarding the site and intended business.

Exhibit D is the map identifying businesses with a liquor license. The yellow dots identify the sale of beer and wine by the drink. The green dot is for a full liquor license for the sale of liquor by the drink. The red dot is for packaged liquor sales. The large star is the subject property.

Exhibit E is the site plan showing the layout of the property. The building is approximately 1,586 square feet which would require a total of six (6) parking spaces. The plan shows six (6) parking spaces including a handicap space. The exhibit shows four (4) shade trees and 15 shrubs.

Exhibit F is the interior floor plan and building elevation. The plan shows 18 doors for coolers, four (4) shelves, office, and a bathroom. The plan does not indicate where tobacco or liquor will be located. Additionally, the plan shows a bar and this request was not for liquor by the drink.

Exhibit G is the interior floor plan and the building elevation. The elevation is from all sides. The building is brick and block masonry. The interior floor plan shows there will be six (6) video gaming terminals and three (3) tables, bar area, bathrooms, utility room and storage room.

The Applicant further indicates how the business will operate as shown in Exhibit H. The facility will have several slot machines. A few snacks, assorted beverages such as soft drinks and alcohol will be served. A menu was not provided by the Applicant. The exhibit indicates that membership fees would be charged which would be prohibited. The Applicant was notified of this and agreed to remove that from the plan. The facility will be open from 6:00 a.m. to 2:00 a.m., Monday through Saturday and closed on Sunday. The exhibit indicates that there will be special events and promotions but does not provide details. These special events and promotions may be prohibited so the Applicant will need to provide more detail on these events.

Exhibit I is the security plan. There will be exterior lighting, video surveillance and at least two security personnel during business hours. The security personnel will have a minimum of five (5) years' experience. The property will have a total of four (4) exterior cameras and three (3) interior cameras.

Exhibit J is the service calls the last two years. There was a total of two (2) calls for service at 3011 Auburn Street.

Staff feels the sale of liquor by the drink in conjunction with a video gaming facility is consistent with other similar establishments. However, Staff feels the hours of operation should be limited. The Liquor and Tobacco Advisory

Board should consider limiting the hours of operation, specifically the closing time. Otherwise, Staff supports this request subject to conditions.

RECOMMENDATION: Staff recommends **APPROVAL** of the sale of liquor by the drink in conjunction with a video gaming facility in a C-3, General Commercial Zoning District, with the following conditions:

1. Meet all applicable Building and Fire Codes.
2. Compliance with all City of Rockford Liquor codes.
3. Window display signage is limited to 20% of window area.
4. The windows shall not be covered with bars or other devices that block the windows.
5. Submittal of a landscape plan including species of trees and shrubs for staff review and approval.
6. The sale of liquor by the drink shall be in conjunction with a video gaming facility.
7. The hours of operation will be from 6:00 a.m. to 2:00 a.m., Monday through Saturday and closed on Sunday.
8. The use shall not have a cover charge, dance floor, DJs or any live entertainment and special events.
9. The use shall not operate as a nightclub.
10. Submittal of a revised business plan to remove membership fees, special events and promotions for staff's review and approval.
11. Submittal of a menu with proposed snacks, beverages and alcohol.
12. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
13. All outstanding general ordinances fines must be paid prior to issuance of the license.
14. All conditions must be met prior to issuance of license and establishment of use.

SC: BM
05/08/2026

Exhibit A
3011 Auburn Street
#026-LTAB-013
PARKSIDE
WALLIN
AUBURN
KILBURN
VIRGINIA
RUSSELL
TAYLOR
ABELL
R1
C3
RE
C2
I1
N

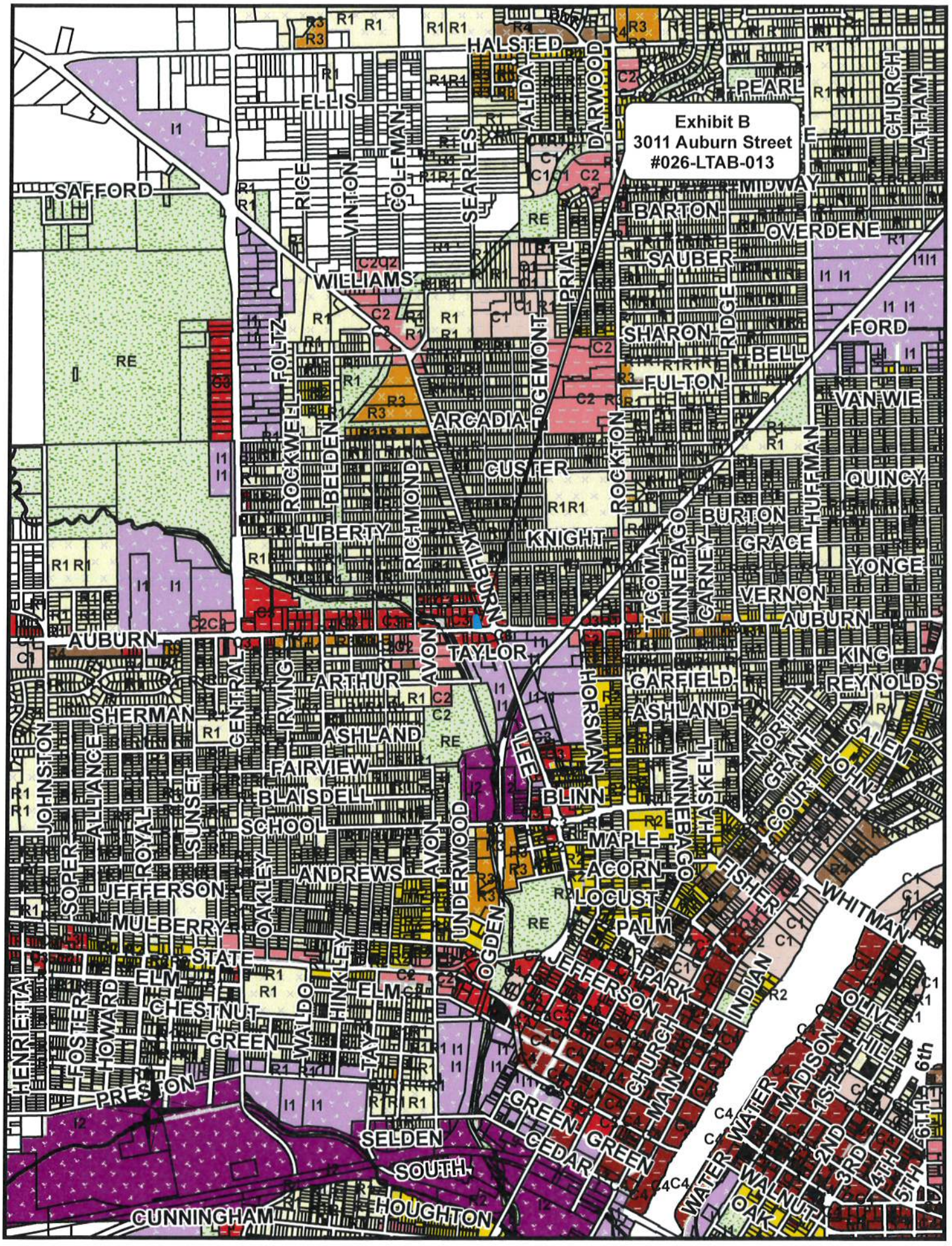
Exhibit B
3011 Auburn Street
#026-LTAB-013
HALSTED
ELLIS
SAFFORD
WILLIAMS
ARCADIA
CUSTER
KNIGHT
LIBERTY
AUBURN
TAYLOR
ARTHUR
ASHLAND
FAIRVIEW
BLAISDELL
SCHOOL
ANDREWS
JEFFERSON
MULBERRY
STATE
ELM
CHESTNUT
GREEN
PRESTON
SELDEN
SOUTH
CUNNINGHAM
HOUGHTON
MAPLE
ACORN
LOCUST
PALM
BLINN
GARFIELD
VERNON
YONGE
QUINCY
BURTON
GRACE
KING
REYNOLDS
SALEM
WHITMAN
PEARL
MIDWAY
BARTON
OVERDENE
SAUBER
SHARON
BELL
FULTON
VAN WIE
FORD
CHURCH
LATHAM
PARK
MAIN
CEDAR
WATER
WALNUT
OAK
OLIVE
MADISON
1ST
2ND
3RD
4TH
5TH
6TH
JEFFERSON
GREEN
RE
I1
I2
R1
R2
R3
R4
C1
C2
C3
C4

Exhibit C
3011 Auburn Street
#026-LTAB-013
PARKSIDE
WALLIN
VIRGINIA
KILBURN
AUBURN
RUSSELL
TAYLOR
ABELL

Fatdaddy's Gaming Hall, LLC - 3011 Auburn Street
Exhibit D
3011 Auburn Street
#026-LTAB-013
Key
College/University
School (K-12)
City/Village Hall
Parks
Forest Preserves
Sale by the Drink (Beer and Wine)
Sale by the Drink (Full Liquor)
Package Liquor Sales
CITY OF ROCKFORD, ILLINOIS
LIQUOR LICENSE LOCATIONS-2025
2026
ROCKFORD
SCALE
ROCKFORD

Exhibit E
3011 Auburn Street
#026-LTAB-013

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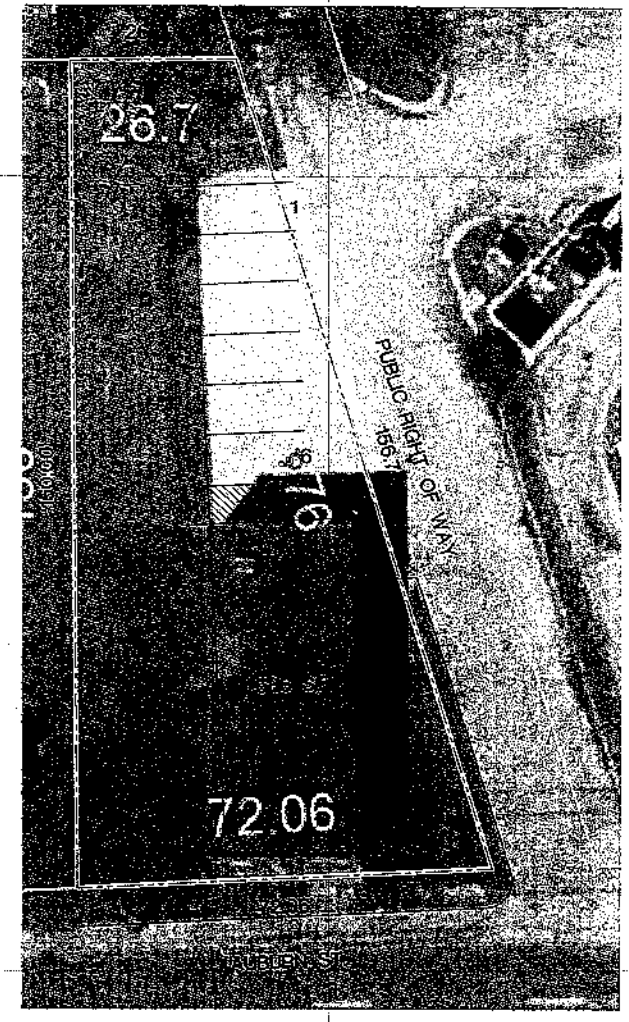
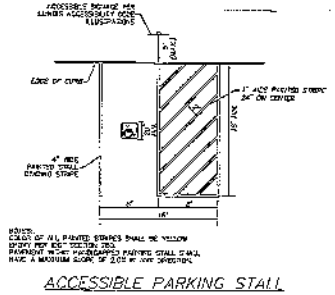
MAR 2 4 2026

CITY OF ROCKFORD LEGAL DEPARTMENT

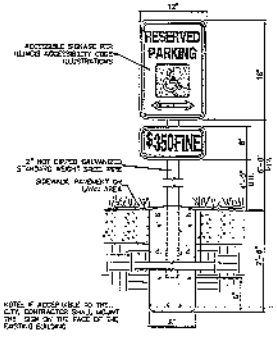


ARCHITECTURAL SITE PLAN

TOTAL OF 6 STALLS
1 HANDICAP



ACCESSIBLE PARKING STALL



ACCESSIBLE PARKING SIGN

Renovations for:
Fat Daddy's Gaming Hall
3011 AUBURN ST.
ROCKFORD, IL 61101

GENERAL CONTRACTOR:

ARCHITECT:
JEFFREY A. MYERS, P.C.
10895 GLEN ABBEY CLOSE
ROCKFORD, ILLINOIS 61107
(815) 540-6823
j.a.myers@mchsl.com

DATE: 03/10/26
REVISIONS:

PROJECT #: 108-26

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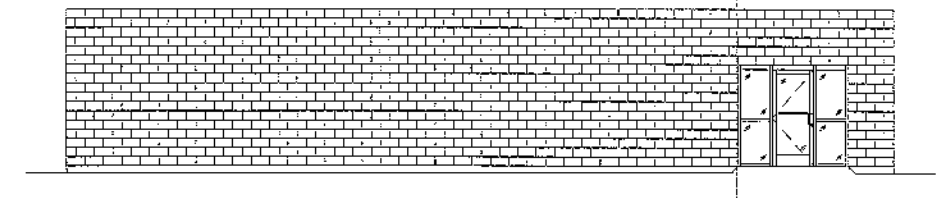
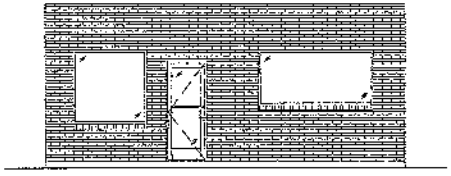
MAR 2 4 2026

CITY OF ROCKFORD LEGAL DEPARTMENT

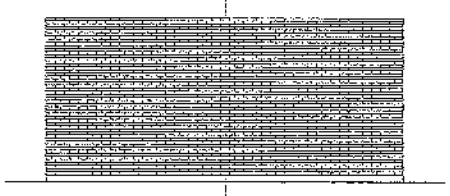
Exhibit F
3011 Auburn Street
#026-LTAB-013



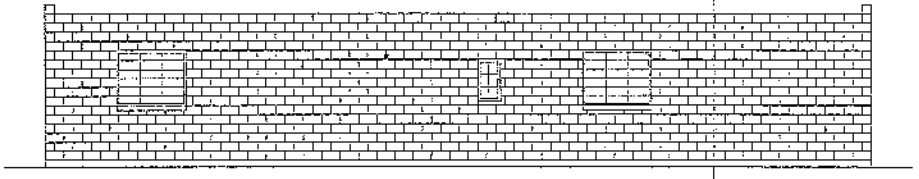
EAST ELEVATION



SOUTH ELEVATION

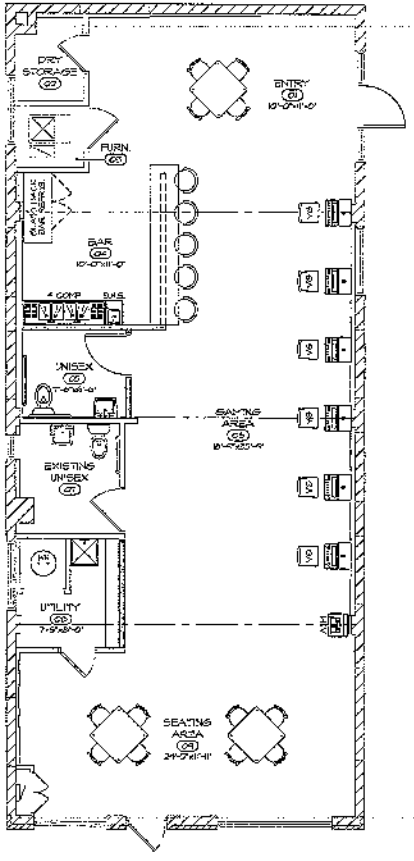


NORTH ELEVATION



WEST ELEVATION

WALL TYPES	
TYPE	REMARKS
	2x6 WOOD STUDS @ 16" O.C. 1/2 LAYER 5/8" GYP. BOARD EACH FACE FLOOR TO ROOF DECK
	2x4 WOOD STUDS @ 16" O.C. 1/2 LAYER GYP. BOARD EACH FACE FLOOR TO +7'-4 1/2" A.F.F.



N

FLOOR PLAN

Renovations for:
Fat Daddy's Gaming Hall
3011 AUBURN ST.
ROCKFORD, IL 61101

GENERAL CONTRACTOR:

ARCHITECT:
JEFFREY A. MYERS, P.C.
10395 GLEN ABBEY CLOSE
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j.a.myers@mchsi.com

DATE: 03/18/26
REVISIONS:

PROJECT #: 1-25-26

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MAR 2 4 2026

CITY OF ROCKFORD LEGAL DEPARTMENT

Fatdaddy's Gaming Hall LLC

My Business Plan

Exhibit G
3011 Auburn Street
#026-LTAB-013

Executive Summary

Overview

Fatdaddy's Gaming Hall LLC is poised to address the desire for engaging and entertaining leisure activities in the local community. Customers often face limited options for social gaming experiences and seek a dynamic environment where they can unwind and connect with others.

Customer Problem

In today's fast-paced world, local gaming enthusiasts and casual players often struggle to find venues that offer a comprehensive, interactive experience. They are looking for more than just a place to play—they want a social hub that offers an escape from routine and delivers both entertainment and convenience.

Products / Services

Fatdaddy's Gaming Hall LLC offers an array of services designed to cater to these needs. We provide a well-rounded selection of slot machines, enhancing the gaming experience with comfort and excitement. Additionally, our establishment features a range of snacks and beverages, ensuring that customers can enjoy a complete and satisfying visit.

Business Model

Our revenue streams are diversified to ensure stability and growth. We generate income through gaming revenue from slot machines, and the sales of snacks and beverages. This model allows us to maintain a steady cash flow while maximizing customer satisfaction.

Target Market

Our primary audience includes local gaming enthusiasts and casual players who seek a vibrant, engaging social environment. By focusing on this specific demographic, Fatdaddy's Gaming Hall LLC can provide tailored experiences that resonate deeply with our customers.

Sales/Marketing Strategy

To reach our target market effectively, we focus on social media campaigns and local partnerships. These strategies highlight our special events and promotions, attracting gaming enthusiasts from the surrounding areas. Our goal is to establish a strong community presence and maintain an active engagement with our audience.

Competitive Advantage

Fatdaddy's Gaming Hall LLC distinguishes itself from other entertainment options through a unique blend of gaming excellence and customer-centric service. Our commitment to creating a

welcoming, all-encompassing gaming experience sets us apart and fuels our drive for continuous improvement.

Overview Company

Problem Statement

Fatdaddy's Gaming Hall LLC addresses a significant gap in the local entertainment sector by providing a dedicated space for gaming enthusiasts and casual players. The problem lies in the lack of accessible, engaging entertainment venues that combine gaming with a social atmosphere. Many local residents seek a multifaceted leisure experience where they can enjoy gaming alongside a variety of snacks, beverages, and alcoholic options. However, existing options are either too limited in scope or fail to offer a cohesive environment that caters to both serious gamers and those seeking casual entertainment.

Moreover, the community lacks a centralized hub for gaming events and social gatherings, which can foster connections among enthusiasts. Fatdaddy's Gaming Hall LLC solves this problem by creating an inviting and dynamic space that not only meets the gaming needs of its patrons but also enhances their overall experience through strategic social media campaigns and local partnerships. This approach not only attracts a diverse audience but also builds a loyal customer base, ensuring repeat visits and sustained engagement.

Business Description

Fatdaddy's Gaming Hall LLC is an innovative entertainment hub designed to meet the needs of local gaming enthusiasts and casual players. Situated as a vibrant destination, our business offers an array of slot machines complemented by a selection of snacks, beverages, and alcohol. By focusing on a multi-faceted revenue model, including membership fees, gaming income, and refreshment sales, we address the growing demand for engaging leisure activities in our community.

Fatdaddy's Gaming Hall will be open from 6:00am-2:00am Monday thru Saturday and closed on Sundays. Convenient for the Early risers and the midday and late night owls, we aim to please our customers.

Our establishment not only provides a thrilling gaming experience but also creates a social environment where patrons can unwind and connect. Through strategic social media campaigns and collaborations with local partners, we aim to enhance community engagement and attract a diverse clientele. Special events and promotions are integral to our approach, ensuring that each visit to Fatdaddy's Gaming Hall is unique and memorable. By continually adapting to the

preferences of our audience, we position ourselves as a leader in the local entertainment landscape.

Mission Statement

Fatdaddy's Gaming Hall LLC is dedicated to creating a vibrant and engaging entertainment destination for our community. Our mission is to provide an exhilarating gaming experience that combines the thrill of slot machines with the comfort of a welcoming environment. We aim to foster a sense of community among local gaming enthusiasts and casual players by offering not only exciting gaming options but also a variety of snacks, beverages, and alcohol to enhance their enjoyment. Through strategic social media campaigns and collaborations with local partners, we strive to attract and engage our audience, ensuring memorable experiences enriched by special events. Our commitment is to deliver exceptional service and entertainment, making every visit to Fatdaddy's Gaming Hall a unique and rewarding experience.

Business Model

Product and Services

Fatdaddy's Gaming Hall LLC offers a unique entertainment experience by combining gaming with a vibrant social atmosphere. Our primary product offering centers around state-of-the-art slot machines, designed to appeal to both avid gaming enthusiasts and casual players. These machines are regularly updated to ensure a diverse and engaging selection, providing our patrons with both classic and modern gaming options.

Membership Program

To enhance customer loyalty and engagement, we offer a membership program that provides exclusive benefits. Members enjoy perks such as discounted play rates, priority access to new machines, and invitations to special events. This program not only fosters a sense of community among our patrons but also serves as a consistent revenue stream.

Refreshments and Beverages

Complementing the gaming experience, Fatdaddy's Gaming Hall provides a curated selection of snacks and beverages. Our offerings include a variety of popular snacks, soft drinks, and a well-stocked bar featuring a range of alcoholic beverages. This diverse selection ensures that patrons can enjoy a complete entertainment experience without needing to leave the premises.

Special Events and Promotions

To further enhance the gaming experience, we host regular special events and promotions. These events are designed to attract new customers and retain existing ones, creating a lively and engaging atmosphere. Through strategic partnerships with local businesses, we also offer collaborative promotions that benefit both our patrons and the community.

In summary, Fatdaddy's Gaming Hall LLC is committed to delivering a comprehensive entertainment experience through our diverse range of products and services. By focusing on quality gaming options, exclusive memberships, and a welcoming social environment, we aim to become the preferred destination for gaming enthusiasts in our community.

Additional Features

Fatdaddy's Gaming Hall LLC is committed to enhancing the gaming experience by incorporating additional features that cater to the diverse needs of our clientele. One such feature is the introduction of a loyalty rewards program, designed to incentivize repeat visits and foster customer loyalty. Members can earn points through gameplay and purchases, which can be redeemed for exclusive perks such as free play credits, discounted refreshments, and priority access to special events.

Enhanced Membership Tiers

To further enrich the customer experience, we offer enhanced membership tiers. These tiers provide varying levels of benefits, including personalized service, access to private gaming areas, and invitations to member-only tournaments and events. This structure not only adds value for our customers but also creates an additional revenue stream through tiered membership fees.

Interactive Gaming Experiences

In addition to traditional slot machines, we plan to introduce interactive gaming experiences that incorporate the latest technology. Virtual reality (VR) and augmented reality (AR) games will offer immersive experiences, attracting tech-savvy gamers and providing a unique selling point that differentiates us from competitors.

Community Engagement Initiatives

Fatdaddy's Gaming Hall LLC will also focus on community engagement initiatives, such as hosting local gaming tournaments and charity events. These initiatives not only enhance our brand image but also strengthen our ties with the local community, fostering a sense of belonging and loyalty among our patrons.

By integrating these additional features, Fatdaddy's Gaming Hall LLC aims to provide a comprehensive and enjoyable gaming environment that appeals to both avid gamers and casual visitors, ensuring a memorable entertainment experience for all.

Revenue Model

Fatdaddy's Gaming Hall LLC employs a diversified revenue model designed to capitalize on various aspects of the gaming and entertainment experience. The primary revenue streams include membership fees, gaming revenue from slot machines, and sales of snacks and beverages.

Membership Fees

Membership fees serve as a foundational revenue stream. By offering exclusive benefits and discounts to members, Fatdaddy's Gaming Hall encourages loyalty and repeat visits. This model not only provides a steady income but also fosters a community of dedicated gaming enthusiasts who are more likely to participate in events and promotions.

Gaming Revenue

The slot machines are the centerpiece of Fatdaddy's Gaming Hall, generating significant revenue through gaming activities. With a focus on maintaining a diverse selection of popular and engaging slot games, the hall attracts both seasoned players and casual visitors. The strategic placement and rotation of machines ensure a fresh and exciting gaming experience, maximizing player engagement and revenue potential.

Sales of Snacks and Beverages

Complementing the gaming experience, the sale of snacks, beverages, and alcohol provides an additional revenue stream. By offering a carefully curated selection of refreshments, Fatdaddy's Gaming Hall enhances the overall customer experience, encouraging longer stays and increased spending. The menu is designed to cater to a variety of tastes, ensuring that all patrons find something to enjoy during their visit.

Special Events and Promotions

To further augment revenue, Fatdaddy's Gaming Hall plans to host special events and promotions. These activities are designed to attract new customers and retain existing ones by offering unique experiences that go beyond regular gaming. Collaborations with local businesses and influencers through social media campaigns will amplify the reach and effectiveness of these events, driving additional foot traffic and revenue.

By leveraging these diverse revenue streams, Fatdaddy's Gaming Hall LLC aims to create a sustainable and profitable business model that supports its long-term growth and success.

Market Analysis

Target Market

Fatdaddy's Gaming Hall LLC is strategically positioned to serve a diverse target market within the local community. Our primary audience consists of local gaming enthusiasts and casual players who seek an engaging entertainment experience. These individuals are typically adults aged 21 and over, who enjoy gaming as a leisure activity and are looking for a social environment where they can relax and unwind.

Demographic Profile

Our target demographic includes both men and women, predominantly within the age range of 21 to 55. This group is characterized by a moderate to high disposable income, allowing for discretionary spending on entertainment and leisure activities. Many of our potential customers are employed in various sectors, including retail, hospitality, and professional services, and they value the opportunity to escape their daily routines through gaming and social interaction.

Psychographic Characteristics

Psychographically, our target market comprises individuals who are thrill-seekers and enjoy the excitement that gaming offers. They are typically social, enjoy meeting new people, and appreciate a vibrant atmosphere. This group values convenience and accessibility, making Fatdaddy's Gaming Hall an attractive destination due to its local presence and comprehensive range of offerings, including snacks, beverages, and alcohol.

Geographic Focus

Geographically, our focus is on the local community, with an emphasis on attracting patrons from nearby neighborhoods and towns. Our location is easily accessible, providing ample parking and proximity to other local attractions, which enhances its appeal as a convenient entertainment option.

Behavioral Traits

Behaviorally, our target market is characterized by a preference for interactive and immersive experiences. They are likely to participate in gaming activities regularly and appreciate the opportunity to engage in special events and promotions. Our customers are tech-savvy, often using social media to discover new entertainment options and stay informed about upcoming events at Fatdaddy's Gaming Hall.

By understanding and catering to these specific market segments, Fatdaddy's Gaming Hall LLC aims to create a loyal customer base that appreciates the unique blend of gaming, social interaction, and hospitality that we offer.

Market Size and Segments

Fatdaddy's Gaming Hall LLC operates within the dynamic and growing entertainment and gaming industry. The market size for gaming halls, particularly those offering slot machines, is substantial, driven by a consistent demand for recreational activities and leisure experiences. The US gaming market, valued at approximately $261 billion, continues to expand, with a noticeable increase in consumer spending on gaming and entertainment. This growth is supported by the proliferation of gaming venues and a cultural shift towards experiential entertainment.

Market Segments

The primary market segments for Fatdaddy's Gaming Hall LLC include:

1. Local Gaming Enthusiasts: This segment comprises individuals who regularly engage in gaming activities and are likely to participate in membership programs. These customers are drawn to the strategic and competitive aspects of gaming and appreciate the social environment provided by gaming halls.

2. Casual Players: Casual players seek entertainment and relaxation, often visiting gaming halls for social gatherings or spontaneous leisure activities. This segment values the availability of snacks, beverages, and alcohol as part of the overall experience.

3. Event Attendees: Special events and promotions attract a diverse audience, including those who may not typically frequent gaming halls. By hosting themed nights and tournaments, Fatdaddy's Gaming Hall can engage this segment, enhancing customer loyalty and increasing foot traffic.

4. Social Groups: Social groups, including friends and colleagues, visit gaming halls for group entertainment experiences. These customers are often motivated by the combination of gaming and social interaction, making them ideal targets for group promotions and packages.

By focusing on these segments, Fatdaddy's Gaming Hall LLC aims to effectively capture and retain a diverse customer base, leveraging targeted marketing strategies and local partnerships to maximize market penetration and revenue potential.

Unique Value Proposition

Fatdaddy's Gaming Hall LLC offers a distinctive entertainment experience by combining the thrill of gaming with a welcoming social atmosphere. Our unique value proposition lies in our ability to deliver an immersive environment that Fatdaddays caters to both avid gaming enthusiasts and casual players.

By offering a diverse selection of slot machines and complementing them with a curated menu of snacks, beverages, and alcoholic drinks, we create a space where guests can enjoy leisure and excitement in equal measure.

Risks and Mitigation

Identified Risks

Operating Fatdaddy's Gaming Hall LLC involves navigating a variety of risks inherent to the gaming and entertainment industry. Identifying these risks is crucial to developing effective mitigation strategies. Below are some key risks associated with the business:

Regulatory Compliance Risk

Operating a gaming hall requires adherence to stringent regulations and licensing requirements. Any changes in local, state, or federal gaming laws could impact operations or result in penalties, potentially affecting revenue streams from slot machines.

Financial Risk

The business relies heavily on gaming revenue, membership fees, and the sale of snacks and beverages. Economic downturns or shifts in consumer spending habits could reduce disposable income, impacting customer spending and, consequently, revenue.

Market Competition Risk

The gaming and entertainment industry is highly competitive. New entrants or existing competitors offering similar or enhanced experiences could draw potential customers away. This risk is compounded by the challenge of maintaining customer loyalty in a dynamic market.

Operational Risk

Operational risks include the potential for equipment failure, particularly with slot machines, which could disrupt the gaming experience and lead to customer dissatisfaction. Additionally, managing inventory for snacks and beverages requires efficient supply chain management to avoid shortages or excesses.

Security and Fraud Risk

Ensuring the security of both physical premises and digital transactions is critical. The risk of theft, fraud, or cyber attacks could compromise customer trust and lead to financial losses. Implementing robust security measures is essential to mitigate these risks.

Reputation Risk

Negative publicity, whether from customer experiences or external perceptions, can significantly impact business reputation. Maintaining a positive image through quality service and community engagement is vital to sustaining customer base and attracting new patrons.

Health and Safety Risk

Providing a safe and healthy environment for customers and staff is paramount. This includes adhering to health regulations, especially in light of potential public health crises, which could affect customer turnout and operational capacity.

By identifying these risks, Fatdaddy's Gaming Hall LLC can develop comprehensive strategies to mitigate their impact, ensuring sustainable growth and success in the competitive gaming industry.

Mitigation Strategies

Mitigating risks is crucial for the successful operation of Fatdaddy's Gaming Hall LLC. Our strategies focus on ensuring a safe, engaging, and profitable environment for our patrons and stakeholders.

Financial Risk Mitigation

To address potential financial instability, we will maintain a diversified revenue stream that includes membership fees, gaming revenue, and sales from snacks and beverages. This diversification helps stabilize income and reduces reliance on any single source. Additionally, we will establish a reserve fund to cover unforeseen expenses and ensure liquidity for operational needs.

Regulatory Compliance

Operating within the gaming industry requires strict adherence to legal and regulatory standards. We will implement a comprehensive compliance program, including regular audits and staff training, to ensure all operations meet local and state regulations. This proactive approach will minimize legal risks and enhance our reputation in the community.

Security Measures

Ensuring the safety of our patrons and assets is a top priority. We will install state-of-the-art surveillance systems and employ trained security personnel to monitor the premises. Regular security assessments will be conducted to identify potential vulnerabilities and implement necessary improvements.

Market Competition

To remain competitive, Fatdaddy's Gaming Hall LLC will leverage targeted marketing strategies, such as social media campaigns and local partnerships, to attract and retain customers. By hosting special events and offering promotions, we will enhance customer engagement and loyalty.

Technological Risks

Given the reliance on slot machines and gaming technology, we will invest in regular maintenance and upgrades to prevent technical failures. Partnering with leading technology providers will ensure access to the latest innovations and support, minimizing downtime and enhancing customer satisfaction.

Health and Safety Protocols

In response to public health concerns, we will implement robust health and safety protocols, including regular cleaning, sanitization, and crowd management strategies. These measures will ensure a safe environment, fostering trust and confidence among our patrons.

By implementing these mitigation strategies, Fatdaddy's Gaming Hall LLC aims to navigate potential risks effectively, ensuring a stable and thriving business operation.

Execution

Marketing Plan

Fatdaddy's Gaming Hall LLC's marketing plan is designed to position our brand as the premier entertainment destination for gaming enthusiasts and casual players in the local community. Our strategy leverages a mix of digital and traditional marketing channels to maximize reach and engagement.

Target Market

Our primary audience consists of local gaming enthusiasts and casual players who seek a vibrant atmosphere with gaming, snacks, and drinks. Understanding their preferences and behaviors allows us to tailor our marketing efforts effectively.

Marketing Objectives

- Increase brand awareness within the local community.
- Drive foot traffic to the gaming hall through targeted promotions and events.
- Enhance customer loyalty and retention through engaging experiences and membership benefits.

Marketing Strategies

Social Media Campaigns
We will utilize platforms such as Facebook, Instagram, and Twitter to engage with our audience. Regular posts will showcase upcoming events, promotions, and behind-the-scenes glimpses of our gaming hall. Paid advertising on these platforms will target specific demographics to increase visibility and attract new customers.

Local Partnerships
Collaborating with local businesses and community organizations will enhance our presence and credibility. We aim to partner with nearby restaurants, bars, and entertainment venues to create joint promotions and cross-marketing opportunities. This approach will help us tap into existing customer bases and foster community ties.

Special Events and Promotions
Hosting themed nights, tournaments, and exclusive member events will create buzz and draw in crowds. These events will be promoted through both online and offline channels, ensuring maximum reach. Special promotions, such as discounted membership fees or bundled offers on snacks and beverages, will incentivize visits and increase sales.

Email Marketing
A targeted email marketing campaign will keep our audience informed about upcoming events, promotions, and exclusive offers. Personalized content will enhance engagement and encourage repeat visits, while feedback surveys will help us continually refine our offerings.

Implementation Timeline

Our marketing initiatives will be rolled out in phases, beginning with a pre-launch awareness campaign on social media, followed by the introduction of local partnerships and event promotions. Regular evaluations will ensure alignment with our objectives and allow for adjustments based on market feedback and performance metrics.

By executing this comprehensive marketing plan, Fatdaddy's Gaming Hall LLC aims to establish a strong market presence, foster community engagement, and drive business growth.

Sales Plan

Fatdaddy's Gaming Hall LLC is committed to implementing a robust sales plan that capitalizes on our unique offerings and market positioning. Our primary focus is to drive revenue through three main channels: membership fees, gaming revenue from slot machines, and the sale of snacks and beverages. By leveraging these streams, we aim to maximize profitability and enhance customer engagement.

Membership Sales Strategy

To encourage repeat visits and build a loyal customer base, we will offer tiered membership packages. These packages will include exclusive benefits such as discounted gaming credits, priority access to special events, and complimentary snacks. Our sales team will actively promote these memberships through direct engagement with visitors and targeted social media campaigns aimed at local gaming enthusiasts.

Gaming Revenue Maximization

Slot machines are the cornerstone of our gaming offerings. To optimize gaming revenue, we will regularly update and maintain our machines to ensure a seamless and exciting experience for our customers. Strategic placement of machines and dynamic pricing models will be employed to maximize occupancy and playtime. Additionally, we will host themed gaming nights and tournaments to attract a diverse range of players and boost engagement.

Snack and Beverage Sales

Our snack and beverage sales strategy focuses on providing a diverse and appealing selection to complement the gaming experience. We will offer a variety of snacks, alcoholic beverages, and non-alcoholic drinks, catering to different tastes and preferences. Promotions, such as happy hour specials and combo deals, will be utilized to increase sales volume and enhance customer satisfaction.

Sales Team and Training

Our sales team will undergo comprehensive training to ensure they are knowledgeable about all aspects of our offerings and can effectively communicate value to customers. They will be equipped with tools and techniques to upsell memberships and refreshment packages, fostering a customer-centric environment that drives sales growth.

Technology and Sales Tracking

To support our sales efforts, we will implement a state-of-the-art point-of-sale system that integrates with our membership database and gaming machines. This system will provide real-time sales data, enabling us to track performance, identify trends, and make informed decisions to refine our sales strategies.

By focusing on these key areas, Fatdaddy's Gaming Hall LLC aims to create a vibrant and profitable environment that attracts and retains our target audience while delivering an exceptional entertainment experience.

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Security Plan For:

Fatdaddy's Gaming Hall

Exhibit H
3011 Auburn Street
#026-LTAB-013

1. Introduction And Purpose

This document outlines the comprehensive security plan for Fatdaddy's gaming hall. The primary purpose of this plan is to establish clear protocols and procedures to ensure the safety and security of patrons, staff, and property. It defines roles, responsibilities, and response strategies for security personnel to effectively manage the premises, prevent incidents, and address any disturbances in a controlled and professional manner.

2. Security Personnel And Posture

Security operations will be managed by a team of two (2) on-duty security personnel per shift. All security staff must possess a minimum of five (5) years of verifiable experience in security, crowd management, or a related field, with specific training in conflict de-escalation. To maintain a welcoming yet authoritative presence, security personnel will wear casual comfort clothes, such as branded polo shirts and dark trousers, which allow for ease of movement while clearly identifying them as security staff through visible badges or insignia.

3. Physical Security Infrastructure

The physical security of the establishment is supported by a robust infrastructure designed to deter and detect incidents.

3.1 Lighting

The entire exterior perimeter of the building, including all entry points, walkways, and the parking lot, is maintained with very well-lit conditions. Interior lighting is kept at a level sufficient to ensure clear visibility and a safe environment for all patrons and staff.

3.2 Video Surveillance System

A closed-circuit television (CCTV) system provides continuous monitoring of key areas. The system consists of four (4) exterior cameras, one positioned on each side of the building to cover all external facades and approaches. Additionally, three (3) interior cameras are strategically placed to monitor high-traffic areas, cash handling locations, and gaming floors. All footage is recorded and stored for a minimum of 30 days.

4. Patron Management And Incident Response

This section details the procedures for maintaining order and responding to disruptive behavior from patrons in all areas associated with the business.

4.1 Interior Disorderly Conduct

For incidents occurring inside the gaming hall, security personnel will follow a graduated response. The initial approach involves a calm, verbal request for the patron to cease the disruptive behavior. If non-compliant, a firm but polite directive to leave the premises will be issued. Security will escort the individual to the nearest exit, documenting the incident. Physical intervention is used only as a last resort to protect others or prevent property damage.

4.2 Exterior, Parking Lot, And Public Area Incidents

For disturbances in the parking lot or adjacent public areas, security personnel will respond promptly. The primary goal is to move the conflict away from the building and other patrons. Personnel will assess the situation from a safe distance, identify themselves, and issue clear commands to disperse or cease the activity. If the situation involves violence, weapons, or poses an immediate threat, personnel will retreat to a safe position, maintain visual observation, and contact local authorities without direct engagement.

4.3 Escalation And Law Enforcement Notification

Security personnel are authorized to contact local law enforcement immediately under specific circumstances. These include any incident involving a weapon, acts of violence or assault, suspected criminal activity (e.g., drug dealing, vandalism), or when a patron refuses to leave after being trespassed. When calling authorities, personnel will provide a clear location, nature of the emergency, description of involved individuals, and any known weapons.

5. Communication And Documentation

All security personnel are equipped with reliable two-way radios for constant communication with each other and management. Every incident, regardless of severity, must be documented in a daily security log. The log will include the date, time, location, individuals involved, actions taken, and the outcome, including any law enforcement response. This documentation is crucial for liability protection and identifying recurring issues.

6. Training And Review

All security personnel will undergo initial and annual refresher training on this security plan, emphasizing de-escalation techniques, legal boundaries of security work, and emergency response. This plan will be reviewed and updated bi-annually or following any significant incident to ensure its continued effectiveness and relevance.

	Call Number	Situation Reported	Case Number	Call Disposition	Location
01/30/2025 08:41:07 AM	25-020159	ALARM - BURGLAR	No Case Assigned	0002 - FALSE ALARM - EQUIPMENT / 0002 - FALSE ALARM - EQUIPMENT	3011 Auburn St
4 01:39:38 PM	24-172133	THEFT JUST OCCURRED	No Case Assigned	CALLER CANCELLED	3011 Auburn St

Exhibit I
3011 Auburn Street
#026-LTAB-013