

Nightclub Operational Plan

323 23rd Street, Miami Beach

1. Business Objectives

- **Primary Goal: Deliver a high-energy nightlife experience with premium drinks, music, light bites, and service.**
- **Target Audience: Ages 21-55, urban professionals, tourists, and trendsetters.**
- **Brand Identity: Sophisticated yet edgy; a fusion of luxury and underground vibes.**

2. Entertainment

- **Nightly DJ's; primarily performing house music, pop music, Latin music**
- **Costumed Dancers. Occasional live music performances of acoustic variety; guitar, saxophone, violin, etc.**
- **Outside area will have music at ambient level, lounge-style sofas and reduced seating and the serving of pizza.**

3. Operations Structure

Department Key Responsibilities

Management Strategy, licensing, finance, staffing

Bar, Food & Beverage Inventory, mixology, service, cook

Floor Staff

Guest experience, table service, crowd control. Crowd control will consist of a general admission line along the wall of the building heading west. Bottle service /vip section will run along the east side of the wall. All contained within stanchions in an orderly fashion.

	Entry screening, safety, incident response
	2 at front door checking ID's and Bags
Security	1 near the bathrooms and surveilling the main floor
	1 walking and surveilling the main floor
	1 at door between outside and inside surveilling BOTH AREAS
	1 at exit door
DJ & Entertainment	Music programming, live acts, lighting coordination
Marketing	Promotions, social media, influencer partnerships
Cleaning Crew	Pre/post-event sanitation, restroom maintenance

3. Hours of Operation

- **Thursday-Sunday: 10PM - 5 AM both indoor and outdoor**
- **Special Events: Extended hours with city permit**

4. Staffing Plan

- **General Manager: 1**
- **Bartenders: 4-6**
- **Servers: 6-10**
- **Security Personnel: 4-6**
- **DJ/AV Techs: 2**
- **Cleaning Crew: 2-3**
- **Cooks one for indoor and outdoor pizza maker**

Staffing hours will initially be in thirds. The first third will arrive at 9PM to set up . Second third will be arriving at opening time 10PM. The last set of thirds will arrive at 11PM and handle closing duties. All on a rotating schedule. Staff will be relieved of their daily work schedule accordingly.

Staff, if necessary. will use the City parking garage directly across the street South as there will be no valet service.

5. Technology & Systems

- **POS system with inventory tracking**
- **Guest list and ticketing platform**
- **Surveillance and access control**
- **Lighting and sound automation**
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6. Inventory & Supply Chain

- **Weekly alcohol and food deliveries (local distributors) on Thursday's. Deliveries are brought to the front office through the double doors. The emergency exit can also be used in the event of overflow.**
- **As of writing this we have yet to establish waste management services but intend on using ;**
- **Waste Management of Dade County
8801 NW 91 Street
Medley, FL 33178
786-450-5699**

There are no bicycle parking nor bicycle lanes to impede or interrupt deliveries

- ***Monthly restock of barware, napkins, and cleaning supplies, food supplies, mise en place***
- ***Seasonal menu updates based on trends and availability***

7. Marketing & Promotion

- ***Weekly themed nights (ie., Latin Fridays, House Saturdays, SunGAY)***
 - ***VIP packages and bottle service promotions***
 - ***Collaborations with local influencers and DJs***
 - ***Loyalty program with app-based rewards***
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 **Sample Nightclub Menu**

Signature Cocktails

Name	Description	Price
Midnight Miami	Vodka, elderflower, blackberry, lemon	\$24
Neon Leon	Gin, cucumber, mint, lime, tonic	\$23
Velvet Underground	Bourbon, cherry liqueur, bitters, orange zest	\$25
Electric Pickleloma	Tequila, grapefruit, agave, chili salt rim	\$24

Premium Spirits (by the glass)

- **Grey Goose Vodka - \$22**
- **Don Julio Reposado - \$24**
- **Hennessy VSOP - \$5**
- **Macallan 12 - \$28**

Bottle Service (VIP Tables)

Bottle	Price Includes
Belvedere Vodka	\$450 Mixers, fruit tray, sparklers
Moët & Chandon	\$400 Ice bucket, flutes, celebration signage
Casamigos Blanco	\$375 Salt, limes, mixers

Non-Alcoholic

- **Sparkling Water - \$15**
- **Energy Drinks - \$16**
- **Virgin Mojito /MOCKTAILS- \$18**