



Chris Veasey

Honors Capstone in Business

Capstone Advisor: Professor Richard Linowes

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This Capstone features a Feasibility Analysis and full Business Plan for an Entertainment Pub in Tenleytown, Washington, DC. The executive summary for this assignment can be found at the beginning of the Business Plan on page XXX. Both portions of this assignment are based on extensive market and feasibility research. It is treated as a genuine proposal to investors to participate in such an opportunity. While this particular Capstone is highly unusual, a great deal of effort and thought went into it and the contents found henceforth may actually someday come to fruition as a new business venture.

Feasibility Analysis

- **Business Summary**

McVeasey's Pub is not just a drinking establishment; it is a center of entertainment.

This establishment is meant to fill a long vacant niche in the Tenleytown area. Currently 21+ students are travelling throughout Washington DC seeking locations that meet their expectations. This target market has very diverse interests, and McVeasey's Pub intends to serve the entire market. This business will be established in Tenleytown, which is in the neighborhood where American University students attend school and reside. McVeasey's intends to appeal to other markets as well, with the opportunity for community organizations to utilize space and students under 21 to enjoy certain themed nights throughout the week.

- **Overview of the Market, Market Analysis**

- Primary Segment**

- The primary segment for McVeasey's Pub will consist of 6,771 American University Students (See Exhibit 1). Seeing as how this segment is primary, individuals who fall into this specific subset of the market took the initial survey distributed for market analysis.

- Secondary Segments**

- There are 27,147 individuals over the age of 18 in the 20016 zip code.¹

- Geographically, about ¼ of these individuals are reasonably close to the proposed location of McVeasey's Pub. Therefore, 6787 represents the initial anticipated size of this segment.

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http://factfinder.census.gov/servlet/SAFFacts?_event=Search&geo_id=&_geoContext=&_street=&_county=20016&_cityTown=20016&_state=&_zip=20016&_lang=en&_sse=on&pctxt=fph&pgsl=010&show_2003_tab=&redirect=Y

During the day and on certain themed nights, AU students under 21 will comprise one of the secondary market segments. As mentioned, McVeasey's is also a center of entertainment. Currently, there is a great deal of musical talent at American University with no one watching them. These musicians are free to play open mic nights in cramped spaces on campus, but these shows are rarely popular. Students who live on campus tend to stay away from any on campus events at all. As of now, the target market is seeking live music throughout Washington, DC. Each Sunday, McVeasey's Pub will host bands and musicians in the area for a concert available to 18+ customers. In order to sit at the bar, attendees will have to provide proof that they are 21 years old, and strict drink enforcement will be present as well. Additionally, comedians at AU are very underutilized, and open mic nights on a dry campus rarely go over well. These themed nights will be conducted with the same procedure as concerts. A detailed description of the target market and its buying habits can be found later in the Business Plan.

- **Strengths and Weaknesses of Competitors**

McVeasey's Pub will be in direct competition with four drinking establishments in near American University. These locations are Clyde's of Chevy Chase, Malt Shop of Tenleytown, Murphy's Law of Tenleytown, and Chef Geoff's on New Mexico (See Exhibit 2). These bars have some defining competitive advantages, but there is nothing McVeasey's can't compete with among the target market. The major factors McVeasey's must take into consideration are price of drinks, awareness among the

target market, being close to American University's campus, and the variety of drinks available. Disadvantages of other establishments that McVeasey's Pub can capitalize on include quality of music, absence of themed nights, larger size/better layout, and longer hours.

Clyde's of Chevy Chase serves as the only major price point competitor of McVeasey's Pub one night per week: Thursdays. This is the night that Clyde's has established itself with "AU Night." This evening is targeted towards seniors at American University and offers \$2 draft beer and rail drinks. This is why McVeasey's will implement a flexible pricing strategy on Thursday nights paired with a weekly raffle prize. The intention is to gain market share over Clyde's each Thursday night with the advantage of closer proximity for participating student patrons. Price competitors during other nights of the week don't show much competition. The cheapest beer in the area aside from Thursdays comes out to \$5 from either Malt Shop or Murphy's Law. As long as sufficient margins are met, McVeasey's intends to undercut this price point by at least 50 cents in order to gain an advantage over direct competitors.

- **Obtaining the Necessary License**

McVeasey's Pub would require a class CT Liquor License for Washington, DC.² In order to obtain this license, a location must be found, the landlord must approve such activity in the leased space, and an application for a new liquor license in Washington DC must be submitted. The required license would cost \$2,210

² Interview with Karen Jackson, Licensing Specialist with Alcoholic Beverage Regulation Administration (ABRA) of Washington, DC

initially.³ The costs that follow vary according to location and conditions and are therefore impossible to forecast. Before such a license can be purchased, according to Karen Jackson who is a Licensing Specialist with the Alcoholic Beverage Regulation Administration (ABRA), the applicant must be called in, and get an initial acceptance. Following this approval, as long as the request is not protested for 45 days, the decision continues to the ABRA board for license granting on a given hearing date. Even if any parties protest the request, appeals can be made and the Board may still grant a license as per their discretion. As long as genuine demand is demonstrated and McVeasey's Pub performs effective community outreach, an acquisition of a CT Liquor License would occur.

- **Startup Cost**

The startup cost for McVeasey's Pub is \$470,924 as seen in the budget (See Exhibit 4). \$100,000 of this amount will be obtained through a small business loan (See Exhibit 7). The remainder of startup costs will come from capital raised among angel investors. Although this is a high startup cost for McVeasey's Pub, the demand in the area outweighs the large initial funds necessary. As seen in the forecasted financial statements, anticipated profit in year one (with bank repayment being the only fixed cost in Year 1) is \$689,946.44 (See Exhibit 3).

Even with conservative estimates and margins, profits appear strong in the ten year forecasted period for McVeasey's Pub (See Exhibit 5). Due to high demand from the market and promising profit predictions, the high cost of starting McVeasey's Pub does not change the fact that this plan is indeed feasible for the proposed location.

³ <http://abra.dc.gov/abra/cwp/view,A,1272,Q,565750.asp#7>



Business Plan

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Executive Summary

McVeasey's Pub is not just a drinking establishment; it is a center of entertainment. There has been a long vacant niche for AU students in the Tenleytown area and this business intends to fill it entirely. This business plan will reveal exactly how McVeasey's Pub will meet every expectation of 21+ American University students and eliminate their need to travel throughout Washington DC in search of quality bars. This establishment will cater to the wide array of interests among American University students by means of fairly priced drinks, great food, and constant entertainment. McVeasey's Pub will be established in Tenleytown, close to AU Park, which are the neighborhoods where American University students attend school and inhabit. McVeasey's intends to appeal to other demographics in the area. Community organizations will be encouraged to utilize space and students

under 21 may enjoy certain themed nights throughout the week on the premises as well as dine during the day.

First you will read an in depth description of what McVeasey's intends to do and the means of achieving its goals. The management and structure have been carefully decided and follow the business description immediately. In order to fully understand the markets McVeasey's would target, market research and survey circulation were utilized and can also be found in this business plan. To wrap everything up, product and services, finances, critical risk factors, and community outreach will also be made clear to you. Upon completing review, all interested investors should reach out to Chris Veasey directly to discuss the business. His email and phone number can be found above.

This is a tremendous business opportunity and it is amazing that the need hasn't been filled yet. It is only a matter of time before others realize the potential profitability of such a business venture. Instead of watching some other lucky person capitalize, this is a rare occasion for you to share in the profits!

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The Business

- **Opportunity**

For reasonably priced drinks paired with entertainment, American University students are traveling all over Washington, DC. There are only three drinking establishments close to the campus and none of these businesses consider themselves to be bars for college students. In return, American University students are dissatisfied with their options. As shown later in this business plan, these individuals are willing to spend money at an institution such as McVeasey's Pub, but instead are wasting money on transportation. No business has met the entertainment and drinking expectations of American University students close to the school's campus, but McVeasey's Pub could easily be the first.

- **Filling the Need and Competitive Advantage**

McVeasey's strives to deliver as much value as possible to the struggling college student in search of a good bar with enjoyable entertainment. Being close to campus and residences of the students makes the pub a lucrative attraction any day of the week. Whether it is for an hour to wind down after work or for a longer period of time to enjoy a comedian, McVeasey's provides affordable sustenance and entertainment on a daily basis.

The main competitive advantage of McVeasey's Pub would be the convenience of the location. Located in Tenleytown, the establishment would be the closest to the AU Shuttle service and second only to Chef Geoff's in terms of proximity. While Chef Geoff's is perceived as a competitor, the chain is first and foremost a family dining

restaurant and would not meet the need of American University students as McVeasey's would. Other competitive advantages include a comfortable size, college-aged atmosphere, affordable drinks, and a simple yet delicious and cheap food menu.

Management and Structure

- **Owner Experience**

Chris Veasey would be the primary owner and proprietor. After a year or less of operation it will be decided whether additional leadership will be sought for the pub. Mr. Veasey has had experience in event and party planning as social chair for his fraternity, a director of film shooting, and special event planning with the Kogod Center for Career Development. His accumulated experience in this field is four years.

- **Organizational Structure**

The organizational chart can be found in Exhibit 6.

Serving: Two employees will split the waiting shifts during the week, totaling 60 hours of service. In addition to waiting on tables, table cleaning will be expected. There will be overlapping shifts during the busiest food hours. Their pay will be \$6 per hour in addition to tips.

Chefs: The chefs are responsible for preparing the simplified menu at all times.

When he/she is not cooking, assistance will be provided behind the bar.

Additionally, the chefs will rotate inventory duty to ensure sufficient food is

available in the bar at all times. Orders will be placed to Chris directly. Each chef will receive \$12 an hour in addition to splitting tips left for meals with the waiting service.

Bartenders: McVeasey's Pub will begin with two bartenders and evaluate the program's effectiveness after two months of business. During the busiest drinking hours, both bartenders will be behind the bar, with Chris assisting. At other times when alcohol will be available, one bartender will be present at the bar. Bartenders will receive \$12 an hour, in addition to beverage tips left at the bar. Aside from serving drinks, bartenders must stock the bar and keep inventory of alcohol. Orders will be placed to Chris directly.

Finance/Accounting Executive: Someone with excellent organizational and math skills must fill this position. In addition to payroll and managing financial statements, this individual will be responsible for payroll, managing debt, reimbursing investors, and taxes. Chris will turn to this staff member before placing all orders for McVeasey's Pub.

Legal Counsel: Owning an establishment that serves alcoholic beverages is bound to require legal help and advice. When making key decisions pertaining to the business, McVeasey's owner as well as the financial executive will seek legal advice on an as needed basis. The anticipated annual cost of such counsel is \$5,000. Full services will not be required as much as general legal expertise and opinion on various issues.

Investors: Those who contribute capital to the startup cost of McVeasey's Pub will enjoy profit sharing for a certain number of years according to their contributions.

Investors will be fully informed of McVeasey's decision-making and performance, but will not have direct control over operations. However, these individuals are encouraged to attend monthly management meetings and express their opinions at any time. McVeasey's management team will always have the interests of investors at heart and regard highly all recommendations that they offer. These individuals will have access to financial records of McVeasey's at any time and will receive quarterly reports of the pub's performance. Obviously, an annual check from profit sharing is also a perk of being an investor.

Industry and Market Analysis

- **Location**

The primary location for McVeasey's Pub will be at Brandywine and Wisconsin. The asking price of this location is \$50/square foot, so it is possible that negotiation could bring this down to as low as \$45. However, to be safe with projections and forecasting, the price has been left at \$50/square foot leaving for an estimated \$207,000 per year when triple net comes into play (See Exhibit 4).

After minor construction and refurbishing of this location, it will be an ideal spot for McVeasey's Pub. It will leave the establishment closer to the AU shuttle than both Tenleytown competitors (See Exhibit 8). In order to alleviate concerns of the surrounding neighborhood, no residential homes lie between the intended site of McVeasey's and the American University shuttle stop.

- **Target Markets**

6,771 American University students comprise the primary market of McVeasey's Pub (See Exhibit 1). In order to get a better grasp on this segment, these students above 21 were the respondents of a distributed survey seen in its entirety in Exhibit 9 of the Appendix. Many decisions made in this business plan are based off of the market analysis discovery following the survey's completion. Remaining individuals targeted by McVeasey's Pub are American University students under the age of 21 and all inhabitants of Tenleytown over the age of 18. Individuals in this segment of the target market will be welcomed into McVeasey's during the day for food consumption as well as for certain themed nights: Concerts, Open Mic Nights, and Comedy Nights.

• Consumer Buying Habits of the Target Market

In order to better understand the primary target market for McVeasey's Pub, a survey was distributed online and filled out by 53 respondents. For a full layout of the survey as distributed to participants, see Exhibit 9.

Respondent Breakdown:

- 53 respondents.
- 75.5% will be enrolled at AU or live close to the campus two years from now.
- 100% will be at least 21 years old two years from now.
- 98.1% indicated they would attend McVeasey's Pub as described to them and thought the bar would be a success among American University students.

Key Findings:



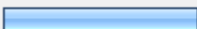

- 77.4% indicated that any money they saved by going to a bar closer to

campus they would spend on drinks.

- The most important traits to the target market when seeking a bar are Price of the Drinks, Atmosphere, Ease of Getting There, Music, and Hours of Operation, respectively (See Exhibit 10).

How satisfied are you with the bars and pubs close to American University's Campus? 5 being completely satisfied and 1 being extremely dissatisfied.						
	1	2	3	4	5	Rating Avg
Satisfaction	11.3%	24.5%	56.6%	5.7%	1.9%	2.62
	(6)	(13)	(30)	(3)	(1)	

Only one respondent indicated “completely satisfied” for this question. Though the average is somewhat neutral, students are generally dissatisfied with their bar options near American University.

How many nights per week do you typically go out?		Response Percent	Response Count
0		3.8%	2
1-2		69.8%	37
3-4		24.5%	13
5-6		0.0%	0
I party ev-er-y-day (7)		1.9%	1

The most frequent days indicated for going out were Tuesday, Thursday, Friday, and Saturday. These survey results were kept in mind when planning the weekly schedule for McVeasey's Pub.

The average amount of times per week survey participants indicated they would come out to McVeasey's Pub was 1.685 times. Additionally, the average amount spent per visit as declared by respondents was \$26.40. It will take careful pricing and value creation to motivate customers to actually spend their declared total of \$26.40. Additionally, the proposed schedule will serve as a pilot program, which will be adjusted according to success and failures of certain themes.

Marketing and Promotional Efforts

- **Feasibility and Overall Strategy**

Every aspect of McVeasey's Business Plan is based on marketing analysis and strategic decision-making based on the competitive environment McVeasey's will be a part of. The management team will be very flexible and perceptive during the early growth of McVeasey's Pub. If a themed night is doing particularly well, prices will be re-evaluated as well as serviced provided. If there is a themed night that doesn't seem to be working, market research will be conducted and new attractions will be sought. After several months of operation, all prices in the establishment will be evaluated based on sales to achieve ideal profitability. The whole idea of McVeasey's Pub is to become exactly what American University students are looking for over time.

- **Staff and Advertising Campaigns**

Chris Veasey will head marketing efforts for McVeasey's Pub unless it is decided his actions are not attracting enough attention and customers. As acting marketing director, he will also assign "Pub Ambassadors" to promote McVeasey's. These individuals will be AU students. In exchange for a \$300 stipend for an academic year's worth of work, these individuals will be responsible for: actually bringing customers to the pub (ambassadors will then receive additional gift cards as incentive), getting students to join McVeasey's Facebook and Twitter Pages, and conducting occasional on the field market research of American University students.

- **Type of Advertising/Promotion**

Social Media will be a major tool of informing AU students of the themed nights and specials throughout each week, but in addition to this there will be several other campaigns. McVeasey's will put up advertisements in the shuttle stops throughout campus (See Exhibit 11). Facebook advertisements will also be purchased, and free merchandise will be given out twice during the academic school year. The merchandise will consist of sunglasses, t-shirts, and water bottles (See Exhibit 12).

Operations, Products, and Services

- **Unique Features**

One defining characteristic of McVeasey's Pub is that each day is a different theme.

Schedule

Sunday: Concert. \$10 tickets. Special: \$1 grilled cheese.

Monday: Sports Night. Come watch the featured Monday night event and enjoy 50-cent wings.

Tuesday: Open Mic Night. Special: Half price domestic beers.

Wednesday: Comedy Night. \$10 tickets. Special: Complimentary shot or soda.

Thursday: Blue Crew Thursdays. Blue Crew Members can enjoy a raffle and drink specials all night. Weekly Raffle Prize: A \$20 gift card to McVeasey's. Special: \$2 select draft beers and low shelf rail drinks

Friday: Rave Night. Come by 9-10 for the rave. Jukebox music selection immediately following. Special: \$3 rails.

Saturday: Karaoke. Special: One free drink for every singer.

The idea of these promotions is to fuse the entertainment side of McVeasey's with the above 21 portion on certain nights, and appeal to all market segments on others. By having entertainment and specials available throughout the week, different sub-segments of McVeasey's target market are being served. Several different genres of entertainment enjoyed by AU students are catered to throughout the week. The strategy of each "special" is to attract customers to the pub with our own knowledge in mind that they intend to spend additional money. It is merely the hook that brings them in.

For nights when tickets are sold (Sunday and Wednesday), 30% of ticket proceeds go directly to the talent. Through time, relationships may be built between McVeasey's and local performers eager to get on stage.

Other unique features:

- Suggest a Theme
 - At McVeasey's the customers choose their entertainment. If you suggest a themed night we like, your drinks are on the house for its debut.
- Music Requests
 - McVeasey's will try its best to provide an excellent music selection for customers, but suggestions are always welcome. Within one week of your request it will become available to play.
- The Olive Branch Program
 - (Directed towards the Tenleytown neighborhood) While we think McVeasey's is a wonderful idea, we understand you may not be a fan. If you're worried about the consequences of McVeasey's opening near your home, come on in and we'll drop everything to discuss your concerns.
 - Additionally, McVeasey's is eager to become an integral part of the community. If you have any ideas of how the pub can help, don't keep it to yourself. All community organizations in need of meeting or fundraising space can use McVeasey's location during the day. It's our way of thanking you for not protesting/burning the pub to the ground.

• The Menu

The non-alcoholic beverage menu will consist of soft drinks from a fountain, lemonade, iced tea, and water. Water will be free, and all others will cost \$2.00 for a

16 oz. glass. The alcoholic beverage menu will feature a wide range of rail beverages and beers. The prices (when a sufficient margin can be met) will be lower than those of the competition. According to the distributed survey, price is the most important trait to the target market when choosing a bar and McVeasey's needs to appeal to this priority.

Finding the prices of alcoholic beverages at competitors' locations isn't difficult, but deciding what to charge customers for food is a little more complicated. A question in the survey inquired what each respondent would pay for four different food items while at a bar. The results were as follows:

Food Item	Average Price Indicated	Range of Price
Grilled Cheese	\$4.29	\$1-10
Chili Cheese Fries	\$4.41	\$2-10
Nachos	\$5.20	\$2-10
Wings (8)	\$6.31	\$4-10

According to the results, many are interested in utilizing McVeasey's as a dining establishment in addition to pub. Even with these findings, the intention is to keep McVeasey's dining menu as simple as possible with cheap, easy to make, signature dishes that customers are eager to have. McVeasey's Pub wants to please as many customers as possible, and will aim to charge less for each item than the average price indicated (as long as a margin of 10% is met). Additionally, seeing as how some may not want chili or cheese on fries, regular French fries will be offered as

well at a lower price.

Tentative Menu:

Grilled Cheese: \$2.75

Chili Cheese Fries: \$3.75

French Fries: \$3.00

Nachos with Queso and Salsa: \$3.00

8 Wings: \$5.50

The menu at McVeasey's Pub will be evaluated after the first month and price adjustments will be made according to performance of each item.

• **Layout and Atmosphere**

The bar will have a total of 4,000 square feet. A small section of the bar will be out of view from the public. This will include an administrative office, a storage room, refrigerator/freezer, pantry, and small kitchen. Immediately adjacent to these areas will be the area open to patrons, which will include a bar. The bar will have taps and shelved liquor on display and will be manned by one to three bartenders at any given time. There will be stools at the bar, four booths, and four standing tables throughout the open floor of the bar. In one corner will be the stage equipped with lighting and sound equipment.

With regard to atmosphere, McVeasey's will attempt to fuse old time Dublin style pubs with a dive bar feel to it. Exhibit 13 shows a sketch of the Dublin style pub McVeasey's would be aiming for. In order to achieve the intended ambience, much

of the bar's furniture will be obtained from second hand stores and possibly even garage sales. Standing tables as also seen in Exhibit 13 serve the purpose of allowing people to place down their drinks while still congregating others and remaining social. During nights when McVeasey's Pub will be a center of seated entertainment, folded chairs will be arranged in the open bar area closest to the stage. A concert would not call for this arranged setup.

Four flat screen televisions will also be found at McVeasey's Pub. If there is ever a sporting event on TV, the game will air with sound off and the music will play. On Mondays, which is Sports Night, one match will be displayed with the audio on. If there are conflicting events, patrons can request TVs to show a game with caption available. During Karaoke night, the lyrics will show up on all TVs allowing all guests to sing along with the talent.

Financing Plan

- **Financials**

Any investor with sufficient funds and interest is a target for McVeasey's investment program. The startup costs, financial projections, and loan information can be found in Exhibits 3,4,5, and 7 in the Appendix.

- **Insuring McVeasey's Pub**

While it is not possible to get a certain number on annual insurance costs, the estimated annual cost for insuring the bar is anywhere from \$4,000 to 10,000 per year. This would include General Liability, Workman's Compensation, and various

other insurance areas for McVeasey's Pub.⁴ The median cost of \$7,000 was taken into account for Fixed Costs after Year 1. Once a more concrete number is possible to obtain, it will be possible to include in all budgets and financial statements.

- **Investment Information**

The startup cost for McVeasey's Pub is \$470,924 and the bank loan for small businesses will account for \$100,000. The rest of the cost is open to be accumulated by interested investors. In order to accommodate different classes of investors, McVeasey's Pub offers three levels of investment with respectively different amounts of reward.

Platinum Investor: An investor who puts up \$200,000 will receive 17% profit sharing for 5 years.

Gold Investor: Any individual willing to invest \$100,000 in McVeasey's Pub will receive 10% profit sharing for 5 years.

Silver Investor: For those unwilling to invest at the platinum and gold stages, investors offering \$50,000 will in exchange receive 4% profit sharing over 5 years. All investors will be well informed of McVeasey's Pub's actions and decision-making.

As long as funds are raised in time, McVeasey's Pub is intending on opening its doors in January of 2011.

⁴ http://www.sba.gov/smallbusinessplanner/manage/getinsurance/SERV_INSURANCE.html

Critical Risk Factors

- **Alcohol**

With any establishment that serves alcohol, there is inherent risk. In order to offset the liability risk of this, McVeasey's will purchase an insurance policy that effectively covers the pub as well as encourage students to utilize safe means of transportation that are already available to them at little to no cost. Legal counsel will also be heavily emphasized in this area. In addition to ensuring McVeasey's doesn't see legal repercussions, the pub will do all possible to secure the safety of customers. Bartenders will not be permitted to serve patrons that are excessively intoxicated. Any person that has lost control will be assisted rather than kicked out of the establishment with the possibility of further medical attention to be provided.

- **Serving customers above and below 21**

Although there are many businesses that practice such behavior, McVeasey's Pub will be a location that serves alcohol to those over the age of 21 and food and services to those under. Having both demographics in the same area simultaneously is an environment for risk. Checking ID's at the bar will be extremely strict and any individual under the age of 21 will be prohibited from sitting on the bar stools.⁵ In

⁵ [http://abra.dc.gov/abra/cwp/view,A,1272,Q,643730,abraNav,\[32255\].asp](http://abra.dc.gov/abra/cwp/view,A,1272,Q,643730,abraNav,[32255].asp)

the event that any customers are caught attempting to drink alcohol without proper ID, they will be retained while the proper authorities are informed. Additionally, all staff members will keep an eye out for underage customers attempting to share drinks with 21 year olds in McVeasey's Pub. On certain nights of the week, no person under the age of 21 will even be able to enter the premises due to difficulty of enforcing the rules. Even one infraction of these rules can lead to an indefinite revocation of a liquor license for the pub.

- **Financial Risk**

A pub is a very difficult business to maintain profitability. This is why the financial executive of McVeasey's will be a proven and qualified individual with a background in restaurant financing. Audits will be extremely frequent and outside financial consulting will be employed as needed. In order to address concerns of investors, their information will be kept secure in an off-location site. All transactions will be tracked and recorded.

Working with the Community

McVeasey's pub will be available during the day to the Tenleytown community and other citizens and organizations as a venue for meetings and events. Reservations for space will be on a first come first serve basis and the pub will only be open for such purposes by request. There will be no cost for utilizing the space as long as all sales proceeds (purchase of food and beverages) go directly to McVeasey's. Unless the event is strictly a fundraiser, no organization or individual may charge

admission for the event without contributing a negotiable percentage to McVeasey's in exchange for hosting.

McVeasey's Pub wants to ensure that Tenleytown preserves its culture and status quo. As a result, complaints or suggestions can always be submitted to the owner directly or concerned members of the community are free to attend monthly town forum meetings to voice their opinions and concerns.

Upon request from the community, security will be obtained for the area outside of the bar in addition to enforcement within McVeasey's Pub. As stated, it is not the intention of this establishment to disrupt the residents of Tenleytown. The safety of our patrons and our neighbors will always be a primary concern.