



## River North Residents Association

### **RNRA's Top 10 Pieces of Good Advice for Liquor Licensees:**

1. Limit your use of third-party event promoters and be very careful about who you choose to work with because your reputation is in their hands. Similarly, ensure that your marketing, advertising and promotional campaigns are designed to attract the type of patrons that you want in and around your establishment.
2. Select your servers and security staff carefully, deploy a sufficient number for each day and shift, and train them to be prepared for what they're likely to encounter in your particular establishment. Instruct door staff to discourage patrons from engaging in loud or disruptive behavior when coming and going and prohibit anyone from leaving with glass containers.
3. If you offer valet parking, choose a high-quality firm with well-trained, professional personnel and adequate off-street parking. Deploy the number of hikers necessary to handle vehicles quickly and efficiently for each day and shift. Your reputation is in their hands as well.
4. Leverage technology wherever possible for external lighting, crowd control, surveillance, communication, ID verification, noise control, etc.
5. Train all staff members to be vigilant, to call 911 from a house phone in the event of problems and to log each call. This actually reduces your liability in the event of subsequent investigations or litigation.
6. Be very careful about parties, promotions and/or special offers that are likely to result in intoxicated customers. Notify Police, local community associations and neighbors in advance about events that may impact the neighborhood.
7. Keep the area outside of your establishment clean and be proactive about reducing external and through-wall noise after 10:00 pm, including noise caused by entertainers, entering and exiting patrons, valet hikers, bouncers and taxicabs.
8. Develop and execute a thoughtful plan to safely manage crowds before, during and after closing time and post conspicuous signs asking patrons to respect your neighbors and avoid littering, loitering and noise as they enter and leave. Utilize cabs and other public transportation as necessary to maximize safety. Take proactive steps to avoid vehicular congestion that could interfere with local traffic and/or impede access by emergency vehicles.
9. Get to know your beat officers, local community and homeowners association leaders and neighboring businesses. Attend CAPS meetings and participate in or support street cleaning initiatives, neighborhood festivals, charitable events and other community programs whenever possible.
- 10. Conduct business as though you lived next door.**