



# The Silver Crown

## Overview

## Executive Summary

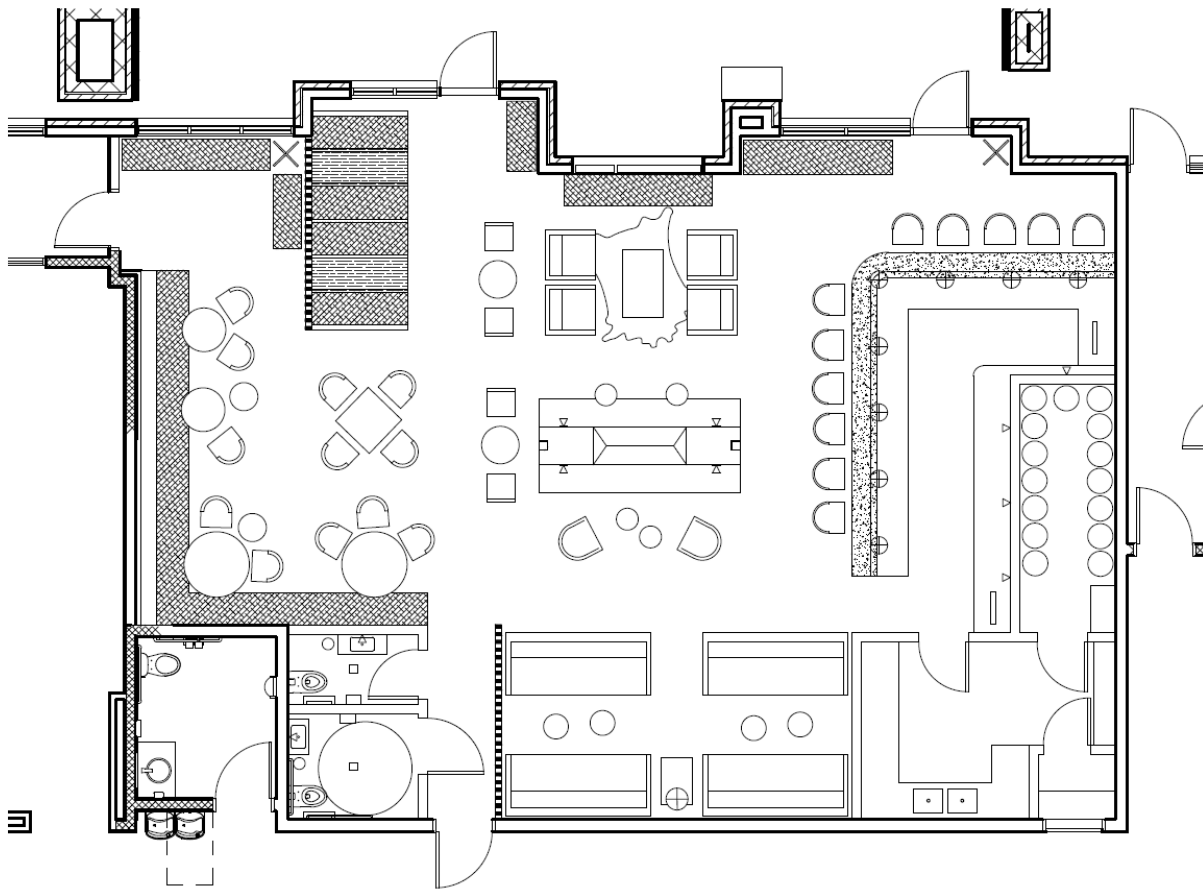
The Silver Crown is more than just another noisy bar, over packed with uncomfortable chairs. It's not enough for us to make great drinks (although we do!). Imagine being served those drinks in a comfortable, leather chair in front of a fire with your friends. That's the experience we're building. That combination of handmade cocktails, great beer, exceptional service, and an amazing taproom is what makes us different. And it's what will make our customers love us.

Our primary revenue model will be onsite sales; handmade cocktails, our own craft beer brewed offsite, great beer from local breweries, and a highly curated list of our favorite wines. We'll also offer pour over coffee, ingenious non-alcoholic cocktails, a few craft sodas, and for our non-drinking guests. Finally, we'll offer an exciting menu of small plate food, as well as exceptional pastries and other breakfast options.

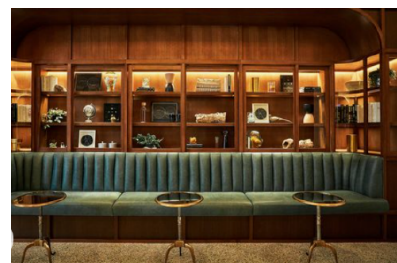
The Silver Crown will be located in a premium retail space at the new 9097 Flats project on Main street in Frisco, Colorado, minutes away from some of the best skiing in the world. Enjoying a great relationship with the developers, our space will be visibly attached to the lobby, with our own internal entrance. We have deep roots in the area going back decades, and are (very!) familiar with the typical bars serving mass market beer in a cold, packed bar, damp with snowmelt. We think there's a better way.

We believe that the combination of outstanding drinks, an exceptionally warm and inviting taproom, a prime retail location, innovative food choices, and uncompromising service will set us apart from our competition, and build lasting loyalty with our customers.

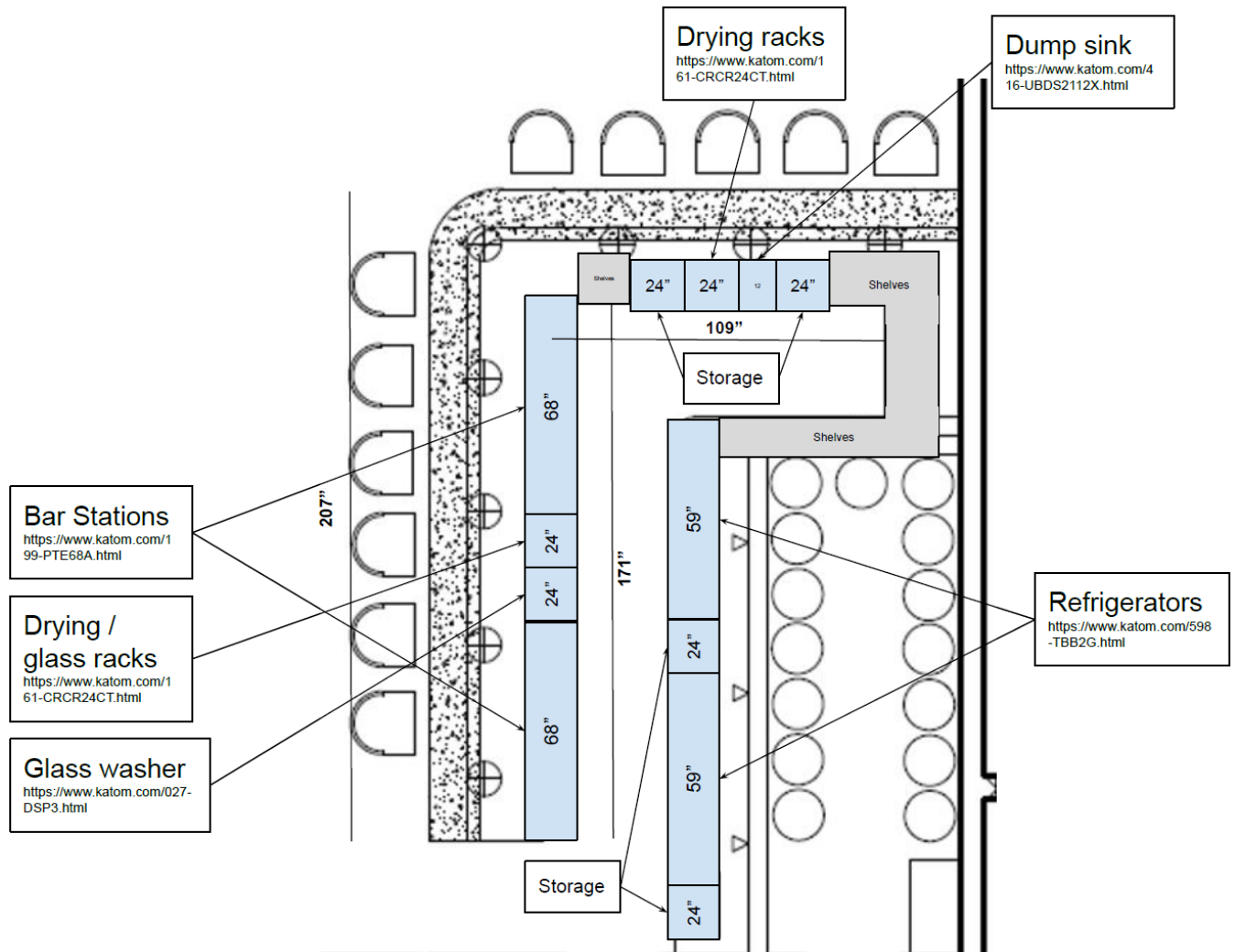
Does that mean we'll only cater to wealthy tourists from California and Texas? Absolutely not. We're building an experience that will be appealing to that audience, but will be carefully balanced with a passionate focus on our local customers.



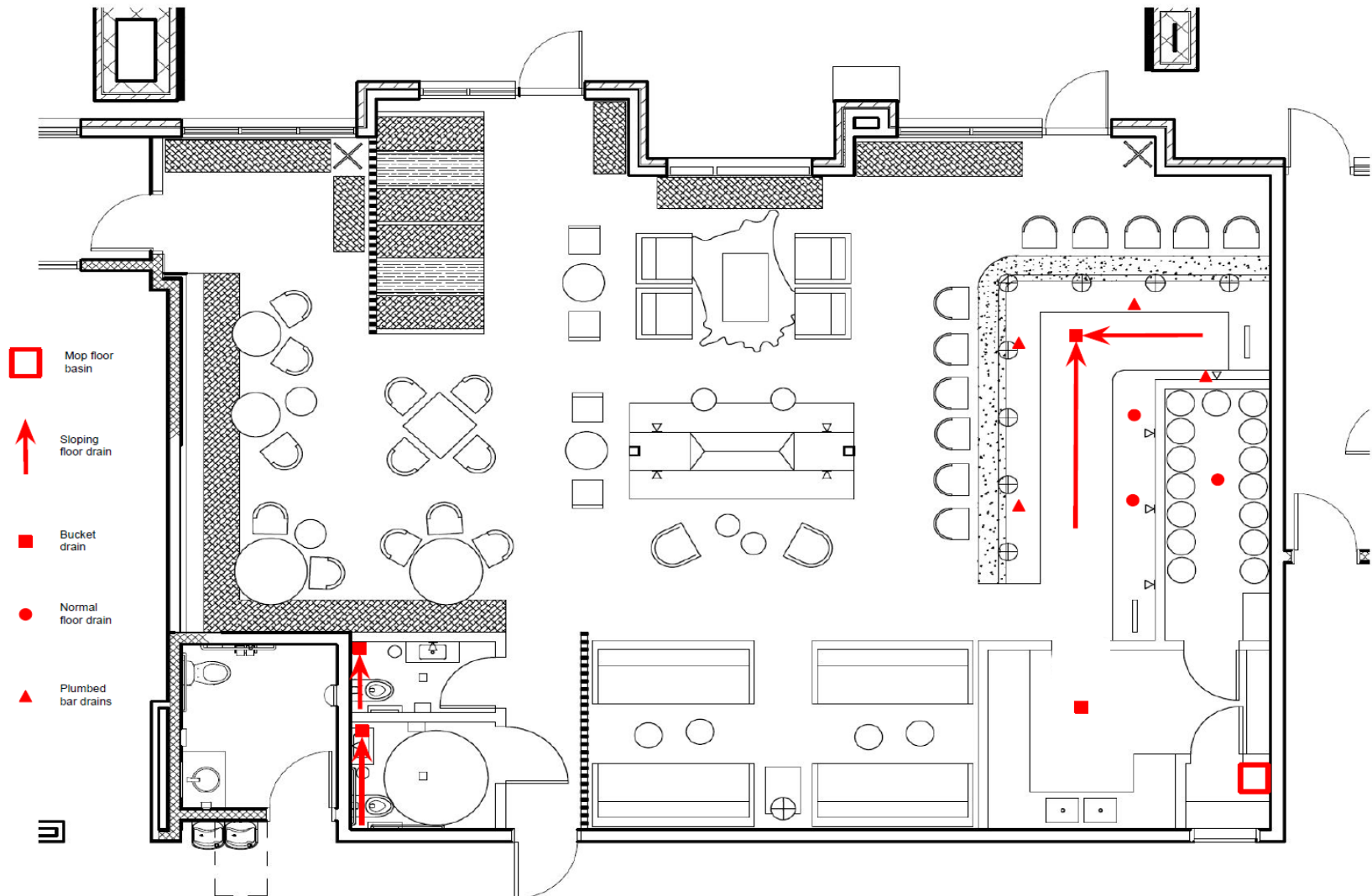
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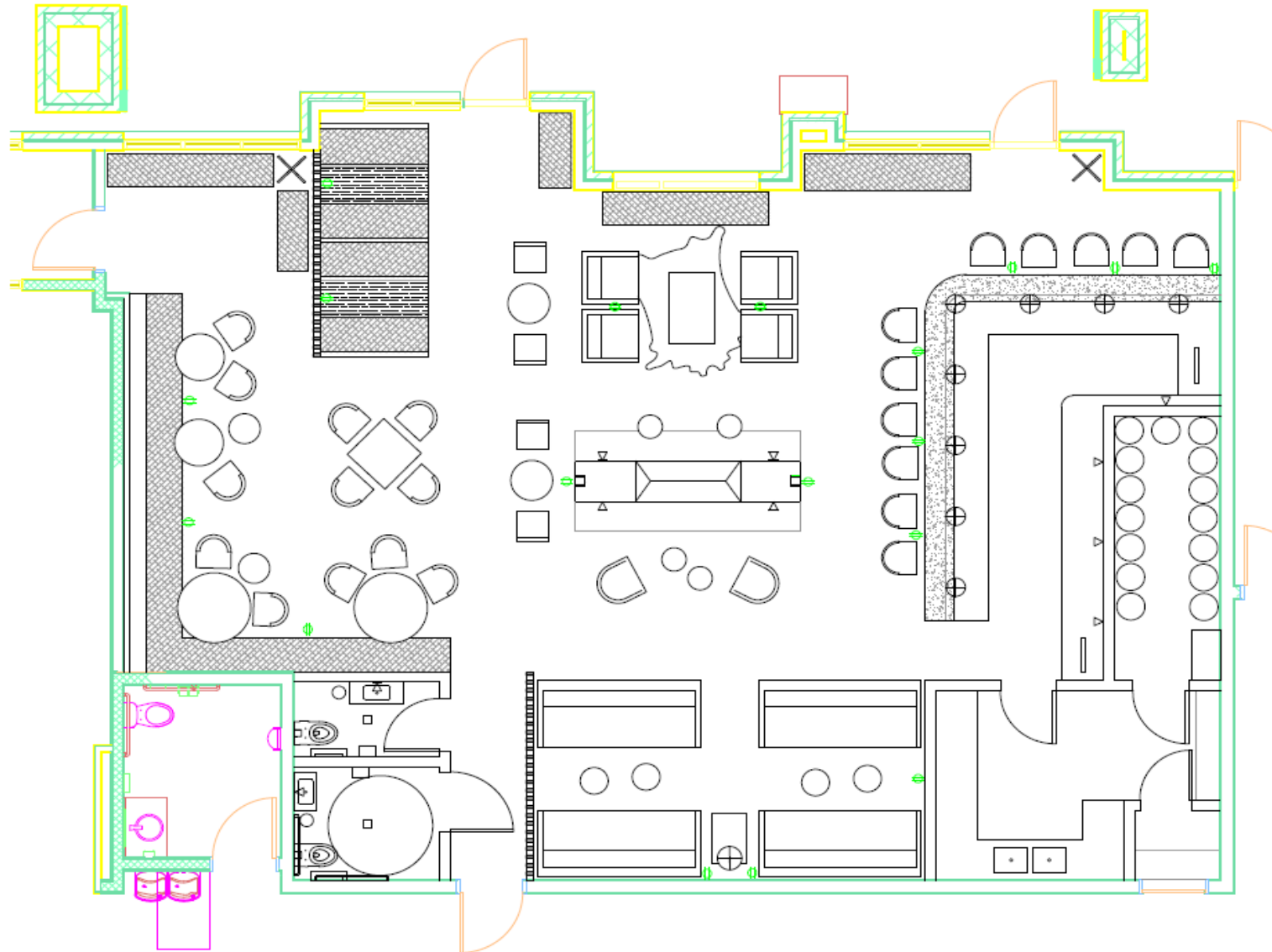
## Bar layout



## Drain plan

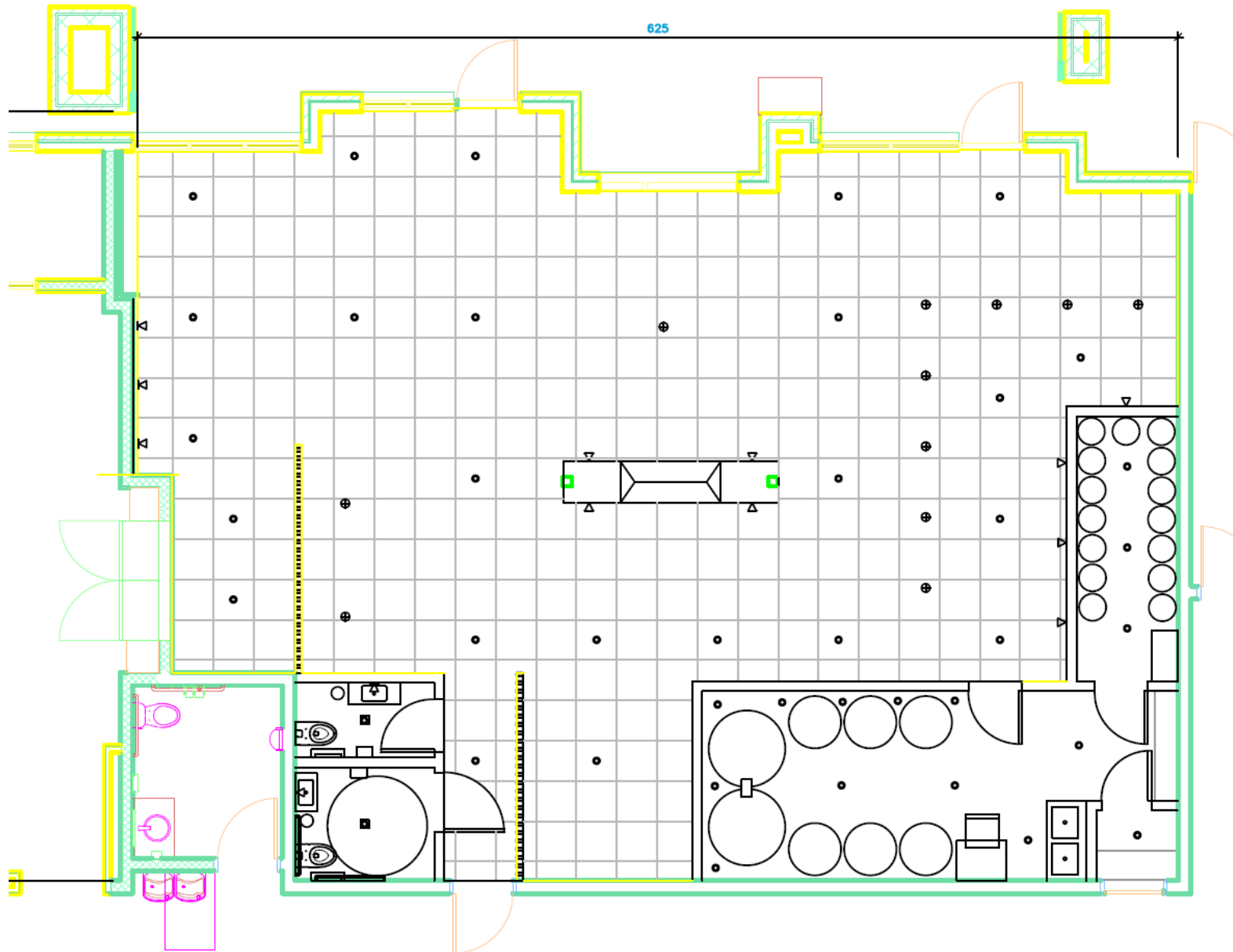


## Outlet plan



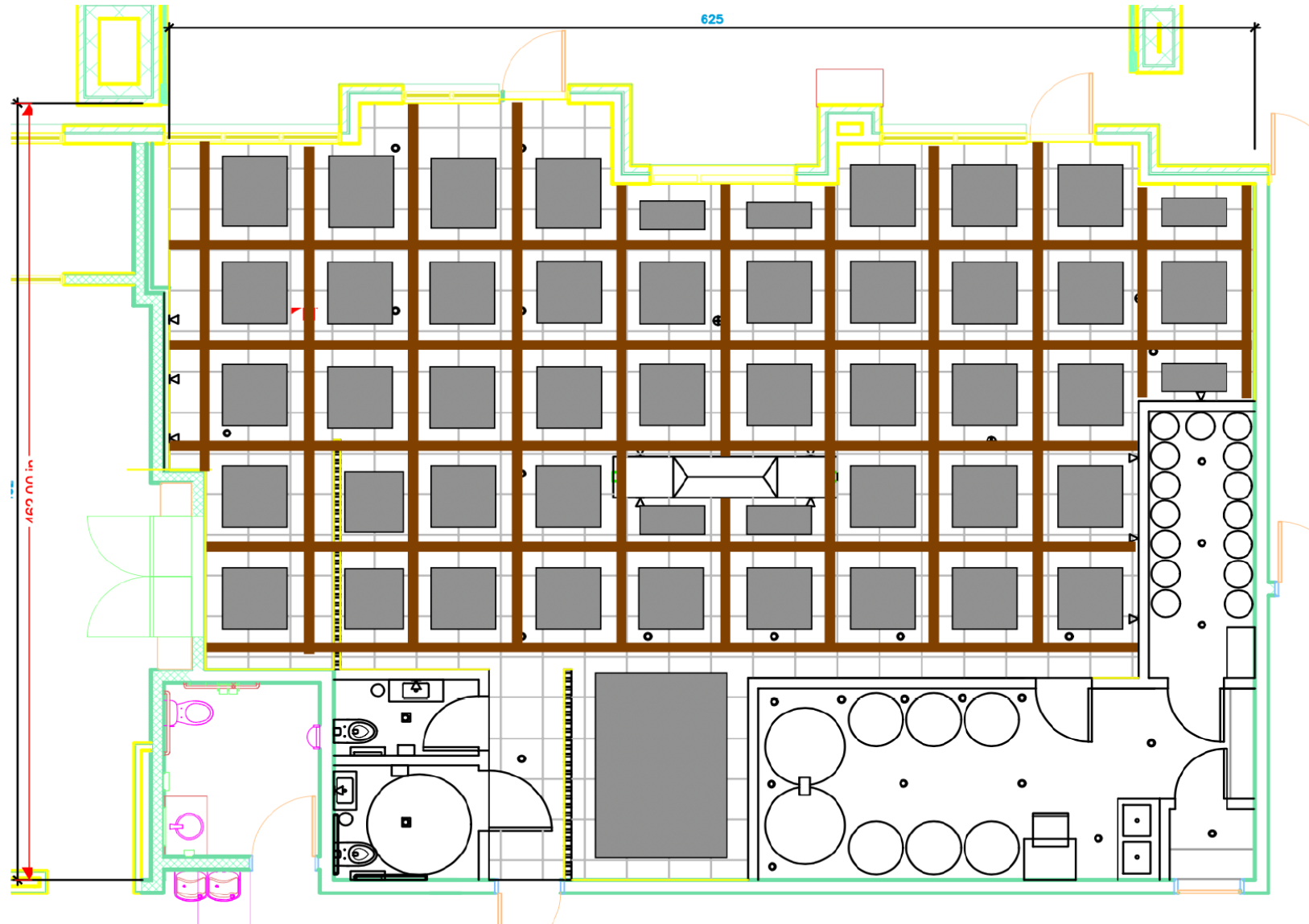
# RCP

*Note: This is an earlier floor plan.*



## Acoustic panels and beams

*Note: This is an earlier floor plan.*





# Audio System Design Proposal

Note: I'm very concerned about speakers in the ceiling, especially the subwoofers, as I suspect it may be too noisy for the upstairs residential units. I will very likely go with panels mid-wall, or satellite speakers on shelves. We're very aware of controlling noise, both for our guests, and for our upstairs neighbors.



## Audio System Design Diagram

Location: Silver Crown, Silverthorne CO

