SONA

OPERATIONS PLANS

SONÀ LOUNGE
Planning Board
FINAL SUBMITTAL
JULY 31, 2023
APPLICATION FILE NO.
(PB22-0540)

SONA

TABLE OF CONTENTS

I. CONCEPT
II. HOURS OF OPERATION
III. STAFFING LEVELS
IV. CROWD CONTROL
V. SPACE PLAN
VI. SECURITY PLAN
VII. TRAFFIC CIRCULATION PLAN
VIII. DELIVERY AND SANITATION PLAN
IX. NOISE ATTENTION PLAN
X. COCKTAILS & ENTERTAINMENT

I. CONCEPT

SONÀ, like all great and unique places, is like a dream. The concept was based on the owners' experience in industry, principles of successful business keeping in mind its community, and passion to create a unique experience for others. An inspiration to create and share amazing cocktails featuring latest drink trends with a speakeasy entrance and lounge vibe. It is an experience for the senses and a way to get to know your community. SONÀ is an establishment intertwined with today's culture and is ever evolving.

At SONÀ people will be pampered with top notch hospitality, unforgettable entertainment, and an extensive cocktail menu. SONÀ will positively influence the community by bringing it together and remembering the experience long after.

SONÀ will be a classy cocktail lounge, with a speakeasy entrance featuring artist decorated stair and elevator going up to a 12-booth lounge with seating for 6 to 12 clients each. Two bars will seat 7 people each and a private room that can accommodate 10-20 guests. We will offer our patrons, both local and visitors, limited daily entertainment consisting of lounge music played by a mix of DJ's with different musical genres. The entertainment will also consist of a violist, ballet and acrobat dancers, cabaret shows and a saxophonist. Patrons will enter SONÀ via the main entrance door, leading into an elevator taking them up to a lavish venue.
There will be no food served at SONÀ.

<u>Team</u>
SONÀ is a part of Show Hospitality, which actively operates at several locations within Miami and Miami Beach, including Mau Miami, Kavon in Midtown, Playa Miami on Lincoln Road and upcoming Daliahs Steak House and Okujo Rooftop lounge. Show Hospitality has an experienced management team that will oversee daily operations. The management team consists of 2 General Managers, 4 Floor Managers, and 2 Shift Closing Managers.

II. HOURS OF OPERATION

SONÀ's hours of operations will be from Sunday to Thursday, 5 P.M. to 2 A.M. Weekend Hours will be from Friday to Saturday 5 P.M. to 5 A.M.

III. STAFFING LEVELS

SONÀ will employ approximately 50 employees in the cocktail lounge operation as indicated below.

During the early evening hours of 5 PM - 11 PM, Monday to Sunday, there will be minimal staff. 1 manager, 1 floor manager, 2 cocktail servers, 2 bussers, 2 bartenders, 2 bar back, 1 Cleaning crew member, 2 hostesses, 6 Security personnel, 1 front door man, 2 bathroom attendants.
Total: 23

During peak evening hours of 11 PM- 2AM. Sunday - Thursday, there will be 2 managers, 2 floor/closing managers, 5 - 6 cocktail servers, 4-5 bussers, 4-5 bartenders, 3-4 bar backs, 4 cleaning crew members, 3 hostesses, 10 security personnel, 2 front doormen, 2 bathroom attendants.

Total: 50 approximately

During the late evening hours of 2 AM - 5 AM. Friday - Saturday, there will be 2 managers, 2 floor/closing shift managers 5-6 cocktail servers, 4-5 bussers, 4-5 bartenders, 3-4 bar backs, 4 cleaning crew members, 3 hostesses, 10 security personnel, 2 front doormen, 2 bathroom attendants.

Total: 50 approximately

IV. CROWD CONTROL



All queing of partrons at SONÀ shall take place inside the building. In the event there is a queuing of patrons on the sidewalk, stanchions will delineate the area to allow for the free flow of traffic. SONA's security staff will monitor the crowds to ensure that they do not interfere with the free flow of pedestrian traffic on the public sidewalk.

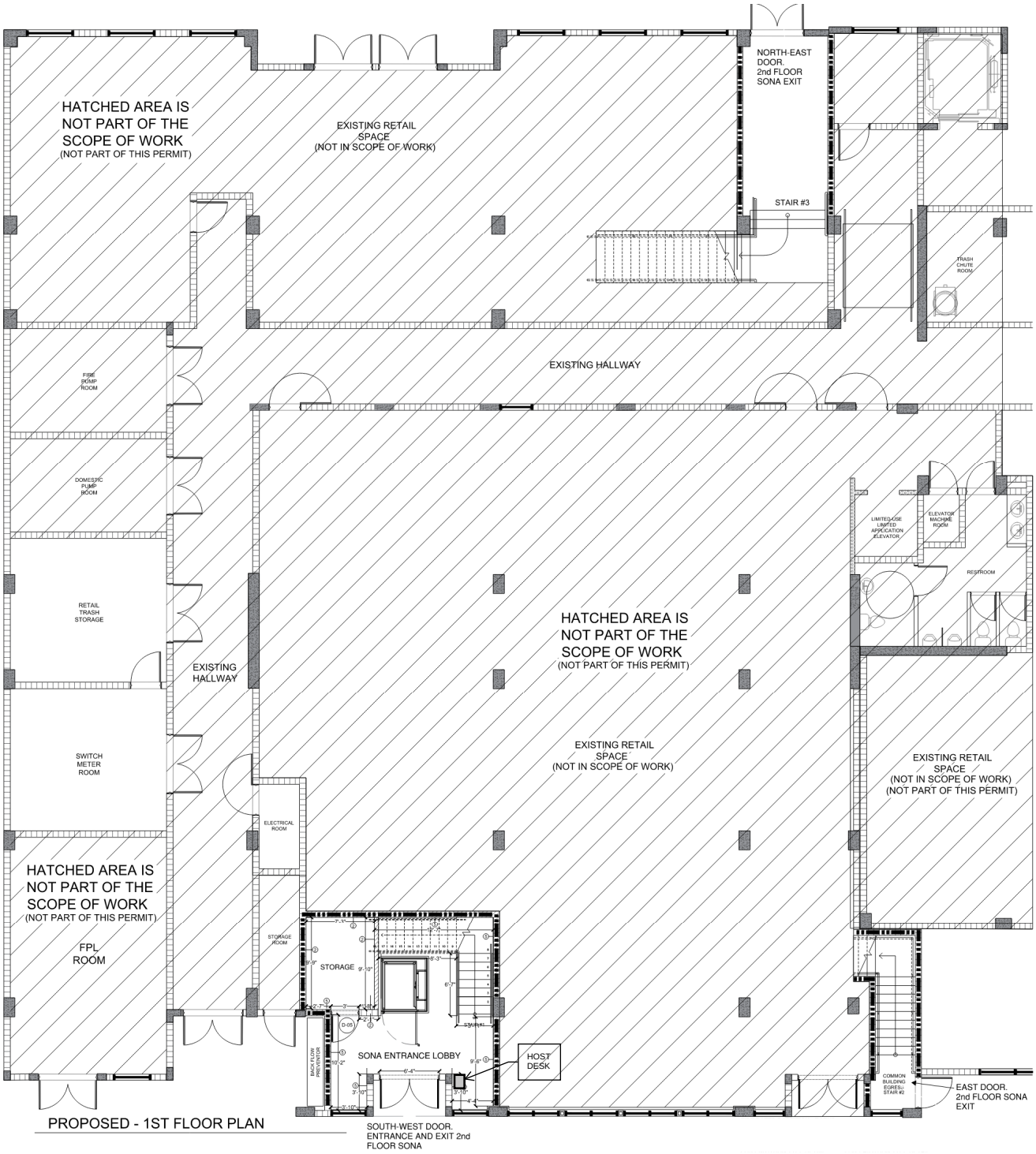
SONÀ will have 4 security stanchions located on the sidewalk along 20th street with a security staff member at each one. The security staff will keep the sidewalk clear from crowds blocking and/or impeding the pedestrian traffic. There will be security staff located outside of the entrance and exits controlling patron traffic in and out of the venue.
The maximum occupancy load is 462 persons including both guests and staff.

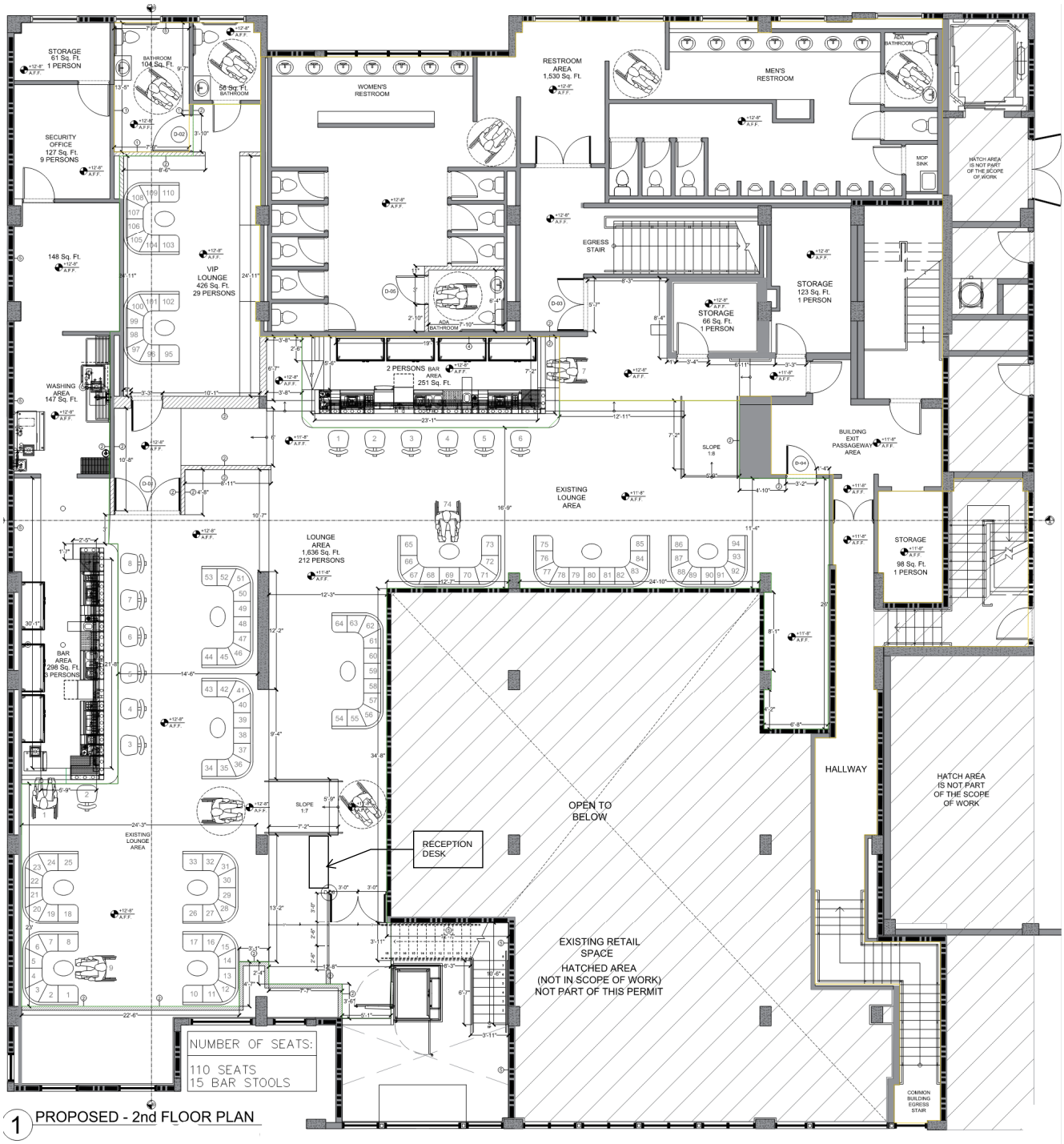
In order to efficiently move patrons from outside of the venue to the inside, patron "processing", i.e. check-in and confirmation of table reservations, confirming method of payment for table reservations and general admission, and an additional ID check will take place inside. Security staff will use stanchions at the entrance to for Initial patron identification check by scanner. SONA's security staff will take measures to strictly enforce patron age restrictions during all hours of operation as required. Therefore, SONA's entrance plan will rely on processing patrons inside of the venue.

The security staff has the right to refuse entry to any patron that is overly intoxicated and is a threat to staff and/or customers. SONA's staff; from security staff at the entrance to VIP manager at VIP room and bathroom attendants in depths of the facility, will always surveillance the facility and its guests to make it a safe environment.

All Security staff that will be employed by SONÀ will be Crowd Control Certified.

V. SPACE PLAN


HATCHED AREA IS NOT PART OF THE SCOPE OF WORK (NOT PART OF THIS PERMIT)
EXISTING RETAIL SPACE (NOT IN SCOPE OF WORK)
NORTH-EAST DOOR. 2nd FLOOR SONA EXIT
STAIR #3
TRASH CHUTE ROOM
EXISTING HALLWAY
FIRE PUMP ROOM
DOMESTIC PUMP ROOM
RETAIL TRASH STORAGE
SWITCH METER ROOM
EXISTING HALLWAY
HATCHED AREA IS NOT PART OF THE SCOPE OF WORK (NOT PART OF THIS PERMIT)
ELECTRICAL ROOM
STORAGE ROOM
STORAGE
FPL ROOM
HATCHED AREA IS NOT PART OF THE SCOPE OF WORK (NOT PART OF THIS PERMIT)
EXISTING RETAIL SPACE (NOT IN SCOPE OF WORK)
LIMITED-USE LIMITED APPLICATION ELEVATOR
ELEVATOR MACHINE ROOM
RESTROOM
EXISTING RETAIL SPACE (NOT IN SCOPE OF WORK) (NOT PART OF THIS PERMIT)
BACK FLOW PREVENTOR
SONA ENTRANCE LOBBY
HOST DESK
COMMON BUILDING EGRESS STAIR #2
EAST DOOR. 2nd FLOOR SONA EXIT
PROPOSED - 1ST FLOOR PLAN
SOUTH-WEST DOOR. ENTRANCE AND EXIT 2nd FLOOR SONA

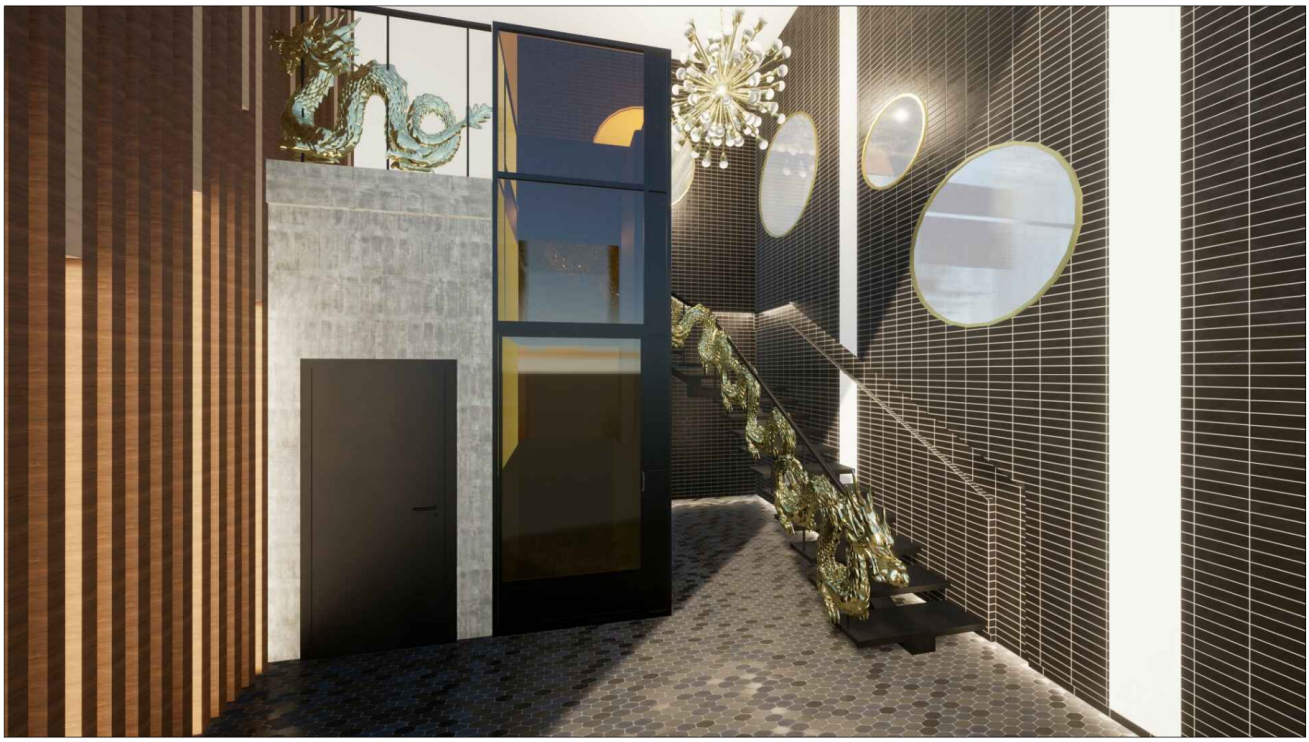


1 PROPOSED - 2nd FLOOR PLAN

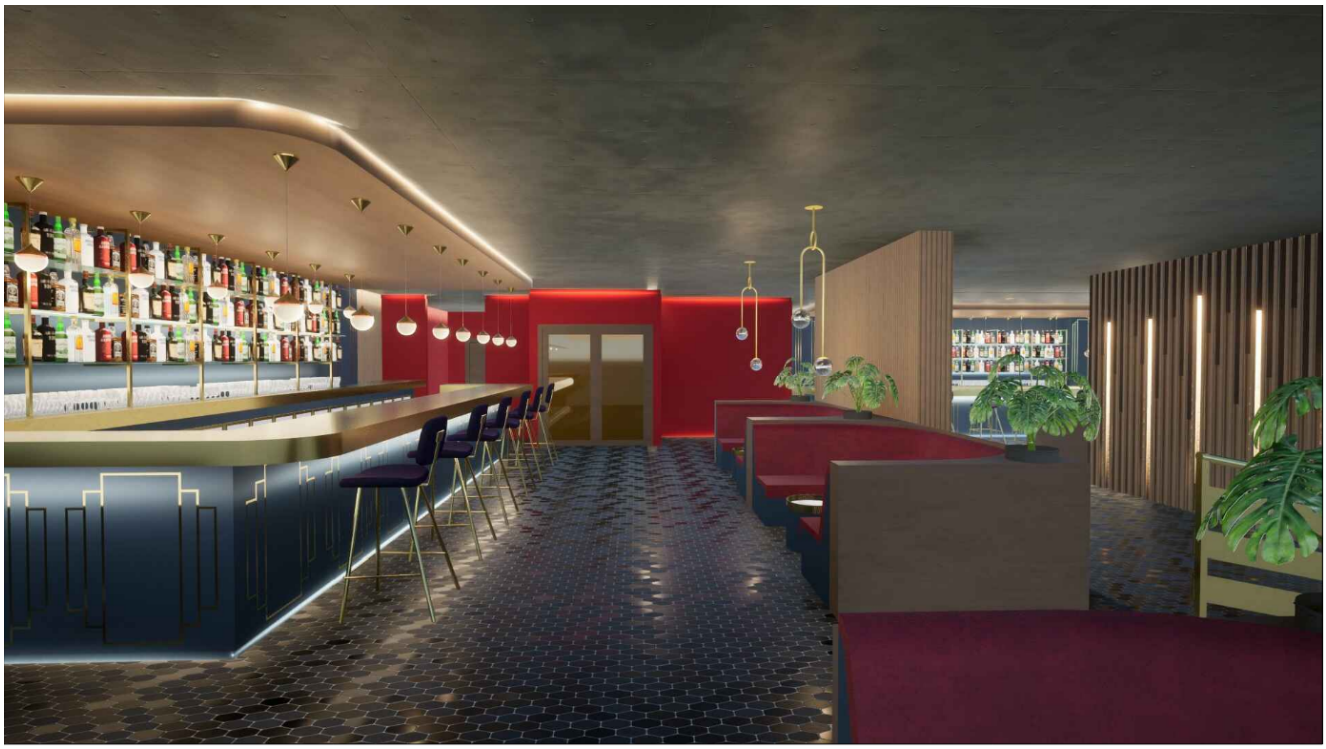
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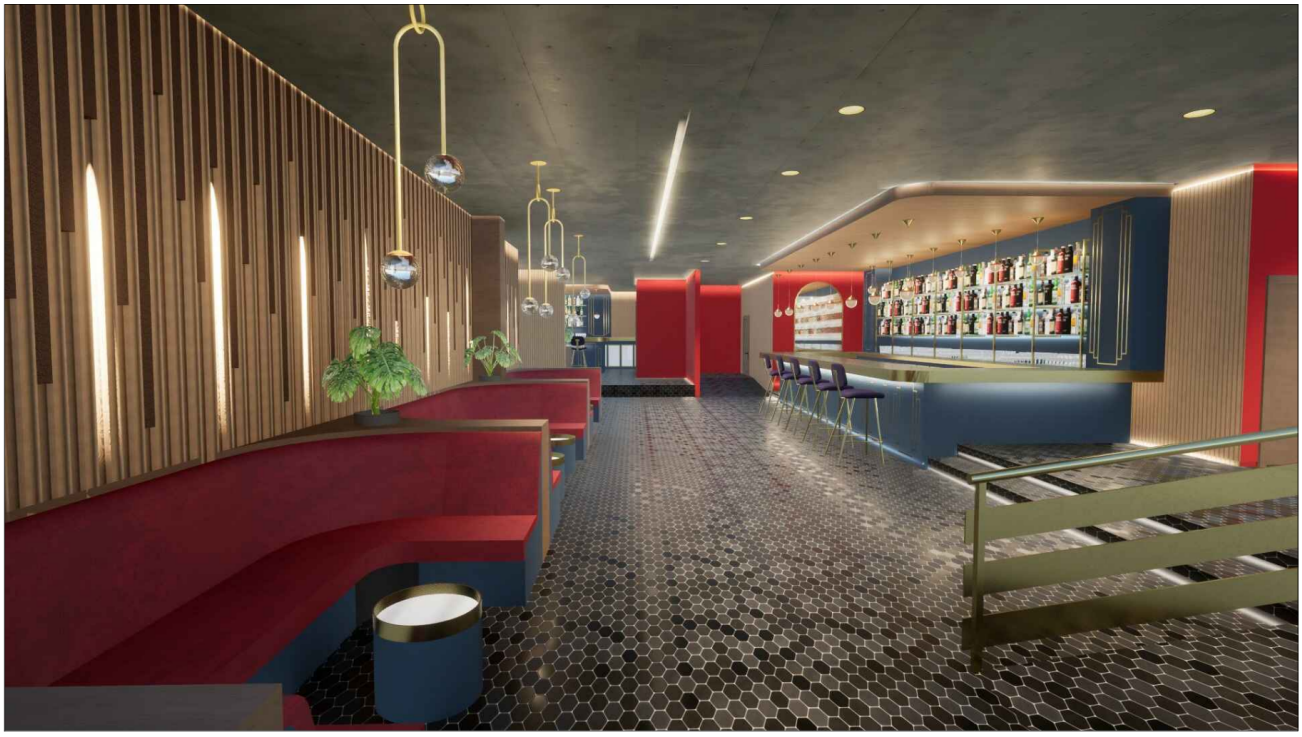
Rendering: View of the entrance from across the street.



Rendering: View of the main entrance lobby.



Rendering: View of bar #1 and seating area.



Rendering: View of bar #2 and seating area.

VI. SECURITY PLAN

SONÀ will employ an in-house security team that consists of two Directors of Security and 18 security guards. Every security staff member on duty will be strategically placed throughout the venue to ensure every area of the venue is fully monitored and controlled, including the outside. Two security guards will be stationed at each exit and the entrance and the rest of the security guards will be stationed in their positions inside the venue. The Director of Security will be on duty at all times and will act as the liaison in communications with the City Of Miami Beach Code Enforcement officers, Detail officers, Emergency Rescue, adjacent businesses and local residents.

SONÁ security staff members will be responsible for enforcing patron age restrictions. All of SONÀ staff, including security officers, supervisors, and Directors will be required to attend a responsible vendor course. The responsible vendor course shall address critical topics that are crucial for the safe operation of the cocktail lounge, such as checking ID's and recognizing counterfeit ID's.

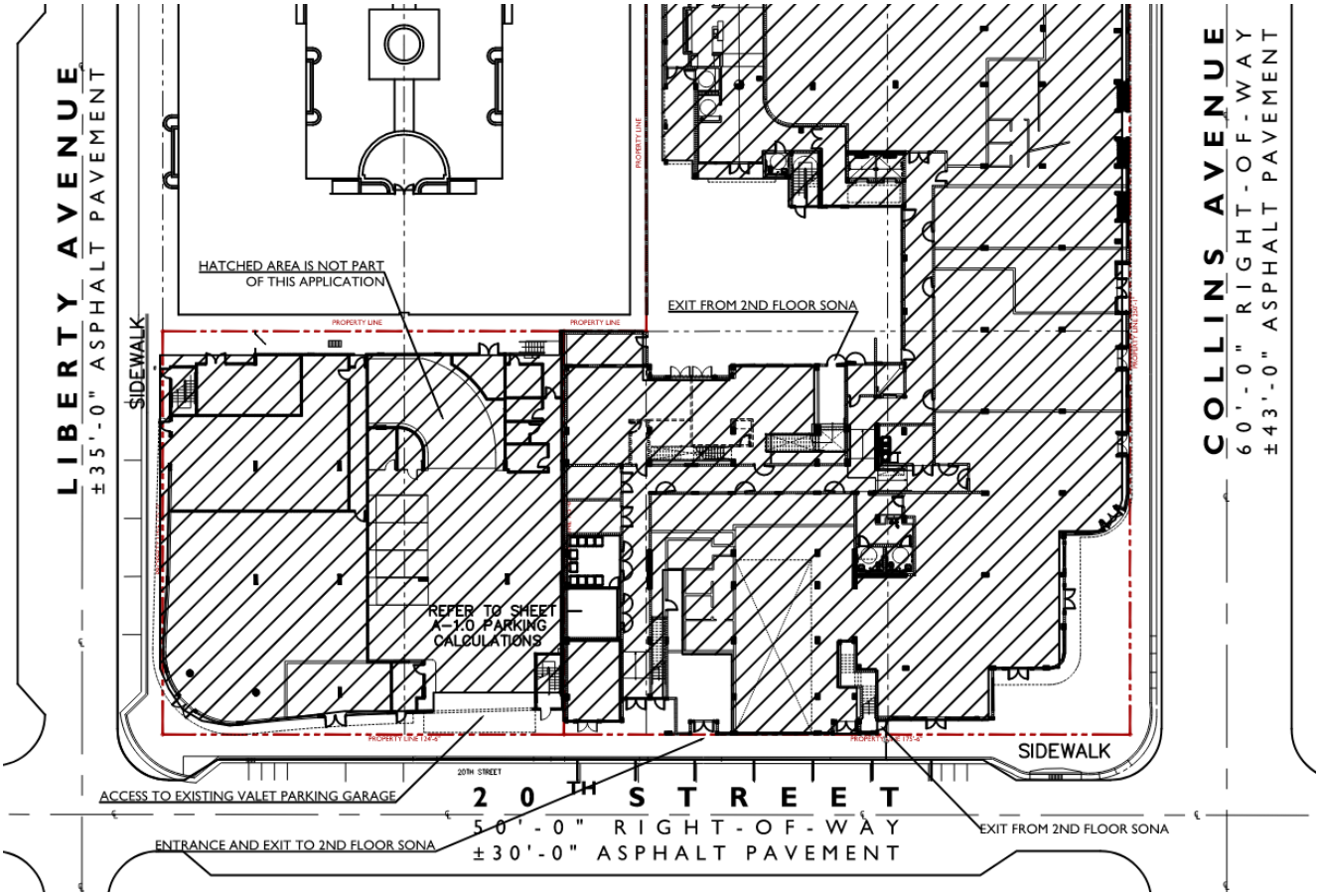
The security staff members along with SONÀ management will employ a radio communication system. Should any issues arise, SONÀ security team and/or staff will notify the appropriate personnel to efficiently handle the situation.

Before being hired, SONÀ management will conduct a background check on each security officer, as well as a drug test. A candidate will not be hired if these tests come back demonstrating a criminal record and or drug use. SONÀ has a "Zero Tolerance" policy.

The security staff members will be responsible for ensuring the safety of all patrons and staff members. The security staff members will ensure stanchion set up at the entrance if there is a queuing of patrons on the sidewalk to not interfere with pedestrian traffic, and to allow free flow of traffic. Security staff members will enforce all age restrictions using a government issued ID for all patrons. Security officers located outside of the venue at all exits and the entrance will have clickers and monitor patron circulation and occupancy levels during hours of operation. The security management team constantly monitors these numbers.

VII. TRAFFIC CIRCULATION

The valet operation which will service SONÀ patrons takes place entirely in the adjacent garage, located at 237 20TH Street, and will not occur in front of the entrance. The metered parking spaces which are in front of the venue will not be utilized for valet pick up and or drop off since adjacent garage already provides a valet ramp. The adjacent garage will accommodate both SONÀ employees and patrons. The garage complies with the parking requirements of both Parking District 1 and Parking District 9. We also expect many patrons and employees to arrive using ride-share services which will result in a decreased use of the parking garage.



VIII. DELIVERIES AND SANITATION PLAN

SONÀ will use the air-conditioned trash room located inside of the current hotel, the Boulanger Hotel, which is in the service corridor adjacent to the venue. Trash pickup occurs seven days a week at approximately 10 A.M.

SONÀ will maintain the areas adjacent to the facility, i.e., the sidewalk and the areas of the street adjacent to the property. SONÀ staff will ensure that when sweeping the sidewalk in front of the venue, the refuse is not merely pushed in front of another building. The trash will be picked up and disposed of appropriately. SONÀ staff will sweep and hose down the sidewalks at the end of each business day.

SONÀ will utilize the City of Miami Beach designated commercial loading zones for all deliveries, which will typically occur between 10:00 A.M. and 3:00 P.M. The closest City of Miami Beach designated commercial loading zone is located at 1941 29th Street (at the corner between 20th Street and Liberty Street).

IX. NOISE ATTENUATION PLAN

Since the previously approved venue's sound system was installed, there have been no material changes to the sound system, nor will there be. Modifications will be made to fine tune and optimize sound quality and noise attenuation. The sound system will be kept under lock and key and will only be accessible to the venue's management team.

The North-East door will be kept closed at all times and will only be used as an emergency exit.
Sound will be attenuated from the South-West door (main entrance) of the venue as the entrance lobby will be enclosed with a glass wall system dividing the entrance lobby from the lounge.
The East door exiting to 20th Street, will be used as an exit only.

X. COCKTAILS AND ENTERTAINMENT

SONÀ will offer unique and trendy cocktails, bottle service, and an extensive Champagne selection. SONA will also have daily entertainment, ranging from DJ every night, violinist, saxophonist, ballerina dancers, acrobat dancers, & Cabernet shows.

SONÀ Tini
Kettle One Vodka, Cucumber, fresh mint, lime, agave,

Enter the Dragon
Don Julio Tequila, passionfruit puree, triple sec, lime juice, agave, salt rim

Strawberry Sour
Strawberry Gin, fresh strawberries, lemon juice, egg white, Lemon juice.

Mango Mojito
Zacapa Rum, mango puree, fresh mint, lime juice, agave, sugar rim,

Champagne Cocktail
Moët Imperial Champagne, Cognac, Bitters, brown sugar

Blueberry Blossom
Kettle One Vodka, blueberry, mint syrup, Soda spritz

Never Sleep
Kettle One Vodka, espresso, biscotti liquor, Kahlua, maple hazelnut syrup

Negroni Rossato
Raspberry Gin, White Vermouth, bitters, grapefruit splash.

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