

ROMANOV RESTAURANT + LOUNGE

Strategic Turnaround Audit & Growth Plan (Studio City, CA)

Venue: Romanov Restaurant + Lounge

Location: 12229 Ventura Blvd, Studio City, CA

Website: romanovla.com

Status: Strategic Recovery & Expansion Plan

Target Market: Greater Los Angeles & California

Target Audience: Executive Management & GM Action Plan

PART 1. CRITICAL WEBSITE AUDIT (ROMANOVLA.COM)

The current state of romanovla.com acts as a primary bottleneck for conversions. Outdated by over a decade, it actively suppresses business growth.

1. UX/UI & Architectural Flaws

- **Missing Digital Menu & Pricing:** No transparent, clickable menu with prices. In the fine dining segment (\$120+ per person), this leads to losing up to 70% of inbound web traffic.
- **Outdated Visual Language:** Generic web templates fail to reflect the promised "Tsarist Palace" grandeur and 24k gold aesthetic.
- **Weak Copywriting:** Generic late-2000s SEO phrasing with repeated block content across pages.
- **Lack of Interactive Reservations:** Standard contact forms instead of direct OpenTable, Resy, or SevenRooms integration.
- **Absence of Media Assets:** The advertised "Vegas circus style show" lacks high-quality video sizzle reels or showreels.

PART 2. ROOT CAUSES OF DECLINE

1. Ethnic Ghettoization

Perceived solely as a Russian banquet hall for weddings/parties. Operating only on Fridays and Saturdays while incurring 7-day fixed overheads in Studio City generates continuous operational drag.

2. Pricing vs. Experience Disconnect

Yelp/Google ratings (3.4–4.0) cite hidden fees (high deposits, \$45 corkage fee, mandatory 18% service charge) and outdated musical programming that alienates affluent 25–40 demographic.

3. Invisibility to Mainstream LA Market

Studio City, Sherman Oaks, and West Hollywood locals bypass the venue due to complex booking friction and non-inclusive positioning.

PART 3. REPOSITIONING & MARKETING STRATEGY

Strategic Pivot: From "Russian Banquet Hall" to "Modern Slavic & Euro-Steakhouse + Immersive Dinner Theater".

1. Greater Los Angeles Execution

- **Immersive Dinner Theater:** Transforming weekend nights into high-end cabaret and acrobatic shows with universal appeal.
- **Local SEO & Maps Domination:** Complete overhaul of Google Business Profile and Yelp focusing on *Luxury Dinner Theater LA, Caviar & Vodka Bar LA*.
- **Influencer Marketing:** Hosting top LA food & lifestyle creators to showcase visual highlights (gold elevator, library room, Faberge lighting).

2. California-Wide Expansion

- **Destination Venue:** Positioning as a weekend luxury destination for affluent guests from San Francisco and San Diego.
- **Romanov Imperial Catering:** Launching luxury off-site catering for high-profile statewide events.
- **E-Commerce Line:** Statewide delivery of branded caviar, infused vodkas, and "Imperial Feast Boxes".

PART 4. GENERAL MANAGER ACTION ROADMAP

PHASE	TIMELINE	CORE DIRECTIVES	TARGET OUTCOME
Phase 1: Stabilization	Days 1–30	Transparent set menus, eliminate hidden fees, complete website redesign (UX/UI, OpenTable).	Stop customer churn, boost web conversion.
Phase 2: LA Marketing	Days 31–60	Launch Immersive Show, influencer blitz, Thursday Caviar Nights & Sunday Brunch, Late Night Lounge.	90% weekend occupancy, higher average check.
Phase 3: Expansion	Days 61–90	Event Planner Showcase, launch Imperial Catering & Statewide E-Commerce.	California-wide reach, diversified revenue.

KEY PERFORMANCE INDICATORS (KPIs)

90-100%	+30%	4.6+	3.5-5.0%
WEEKEND OCCUPANCY	WEEKDAY REVENUE	YELP/GOOGLE RATING	WEB CONVERSION RATE

ROMANOV RESTAURANT + LOUNGE

STAGE 2: GENERAL MANAGER MASTER ACTION PLAN

Venue: Romanov Restaurant + Lounge

Location: Studio City, Los Angeles, CA

Level: Executive Strategy

Document: GM Operational & Entertainment Roadmap

Focus: Service, PR, Attendance, Talent Booking

Version: 2.0 (Executive PDF)

1. SERVICE EXCELLENCE OVERHAUL

A. TRANSPARENT PRICING & FEE ELIMINATION

- **Transparent Billing:** Eliminate unexpected bill charges. Explicitly detail the 18% service charge on menus and OpenTable reservations. Reduce Corkage Fee from \$45 to \$35 or offer *No Corkage Fee* on Thursdays with set dining.
- **Structured Set Packages:**
 - *Imperial Classic (\$95):* Core Russian/European fine dining experience.
 - *Tsar Experience (\$145):* Caviar tasting, premium grill, signature cocktail pairings.
 - *Royal Gala (\$210):* Black caviar, premium champagne, VIP front-row seating, dedicated private server.

B. STAFF TRAINING & F&B STANDARDS

- **Bilingual Protocol:** 100% fluent English and Russian for all front-of-house staff (servers, hostesses, sommelier). Strict prohibition of staff speaking Russian among themselves in guest-facing areas.
- **Signature Tableside Rituals:**
 - *Caviar Ritual:* Served with mother-of-pearl spoons, frozen artisanal vodka shots, and warm blinis tableside.
 - *Meat Ritual:* Flambé Tomahawk steaks prepared tableside with synchronized ambient lighting.
- **Quality Control (SOP & Mystery Shopping):** Monthly Mystery Shopper audits (greeting within 30s, drinks within 5 mins). Implementation of the **LAST** method (*Listen, Apologize, Solve, Thank*) for complaint resolution.

2. ENTERTAINMENT CONCEPT: GLOBAL IMMERSIVE CABARET

Transitioning the stage program from a localized "Russian Pop Show" into a **Global Immersive Dinner Theater** without language barriers, targeting Beverly Hills and West Hollywood clientele:

TIME	PROGRAM SEGMENT	DESCRIPTION & AMBIANCE
20:00 – 21:30	Jazz & Soul Lounge	Live acoustic jazz, soul vocals, setting an elevated dinner atmosphere.
21:30 – 23:00	Main Immersive Show	High-end theatrical cabaret featuring aerialists, dancers, and international vocalists (no language barrier).

TIME	PROGRAM SEGMENT	DESCRIPTION & AMBIANCE
23:00 – 02:00	Late Night Lounge	Transition into an exclusive club format with international DJs (Deep House, Afro House, Organic Fusion).

3. TALENT BOOKING & CELEBRITY STRATEGY

ROMANOV ENTERTAINMENT & TALENT BOOKING STRUCTURE		
HOLLYWOOD A-LIST & MCS - Hollywood actors as MCs/Hosts - US Jazz vocalists & Soul bands - Celebrity hosts for gala nights	INTERNATIONAL DJS & MUSICIANS - Afro House & Deep House DJs (Ibiza/Tulum) - Live violin/sax integrated with DJ sets - Guest headliners from top LA venues	IMMERSIVE DANCE & CIRCUS - Cirque du Soleil performers (contracts) - Burlesque & Neo-Cabaret troupes - Aerialists under the main dome

4. STEP-BY-STEP TALENT BOOKING PROCESS

STEP	GM / CREATIVE DIRECTOR ACTION	TIMELINE / TOOLS
Step 1	Entertainment Budget: Allocate 15–20% of projected weekend gross revenue to talent.	Monthly
Step 2	Agency Outreach: Request talent rosters via CAA, WME, UTA, Celebrity Talent International, Greenlight.	Weekly
Step 3	Hospitality Rider: Prepare VIP dressing room in Library Room, luxury transfers, premium caviar set.	14 Days Prior
Step 4	PR Campaign: Targeted digital ad campaign, features in LA Weekly, Eater LA, influencer invitations.	21 Days Prior

5. WEEKLY OPERATIONAL SCHEDULE

DAY	OPERATIONAL FOCUS & DAILY CONCEPT
Mon / Tue	Venue maintenance, dance rehearsals, inventory audits for caviar and wine cellar.
Wednesday	B2B & Private Events: Private tastings for wedding planners, corporate event organizers, and producers.
Thursday	Caviar & Jazz Night: Live jazz duo, special pairings for vodka infusions and caviar flights.
Fri / Sat	Imperial Immersive Show + Late Lounge: 20:00 Jazz → 21:30 Main Show → 23:00 International DJ.
Sunday	Imperial Family Brunch (12:00–16:00): Family brunches accompanied by live piano/string quartet music.

GM DAILY OPERATIONAL CHECKLIST

- 15:00** — Inspect dining room cleanliness, Fabergé lighting fixtures, sound system, and stage lighting.
- 16:00** — Host Line-Up meeting: review VIP guests, special set menus, 86-list, and daily artist introductions.
- 17:00** — Verify VIP green rooms and oversee artist soundchecks.
- 19:00** — GM personally greets arriving VIP guests at the main entrance/valet.
- 22:00** — Monitor stage show timing and transition into late-night DJ sets.
- 01:30** — Analyze daily sales figures, average check metrics, and collect guest feedback.

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STAGE 3: STAFF STANDARDS, DIRECT CASTING HR STRATEGY & EXOTIC GASTRONOMIC PR

Venue: Romanov Restaurant + Lounge

Location: Studio City, Los Angeles, CA

Level: Executive Strategy

Document: HR & Gastronomic Marketing Blueprint

Focus: Model-Level Staff, Direct Castings, Exotic Culinary PR

Version: 3.0 (Executive PDF)

1. FRONT-OF-HOUSE STAFF APPEARANCE & QUALIFICATION STANDARDS

A. MODEL-LEVEL GROOMING & APPEARANCE STANDARDS

- **Visual Profile & Elegance:** Curating a FOH waitstaff team of high Slavic aesthetic standards with model-level visual poise. Immaculate grooming, elegant posture, tasteful makeup, and refined presentation reflecting a luxury fine-dining venue.
- **Designer Uniform Code:** Custom-tailored evening uniforms combining royal Imperial aesthetics with contemporary Los Angeles high-fashion elegance.

B. MULTILINGUAL COMPETENCY PROTOCOL

- **Mandatory Fluency:** 100% fluent conversational and professional **English** and **Russian** across all service personnel.
- **Competitive Asset (Armenian Language):** Fluency in Armenian serves as a distinct priority during selection, catering to VIP clientele and the local Studio City / San Fernando Valley demographic.

2. DIRECT RECRUITMENT STRATEGY: INTERNAL MONDAY CASTINGS

Eliminating employment agencies and generic commercial job posts. Standard recruitment agencies are profit-driven and burden mid-level job seekers with unnecessary fees. Romanov establishes an in-house direct casting process.

DIRECT TALENT SELECTION & 1-MONTH PROBATIONARY FUNNEL

1. DIRECT MONDAY CASTINGS

- Conducted every Monday (mornings/afternoons)
- Direct evaluation by executive management
- Assessment of appearance, speech & charisma

2. CULINARY & SERVICE AUDIT

- Examination of classical & national dishes
- Presentation testing for exotic cuisine
- Wine, champagne & caviar etiquette exam

3. 30-DAY PROBATIONARY PERIOD

- Step-by-step operational KPI execution
- Mentorship on live high-volume shifts
- Final review for permanent appointment

3. DEEP MASTERY OF IMPERIAL & RUSSIAN NATIONAL CUISINE

MENU CATEGORY	STAFF KNOWLEDGE REQUIREMENT	GUEST PRESENTATION STRATEGY (AMERICAN MARKET)
Imperial Classics	Mastery of ingredients, historic origins, and preparation techniques for traditional dishes.	Servers act as culinary storytellers, guiding guests through unique flavor profiles.
National Heritage	Expertise in Caviar flights (Beluga, Osetra, Sevruga), blinis, infusions, and royal main courses.	Tablesides presentation rituals detailing pairings with vodka, champagne, and wine.

4. GASTRONOMIC MARKETING: POSITIONING RUSSIAN CUISINE AS "EXOTIC FINE DINING"

While local Slavic guests are familiar with traditional dishes, Romanov’s primary advertising targets **American and international demographics (Beverly Hills, Hollywood, Studio City)** who view Russian gastronomy as an unexplored luxury experience.

MARKETING NARRATIVE: "DISCOVER EXOTIC IMPERIAL FLAVORS"

- **Educational & High-End Dish Reframing:**
 - *Olivier Salad*: Marketed as *"The Original Imperial Caviar & Truffle Potato Feast created in 1860s Moscow"*.
 - *Borscht*: Marketed as *"Velvety Slow-Simmered Beetroot & Short-Rib Elixir"*.
 - *Pelmeni*: Marketed as *"Siberian Hand-Folded Artisan Meat Dumplings with Truffle Sour Cream"*.
- **PR Channels:** High-production Instagram/TikTok reels showcasing tablesides flambé and caviar rituals, features in Eater LA, LA Weekly, and partnerships with premier LA food influencers.

STAGE 3 HR & MARKETING IMPLEMENTATION ROADMAP

Week 1: Announcement of Romanov Direct Monday Castings via private fashion/hospitality channels.

Week 2: Execution of the first open Monday casting (10:00 AM – 4:00 PM). Initial candidate shortlist.

Week 3: Launch of 30-day probationary training, culinary storytelling exams, tablesides ritual practice.

Week 4: PR Campaign Launch across LA media: "Experience Exotic Imperial Dining in Studio City".

ROMANOV RESTAURANT + LOUNGE

STAGE 4: "IMPERIAL TRANQUILITY" CULTURAL EVENINGS CONCEPT FOR HIGH-NET-WORTH DEMOGRAPHICS

Venue: Romanov Restaurant + Lounge

Location: Studio City, Los Angeles, CA

Level: Executive Strategy

Document: Cultural Program & Acoustic Atmosphere Blueprint

Target Audience: Affluent Demographics 35–45+, Executive Meetings, Refined Leisure

Version: 4.0 (Executive PDF)

1. STRATEGIC POSITIONING: REJECTING THE "90S DISCO" PARADIGM

A. THE LA MARKET FLAW VS. ROMANOV SOLUTION

- **Critique of 90s Nightclub Formats:** The majority of Slavic and nightlife venues across Los Angeles rely on deafening pop music, 1990s retro discos, and nightclub environments. These venues prevent conversation, attracting noisy youth crowds while repelling high-net-worth guests.
- **Focus on Affluent Mature Demographics (35–45+):** Middle-aged and senior patrons possess substantial accumulated wealth, higher disposable income, and leisure time. They prioritize comfort, prestige, privacy, and elevated aesthetics.
- **The "Imperial Tranquility" Concept:** Cultivating an environment of absolute composure where guest prestige is honored through intimate acoustic performances, allowing seamless business negotiations, private celebrations, and sophisticated dining.

2. MUSICAL & INSTRUMENTAL ENVIRONMENT DESIGN

A. GRAND PIANO AS THE CENTERPIECE ART OBJECT

- **Grand Piano Installation:** A mandatory acoustic Grand Piano positioned centrally beneath crystal chandeliers.
- **Live Piano Accompaniment:** Daily live performances by master pianists creating an aristocratic ambiance.

B. ACOUSTIC REPERTOIRE & SOUND DESIGN

- **Russian Classical Romance & Poetry:** Live vocal and instrumental renditions of Rachmaninoff, Tchaikovsky, and classic noble romances accompanied by cello, piano, and acoustic guitar.
- **Classical & Neo-Classical Fusion:** Refined jazz arrangements of classical masterpieces providing an unobtrusive background.
- **Decibel Control Protocol:** Sound levels strictly regulated at 60–65 dB, facilitating comfortable whispered conversations across dining tables.

3. ARCHITECTURE OF HIGH-STATUS CULTURAL EVENINGS

ROMANOV HIGH-STATUS CULTURAL EVENING STRUCTURE		
1. WED & THU: EVENINGS OF ROMANCE • Grand Piano & Russian Romances • Rare wine & caviar tastings • Pristine setting for executive meetings	2. FRI & SAT: IMPERIAL CHAMBER LOUNGE • String Quartet & Piano (until 10:00 PM) • Acoustic jazz & aristocratic conversation • Zero nightclub or restaurant noise pollution	3. SUN: CLASSICAL SALON & ART BRUNCH • Masterpieces of Rachmaninoff & Tchaikovsky • Premium family brunch atmosphere • Intellectual salon & cultural discourse

4. WEEKLY EXECUTIVE CULTURAL SCHEDULE

DAY	CULTURAL EVENING PROGRAM	AMBIANCE & TARGET DEMOGRAPHIC
Tue / Wed	"Grand Piano & Executive Lounge" Solo piano arrangements, background classics.	Ideal for confidential business meetings, investor dinners, and quiet dining.
Thursday	"Russian Classical Romance Night" Vocalists (alto/tenor), grand piano & acoustic guitar.	Intellectual clientele, connoisseurs of classical poetry and acoustic music.
Fri / Sat	"Imperial Acoustic Soirée" String quartet, grand piano, smooth jazz vocals.	Affluent couples, celebratory family galas, high-end evening leisure (35–50+).
Sunday	"Classical Salon & Fine Art Brunch" World and Russian classical piano masterworks.	Ultra-exclusive family brunch, art discussions, peaceful conclusion to the week.

5. STRATEGIC FORMAT COMPARISON

PARAMETER	STANDARD LA VENUES (90S DISCO / NIGHTCLUB)	ROMANOV "IMPERIAL TRANQUILITY" CONCEPT
Music	Deafening 90s pop, backing tracks, noise pollution.	Live Grand Piano, noble romances, classical strings.
Atmosphere	Aggressive, frantic, nightclub-style.	Soothing, elevated, "Imperial Tranquility".
Audience	Youth, students, rowdy party crowds.	Affluent 35–45+ patrons, executives, elite families.
Purpose	Late-night drinking, loud dancing.	Business negotiations, refined dining, executive status.

"IMPERIAL TRANQUILITY" ATMOSPHERE QUALITY CHECKLIST

- 1. Sound Standards:** Prohibition of harsh PA speakers or electronic dance music in main dining.
- 2. Piano Maintenance:** Weekly tuning of the Grand Piano by certified technicians.
- 3. Lighting Architecture:** Warm candlelit & crystal chandelier illumination; zero aggressive strobes.
- 4. Service Etiquette:** Silent service protocols during live acoustic performances.

ROMANOV RESTAURANT + LOUNGE

STAGE 5: KEY EXECUTIVE FIGURES — EXECUTIVE CHEF & HEAD BARTENDER SELECTION STRATEGY

Venue: Romanov Restaurant + Lounge

Location: Studio City, Los Angeles, CA

Level: Executive Strategy

Document: Public Brand Ambassadors Recruitment Strategy

Profile: Executive Chef (Taste & Presentation) & Head Bartender (Charisma & Diplomacy)

Version: 5.0 (Executive PDF)

1. STRATEGIC VALUE OF THE RESTAURANT'S KEY PUBLIC FIGURES

The Executive Chef and Head Bartender are not merely internal employees; they are the primary **public brand ambassadors of Romanov**. They define the restaurant's identity, forge emotional connections with high-net-worth patrons, and secure guest retention.

ROMANOV KEY BRAND AMBASSADOR PROFILES

EXECUTIVE CHEF: "FACE & TASTE"

- Culinary genius combined with distinguished visual presence
- Ceremonial grand entrances into the dining room to applause
- Imperial stature, charisma, and bespoke chef attire

HEAD BARTENDER: "CHARISMA & DIPLOMACY"

- Aged 25–40+, emotional maturity & life experience
- Highly cultured, erudite, fluent in diverse topics
- Master of diplomatic conflict de-escalation

2. EXECUTIVE CHEF: THE FACE, TASTE & CULINARY SHOWMANSHIP

A. SELECTION CRITERIA & VISUAL STANDARDS

- Physical Presence & Charisma:** The Chef must possess an impressive visual stature, commanding presence, and authentic charisma. A leader capable of commanding respect and admiration from Studio City and Beverly Hills elite guests.
- Chef's Grand Entrance Ritual:** Protocol for a nightly ceremonial entrance into the main hall to greet VIP tables, introduce signature imperial creations, and receive guest applause.
- Culinary Excellence:** Blending authentic Imperial Russian heritage with contemporary fine dining fusion techniques.

B. TALENT ACQUISITION STRATEGY

- Overcoming Recruitment Challenges:** Finding such an exceptional chef is rigorous, but entirely achievable with targeted headhunting. Selection is conducted via private culinary networks and international executive search.
- Private Tasting Panels:** Conducting rigorous private tasting panels evaluating taste, presentation, and public speaking before final appointment.

3. HEAD BARTENDER: INTELLECT, CHARISMA & CONFLICT MANAGEMENT

A. AGE & INTELLECTUAL PROFILE (25+ YEARS OLD)

- **Age Standard:** Strict exclusion of entry-level bartenders (aged 21-22). The threshold is **strictly 25 years and older**, ensuring emotional maturity, poise, and deep social awareness.
- **Erudition & Conversation:** Well-read, highly educated, and capable of maintaining sophisticated discussions—ranging from global business and fine arts to rare spirits and mixology history.

B. DIPLOMATIC DE-ESCALATION PROTOCOLS

- **High-Level Diplomacy:** Skillfully steering conversation away from controversial topics, effortlessly managing demanding or intoxicated patrons.
- **Conflict Prevention:** Psychological mastery in defusing aggressive behavior smoothly, protecting the serene "Imperial Tranquility" atmosphere of the dining hall without physical confrontation.

4. AMBASSADOR PROFILE MATRIX

ROLE	CORE COMPETENCIES	GUEST-FACING RESPONSIBILITIES	SELECTION METHOD
Executive Chef	Master culinary skills, commanding visual stature, charisma, 7–10+ years experience.	VIP table visits, ceremonial dining room appearances, tableside flambé/presentation.	Direct headhunting, private tasting panels, presentation audits.
Head Bartender	Age 25+, exceptional intellect, mixology mastery, conflict resolution expertise.	Engaging in high-level discourse, establishing guest comfort, diplomatic conflict management.	Scenario-based interviews (conflict modeling), conversational testing.

KEY AMBASSADOR IMPLEMENTATION PLAN

Step 1: Formulate rigorous job specifications prioritizing visual presence, intellect, and leadership.

Step 2: Initiate targeted executive search across premier luxury venues in LA, New York, and Europe.

Step 3: Conduct multi-stage audits: 5-course tasting menu for Chef; simulated conflict & mixology exams for Bartender.

Step 4: Finalize executive compensation packages and onboard key figures into Romanov Restaurant + Lounge.

ROMANOV RESTAURANT

INTERNAL SECURITY & LAW ENFORCEMENT INTERACTION PLAN

План обеспечения внутренней безопасности и взаимодействия с правоохранительными органами • Los Angeles, CA

Объект / Facility: Romanov Restaurant & Lounge (Los Angeles, CA)

Документ / Document: Security & LAPD Co-op Protocol v1.0

Разработчик / Prepared by: Security Management & Legal Dept

Дата / Date: August 2026

1. ВВЕДЕНИЕ И КОНЦЕПЦИЯ / INTRODUCTION & CONCEPT

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
Настоящий документ определяет регламент обеспечения внутренней безопасности, предотвращения инцидентов и порядка эффективного взаимодействия с правоохранительными органами (LAPD, LASD) в ресторане Romanov (Лос-Анджелес). Основной целью является защита гостей, персонала, имущества заведения и поддержание безупречной репутации премиального ресторана при полном соблюдении законодательства штата Калифорния.	This document defines the regulations for internal security, incident prevention, and effective cooperation procedures with law enforcement agencies (LAPD, LASD) at Romanov Restaurant (Los Angeles). The primary objective is to safeguard guests, staff, and establishment property while maintaining the high-end reputation of the venue in full compliance with California state laws.

2. ОРГАНИЗАЦИЯ ВНУТРЕННЕЙ БЕЗОПАСНОСТИ / INTERNAL SECURITY ORGANIZATION

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
2.1. Контроль доступа и Дресс-код: - Охрана на входе (Doormen / Security) осуществляет фейсконтроль и визуальный досмотр. - Запрещен вход лицам в состоянии сильного алкогольного/наркотического опьянения, а также лицам с открытым ношением оружия (если нет специального разрешения/служебного удостоверения США). 2.2. Видеонаблюдение и Мониторинг: 100% покрытие залов, входов, VIP-зон, парковки и служебных коридоров камерами high-definition с архивацией 30+ дней. - Соблюдение приватности в санитарных зонах. 2.3. Деэскалация конфликтов: - Охрана обучена техникам вербальной деэскалации. Физическое вмешательство допускается исключительно при угрозе насилием или порче имущества.	2.1. Access Control & Dress Code: - Door security conducts face-control and visual screening. - Entry is strictly denied to heavily intoxicated individuals and persons carrying open weapons (unless active US law enforcement). 2.2. Video Surveillance & Monitoring: 100% coverage of dining areas, entrances, VIP zones, parking, and service hallways via HD cameras with 30+ days archive. - Strict adherence to privacy laws in restrooms. 2.3. Conflict De-escalation: - Security personnel are trained in verbal de-escalation techniques. Physical intervention is restricted to imminent violence or property damage threats.

3. ПРОТОКОЛ ВЗАИМОДЕЙСТВИЯ С LAPD / LAPD INTERACTION PROTOCOL

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
3.1. Вызов экстренных служб (911): Вызов производится старшим смены охраны или управляющим при: • Вооруженных нападениях, драках, угрозах жизнью. • Отказе покинуть заведение после официального требования (Trespassing). • Обнаружении подозрительных предметов или веществ. 3.2. Встреча офицеров полиции: • Управляющий или начальник охраны встречает наряд у входа, кратко информирует о сути инцидента и обеспечивает безопасный проход. • Оказывается полное содействие, предоставляется доступ к записям видеокамер по официальному запросу.	3.1. Emergency Calls (911): Initiated by Security Lead or General Manager in cases of: • Armed attacks, physical brawls, threats to life. • Refusal to leave venue upon official notice (Trespassing). • Discovery of suspicious packages or illegal substances. 3.2. Receiving Police Officers: • Manager or Security Chief meets arriving officers at the entrance, provides a concise briefing, and ensures clear access. • Full cooperation is provided, including video footage access upon formal law enforcement request.

ОПЕРАТИВНЫЙ КОНТАКТНЫЙ ЛИСТ / EMERGENCY CONTACT LIST (LOS ANGELES)

Служба / Service	Контакты / Phone Number	Примечание / Note
Emergency (Полиция / Скорая / Пожарные)	911	Немедленная угроза жизни или безопасности
LAPD Non-Emergency line	1-877-ASK-LAPD (1-877-275-5273)	Инциденты без прямой угрозы жизни
Local LAPD Division (Hollywood/Valley)	(213) 485-4302	Местный отдел полиции Лос-Анджелеса
Security Director (Romanov)	Ext. 104 / Direct Line	Внутренний начальник службы безопасности

4. ДЕЙСТВИЯ ПРИ НЕСТАНДАРТНЫХ СИТУАЦИЯХ / EMERGENCY RESPONSE ACTIONS

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
4.1. Незаконное проникновение (Trespassing): Посетитель, отказавшийся покинуть ресторан после отмены обслуживания, предупреждается о нарушении статьи 602 PC Калифорнии. При повторном отказе вызывается LAPD. 4.2. Обнаружение наркотических/опасных веществ: Вещества изолируются, передаются полиции с составлением акта и фиксацией на видео. Изъятие самостоятельно не проводится. 4.3. Медицинские ЧП: Вызов 911 (Скорая), оказание первой помощи обученным персоналом (CPR/AED) до прибытия медиков.	4.1. Trespassing (California 602 PC): Guests refusing to leave after service refusal are formally notified of CA 602 PC violation. If non-compliant, LAPD is immediately dispatched. 4.2. Illegal Substances Handling: Substances are isolated and turned over to LAPD with a formal log and CCTV logging. Staff must not attempt self-confiscation. 4.3. Medical Emergencies: Dial 911 immediately. CPR/AED trained staff render immediate first aid until paramedics arrive on scene.

5. ОБУЧЕНИЕ ПЕРСОНАЛА И ОТЧЕТНОСТЬ / TRAINING & REPORTING

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
• Ежеквартальный инструктаж: Тренинги по безопасности, пожарной эвакуации и взаимодействию с LAPD для всех сотрудников. • Журнал инцидентов (Incident Log): Любой конфликт или вызов полиции регистрируется в журнале с детальным описанием, именами участников и номерами офицеров LAPD.	• Quarterly Training: Security, fire evacuation, and LAPD interaction drills for all staff members. • Incident Logging: Every disruption or police call is logged in detail with participant names, incident timeline, and LAPD badge numbers.

ROMANOV RESTAURANT

GENERAL MANAGER PROCUREMENT STRATEGY: LOCAL FARM SUPPLY & LOGISTICS

Стратегия закупок фермерской продукции для генерального управляющего • Studio City & Los Angeles, CA

Объект / Venue: Romanov Restaurant & Lounge (Studio City / LA)
Документ / Document: GM Farm Supply & Logistics Action Plan

Адресат / Recipient: General Manager & Executive Chef
Дата / Date: August 2026

1. СТРАТЕГИЧЕСКИЙ ПЛАН ЗАКУПКИ ДЛЯ ГЕНЕРАЛЬНОГО МЕНЕДЖЕРА / GM ACTION PLAN

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
Шаг 1: Аудит потребностей и матрица "Качество-Цена" Совместно с Шеф-поваром определить список базовых и премиальных фермерских позиций (микрозелень, органические овощи, парное мясо, морепродукты, сыры). Разделение на ежедневный расход и сезонные спецшлы. Шаг 2: Гибридная модель поставки (Доставка vs Самовывоз) Доставка (Delivery): Используется для регулярных оптовых заказов (мясо, овощи, молочные продукты) от сертифицированных дистрибьюторов со спецтранспортом (рефрижераторами). Самовывоз (Pickup): Еженедельный закуп эксклюзивных/сезонных позиций напрямую с местных фермерских рынков (Studio City & Hollywood Farmers Markets) или складов самовывоза. Шаг 3: Заключение контрактов и условия Фиксация цен в договорах на 3–6 месяцев, требования к качеству (USDA Organic, GAP), условия возврата брака, кредитный период (Net 15 / Net 30) для оптимизации кеш-флоу.	Step 1: Needs Audit & Quality-Price Matrix Collaborate with the Executive Chef to establish core and premium farm product lists (microgreens, organic produce, prime meats, seafood, artisan cheeses). Categorize into daily staples and seasonal specials. Step 2: Hybrid Supply Model (Delivery vs. Pickup) Delivery: Utilized for high-volume routine orders (meats, staple produce, dairy) via certified farm distributors with refrigerated transport. Self-Pickup: Weekly sourcing of specialty/artisan ingredients directly from local farmer markets (Studio City & Hollywood) or local pickup hubs. Step 3: Contracting & Key Terms Locking in 3 to 6-month pricing agreements, strict quality control standards (USDA Organic, GAP certified), return protocols, and Net 15 / Net 30 payment terms to optimize cash flow.

2. ЛУЧШИЕ ФЕРМЕРСКИЕ ОРГАНИЗАЦИИ И ПОСТАВЩИКИ (STUDIO CITY & LA) / TOP FARM SUPPLIERS

1. Studio City Farmers Market (Локальный фермерский рынок) Категория: Овощи, фрукты, ягоды, микрозелень, ремесленная продукция Адрес / Address: Ventura Place (between Laurel Canyon & Radford Ave), Studio City, CA 91602 Контакты / Phone: +1 (818) 655-9157 График: Воскресенье 8:00 – 14:00 Назначение: Прямой закуп шеф-поваром эксклюзивных сезонных продуктов, премиальной микрозелени, ремесленных сыров и ягод без посредников по воскресеньям. Идеально для создание спецшлов недельного меню.	ФОРМАТ: САМОВЫВОЗ (PICKUP) Purpose: Direct weekly pickup by Executive Chef for specialty seasonal produce, microgreens, artisan cheeses, and fresh berries. Perfect for crafting weekly chef specials.
2. Worldwide Produce (Прямой дистрибьютор ферм SoCal) Категория: Овощи, фрукты, молочная продукция, яйца, зелень Адрес / Address: 1661 E 16th St, Los Angeles, CA 90021 (Downtown LA) Контакты / Phone: +1 (213) 627-0098 Сайт: wwproduce.com Назначение: Один из крупнейших локальных агрегаторов фермерской продукции Калифорнии. Оптовые цены, ежедневно регулярная доставка 6 дней в неделю прямо на кухню ресторана.	ФОРМАТ: ДОСТАВКА ДО РЕСТОРАНА (DELIVERY) Purpose: Premier Southern California farm aggregator. Offers wholesale pricing and reliable 6-day-a-week refrigerated delivery directly to the restaurant kitchen.

3. Premier Meat Company (Фермерское мясо и птица)

ФОРМАТ: ДОСТАВКА (DELIVERY) / САМОВЫВОЗ

Категория: Премиальная говядина (Prime, Wagyu), фермерская птица, баранина

Адрес / Address: 5200 S Alameda St, Vernon, CA 90058 (Greater Los Angeles)

Контакты / Phone: +1 (800) 555-5539 / +1 (323) 277-5888 | Сайт: premiermeatcompany.com

Назначение: Поставка экологически чистого мяса гуманного выращивания (без гормонов и антибиотиков) от локальных ферм Калифорнии. Высокие стандарты качества для мясных позиций Romanov.

Purpose: Sustainably raised, hormone-free meats sourced from California partner farms. Ensures top-tier quality for Romanov's signature meat entrees.

4. Santa Monica Seafood (Дикие и фермерские морепродукты)

ФОРМАТ: ЕЖЕДНЕВНАЯ ДОСТАВКА (DAILY DELIVERY)

Категория: Свежая рыбы, икра, морепродукты премиум-класса

Адрес / Address: 18531 Broadwick St, Rancho Dominguez, CA 90220 / LA Hub

Контакты / Phone: +1 (310) 829-2412 | Сайт: smseafood.com

Назначение: Сертифицированный экологичный поставщик рыбы и морепродуктов с Тихоокеанского побережья. Гарантия свежести с утреннего улова.

Purpose: Certified sustainable Pacific seafood distributor. Guarantees daily freshness directly from coastal landings.

5. Sprouts Farmers Market (Studio City Store #256)

ФОРМАТ: ЭКСПРЕСС САМОВЫВОЗ (EMERGENCY PICKUP)

Категория: Органические овощи, зелень, экстренный дозакуп

Адрес / Address: 11315 Ventura Blvd, Studio City, CA 91604 (3 мин от ресторана)

Контакты / Phone: +1 (747) 256-6517 | Часы: 07:00 – 22:00 ежедневно

Назначение: Локальный супермаркет органических фермерских продуктов в Studio City для оперативного самовывоза при неожиданном сток-ауте в часы пик.

Purpose: Neighboring organic market in Studio City used for rapid chef emergency pickups during high-volume dinner rushes.

3. РЕГЛАМЕНТ ПРИЕМКИ И КОНТРОЛЯ КАЧЕСТВА / QUALITY CONTROL PROTOCOL

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
Температурный контроль: Обязательный замер температуры охлажденной продукции при приемке (мясо ≤ 4°C, заморозка ≤ -18°C). Визуальный аудит: Проверка органолептических свойств (свежесть, отсутствие увядания, правильная калибровка). Акт отклонения (Refusal Log): Немедленный возврат партии и составление акта при несоответствии стандартам Romanov.	Temperature Control: Mandatory thermal inspection upon delivery (refrigerated meats ≤ 4°C, frozen ≤ -18°C). Visual & Sensory Audit: Evaluation of freshness, color, crispness, and calibration against specifications. Refusal Log: Immediate rejection and logging of non-compliant shipments to trigger vendor credit memos.

ROMANOV RESTAURANT

GM PLAN: BRANDED LOCAL DELIVERY & MOBILE MARKETING VEHICLE

План ГМ по организации фирменной локальной доставки и наружной рекламе • Studio City & Surrounding Areas

Объект / Venue: Romanov Restaurant & Lounge (Studio City, CA)
Документ / Document: Branded Fleet & Rapid Local Delivery Operations Plan

Ответственный / Lead: General Manager
Дата / Date: August 2026

1. КОНЦЕПЦИЯ ФИРМЕННОГО АВТОМОБИЛЯ И МАРКЕТПЛЕЙС НА КОЛЕСАХ / VEHICLE & BRANDING CONCEPT

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
Брендинг и внешний вид: Фирменный автомобиль (электромобиль/компактный фургон премиум-класса, например Mercedes Metris или Tesla Model Y) в корпоративном стиле Romanov (темно-синий/черный с золотым логотипом и аккуратным контактом для заказов). Двойная функция: Мобильная реклама: Автомобиль припаркован на передней линии ресторана на Ventura Blvd с момента открытия, привлекая внимание премиальным внешним видом. Мгновенный выезд: Готовность выехать на заказ в течение 3–5 минут после подтверждения диспетчером.	Branding & Aesthetics: A premium branded vehicle (e.g., Mercedes Metris or Tesla Model Y) wrapped in Romanov's luxury signature style (deep navy/black with gold leaf emblem and discrete contact details). Dual Functionality: Mobile Billboard: Parked in front of the restaurant on Ventura Blvd during business hours to serve as eye-catching street marketing. Instant Dispatch: Ready to depart within 3–5 minutes of order confirmation by the host/dispatch.

2. ОПЕРАЦИОННЫЙ ПЛАН СЛУЖБЫ ДОСТАВКИ / OPERATIONAL DELIVERY PLAN

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
Шаг 1: Зона охвата (Studio City & Sherman Oaks, Hollywood Hills) Ограничение радиуса экспресс-доставки до 5–7 миль (15–25 минут в пути), чтобы блюда сохраняли ресторанное качество и идеальную температуру подачи. Шаг 2: Оснащение автомобиля (Термоконтейнеры) Установка встроенных электрических подогреваемых и охлаждаемых боксов (Hot/Cold Holding Units), обеспечивающих сохранение свежести и подачу блюд прямо "из печи". Шаг 3: Регламент курьера-амбассадора Водитель-курьер находится в строгом дресс-коде ресторана Romanov, соблюдает высшие стандарты гостеприимства (белые перчатки, фирменная упаковка, личное обращение).	Step 1: Coverage Zone (Studio City, Sherman Oaks, Hollywood Hills) Strict express delivery radius of 5–7 miles (15–25 min travel time) ensuring menu items retain executive dining quality and precise temperature. Step 2: Equipment (Thermal Control Units) Installation of built-in heated and refrigerated transport compartments ensuring meals arrive fresh and at proper serving temperatures. Step 3: Courier Brand Ambassador Standard The delivery driver acts as a brand ambassador, dressed in Romanov corporate uniform, adhering to VIP hospitality standards (branded bags, personalized greeting).

3. РЕКЛАМНЫЙ ЭФФЕКТ И РОСТ ПОСЕЩАЕМОСТИ / MARKETING & TRAFFIC GENERATION

Маркетинговая стратегия "Живой рекламы" / Mobile Marketing Strategy

• Узнаваемость бренда в районе: Постоянное движение брендированного авто по престижным улицам (Ventura Blvd, Laurel Canyon, Coldwater Canyon) формирует устойчивое знание бренда среди состоятельных жителей. • Интерактивные QR-коды: На кузове авто размещается стильный QR-код с предложением "Закажи доставку или забронируй стол на вечер". • Конверсия в визиты: Каждая доставка сопровождается вложением карточки-приглашения от Шеф-повара на бесплатный приветственный напиток при следующем личном визите в Romanov Restaurant.	• Neighborhood Awareness: Continuous presence along key thoroughfares (Ventura Blvd, Laurel Canyon) builds brand equity among affluent local residents. • Interactive QR Campaign: Elegant side/rear QR codes linking directly to online ordering and VIP table reservation portals. • Delivery-to-Dining Conversion: Every delivery includes a VIP Chef invitation card offering a complimentary welcome drink on their next dine-in visit.
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4. КОНТРОЛЬ ЗАТРАТ И КРІ ДЛЯ ГЕНЕРАЛЬНОГО МЕНЕДЖЕРА / GM COSTS & KPI CONTROL

НА РУССКОМ ЯЗЫКЕ (RUSSIAN)	IN ENGLISH (ENGLISH)
• Лизинг и обслуживание: Оформление коммерческого лизинга на автомобиль с включенным ТО и страховкой. • KPI по времени: Время от приема заказа до выезда ≤ 10 мин. Общее время доставки ≤ 30 мин. • Оценка ROI: Отслеживание количества заказов и конверсии по уникальным промо-кодам на брендированном авто.	• Leasing & Maintenance: Fleet commercial lease structuring including full service and commercial liability insurance. • Time KPIs: Order-to-dispatch time ≤ 10 mins. Total doorstep delivery time ≤ 30 mins. • ROI Tracking: Monitoring direct delivery volume and reservation conversion using car-specific QR codes.

COMPREHENSIVE RESTAURANT OPERATIONS PLAN

Equipment Technical Inspection, Sanitation Schedule & Staffing Structure

1. Staffing Strategy & Service Model (In-House vs Cleaning Company)

To maintain flawless hygiene standards, regulatory compliance, and equipment longevity, a ****hybrid staffing model**** is highly recommended:

Staff Type	Scope of Responsibility	Rationale & Benefits
In-House Cleaning Staff / Stewards (Daily, Shift-based)	• Pre-opening "Sanitary Hour" deep prep • Ongoing dining hall, restroom, and staff area maintenance • Tablecloth replacement, linen management, and sorting • Kitchen dishwashing and station cleanliness maintenance	Immediate operational response (spills, breakage), continuous hygiene monitoring during service, seamless integration into restaurant team.
Specialized Cleaning Company (Bi-weekly / Monthly contract)	• Deep floor scrub and rotary machine polishing • Upholstery, carpet, and curtain steam cleaning • High-window, exterior signage, and high duct cleaning • Deep degreasing of kitchen exhaust hoods and grease traps	Cost-effective (no need to buy heavy industrial machinery like rotaries or extractors), expert chemical handling, zero risk of damaging premium finishes.

2. Equipment Technical Inspection Schedule (Twice Weekly)

Technical inspections are conducted by the Maintenance Technician or Sous Chef with the Operations Manager every ****Tuesday**** and ****Friday**** (09:00 - 10:00 AM).

Equipment Category	Inspection Checklist & Preventive Maintenance	Frequency
Cooking Equipment (Combi ovens, ranges, fryers, grills)	• Inspect combi-oven door gaskets and seals. • Test heating elements, thermostats, and temperature sensors. • Clean burners/nozzles, verify gas line connections. • Check automatic washing systems and perform descaling.	Tue / Fri
Refrigeration Units (Walk-ins, reach-ins, ice machines)	• Monitor operating temperatures and clear drainage lines. • Clean dust and grease build-up from condenser coils. • Check magnetic door gaskets for proper sealing. • Inspect ice maker water filter indicators.	Tue / Fri
Dishwashing Systems	• Clean wash arms, rinse nozzles, and internal filters. • Inspect detergent and rinse-aid chemical pumps. • Check heating element for scale build-up.	Tue / Fri

Equipment Category	Inspection Checklist & Preventive Maintenance	Frequency
HVAC & Ventilation	- Remove, degrease, and wash hood baffle filters. - Check fan belt tension, air airflow intake/exhaust, and noise levels. - Clean dining room AC unit return filters.	1x / Week (Tue)
Plumbing & Water Systems	- Inspect faucets, traps, and flexible hoses for leaks. - Inspect and clean under-sink grease traps. - Check water pressure and hot water boiler efficiency.	Tue / Fri
Electrical & Lighting	- Check electrical panels, breakers, and grounding lines. - Inspect kitchen power cords and plugs for damage. - Replace burnt-out bulbs; test emergency exit lighting.	Tue / Fri

3. Sanitation & Hygiene Schedule (Sanitary Hour)

Sanitary Hour Protocol: Scheduled daily 1 to 1.5 hours prior to opening (e.g., 09:30 AM – 10:30 AM). In-house cleaning and stewarding teams execute this routine.

Frequency	Area / Items	Task Description & Disinfection Protocol
Daily (Sanitary Hour)	Dining Halls	- Wet mop floors using broad-spectrum disinfectant solutions. - Wipe down all hard surfaces (tables, sills, chair armrests). - Air out dining rooms / run air purification & bactericidal lamps.
Daily (Sanitary Hour)	Table Linens	- Strip and replace all tablecloths, overlays, and cloth napkins. - Sanitize underlying table surfaces prior to fresh linen setup. - Bag soiled linen and transfer to laundry facility.
Daily (Every 30-60 mins)	Guest Restrooms	- Sanitize toilets, sinks, faucets, and countertops. - Disinfect high-touch points (door handles, flush valves, switches). - Restock soap, paper towels, and toilet tissue.
Daily (Post-Shift)	Kitchen & Food Prep	- Clean, degrease, and sanitize prep tables and cutting boards. - Mop floors and floor drains with heavy-duty degreaser and disinfectant. - Empty, sanitize, and re-line waste receptacles.
Weekly (Monday)	Deep Sanitation	- Wash down all kitchen walls, door frames, and baseboards. - Sanitize interior walk-in shelves and storage racks. - Flush and chlorinate floor drains and sewage outlets.

4. Disinfection & Chlorination Standards

- Disinfectant Chemicals:** Use certified food-safe virucidal, bactericidal, and fungicidal agents (Quaternary Ammonium, Guanidines, or Active Chlorine).
- Drain Chlorination:** Apply chlorine-releasing tablets or solutions to kitchen and floor drains at the end of each shift to eliminate odors and bacterial growth.
- Chemical Log:** Maintain a strict log of chemical dilution ratios and safety data sheets (SDS) on site.

ROMANOV RESTAURANT & LOUNGE

Universal City / Studio City, Los Angeles, California

OPERATIONAL BUDGET & STAFFING PLAN (MONTHLY BREAKDOWN)

Operational Context & Scope:

This budget covers the monthly operating expenses and staffing structure for the premium imperial dining hall and entertainment venue "Romanov" (12229 Ventura Blvd). The model accounts for fine dining service standards, live stage shows, bar operations, payroll taxes/employer contributions (~18%), non-food supplies, utilities, maintenance, entertainment, marketing, and commercial insurance. *Food Cost (raw food ingredients) is excluded per project requirements.*

1. ORGANIZATIONAL STRUCTURE & HEADCOUNT

To deliver high-end Imperial fine dining and banquet hospitality, the operational staff is divided into 4 main departments, totaling **38 employees** (full-time & part-time).

A. Management & Administration — 4 Positions

1. General Manager — 1 position

Responsibilities: Overall strategic and daily operational management, financial oversight, VIP client relations, compliance with CA labor and alcohol laws.

2. Floor Manager — 1 position

Responsibilities: Direct supervision of FOH service during shifts, customer service recovery, coordination between kitchen, floor, and stage.

3. Banquet & Event Sales Manager — 1 position

Responsibilities: Booking private parties, weddings, corporate events, managing floor layouts and show integration for groups.

4. Accounting & HR Controller — 1 position

Responsibilities: Payroll processing, tax compliance, vendor accounts payable, financial reporting, staff onboarding.

B. Front of House (FOH) Service — 18 Positions

5. Head Host / Maitre d' — 2 positions

Responsibilities: Guest greeting, seating allocation, door etiquette enforcement, managing VIP guest arrivals.

6. Fine Dining Waitstaff — 10 positions

Responsibilities: Upscale table service, menu and wine recommendations, synchronized banquet service, guest engagement.

7. Bussers / Food Runners — 4 positions

Responsibilities: Expediting food delivery from kitchen to table, table clearing, resetting dining rooms.

8. Head Bartender & Sommelier — 2 positions

Responsibilities: Crafting signature cocktails, serving high-end spirits and wine, caviar bar service, inventory control.

C. Back of House (BOH) Culinary — 10 Positions

9. Executive Chef — 1 position

Responsibilities: Culinary direction, recipe design (modern Russian/European), line management, kitchen cost control.

10. Sous Chef — 1 position

Responsibilities: Kitchen shift supervision, expo line control, inventory quality checks, non-food kitchen supplies management.

11. Line Cooks (Hot & Cold Line) — 5 positions

Responsibilities: Food prep, banquet execution, station management (grill, saute, cold appetizers).

12. Pastry Chef — 1 position

Responsibilities: Baking artisan bread, creating signature imperial desserts and custom banquet cakes.

13. Dishwashers & Stewards — 2 positions

Responsibilities: Sanitation, cleaning fine china/crystal, heavy pot washing, kitchen breakdown.

D. Stage, Security & Maintenance — 6 Positions

14. Stage & Tech Manager (Sound/Lighting) — 1 position

Responsibilities: Operating theatrical light, AV system, soundboards, coordinating live bands and performers.

15. Security & Valet Supervisors — 3 positions

Responsibilities: Venue security, dress code check, guest safety, managing valet parking flow.

16. Facility Technician & Deep Cleaning — 2 positions

Responsibilities: Overnight deep cleaning, HVAC/facilities upkeep, luxury interior maintenance.

2. MONTHLY PAYROLL & LABOR BUDGET

* Note: Rates reflect Los Angeles County market standards (CA min wage \$16.50–\$20/hr + tips for FOH, competitive salaries for management & culinary lead).

Department / Position	Qty	Pay Rate Basis	Monthly Total (\$)
General Manager	1	Salary (\$9,500/mo)	\$9,500
Floor Manager	1	Salary (\$6,000/mo)	\$6,000
Banquet Sales Manager	1	Salary + Comm (\$5,500/mo)	\$5,500
Accounting / HR Controller	1	Retainer (\$3,500/mo)	\$3,500
Maître d' / Head Host	2	\$24.00/hr (140 hrs/mo)	\$6,720
Waitstaff	10	\$16.50/hr + tips (120 hrs/mo)	\$19,800
Bussers / Runners	4	\$17.00/hr + tips (120 hrs/mo)	\$8,160
Bartenders / Sommelier	2	\$22.00/hr + tips (140 hrs/mo)	\$6,160
Executive Chef	1	Salary (\$9,000/mo)	\$9,000
Sous Chef	1	Salary (\$6,500/mo)	\$6,500
Line Cooks	5	\$22.00/hr (160 hrs/mo)	\$17,600

Department / Position	Qty	Pay Rate Basis	Monthly Total (\$)
Pastry Chef	1	\$24.00/hr (140 hrs/mo)	\$3,360
Dishwashers	2	\$17.50/hr (150 hrs/mo)	\$5,250
Stage & Tech Manager	1	Fixed (\$4,500/mo)	\$4,500
Security Staff	3	\$22.00/hr (120 hrs/mo)	\$7,920
Cleaning & Maintenance	2	\$18.50/hr (130 hrs/mo)	\$4,810
Total Direct Wages	38	-	\$130,280
Employer Taxes & Insurance (Payroll Taxes, FICA, Workers' Comp ~18%)			\$23,450
TOTAL MONTHLY PAYROLL COST			\$153,730

3. OPERATING SUPPLIES & MAINTENANCE BUDGET (NON-FOOD EXPENSES)

Expense Category	Description & Scope	Monthly Amount (\$)
Janitorial & Sanitation Supplies	Ecolab dishwashing chemicals, floor sanitizers, restroom paper goods, cleaning agents.	\$3,800
Tableware Replacement & Glassware	Replacing broken/chipped fine porcelain, gold-trimmed glassware, crystal, silver cutlery (3-5% attrition).	\$2,500
Linen & Laundry Services	Rental and professional laundering of luxury tablecloths, napkins, staff uniforms, velvet curtain care.	\$4,200
Print & POS Materials	Custom gold-embossed menus, event cards, bill presenters, promotional printware.	\$1,200
Utilities	Electricity (stage light & heavy HVAC), gas (kitchen equipment), water, trash & grease trap service.	\$9,500
Entertainment & Show Talent	Guest musical performers, vocalists, dancers, stage show talent (weekly Fri-Sat production).	\$18,000
Software, POS & Licensing	Toast POS, OpenTable, ASCAP/BMI music licensing, annual CA ABC liquor license pro-rata.	\$2,400
Repairs & Maintenance (R&M)	Kitchen gear servicing, AV/karaoke systems, HVAC maintenance, decor touch-ups.	\$3,500
Marketing & PR	Targeted digital ads in LA, SMM, PR campaigns, local luxury concierge partnerships.	\$6,000
Commercial Insurance	General Liability, Commercial Property, Mandatory CA Liquor Liability Insurance.	\$4,800
TOTAL MONTHLY OPERATING & SUPPLIES COST		\$55,900

4. CONSOLIDATED MONTHLY OPERATING BUDGET SUMMARY

1. Total Payroll & Staffing Expenses (Direct Wages + Taxes/Ins):	\$153,730
2. Total Non-Food Operating, Supplies & Show Expenses:	\$55,900
TOTAL MONTHLY OPERATION & MAINTENANCE BUDGET:	\$209,630

** Note: Building lease expenses (rent for Ventura Blvd location) and Food/Beverage COGS are excluded from this operating budget per guidelines.*

COMPARATIVE AUDIT & FINANCIAL ANALYSIS

71Above (Fine Dining) vs. Romanov Restaurant (Banquet & Show)

Location: Los Angeles, CA

Report Type: Benchmarking & Revenue Estimation

Date: August 2026

1. Concept & Operational Audit

71ABOVE — Key Strengths

- Unique USP & Location:** 360° panoramic view on the 71st floor of US Bank Tower creates an unmatched "wow factor" experience.
- Consistent 7-Day Traffic:** High steady volume driven by corporate clientele, luxury tourists, anniversaries, and romantic dining.
- Prix Fixe Menu Efficiency:** Fixed set pricing (\$100–\$145+) maximizes kitchen efficiency, optimizes food cost, and minimizes waste.
- High-Margin Beverage Sales:** Wine program and craft cocktails contribute 35–40% of total guest check with high gross margins.
- No Entertainment Overhead:** Revenue is generated by ambiance and gastronomy without costly live performer payroll.

ROMANOV — Weaknesses & Risks

- Niche Target Audience:** Focus on Eastern European demographics and heavy banquet seating limits daily walk-in dining.
- Weekend Revenue Dependency:** Revenue is concentrated within 2–3 days (Fri–Sun). High idle capacity during weekdays.
- Heavy Show Operating Costs:** High payroll for singers, dancers, MCs, and AV tech staff drastically lowers net profit margin.
- Concept Fatigue Risk:** Cabaret-style venues require frequent show updates to prevent guest churn and maintain repeat visits.

2. Operational Benchmark Matrix

Parameter	71Above (Downtown LA)	Romanov Restaurant (Studio City)
Core Concept	Modern American Fine Dining (360° Panoramic View)	Eastern European Banquet Hall & Cabaret Show
Average Guest Check	\$160 – \$220+ (Food + Beverage + Tax/Tip)	\$80 – \$130 (Banquet Set + Drinks)
Primary Value Driver	Skyline View, Prestige, Fine Dining & Wine	Live Show, Private Banquets, Celebrations
Operating Cycle	Peak demand 6–7 days a week	Active days: Friday through Sunday
Show Dependency	Zero (Ambiance provides intrinsic value)	Critical (Foot traffic drops without live show)
Est. Net Profit Margin	18% – 25%	10% – 15%

3. Financial Model & Monthly Revenue Estimation

71ABOVE (Projections)

- **Capacity:** ~150 seats (Main dining, bar, private rooms)
- **Table Turnover:** 1.8 – 2.2 turns / day
- **Daily Covers:** ~250 – 300 guests / day
- **Average Spend:** ~\$180 / person
- **Daily Gross Revenue:** ~\$45,000 – \$55,000

Est. Monthly Revenue: \$1,300,000 – \$1,600,000

ROMANOV RESTAURANT (Projections)

- **Capacity:** ~180 – 200 banquet seats
- **Operating Days:** 3 prime days / week + occasional events
- **Weekly Covers:** ~400 – 600 guests / week
- **Average Spend:** ~\$100 – \$120 / person
- **Weekly Gross Revenue:** ~\$45,000 – \$65,000

Est. Monthly Revenue: \$180,000 – \$260,000

Executive Summary Conclusion:

71Above generates approximately **5x to 7x higher monthly revenue** compared to Romanov. The absence of live show programming at 71Above does not reduce revenue; on the contrary, it yields significantly higher net operating margins. 71Above monetizes its premium location and atmosphere, sustaining high daily cover counts without entertaining heavy production costs.

PROJECT IMPLEMENTATION ACTION PLAN

"Romanov New Stars Night" — General Manager Operational Strategy

Objective: Drive Weekday Foot Traffic (Tue-Thu)
Format: Young Emerging Talent Nights

Target Audience: General Manager & Art Director

Phase 1. Concept & Positioning Matrix

1.1. Musical Direction & Timing Blueprint

- Select dinner-appropriate genres: Lounge Jazz, Acoustic Soul, Pop-Classical, Neoclassic. Strictly exclude intrusive or loud music.
- Establish strict performance timing: 3 sets x 25–30 mins with 20-min intermissions (Active program: 7:30 PM – 10:00 PM).
- Protect restaurant ambiance: Ensure performance acts as an elegant backdrop rather than a disruptive concert.

Phase 2. Talent Scouting & Acquisition

2.1. University & Conservatory Partnerships

- Establish direct outreach with local music schools and arts academies (USC Thornton, UCLA Herb Alpert, MI, etc.).
- Assign Art Director / Sound Engineer to lead auditions and review live/demo submissions.
- Maintain a rolling 4–6 week talent calendar to ensure consistent schedule planning.

Phase 3. Financial Model & Guest Check Control

3.1. Artist Compensation & Revenue Protection

- **Compensation Structure:** Flat base fee (\$75–\$150/night per act) + complimentary dinner + professional recording content.
- **Incentive Bonus:** 10% commission on food & beverage sales generated by artist-referred promo bookings.
- **Average Check Protection:** Enforce a minimum table spend (\$45–\$60/guest) or a mandatory "1 Main Entrée + 1 Drink" policy.

Phase 4. Technical Setup & Stage Operations

4.1. Sound Engineering & Stage Management

- Implement Decibel Limiters (Sound Pressure Level capped at 82 dB) to allow seamless dining conversation.
- Provide essential AV rider: 2 vocal mics, acoustic/keyboard amps, mixer, and warm spot lighting.
- Require sound engineer presence during soundcheck (5:30 PM – 6:30 PM) and throughout the event.

Phase 5. Marketing, PR & Guest Retention

5.1. Promotional Campaigns & Social Proof

- Launch SMM "Rising Star Spotlight" series: short social media teaser clips before each performance date.
- Implement Table QR Voting ("People's Choice Award"): Monthly winner receives a featured weekend spotlight show.
- Targeted VIP email/SMS broadcasts announcing new weekday cultural dinner experiences.

GM Critical Risk Management:

- *Low-Spending Entourage Risk:* Friends/family of performers must fulfill minimum spend requirements. No free table holding.
- *Last-Minute Cancellation:* Maintain a standby roster of 2–3 solo lounge musicians (pianist/saxophonist) on call.

MEDIA COMPETITION & YOUTUBE GROWTH STRATEGY

"Romanov New Star" Music Competition (Media & Production Concept)

Format: Live Contest + Media Show

Publishing: Daily YouTube Schedule

Primary Goal: Brand Expansion & Reach

1. Competition Concept & Celebrity Jury

1.1. Celebrity Panel & Live Critique Structure

- **Star Panel:** Invitation of prominent actors, music icons, renowned producers, and conservatory professors.
- **Interactive Critique:** Jury seated at a designated VIP table, providing live professional feedback after each set.
- **Media Integration:** Backstage interviews and short commentary clips with celebrity judges for YouTube episodes.

2. Professional Production & Audio-Visual Setup

2.1. Multi-Cam Filming & Studio Audio Recording

- **Multi-Camera Setup (4K):** 3–4 camera angles (stage master shot, artist close-ups, jury reaction, audience dynamics).
- **Multitrack Audio Recording:** Direct sound feed from mixer console followed by professional studio mixing and mastering.
- **Concert Stage Lighting:** Elegant theatrical lighting designed to showcase Romanov Restaurant's luxury aesthetics.

3. Daily YouTube Channel Operations ("Romanov New Star")

3.1. Content Distribution & Daily Release Calendar

- **Sunday (Main Episode):** Full TV-style concert episode (20–30 mins) with acts and judge evaluations.
- **Monday – Friday (YouTube Shorts / Micro-content):** Daily short clips (key vocal moments, judge critiques, bloopers, backstage).
- **Saturday (Performer Teaser):** Profile video introducing the upcoming contestant, their background, and reservation promo.

4. Voting System, Prizes & Audience Engagement

4.1. Winner Rewards & YouTube Community Incentives

- **Contestant Grand Prizes:** Single/Album recording grant, music video production, and a long-term residency contract at Romanov.
- **Audience Voting System:** Live in-venue QR code voting + YouTube comment section polling.
- **Active Commenter Rewards:** Weekly subscriber giveaways (Complimentary fine-dining certificates at Romanov, VIP tickets to the Grand Finale).

Strategic Vision: Transforming Romanov Restaurant from a luxury dining venue into a recognized national media brand and music incubator with a massive digital fanbase.