

Southeast ISBDC Client Highlight

July 28, 2014

Client Highlight - Shooter's Bar & Grill and The Downtowner

Audrey Barnes and Jason Barnes together own Shooter's Bar & Grill ([Facebook page](#)) and The Downtowner, both of which offer a wide array of food and beverages for the entire family located in the heart of Historic Madison, Indiana.

Before becoming an entrepreneur, Audrey worked as the Jefferson County health inspector. Jason worked for Arvin Sango in Madison, where he helped make Toyota exhaust systems.

Audrey went into her current business because of her culinary background. Audrey has her Associates Degree in Culinary Arts and Bachelor's Degree in hospitality management. Both Audrey and Jason are passionate about the food industry and enjoy their business every day.

Audrey and Jason's mission for their businesses is to service their community with new, innovative food ideas. They work hard to listen to customers about their wants and strive to provide outstanding service to customers.

Audrey and Jason's favorite part about their business is talking with customers about their experience and knowing that they enjoyed their time in the restaurants. They want to continue coming up with new, fresh ideas that keep everyone involved in their businesses.



When asked what Audrey enjoys least about her business, she replied with, "There is not a day that I can think of that I haven't enjoyed the businesses and learned something new, however the paper work portion is never fun."

Audrey and Jason purchased Shooter's Bar and Grill and The Downtowner from an existing owner, so they were already relatively successful when they gained ownership in May 2014. Because they didn't have to build the business from the ground up, they were able to jump right in and make some improvements and changes. It was challenging for them to be new business owners. They learned and grew from their initial mistakes. Another challenge the new business owners faced was coming up with too many new ideas at once, which overwhelmed staff and themselves. They now know to introduce new ideas gradually and not all at one time.

Audrey and Jason worked on this project for six months before they were able to close on the business. Audrey said that her Southeast ISBDC Business Advisor worked diligently for this to happen.

Shooter's Bar and Grill has experienced growth since Audrey and Jason purchased



it. They have been able to create two new job positions and are currently looking to hire more staff. They are growing their sales every day. Audrey's business is on track next month to do

about 10% more in sales than last month. With new specials and items, people are excited about what's coming next for the business.

Audrey and Jason are trying to become more and more present within the downtown community. They try to participate in most events that take place on Madison's busy Main Street, along with volunteering on many local boards that are geared toward revitalizing the downtown area. Both Audrey and Jason would like to see all downtown businesses thriving once again, and feel that through community involvement this can happen.

Audrey, who has been a client of the Southeast ISBDC since October 2013, says that the SBDC is the best call she's ever made. She appreciates the time and effort the Advisors put into their business. She says, "We were so privileged to find the ISBDC and to be guided in the right direction and wouldn't be able to do this without them."

Blayr Barnard, Regional Director of the Southeast ISBDC says, "While most of my quotes center on the determination of the business owner, I am most impressed by the company's ability to continually sell out of specials. Any restaurant that can keep people coming back day after day for a Ghost Burger must be doing something right!"

