

MacRae's

BLACK TERRIER



PUB

YOUR  
NEIGHBORHOOD  
SCOTTISH PUB

Christopher Veters

## ABOUT US

MacRae's Black Terrier Pub is a startup traditional Scottish pub in Crisfield, MD, based on the Irish pub model.

In addition to the quality pub design/atmosphere, there will be live entertainment every Saturday night, karaoke every Friday night, competition team trivia Thursday nights, and of course all the live sports anyone needs. After discussions with the community through social media, a cigar lounge is also planned for a second phase. Enough entertainment and social competition to keep people coming back.



# PROBLEM

## MARKET GAP

After Hurricane Sandy, and then COVID, the bars and most restaurants had to close down here. The city is trying to rebuild itself bit by bit, with new developments going in and tourism back on the rise, but currently the only bars are at the American Legion, and Elks Club, both of which you need to be a member to access.

## CUSTOMERS

We have potential customers not only from the immediate local area, but the surrounding areas, and from an increasing tourism push. The pub location is on Main Street, right downtown near the Crisfield pier, and catches traffic from tourists in the area, all the community events, and more.

# PRODUCT OVERVIEW

## UNIQUE

This would be the first pub in the town since Covid, and one of the only bars of any sort in this end of Maryland's eastern shore. It would also be one of the only traditional style Scottish pubs in the state. When you add the live music and social competition events, it becomes not just a local pub, but a destination!

## MARKET

There is pent up demand in the whole county (and neighboring county) for a good bar, especially an Irish pub type of location. Since I'm of Scottish decent (Clan MacRae), I'm switching up the decor a bit, and instead of Jameson and Tullamore as the featured drinks, it'll be top shelf Scotches, as well as good selection of whiskeys and the other bar staples.





## OUR COMPETITION

There is currently no competition in our region, save the American Legion, and Elks club. The location on Main Street is right in the middle of every community event and festival, all of which bring in thousands of people to the town, who have no where to go afterwards.



# DONE SO FAR

## RESEARCH

We based our research on market trends and data from the entire region, as well as social media communication with customers and contacts in the region.

## FACILITY

We will soon be under contract with a facility in downtown Crisfield.

## DESIGN

Design is nearly done, so that when we close, we can start the renovations needed to make the pub fully functional.



AI GENERATED IMAGE

STILL TO DO

## RENOVATION

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Current facility that will be renovated, located right downtown on Main street only a block from the city dock.



## PREP

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Inventory  
POS  
Staff training

## ADVERTISING

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Social Media  
Final Website  
Billboards  
Rack cards

## REQUIREMENTS

### FUNDING

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Licensing is acquired, Looking for \$300,000 minimum for renovation (\$200,000 and fresh inventory (\$50,000). The other \$50,000 would get initial utilities, advertising/merch, and staff/operating costs through the first 6 months.

### REWARDS

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1.5x return on investment over the first 3 years of operation, and other perks for VIPs!

There are definite risks to opening the average bar, usually due to competition and poor location. Both of those have been minimized here. But make no mistake, the risks are understood and I don't take them lightly.

### TIMELINES

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Renovation can start as soon as funding is acquired, with advertising done at the same time to excite the region for what's coming! Operational start in July-August 2026 in time for local celebrations and events.



## SUMMARY



MacRae's Black Terrier Pub will be the new center of a community, providing fun events on a nightly basis, a new delight for tourists to find, and grow with the new revitalization of a town that is starting new development projects. It's something that has been missing in this town since Covid, and has a ready and waiting clientele. All that's needed is the *rest* of the startup funding in order to be successful, and gain first mover advantage.

## MEET THE TEAM

### CHRIS VETTERS

Chris has a background in graphic design, interior design and architecture, as well as serving as a contract officer for the federal government. He has experience in the tech and construction portions of facilities, as well as managing his own business for many years. He is of Scottish decent (Clan MacRae), and he and Donna have fostered Scottish Terriers for over a decade.

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### DONNA VETTERS

Donna has experience in managing her own business and staff. She was trained at the Baltimore Bartender Academy as a certified mixologist, and has worked at various bars, such as the Hard Rock in downtown Baltimore for a few years. She knows what a bar needs, both equipment and inventory, as well as what a bar staff needs.



THANK YOU

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