

Bar & Nightlife ID Scanning

The Yellow Rose Turned ID Scanning into a Family Business's Best Safety Tool

Industry: Hospitality · Bars & Nightlife · Nightclub

Client: The Yellow Rose, West Carrollton, Ohio featuring Bruce, Cooper, and Logan

Overview:

The Yellow Rose is a country nightclub in West Carrollton, Ohio, run by three generations of the same family. In one room, the venue holds five distinct “worlds” side by side, and the night itself flips from country line-dancing to top 40 and hip-hop around midnight, drawing a crowd that ranges from eighteen to eighty years old.

Owner Bruce has been in the bar business for forty-five years and has run The Yellow Rose for thirty-four of them. After watching other venues in the area adopt ID scanning, and after some conversations at the Bar & Nightclub Convention in Las Vegas, his son Cooper and nephew Logan brought Patronscan to him. **What sold Bruce wasn't just the scanner itself: it was the shared Flag Network connecting The Yellow Rose to neighboring venues**, live analytics the whole team can check on their phones, and a system that finally held repeat troublemakers accountable instead of relying on a photo thumbtacked to a board.

Bruce, Cooper, and Logan run The Yellow Rose together, Bruce as owner, his son Cooper and nephew Logan handling the day-to-day, from bartending to social media to keeping the floor running smoothly. It's a family business in every sense: family runs it, and regulars become part of that family too.



The Problem:

Before Patronscan, The Yellow Rose had cycled through several ways of tracking who walked through its doors, and none of them worked:

- **No accountability across visits:** the venue's old methods, which was a photo on a thumbtack board, then an ID scanner from the mid-90s, then a handheld scanner bought around 2008, never gave staff a reliable way to know if someone causing trouble had been trouble before.
- **Slow, high-maintenance hardware:** the 2008 system lasted about four months in practice; it required constant software updates and didn't deliver the features the venue needed.
- **No visibility across venues:** troublemakers turned away at one bar could simply walk into the next one nearby, including a neighboring gentleman's club that shares much of the same clientele.

The Solution:

Cooper and Logan brought PatronsCan to Bruce after hearing other venues recommend it at the Bar & Restaurant Expo in Las Vegas. What made the difference wasn't just the scanner, it was the mesh Flag Network linking The Yellow Rose to other venues nearby, including the gentleman's club next door: if someone causes trouble at one, staff at the other know before that person ever walks through their door.

That accountability changed how staff talk to repeat guests. Instead of guessing, they can tell someone flagged in the system exactly what happened last time, and staff, Bruce, and even the DJ can all see live guest counts on their phones throughout the night

The PatronsCan Toolset at The Yellow Rose:



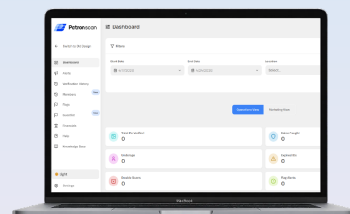
Guard+ ID Scanner

Replaces a Polaroid pinned to a corkboard and a string of outdated, high-maintenance scanners with fast, reliable ID scanning at the door.



Flag Network

Connects The Yellow Rose to neighboring venues, including a nearby gentleman's club, so a troublemaker turned away at one doesn't just walk into the other.



Investigations & Records

Real-time headcounts and guest demographics including age, gender, how far people traveled, are available on Bruce's, Cooper's, and even the DJ's phones throughout the night.

How PatronsCan Supports Daily Operations:

- **Holds repeat guests accountable:** staff can reference a guest's exact history instead of guessing.
- **Connects to neighboring venues** through the shared Flag Network, so trouble at one bar doesn't just move next door.
- **Tracks live headcounts on everyone's phones** so Bruce, Cooper, Logan, and even the DJ can make decisions. From staffing to setlists, they are based on real numbers, not a feeling.
- **Surfaces demographic and travel-distance analytics** that shape marketing, since West Carrollton isn't a typical destination stop.

"I've used these scans before. Probably [the] first one was in the mid-90s, and it had a lot of flaws to it. And then we purchased another system probably in 2008 and we used that for about four months. It was a handheld unit and it didn't give us the aspects that we needed."
— Bruce, Owner, The Yellow Rose

The Results:

Since deploying PatronsCan, safety and word-of-mouth have shifted noticeably at The Yellow Rose.



34 Years

in business, backed by a safe community



18–80

All Ages protected



Hundreds

Coming up to say thank you



Beyond the numbers, the impact shows up in three areas that matter most to a multi-generational, family-run venue:

A Safer Room, By the Numbers

As Bruce puts it, every fight costs the venue roughly five hundred dollars, and a fight that runs more than five minutes can end the night entirely. Turning away a handful of guests unwilling to scan ID, as few as two or three, up to ten on a given night, is worth it compared to that cost. Guests who were initially skeptical have come around after seeing the culture shift; now they offer their ID with a smile.

Guests Notice, and Say Thank You

Cooper has had guests come up and thank him directly for how much safer the venue feels. It's a testimony he didn't expect but says is the best he could ask for. In an industry where, by his own account, many clubs don't last ten years, The Yellow Rose has run for thirty-four.

Data That Runs the Night

Live headcounts on everyone's phones let the DJ adjust song selections in real time. For example, DJ's can switch to easier line-dance songs early when the data shows a big new crowd. Demographic and travel-distance data shape how the team markets the venue, since West Carrollton isn't a typical destination stop.

"It's not a guessing game anymore. We have your ID, we have your picture, we know exactly what you did the last time we were here, and we know exactly what you did down the road."

— Cooper, The Yellow Rose



Words talk. Numbers scream. And at The Yellow Rose, the numbers say the room is safer than it's ever been.

Collaboration Across Venues and Borders:

- **Works with neighboring venues:** shared flags with a nearby gentleman's club and other bars mean a troublemaker doesn't just move down the street.
- **Puts data in everyone's pocket:** Bruce, Cooper, Logan, and the DJ all check live numbers on their phones throughout the night.
- **Built on family trust:** Cooper and Logan brought the product to Bruce, and Bruce set the bar high. "Tell me why you think you need it", before agreeing to try it.
- **Backs up a hard-earned reputation:** the Yellow Rose has run for thirty-four years in an industry where, as Bruce notes, many clubs don't last ten.

"I've been in the business for forty-five years. Been doing the Yellow Rose for thirty-four. We've got a lot of family working in this business. I wouldn't be on this conversation with you if I didn't believe in your product."
— Bruce, Owner, The Yellow Rose

Conclusion:

For a multi-generational, family-run venue that's outlasted most of its competitors, The Yellow Rose shows that ID scanning is more than checking a birthdate. Patronscan gave The Yellow Rose a way to hold guests accountable across visits, connect with neighboring venues to keep troublemakers from just moving next door, and put live data in the hands of everyone from the owner to the DJ. The result, in Bruce's words, is proof in the pudding: a safer room, a stronger reputation, and guests who say thank you.

**Schedule a free demo with our team. Call
1-877-778-9798 or email sales@patronscan.com.
Learn more at patronscan.com.**