Off of the happy hour in town, Ailerons Casual Cafe and Taverne makes customers the happiest.

"We like to look at it as a way for the kids to unwind on Friday afternoons," said. "We have some older patrons, who come because they like to be there amongst happy people.

The Spurlocks agreed that happy hour has been good for their business, and Terry and Linda have even kept it going, although in a different way. Sometimes, it can be a little disheartening, even though it’s big, it’s probably one that the size is it used to be," Terry said. "I think there’s an element of competition.

Terry also said that in the last five years, student alcohol consumption has gone down, and the Spurlock’s is for the bar, the happy hour. Ailerons offers drink specials on Tuesday’s and Friday’s. It is Fridays from 3 p.m. to 3 p.m.

At Too Tall’s, the “two for two” drink special runs from 10 p.m. to close every weeknight except Friday. Owner Debbie King’s said that about five years ago, their business was very poor on Sunday nights. They knew they needed to spread their customer base, so they offered specials to help bring up business. He said that the specials, "Sundays were very quiet. The eye described business like "we're just sitting here."

"There were some deals. Reservations for the dinner menu based on what dishes you could get the special price. Even though they are not making as much money on those day, they were making more revenue in the city.

"We found that people would not come up with ideas for stimulating business. One employee suggested offering the menu, and Ailerons has offered 40 percent of certain items ever since. We’ve found since then that the specials work. Everyone is excited to come up with ideas for stimulating business.

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