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2/3/2020

The City of Beaumont
Planning Department
Beaumont, Ca

Attn: Carole Kendrick

Dear Ms. Kendrick

I am writing this letter to provide information on the Conditional Use Permit we have submitted to allow for live music, food vendors and an extension of our alcoholic beverage serving hours.

1. **Live Music-** We have had numerous nights of live music over the past year in accordance with our last Temporary Use Permit. It has resulted in a very positive reaction from our patrons and the residents of Beaumont. It has also drawn customers and patrons from outside the city and immediate area, resulting in exposure of not only ourselves but the city of Beaumont, costumers and consumers who may not have been drawn to the city otherwise. We are also are very respectful of the residents in our immediate area and keep the music within the skin of the establishment.
2. **Food Vendors-** We have also had nights, provided by our last TUP, that have included food vendors to set up within our property line and provide our patrons and local Beaumont residents with a variety of different foods and cuisines. This has proven to be a very appreciated by our customers.
3. **Service Hours Extension-** We believe that the current service hours are constricting our business. We currently can only serve alcohol between the hours of

12pm and 11pm. This has proven to be an issue both at night when we have a full house and, in the earlier, when there are customers who want to purchase packaged beers. We estimate that the loss in revenue is approximately \$20,000/year at least. This is a loss in our profits as well as tax revenue for the City. By extending our hours to be from 10am to 1am we believe this will allow us to enjoy the same profitability and opportunities allowed to other establishments such as convenience stores and bars in the area. Also, we have not had any negative issues here with law enforcement or with our customers, as our target demographic tends to be less likely to cause such issues.

In summary, we believe that these items laid out in our Conditional Use Permit application will have positive results to our business, to our community, to our customers and to the City. Our goal has always been to provide something to the residents of Beaumont that has not existed until now. We want to provide our customers with a clean, welcoming, safe, entertaining and unique environment for them to enjoy. We also believe that it is important to provide our customers with an alternative for spending their hard-earned money elsewhere, such as Redlands and Palm Springs, and keep their dollars here in Beaumont. We want to become the anchor business for other like business ventures to attach to, and these items will help that process.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Garcia', with a long horizontal flourish extending to the right.

James Garcia