

## **Re: Public Convenience/Necessity**

To whom it may concern

7/2/2019

We the owners of the proposed business, The Artivan Dance and Banquet Center, recognize the need to describe how the public convenience or necessity would be served by the issuance of the applied-for license.

Our proposed project is a unique combination of dance instruction school, banquet center, and eventually a possible kitchen facility. The Dance Center has operated in Riverside for over 20 years, offering world class dance instruction, providing a destination where dance enthusiasts meet to practice and socialize, and creating an elegant venue for hosting private parties. We are looking to simply continue our outstanding record of quality of service and offering a safe public environment.

Many students make friends with others during classes and typically would meet at a nearby restaurant to enjoy a late snack and a glass of wine or beer after class. Through providing alcohol on-site, we would make it more convenient for the students to continue their evening of dancing without having to go out of their way and leave our establishment. This is the main reason we would like the option of an on-sale license.

We have met with the property manager of the Park Sierra Entertainment Area and the manager of the Red Lobster. Both were very welcoming and enthusiastic about not only our renewal of the property, but also of our intended use and how it will enhance the activity of the center. We have also met with the Riverside Police Department both to make clear our vision of our proposed activities and clientele, and to convey our intent to comply with any public safety measures that they may recommend now and in the future.

After meeting with the ABC official, we concluded that an on-sale license #42 for only the portion designated as room #2 would be the best choice of license at the present time. This will allow us to create a gathering place at our location for all ages and keep control of sales by separating the services of the areas. We are not interested in being confused with a bar, attracting people to our place simply to drink and hang out. The purpose of the license is simply to be able to offer our dancing customers the extra service. Our weekly clients are dancers who might like to have a beverage, not drinkers who might like to dance.

During the 20 plus years of doing business in the City of Riverside we have not experienced any violent crime associated with our business, but we have become very cognizant of, and sensitive to, the potential crime elements that plague all the local areas. In our first 10 years we were located at 3724 La Sierra Avenue, where we experienced minor burglaries and transient disturbances. Then we moved to the east side of Riverside, where we experienced essentially the same type of nuisance issues. We understand that by taking the steps to make our own

location safer and more desirable, also has a positive effect on the surrounding businesses as well.

During any of the events or activities, upon entering, the patrons and the festivities are to remain inside. No exiting and reentering during the event, or loitering in the parking lot will be tolerated, and will be clearly stated in our contract and will be enforced by the security staff.

Improvements to ensure public safety standards are met, in addition to revitalizing the exterior building and landscaping, include:

- upgraded LED parking lot lighting
- security cameras both inside and out
- appropriate number of security personnel on-site during business hours
- a security alarm system set in place for when the facilities are not operating

For all of the reasons listed above: our history within the community, the unique nature of our business, our sensitivity to our neighbors' safety and well-being, and our desire to promote a first class, elegant facility, we respectfully request to apply for an on-sale beer and wine license.

Respectfully,

David Vanderzell

The Artivan Dance and Banquet Center