

From: Lake Life Services LLC, DBA; Shaver Lake Store At The Point

To: Fresno County Administrative Office

Subject: (Form ABC-245) Type 20 off sale Beer and Wine

To whom it may concern,

Shaver Lake Store at the Point is an existing, newly renovated facility that is located more than two miles North of the town of Shaver. Shaver Lake Store, Shaver Lake Cottages, and Shaver Lake Lodge Restaurant and Bar are all part of a 3.25 acre parcel located on the edge of Shaver Lake and Hwy 168. This is generally referred to by the locals as "The Point". The purpose and agenda of the store is to serve the residents and tourists of the Shaver Lake Area, Bear Creek, and Huntington. We offer more than convenience store goods. Our inventory also includes groceries, sporting goods, novelties, and a rental office for cottages.

Since opening the doors, we have been inundated with comments from long-term residents and visitors expressing their gratitude for new ownership and the convenience of proximity to the lake. It is a welcomed relief for lake-goers and residents at The Point not to drive "back into town" for their shopping needs. Our presence at The Point has been welcomed and well-received, and we hope to expand the services we provide to our current and future customers through the sale of beer and wine. Our location not only provides a necessary service to residents north of Shaver Lake, but also reduces the parking and traffic congestion in the town of Shaver. This is especially a necessity during the major holidays where traffic and population extends to 12,000 and 18,000 people, according to Shaver Lake Visitors Bureau.

In our opinion, the issuance of an off-sale license would not increase police or local crime activity. Our hours of operation are between 7 AM and 7 PM, Sunday through Thursday, and until 8 PM Friday through Saturday. The business' primary clientele consists of private residences of the local area, and guests of Shaver Lake Cottages. Because our location is walking distance to residents at The Point and guests of Shaver Lake Cottages, an off-sale license would reduce the need to drive 2-4 miles into town, thus keeping our roads safer. Additionally, we have implemented measures of crime prevention through proper employee training, cash control, and abundant interior and exterior lighting.

Lastly, the issuance of an off-sale license would increase our ability to provide between 3-7 jobs in the local area as store associates, in addition to 2-5 subcontracted jobs for private snow removal, housekeeping and maintenance of rented facilities, i.e. the cottages, and general maintenance and security of the grounds.

As it stands, we believe we are only one of the three stores in Shaver Lake that classifies itself as a C-Store. For this reason, we trust that you will realize the need for another off-sale license in the area of Shaver Lake.

Respectfully,



Kyle Ehlers

Lake Life Services LLC

DBA; Shaver Lake Store at the Point