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January 28, 2019

Fresno County Board of Supervisors
Hall of Records
2281 Tulare Street, Room 301
Fresno, CA 93721

RE: ABC License Application at 7029 S. Elm Avenue

Dear Board of Supervisors:

I opened the bar at 7029 S. Elm Avenue in September 2017. I am still working on improvements and have been operating the business without any violations since I opened. This location has been a bar since it was constructed in 1959. The bar and the building have a lot of memories for local residents, and history in the community.

I am currently operating with a type 42 (on-sale beer and wine) license. I have a type 47/48 license pending, with all fees and costs fully paid. Based on the following, I believe that the Board should make a determination of public convenience and necessity for this application. The location has provided a much-needed community third space location since I opened a year and a half ago.

1. The issuance of a license has not created a law enforcement problem or increased the level of crime activity. In fact, I believe that crime in the immediate area has decreased due to the intersection not being vacant. Eight security cameras are in place. Most local residents that have stopped in have said the entire intersection looks better and feels safer. I will continue to faithfully follow any and all ABC requirements and other applicable laws. I do not feel by any means the issuance of a license will be an issue for law enforcement.
2. The issuance of a license will continue to provide a needed service to the community. Without this use there would be an inconvenience to the community. There are no similar businesses in the area. There are two other businesses that serve liquor between six and seven miles from my location, but the closest similar establishment is more than fifteen miles away. Residents living within a five-mile radius would certainly prefer the convenience of Nikki's' nearby location.
3. The issuance of a license will have a positive impact on the local economy, including additional new jobs. I pay business taxes and provide employment opportunities. The long-term goal in my business plan is to serve food, including breakfast. This has been an amazing learning experience for me. I am very appreciative for the experience to this point and look forward to continue to learn and grow as a businesswoman.

I am fortunate to have substantial community support. Locals often tell me how much "we really needed this." I can provide individual names and contact information upon request, including the property owner, Sonny Kazarian. If you have any questions, please do not hesitate to contact me directly.

Thank You,
Nicole Beadles