

## **To Whom It May Concern,**

Please consider this correspondence as our formal request for a finding of Public Convenience or Necessity, as requested by the Department of Alcoholic Beverage Control. The following outlines our justification for Public Convenience and Necessity for Valley Public House, to be located in downtown Merced at 521 W. Main Street. Valley Public House is applying for an ABC License Type 42.

### **The Character of this Premises**

Located in the center of downtown Merced, Valley Public House will be a new establishment designed to meet the needs of the community. Given the recent improvements to Main Street and the influx of new businesses near 521 W. Main, we believe this is an ideal location. Downtown Merced needs a true community public house, and our vision aligns with the Downtown Revitalization Project.

### **Aesthetics and Ambiance**

While Valley Public House is not a large space, we will make the most of every square foot. The design will be influenced by small pubs and bars in major cities such as New York, San Francisco, Los Angeles, and Long Beach. The intimate indoor space will provide ample seating, while the outdoor patio will offer one of the best views of Main Street. The design will blend a modern public house style with an Irish pub vibe, using natural and classic lighting to create a distinctive and inviting atmosphere.

In addition to atmosphere, Valley Public House will feature a unique monthly partnership program with local Valley breweries—dedicating five taps each month to showcase their beers. We believe the Central Valley is a craft beer powerhouse, and we aim to introduce both Merced residents and international visitors to these local brews. Many breweries we’ve spoken with are excited to collaborate, knowing that tourists traveling to Yosemite often pass through Merced.

Along with craft beer, we will serve select Valley wines and non-alcoholic options, including Mexican sodas. Similar to our brewery partnerships, we will work with Valley and foothill winemakers to showcase their products. We are proud to be from the Valley and want to share its best offerings with the community and visitors alike.

### **Attractiveness of the Space**

The commercial space requires no major structural renovations, and the building owner fully supports our concept. We will redesign the interior to match our modern/Irish pub vision. With high ceilings, the space will feel larger than it is—what we like to call “the biggest small pub in Merced.” The exterior will complement the existing architecture and draw inspiration from pubs in New York and San Francisco. The patio will be a major attraction, evoking the feel of a Southern California pub.

### **Business Operations**

As downtown residents and business owners, we understand the importance of collaboration with other local businesses to create a positive downtown experience. We will allow patrons to

bring food from nearby restaurants and are exploring partnerships with them—potentially featuring their menus via QR codes so patrons can order and enjoy their food at our pub.

We will fully comply with all state, local, and health regulations to ensure a safe, responsible, and enjoyable experience for our guests.

### **Our Guests**

Valley Public House will welcome guests from all walks of life—Merced residents, travelers, and college students alike. Whether someone enjoys Coors or craft beer, we aim to offer something for everyone. Sports fans will enjoy some of the largest TVs in downtown, showing a wide range of events.

### **Mode of Operation**

We will operate with a hands-on, owner-managed approach. A pub manager will handle day-to-day operations, while ownership will remain actively involved in serving and engaging with patrons to foster genuine relationships. Our goal is to combine great service with outstanding beer for a consistently high-quality experience.

### **Filling a Niche**

While there are several local bars, Valley Public House will be the first traditional modern/Irish pub downtown, exclusively partnering with Valley breweries and vineyards, while always serving a proper Guinness. This concept does not currently exist in Merced and directly supports the city's downtown revitalization efforts.

### **Conclusion**

As both residents and business owners, we are committed to the betterment of downtown Merced. Our goal is to invest in a place that will enhance the community for years to come, introducing locals and visitors to the exceptional beer and wine of the Valley. Merced's diverse downtown—often filled with different languages and accents—makes it the perfect place for this vision.

We are excited for the opportunity to bring a fresh, community-driven concept to downtown Merced, one that highlights the best of the Valley.

Best regards,

Sair Lara