

Letter of Public Convenience & Necessity

From: Faisal Tayeb (owner) Insanity Nightclub

427/429 W. Main Street, Merced, CA 95340

To whom it may concern,

The owner of Insanity Nightclub, 21+ Nightclub bar/lounge located 427/429 W. Main Street, Merced, CA 95340; have requested a TYPE 48 On-Sale General Alcohol license.

Business purpose: Insanity Nightclub, LLC is a public Nightclub establishment serving every style of music with table service of approximately 100 seated guests. Our Nightclub will operate from 8:30 PM to 1:55 AM Thursday – Sunday and will close on Monday Tuesday and Wednesday except for special engagements. The Nightclub will have private booth areas, patio seating, and bar seating.

Products and services: There would be no other nightclubs of this style; all beverages are integral to the business plan and the overall environment of the venue. The recipes and drink items are prepared with consideration to the consumption of spirits, such as liqueurs, wines, champagnes, and beers. We intend to provide our guests with a full range of the best nightlife experience.

Revenue and management: We expect that approximately 90% of revenue to come from alcohol, and 10% from non-alcohol beverage sales. The management of Insanity Nightclub, LLC is well suited and experienced in the Nightlife industry. The staff of Insanity Nightclub, LLC will be well trained for health safety, and beverage service. On average we expect that 10 Professional Security staff, 5 bar staff, 3 beverage staff/ bar back and 2 managers will be present during operating hours. Management and beverage staff will have CA ABC/RBS Safety Alcohol server Certifications.

Uniqueness: With no similar comparable bars and venues within the area, we will have the best music and best lighting to give our patrons the quality in a nightlife experience. The drink menu selection of Insanity Nightclub, LLC will differ from the

comparable nightlife entertainment venues/ bars in the unique methods and quality training of the executive bar tender and supporting nightclub staff.

Positive impact: Insanity Nightclub, LLC will add to the efforts to revitalize and improve the downtown economy in several positive ways, the owners of Insanity Nightclub, LLC have leased the building for the next 10 years and have invested considerable amount in remodeling and improving the space with upgrades to the exterior and interior. This investment is a commitment to the community to provide a quality product in a safe and desirable environment.