

January 23, 2024

To the **Honorable Mayor Mitch Reynolds** and Members of the Common Council: Tamra Dickinson, Erin Goggin, Barb Janssen, Larry Sleznikow, Jenasea Hameister, Chris Kahlow, Mac Kiel, Mackenzie Mindel, Chris Woodard, Rebecca Schwarz, Jennifer Trost, Doug Happel, and Mark Neumann.

## Summary

Thank you for considering The Blue Zone Pickleball's request for a liquor license. We understand that you would like additional information as to how the license would be utilized at our facility. In our research of other indoor pickleball locations, it was noted that this is a very social activity in which the other venues served alcohol. In developing the mission and vision of what we wanted our premier facility to be, we discovered the Blue Zone philosophy. This philosophy fosters a culture of vitality and longevity through the four pillars of: movement/exercise, mindful nutrition, community connections, and a positive mindset. We feel that offering the option to socialize with an adult beverage would add to our customer experience while being in alignment with our vision and mission.

Our new facility has a party room that is completely closed off when not in use. This is where we envision a bar with locked cabinets for liquor storage. During the hours that we would be properly staffed and available to serve drinks, the party room doors would be open. The other option we've considered is utilizing a vintage trailer as the bar either in the party room or near the lounge area. The serving window of the trailer would be down/open when the bar is open and closed and locked during other business hours.

As this is a new business, we're not sure of the exact hours, but would be considering having the bar open in the evenings during the week and a bit longer on the weekends. Initially, the hours the entire facility will be open are 6 am to 10 pm. We would not permit any sort of carry-ins.

Thank you for your consideration.