

Security Plan for The Beautiful Event Center

850 S Durango Drive Studio 100 Las Vegas, NV 89145

Regina Jones, Owner and Managing Director - love@thebeautifulcompany.org 323-333-6617

– Type of Approval Requested

Special Use Permit for Full Alcohol for a Banquet Hall Facility

- This is a request for a banquet facility that wants to **sell and secure full alcohol** permits. Expand to full alcohol and not limited to beer, wine and coolers during private events. CUV was approved for the Banquet Facility that only allows beer and wine. An SUP is required for the Banquet Facility which will include **full alcohol**.
- The business has an active business license for the banquet facility use.
 - Zoning: C-1
 - GP land use: SC

– Business - City Project Overview and Justification

The Beautiful Company III, LLC, operating as The Beautiful Event Center, specializes in delivering a range of services for private celebrations and local business functions. Our offerings include hosting private events such as birthday parties, retirement celebrations, baby showers, receptions, speaking engagements, seminars, workshops, and other similar occasions. Events are typically scheduled on business hours for private professional events or weekends from 5 PM to 11 PM, which falls outside the standard operating hours of neighboring businesses.

The use of The Beautiful Event Center facility, which comes equipped with tables, chairs, decorations, and various rental items such as table linens and music equipment, along with amenities designed to support social gatherings and celebratory events.

Additionally, we will facilitate private seminars and workshops for local businesses to conduct meetings and conferences as needed. This may include complimentary seminars on crafting resumes, developing interview skills, navigating the healthcare system, and other topics aimed at helping individuals advance in their careers. We will collaborate with local professionals to share their expertise at The Beautiful Event Center.

Having received our temporary license, we recognize that obtaining a license for beer, wine, coolers, and alcohol may take 6 to 12 months; therefore, we intend to pursue this licensed approval proactively. As part of our initial business licensing process, we

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confirmed with SNHD Technician that approval from the Southern Nevada Health District (SNHD) is not necessary because The Beautiful Event Center team will not serve, store, or provide alcohol on-site. Should a client request these services, we will ensure the use of a permitted mobile bar or caterer that has the appropriate licenses, SNHD credentials, and insurance. To clarify, we will only engage an approved, licensed mobile bar vendor and will not store or sell alcohol on our premises.

We appreciate the opportunity to present our business as we work toward securing this approval.

– **Additional Details:**

1. **Community Enrichment:** Approving this event space and special use permit would enrich the community by providing a versatile venue for a variety of celebrations and events. By offering a dedicated space for personal milestones, it contributes positively to the social fabric of the area.
2. **Economic Benefits:** The establishment of this event space would potentially boost the local economy by attracting customers looking for event hosting services. This could bring in revenue both for the business itself and potentially for surrounding businesses through increased foot traffic.
3. **Job Creation:** The project has the potential to create job opportunities, from local permitted and licensed mobile bartenders and licensed catering services, thus positively impacting local employment rates and contributing to the overall economic well-being of the community.
4. **Operational Considerations:** The specified operating hours, primarily outside regular business hours of neighboring establishments, reduce the likelihood of direct competition or disruption. This ensures harmony with the existing businesses in the vicinity.
5. **Licensed Caterer for Food Service:** The reliance on a licensed caterer for food provision ensures compliance with health and safety regulations, offering guests quality dining options and minimizing potential risks associated with food service.
6. **Personal Milestones & Celebrations:** This project acknowledges the significance of personal milestones in individuals' lives and aims to provide a welcoming space for such celebrations. It fulfills a need in the community for venues tailored to intimate and special occasions.

In conclusion, approving the event space and special use permit aligns with community enrichment, economic development, job creation, responsible alcohol service practices, and

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the facilitation of personal celebrations. These factors collectively make a compelling case for the approval of this project, which adds value to the community while operating with care and consideration for both patrons and the neighborhood.

– Corporate Office Hours:

- Monday – Friday from 10:00 am – 3:00 pm
- Saturday and Sunday - Closed

– Event Space Venue Hours:

- Sunday 2:00 pm – 10:00 pm
- Monday – Saturday 9:00 am – 12:00 am

– Occupancy approved by Building and Planning [Including Fire Inspector] Maximum of **255 occupants**. Per Permit c24-02615 Approved on Monday, October 28, 2024.

- License approved by Business Licensing approved G72-06265 on Tuesday, November 5, 2024.

– Parking Spaces

- 72 Total
 - 68 Regular Spaces
 - 04 ADA Handicappable Spaces
- License approved by Business Licensing approved G72-06265 on Tuesday, November 5, 2024.

– Guest, Visitor and Client Compliance

- Our facility is by invitation only to host private events.
- Any individuals under the age of 21 is not permitted to consume alcohol on our property. More specifically, we are not serving alcohol on our property until we pursue the appropriate permits in the future.
- The following actions will be taken to ensure compliance with requirements of The Beautiful Event Center and to remain compliance with Federal, State and local City of Las Vegas ordinances and laws.
 - The Beautiful Event Center has added the appropriate language to our contracts to ensure compliance is a minimum expectation regarding alcohol. They are aware that if this policy is violated that the event will be halted, and all attendees will be asked to leave the premises.

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- During events roaming security will be secured by The Beautiful Event Center as part of the package cost of using our facility. They will be stationed in the actual event center main floor and lobby entrance area.
 - As appropriate, the number of roaming security guards on duty.
 - The bathrooms and parking lots will be checked by The Beautiful Event Center management team and roaming security [as appropriate]. On average our events will last for approximately 4 hours.
 - A member of the management team of The Beautiful Event Center will be on staff to ensure compliance. We will not physically search private clients or their guest entering our facility, but we will monitor and have the appropriate foot traffic engaged during the event to ensure compliance with our permits and licenses.
 - Individuals under the age of 25 cannot rent our facility and when we do secure the appropriate Beer, Wine and Cooler and/or alcohol licenses we would ONLY use a permitted mobile bartender at our facility we would NOT store, sell or dispense outside of a permitted mobile bartender.
 - Guest or client is NOT permitted to bring in alcohol into nor can they exit The Beautiful Event Center with alcohol. We will not allow alcohol for any guest at our venue outside of our approved permits and licenses.
- **Security Monitoring via Closed Circuit Television (CCTV)**
- To manage intrusions, burglaries and theft we will have CCTV cameras, controls and monitoring have been upgraded and expanded to increase critical protection and to:
 - Provide enhanced security and safety at The Beautiful Event Center facilities.
 - Provide operational viewing of The Beautiful Event Center projects.
 - Provide safety alerts or response to a major event.
 - Provide emergency responders with video coverage (where available) of critical incidents.

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