

**April 14, 2024**

**JUSTIFICATION LETTER**

**Business Name: Casa La Lucy**

**Address: 610 West Utah Ave. Suite 121, Las Vegas NV 89102**

**Owner: Maria Lucila Diaz**

**BUSINESS OBJECTIVES AND STRATEGY**

Maria Lucila Diaz owner of Casa La Lucy restaurant is requesting a Special use permit for alcohol, On-Premise Full. The restaurant will be a rented property opening 24/7 who will employ one chef, one waiter, one cashier. We will have an outdoor seating area with a square footage of 13.2'x35' with an estimated seating tables and chairs not to exceed 98 max. occupancy.

Our business proposal is setting up a Mexican restaurant in The Arts District. The restaurant will serve fresh cooked meals prepared by a Chef. The restaurant will provide a combination of wide varieties of food with excellence in value pricing and good atmosphere. In Arts District there are other Mexican Restaurants thus this will give us competitive advantage as there is no authentic restaurants within the area.

Our main target customers are Tourist who will be easily attracted to a place where they will be enjoying their meals prepared according to our own recipes. Nevertheless, despite the fact the food being prepared, we intend to target majority of the tourist and the local people as the food offered will be authentic and it will cater their needs.

Our restaurant would encourage the two most important values in restaurant business which is brand and image, as these two ingredients are a couple of main drivers in marketing communications

Our Casa La Lucy restaurant objectives for the first year of inception are to make the company's name as household name, build a solid reputation. We also want to make Casa La Lucy restaurant as the favorite choice for the Tourist people and the rest of the community.

**SCHEDULE.**

Casa La Lucy plans to open 24/7 from Monday to Sunday depending on the needs of the clients.

I am requesting to serve full alcohol and need a Special Use Permit

**23-0667**  
04/15/2024

Thank you  
María Díaz

Owner

*Maria Diaz*  
*(Digital signature)*

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