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Dear all,

11/17/15

My name is Scott Floersheimer and I am the Owner/Managing Partner for Cleos located here at 1935 W Chicago Ave.

As many of you have already heard either through the certified letter that was sent to your home, word of mouth or by some form of social media, we are going through the process of trying to secure a Late Night 4:00 am liquor license. One of the many steps we need to go through to obtain this license is to send out a certified letter with a return receipt to all registered voters within a 500 foot radius of Cleos. This was done approximately 2 weeks ago. The format of the letter is supplied by the city as well as the list of registered voters.

I wanted to share with everyone a few things about myself, some of the history of Cleos and why we are trying to obtain this license.

I have lived in Chicago, Lincoln Park and Wicker Park, for the past 29 years. I have two children being a 16 year old son and a 13 year old daughter. I am 54 years old and the restaurant industry is literally all I have worked in my entire life. I went to college at Florida International University and received my BA in Hotel Restaurant Management. Since then, I have worked for some of the largest hospitality companies in the country. Including Hard Rock Café, Landry's, Michael Jordan's and Millennium Park ventures. I have held nearly every position within the industry from dishwasher to Director of Operations overseeing ten states with over 80 million in revenues. 5.5 years ago, I purchased Cleos with partners who I have been best friends with since we were 13 years old as I was pretty much done with corporate America. It should be noted that my partners are all very successful restaurateurs and bar owners.

I only share all of this information to ensure that you understand that I/we are not just some flash in the pan operators, but in all actuality, a very experienced group who pride themselves on running a great business in every sense of the word.

Cleos just celebrated its 22<sup>nd</sup> anniversary. Along with the neighborhood, it has changed only for the better over the years. We like to believe that we are indeed a strong anchor on Chicago Ave and, in fact, the community as a whole. We regularly donate to many non-for-profits in the area and host fundraisers whenever possible. We employ both full and part time employees with a vast array of experience and backgrounds. In season we have a staff of approximately 28 people. For those of you who are a part of the

Facebook Ukrainian Village Community page, the only negative item that was brought up this past week in regards to Cleos obtaining this late night license was that of the noise being an issue sometimes on the patio. As I responded then and will reiterate now, the noise was an issue with a few of our neighbors solely as it related to noise coming from the patio this past summer, specifically during the Chicago Blackhawks Stanley Cup Playoff run and the USA Women's run towards winning the World Cup. In the 20 plus years we have been here, aside from these isolated patio noise issues, we are not aware of any other issues or complaints ever being lodged towards Cleos what so ever. We run a clean, safe, respectful and neighborhood friendly establishment. With this new potential 4 am license, the patio will have nothing to do with it as the city mandates by law that all beer gardens must close by midnight.

A side point as it relates to the Ukrainian Village Community page, I was humbled and continue to be by all of the nice and positive comments that were made towards me and the Cleos family.

Also, as somewhat of a side note, there was some confusion on the Ukrainian Village Community page as to the license. The license is a 4am license for Sunday through Friday and 5am only on Saturdays. So in all actuality we are only applying for a two hour nightly extension of our current license.

Lastly, on to the license itself. There are many outdated stigmas and unsubstantiated fears associated with a 4 am license that quite simply are not valid anymore. It is very easy for one to say, it will be unsafe, it will be noisy, there will be drugs and prostitution, there will be fights, it will bring down our property values, etc. The unfortunate reality of human nature is that we sometimes simply say "No" to change. While many of these issues might have been true to some degree 40 years ago, this simply is not the case today. There are many laws currently on the books that now protect the neighborhoods from irresponsible operators that create a deleterious impact upon them. Unfortunately, many of these stigmas still stay in people minds. I believe that requests such as what we are trying to do be granted or denied based on an actual track record of the specific business at hand. Ours has been close to impeccable for over 2 decades. I don't necessarily see the logic in potentially punishing a consistently proven well run business in every sense of the word from trying to grow its business by staying open 2 hours later because of the unknown of all of the "bad things" that could happen.

Having this license will also bring many positives to this neighborhood. We will:

- Many of the bars and restaurants with 4 am licenses wind up being a place for those who work in the industry to go after work. In all actuality, this is probably the largest percentage of clientele for most 4:00 am bars. We would now be that for them instead of having them go a mile or further down the road.
- We will have the kitchen open every night until 4am to give people an option for home cooking besides McDonalds and Subway.
- Hire a significant number of new employees.
- Generate more tax revenue.
- Someone posted on line that more noise would be created when people go out to smoke. When patrons go out to smoke the tenants who live above the bar and happen to work at the bar understood and accepted this variable when they signed their leases. It would be our job through our staff to ensure that the noise level is kept to a minimal level. Just like we do now up to 2 am during the week

and 3 am on Saturdays with never yet a complaint. Why would this change just because we are open two hours later?? It won't.

- We also see it as a positive to have more people potentially walking on the street late night as even limited numbers could help with safety concerns.
- Most people are not yet aware, but we just purchased the abandoned building next to Cleos at 1939 W Chicago Ave. As many of you know, this building has been vacant and a terrible eyesore on the street for over 6 years. There was rampant drug use there as well as a rodent infestation. We are not yet sure what we are going to do with this property. In the mean time, we have already secured and cleaned up the building and conformed to all of the buildings past violations as handed down by the city. I share this to once again show you just how vested we are in this neighborhood.

I realize that this was somewhat lengthy but felt it important to touch on as many subject points as possible.

Please feel free to reach out to me either by phone, email or simply come into the bar to introduce yourself and discuss any thoughts what so ever.

Best Regards,

Scott Floersheimer