

## Operational Statement Template

Please use this template as a specific guide to explaining the scope of your project. This required information will assist all individuals, departments and agencies in their review and drafting of their comments, conditions and suggestions. Our goal is to facilitate an accurate and complete description of your project in order to avoid unnecessary delays in gathering additional information. If you have any questions about the requested information or need help completing any portions of this form please call the Development Partnership Center at (559) 621-8180. This form must be completed and submitted in order to process your application. If this operational statement is not submitted or incomplete your application will not be accepted for processing.

### Project Description:

\_\_\_\_\_ is being submitted by Miguel Reyes of Visalia on behalf of Quesadilla Gorilla and pertains to 0.05 acres of property located at 608 E. Weldon Ave  
APN: \_\_\_\_\_ and is zoned Commercial with a planned land use of \_\_\_\_\_  
\_\_\_\_\_ is requesting authorization to:  
Serve Beer, obtain full Alcohol CUP  
The proposed development will consist of:

The existing site currently exists of \_\_\_\_\_ with 0 existing parking spaces.  
The proposed hours of operation are from 11am to 10p on Monday - Sunday  
Other facts pertinent to this project are as follows:

- close proximity to a high school

**Operational Narrative:** (This is your opportunity to communicate in detail all other characteristics of your property that would be important to consider when reviewing for completeness and contemplating approval. Describe your proposed operation/development in as much detail as possible including information such as name of business, product or service, anticipated traffic-customers, deliveries, etc., any special events, number of employees, required equipment, on-site storage, demolition or adaptive reuse of existing structures, noise generation, any hazardous materials, etc.)

Quesadilla Gorilla is hoping to begin serving beer between the hours of 11am to 10pm Monday through Sunday, seven days a week we currently have around 15 employees working and expect alcohol sales to increase our business we believe it will have a minimal impact on the surrounding community

## REVISED EXHIBIT



Not disturbing residents/ within 100 feet

Public necessity, convenience.

Uniqueness of business, why we are different from other restaurants, specialized food served

To Whom It May Concern,

Quesadilla Gorilla has recently applied to begin serving alcohol at our 608 E Weldon Ave, Fresno, CA 93704. This location is located around the corner from Fresno High School in the heart of the Fresno High Neighborhood. Our application has recently been protested. In this letter, we are writing in order to ensure the California Department of Alcoholic Beverage Control that the presence of alcohol in our facility will be no disturbance to our Fresno High community.

Since the arrival of our restaurant to the Fresno High community, we have been nothing short of a positive presence. Participating in outreach, fundraisers, and local initiatives, we, along with Ampersand Ice Cream have created spaces where in community and connection take place.

Our company is the first of it's kind in the Central Valley. We specialize in serving unique quesadillas with the freshest and most delicious ingredients in order to serve our customers quickly and correctly. This dining experience that we have created has attracted many customers. We have offered these new and returning patrons a dining experience that is reliable, easy-going, and fun.

We pride ourselves on being creative and current, constantly seeking new ways to serve our customers. One way that we can better serve our clientele is adding to the experience in a way that will bring more revenue for the community. Serving beer, like our Downtown Fresno location did, will enable us to provide a dining experience that is unique to our neighborhood. There is no other restaurant near the Fresno High community that offers quick, delicious, and fresh food in addition to carefully picked beer. However, we do understand that there are worries when adding alcohol into the equation.

Due to the proximity of our establishment to Fresno High School, some are worried about the possibility of minors being served alcohol. However, as someone who has been through the ABC training, I understand how important it is to have the utmost care for our customers and their safety. It must be understood that the management at our restaurant will be more than careful in making sure that no one under the age of 21 is served alcohol. Knowing about the Minor Decoy Program, we know that it of the utmost importance to ask for identification and to not serve anyone who may not show us any. In addition, it is also up to us to deny service to anyone who may look underaged in

## REVISED EXHIBIT

anyway. Each employee certified through the ABC program will also go through a strict and intensive training with us in order to ensure that no minor is accidentally served any alcoholic beverage. Our first priority is making sure that the neighborhood is a safe place for all who frequent it.

Additionally, it is important to us that with the consumption of alcohol, no person of legal drinking age is over-served. Our customers and their safety is very important to us. In order to ensure their safety, we would be hyper-vigilant about the alcohol consumption of each customer that drinks on our premises.

The purpose of adding alcohol to our restaurant atmosphere is not to create a rambunctious and party-like atmosphere. The purpose of adding alcohol to our restaurant is to create an atmosphere wherein people can relax, enjoy the company of their families, and enjoy their local neighborhood and community.

There are always risks involved with any new venture, food service or otherwise. However, Quesadilla Gorilla is committed to creating a safe and enjoyable environment for the people of the Fresno High Area. Our aim with alcohol license is to offer and new option for the families and adults of the neighborhood. With safety being our number one priority, we are committed to serving only our customers of legal-drinking age and serving them in moderation. In conjunction with ABC training, we as a company are prepared to properly train and educate our staff in order to ensure the safety of our business, our customers, and our employees.

Those doing business under the name Quesadilla Gorilla Inc. (FEIN 82-1726386) are Miguel Reyes (President, Owner, & Chief Financial Officer), Mikayla Reyes (Vice President, Owner, & Catering Director), James "Jimmy" Clark (Operations Director & Chief Operations Officer), and Madison Shrader (Marketing Director).