

Dear Planning Commission,

My name is Lisa Cassity. I am one of the owners of The Hook & Plow restaurant in Hermosa Beach. For the purposes of this email, I speak on behalf of my partners, Bre and Brian Kelleher and my twin sister, Lauren Cassity.

As many of you may know, The Hook & Plow was established in 2014 which means that we have been proudly serving our community for nearly a decade. Nine years of delivering to residents and visitors alike breakfasts, lunches and dinners. From first dates to family reunions, business meetings to family outings, birthday celebrations to baby showers, day in and day out, we proudly serve them all. Our hours of operation are not in the proposal to change. But for everyone's reference, we are open daily for lunch 11:30-5pm then dinner daily from 5pm-10pm. We also, in truth, do not have many customers in the building past 930pm on any given night. We also open for brunch Saturday and Sunday mornings at 9am.

Perhaps more importantly, for nearly a decade we have been providing well-paying jobs and a warm, friendly atmosphere to our employees, most of whom are area residents. We are honored to say that the work atmosphere we have created boasts a 70% retention rate for our team members in one of the most transient industries in the world. Further, we are not just a business, we are active community member-participants - most of our guests know us all by name and we know most of them. We are not absentee owners. We are community members.

It is also worth mentioning that on any given day at any given anytime, it is likely that you will find one of us working a shift ourselves or, at the very least, enjoying a good meal with area friends or visitors. In short, we love the restaurant that we built and the community that we all call home.

We are grateful that the success of our original Hermosa Beach brand has enabled us to grow to three South Bay locations with more expansion planned reaching outwards to serve communities in Redondo and Manhattan Beaches and soon, in Bend Oregon.

It is with this understanding that we humbly approach you, our city planning commissioners, to ask for your continued support in our ability to serve our community.

We recently applied for and "won" the Los Angeles County Liquor lottery for our Hermosa location. Our interest in garnering this approval was not to become a Pier Avenue "party spot" rather to serve our existing clientele based on their continuous requests. We cannot count how many times potential patrons have sat down for dinner, ordered old-fashioneds, then left the restaurant when they found out we only serve beer and wine. We are seeking your approval to remedy that. Specialty cocktails have become important to fine dining, complementing our specialty food menu, with new techniques on the rise like "smoking manhattans", "ginger rose spritzers" or even a classic favorite "dry martini". People have certain expectations when dining, they want an experience, and we would like to offer more to our guests.

Our restaurant is chef driven and unique - people come for the food. However, we have experienced an inordinate loss of business because we cannot offer our guests a cocktail to go with their short rib. Our Redondo Beach location, on the other hand, has shown tremendous success with their cocktail and drink program and we often lose people who choose to go south instead of dining in Hermosa Beach for this very reason.

The existing Hook & Plow restaurant has not been a problem with no Police issues since established 9 years ago. It is important to note that our none of our restaurants, those with full liquor licenses or otherwise,

have ever been a concern for the local police departments. This owes to the elevated atmospheres that we've created and the price-point of our businesses.

We are not seeking your approval to create a new version of The Hook & Plow rather to better serve our existing clientele based on their requests. We have no intention of hiring more staff, changing our seating layout, increasing capacity nor changing our existing hours. We simply want to operate as we have for the been all these years and provide more options for our friends, neighbors and guests.

We genuinely appreciate your time and consideration for our request/proposal.

Thank you

Lisa Cassity & the entire Hook & Plow Team

Interior:
Appx
1080 sq feet

