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BY _____

SWIG LOUNGE & CAFE

August 3, 2020

Angela Calvillo
Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Re: Electrocelt Promotions, Inc. dba Swig Lounge and Swig Café
California ABC Liquor License Transfer
553-561 Geary St., San Francisco, CA 94102

Public Convenience and Necessity Determination Request

*ABC Type 48 License—On-Sale General Public Premises
Premise to Premise Transfer from 561 Geary Street to 553-561 Geary
St., SF CA 94102 [expansion of public occupancy into adjacent cafe].*

Dear Ms. Calvillo:

This office represents Electrocelt Promotions Inc. (“Electrocelt”) dba **Swig Lounge and Swig Café**. My clients have applied to the California Department of Alcoholic Beverage Control (ABC) for a premise to premise transfer of their On-Sale General Public Premises license. This premise to premise transfer is to allow applicant to operate and sell alcohol beverages to the public in an adjacent café located in the same two-unit single-story building. This adjacent café, Olympic Café, is owned by applicant Electrocelt. Many decades ago, the two storefronts were one large restaurant and lounge, and there is presently a (sealed) doorway between the two spaces. My client’s presently have a type-41 beer and wine ABC license on the Olympic Café portion of the premises.

The expanded premise is located downtown near the Union Square shopping/ theater districts and has had a Type-40/ 41 and Type 48 license for over 35 years. Our Café serves traditional American breakfast and lunch and our customers range between early morning workers and local residents to foreign tourists and daytime shoppers. It is our intention to maintain the café with full meal service on the café side of the business. Technically, if this requested expansion is approved, the ABC will issue a Type-48 license to the current lounge area of the premises with a duplicate Type-47 (bonafide eating place license) to the Café portion of the building.

There are surrounding residences within 100 ft. of the café. The area is densely populated. Our location has been a full-service restaurant and has served the community

553- 553 Geary Street San Francisco, California 94102



well for many years. This request is to allow the expansion of Electrocelt's ABC Type-48 license privilege to allow the of selling of alcoholic beverages to the public in the Café portion or the premises. The existing Type-41 license will be canceled if the expansion is approved by this Board, and ABC.

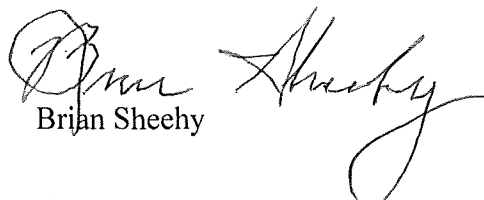
The area is properly zoned [RC-4] for this type of license and we do not foresee any problems with the San Francisco Police Department approving this change in the ABC license, with conditions. We have the support for this application from many of our neighbors, and are open to the imposition of conditions, if necessary, to this license. This restaurant is one of the few 'old school' cafés offering this type of food and beverages in the area, which means that the elderly do not have to travel as far to get a great glass of wine and a relaxing bite to eat. We will benefit many residents who might otherwise have to travel to another neighborhood for a similar experience. Our establishment also serves tourists with an all-American diner experience.

This café is locally owned, and thus revenue and taxes will stay in the community. An ABC license will also maintain jobs for local residents. This ABC license will allow us to remain open and we believe will sustain the pedestrian traffic to the café which keeps more eyes on the street and makes the neighborhood safer. There is no similar neighborhood café within several blocks,

The expanded Swig Café and Swig Lounge will give back to the community. Our hospitality group owns several bars, included Local Edition and Bourbon and Branch. We have always raised money for charities and intend to donate food and monies to several charities including National Night Out, Irish Immigration Pastoral Center, and The Community Housing Partnership. Allowing this license to issue to this location, in accordance with § 23958.4 of the California Business and Professions code, will allow the residents and tourists from the surrounding neighborhood to have a quality meal with the choice of draft beer, a glass of wine or a cocktail. . It will be a much-appreciated feature to our menu. Approval of this license will definitely serve the public convenience and necessity of our neighbors and of the people of the City and County of San Francisco, California.

Thank you in advance for your consideration of this request.

Yours Truly,


Brian Sheehy

553- 553 Geary Street San Francisco, California 94102