

Attachment D
Applicant Letter & Support Letter – The Vig Alehouse and Casino

Applicant Letter- The Vig Alehouse & Casino

Our proposal- Upgrade from a *Beer and Wine License with Gaming* to an *All Beverage License with Gaming* at The Vig Alehouse LLC, located at 501 Hilltop Drive Billings, Montana 59105. The property is currently owned and operated by Michael T. Schmechel.

I. Answer the following questions:

A. In what ways is your proposal consistent with the goals and policies of the adopted Growth Policy?

The proposal to upgrade The Vig Alehouse’s license from a *Beer and Wine License with Gaming* to an *All Beverage License with Gaming* is cohesive with the City Council’s 2008 Growth Policy in all pertinent policies cited within “primary goals and objectives.” Our proposal complements several concerns cited by the City Council. Clause nine, under Economic Development Element, notes the economic development of Billings Heights to be overlooked. Our goal is to create more business in the community and give options to the patrons who live within Billings Heights. In doing so, commuter traffic will decrease across town. Customers will be given an environment to relax in after work and remain close to where they reside. Clause six, under Land Use Element, discusses reducing commuting and subsequent drain on natural resources and traffic congestion as well as developing more self-contained neighborhoods. Our proposal coincides with this goal because it will decrease traffic from Billings Heights to downtown Billings to seek nightly entertainment. It is also our intention to capitalize on existing infrastructure and facilities, while giving the community confidence that there is economic growth in the area.

The sports bar and restaurant with an outdoor, beverage serving patio and casino, would increase the “living-wage” employment opportunities cited by the City Council by providing superior tips for employees. The proposal anticipates The Vig Alehouse to draw in more customers, and in return, will create more jobs near where people live to reduce commuter traffic.

B. Why is there a need for the intended use of the property at this location?

Billings Heights continues to grow and expand into a larger community and place to call home. We need to continue a cohesive focus in economic development for Billings Heights by enhancing the options for dining out in the neighborhood, and continue to allow Main Street to be an attractive option to tourists when visiting other attractions in the Heights.

C. How will the public interest be served if this application is approved?

Approval of this application will allow for higher satisfaction to The Vig Alehouse's already existing customers and satisfy customers' wants and demands. By meeting customer wants, business will remain steady and solid, conveying a business friendly attitude. The Vig Alehouse will be an attractive option for the Billings Heights community to empower growth and stimulate money in the economy.

D. Written statement addressing what is intended to be done with existing property...

The additional *All Beverage License with Gaming* will allow an improved image of the Billings Heights by providing a full service bar, beer, wine, food, and games. The special reviews is being sought to provide all alcoholic beverages to patrons who visit the establishment that are of legal drinking age.



FEB 22 2012

EXECUTIVE PROPERTY SERVICES

February 21, 2012

Planning & Community Services Department
510 N. Broadway, 4th Floor
Billings, MT 59101

Re: City Special Review #897, Project 12-48

Dear City Council & Zoning Commission,

I am a business-property-owner immediately adjacent to the VIG, and I also live with my family in the Billings Heights. My business office faces the VIG, so I am very familiar with it. As a business owner, I know the value of having an establishment like the VIG in the heights and am personally very excited to have them as a neighbor. I therefore support the change from a beer and wine to an all-beverage license.

I know that the school is within 600 feet of the school, but there is a buffer of a residential area, my business office-condominium, a mini-storage facility, and the VIG parking lot before you even get to the VIG itself, so I don't see that as much of an issue. Also, the main access to the establishment is off Hilltop, which is as far as you can get from the school.

As far as I can tell so far, the owners of the VIG are good and thoughtful neighbors. We have had no issues since they opened, and do not anticipate any with this change. I therefore ask that you grant the requested variance.

Sincerely,

Steve Nitz
President