



Finance Department  
276 Fourth Avenue, Chula Vista, CA 91910  
(619) 691-5250, Option 7 - FAX (619) 409-5814

### BUSINESS LICENSE APPLICATION

☐ New Business License # 072283  
☐ Old Business License # \_\_\_\_\_

Please complete ALL items on this application.

Please Check One ☒ New Application ☐ Change of Owner ☐ Change of Address ☐ Change of Business Name ☐ Change of Classification

Business Name Bay & E. Inc.

Corporate Name (if applicable) Bay & E. Inc.

Business Location 215 Bay Blvd. Bus. Start Date 10/08/12  
(Cannot be P.O. Box per State of California Business & Professions Code Section 17638.5)

Chula Vista CA 91910  
City State Zip

Mailing Address 215 Bay Blvd Resale No. \_\_\_\_\_

Chula Vista CA 91910  
City State Zip

Phone No. (619) 427-2223 Fax No. (619) 427-2515 Federal ID No. \_\_\_\_\_

Description of Business Cabaret Theater State ID No. \_\_\_\_\_

Ownership ☒ Corporation ☐ Corp-Ltd Liability ☐ Partnership ☐ Sole Proprietor ☐ Trust ☐ Home Based Business

State License # Not App. License Type Not App. Expire Date Not App. ☐ VERIFIED

Enter below names of Owners, Partners, or Corporate Officers (attach additional sheet, if necessary)

1st Owner Name Jake Welty Title President Soc. Sec. # \_\_\_\_\_  
Last 4 digits \_\_\_\_\_

Home Address \_\_\_\_\_ Driver Lic. No. \_\_\_\_\_  
(Cannot be P.O. Box)

Home Phone No. \_\_\_\_\_ Cell No. \_\_\_\_\_

2nd Owner Name Waldon Welty Title Secretary Soc. Sec. # \_\_\_\_\_  
Last 4 digits \_\_\_\_\_

Home Address \_\_\_\_\_ Driver Lic. No. \_\_\_\_\_  
(Cannot be P.O. Box)

Home Phone No. \_\_\_\_\_ Cell No. \_\_\_\_\_

Emergency Contact (The emergency contact phone number must be different from the business phone number listed above.)

Contact Name Roger Diamond Phone No. \_\_\_\_\_

Alarm Company \_\_\_\_\_

Business Name Monitronics Alarm Phone No. \_\_\_\_\_

#### OFFICIAL USE ONLY

#### BUSINESS TAX FEE

ROUTE TO: ☐ BLDG/PLN ☐ CVPD  
☐ FIRE ☐ STW

IF APPLICABLE  
PROVIDE NUMBER OF:

New office / storefront businesses must participate in a free energy & water evaluation to help you save money (see FREBE flyer)

Schedule an appointment (within 60 days) at  
[www.chulavista.gov/clean](http://www.chulavista.gov/clean) or (619) 409-3893

Preferred date/time? \_\_\_\_\_

On-Site Contact (required)

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Employees	<u>14</u>
Square Footage * Required	<u>9190</u>
Vending Machines	<u>0</u>
Amusement/ Video Machines	<u>0</u>
Apartment Units	<u>0</u>
Hotel/Motel Units	<u>0</u>
MHP Spaces	<u>0</u>

Base Fee	\$ <u>290.63</u>
Employee Fee	\$ <u>253.82</u>
Vending Machine Fee	\$ <u>0</u>
Amusement/Video Machine Fee	\$ <u>0</u>
Apartment Units Fee	\$ <u>0</u>
Hotel/Motel Units Fee	\$ <u>0</u>
MHP Spaces Fee	\$ <u>0</u>
Home Occupation Fee	\$ <u>0</u>
Zoning Fee	\$ <u>48.00</u>
TOTAL DUE	\$ <u>592.45</u>

I declare under penalties of perjury that this application is true and correct to the best of my knowledge. I certify that I will operate my business in accordance with all applicable Federal, State and City laws and regulations. I further understand that any false statements made above are grounds for denial or revocation of this business license.

Signature of Owner or Representative: Jake Welty Date: 10/4/12

RETURN APPLICATION TO ABOVE ADDRESS AND MAKE CHECK PAYABLE TO CITY OF CHULA VISTA.

# **Amber Hand Entertainment, Inc. Chula Vista Comedy Club**



## **Project Description and Operational Profile**

Prepared for:  
Planning Department  
City of Chula Vista, California  
October 2011

Contact Information  
Ryan Fischer  
909-985-4935



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# Executive Summary

This document information package has been prepared for the City of Chula Vista Planning Department as part of an iterative feedback process in the hopes of determining all of the necessary steps to open a comedy club at 215 Bay Boulevard in the City of Chula Vista.

Amber Hand Entertainment, Inc. proposes to establish a comedy club/nightclub featuring live entertainment, a restaurant serving light meals, and a full service bar.

Market research has estimated the U.S. Comedy club market at \$2 billion annually. There are currently about 250 existing free standing comedy clubs nationwide. Industry researchers believe the market is currently underserved with a demand for approximately 1,200 total comedy clubs. The industry is viewed as ripe for acquisitions with many locally owned clubs and for accretive development of new club opportunities. Acquisition multiples on average approximate 3x net income. The comedy club business is fairly predictable and somewhat insulated from general economic trends. The comedy club business is highly fragmented business and dominated by many small independent venues. There are only a small number of well-known, well-financed companies, such as the Improv and Funny Bones operating on a national basis.

Our tentative plan (pending approvals) is to open The Chula Vista Comedy Club in Winter 2012 in an ~9,500 square foot building that was at one time occupied by a restaurant. The site is excellently located just off Highway 5 at the intersection E Street and Bay Boulevard. The business will operate seven days a week, but will generate peak demand Thursday through Saturday. The seating capacity will be approximately 200 persons. Initial review of design plans indicate that the likely maximum building occupancy (including staff) will be approximately 186 persons. Ample parking is available for our patrons.





# Operations Overview

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# Summary Operations Plan

## Location

215 Bay Blvd., Chula Vista, CA

## Hours of Operation

11AM – 2AM

The primary business operations would occur at night. Approval permitting, we would like to open during the day for a small lunch service to help offset the cost of the kitchen and kitchen staff.

## Lunch:

11AM – 3PM

## Evening Entertainment Schedule:

4PM – 2AM

Monday & Tuesday: 9:30PM

Wednesday: 7:30PM & 9:30PM

Thursday, Friday & Saturday: 7:30PM & 9:30PM & 11:30PM

Sunday: 9:30PM

## Seating

### Lunch:

4-Seat Tables = 14

### Evening Entertainment:

3-Seat Booths = 15

4-Seat Tables = 17

3-Seat Cocktail Tables = 29



# Summary Operations Plan

## Menu

The final menu is still under development but will include appetizers, salads and other light menu items. Because of importance on line-of-sight to the stage and capacity maximization, we will use smaller tables making a full-service menu prohibitive. The planned menu will be biased toward grill favorites and excellent quality finger food. Food that is nice enough for a date and casual enough for sharing. A sample menu has been provided as an appendix of this document.

## Alcohol

We will apply for a Type 47/48 ABC license from the California Department of Alcohol Beverage Control (ABC). We will apply for 2012 San Diego County license lottery. If we are unable to obtain a license through the lottery, we will buy a license on the open market.

All staff members will be required to attend the California ABC LEAD training program. The mission of the LEAD Program is to provide high quality, effective and educationally sound training on alcohol responsibility and the law to California retail licensees and their employees.

## Security

We will have on-site security during all nighttime operations. At a minimum, security will consist of one door person, and one roving guard. The roving guard will have responsibility for periodically patrolling the parking lot and the sidewalk between the parking lot and the club entrance.

New lighting will be installed in the parking lots. Furthermore, we will also install a security system that visually records and monitors all parking lot areas.



# Management Team

## Andrew Horton

As one of the primary financial partners of this project, Andrew Horton will be the project manager for the Chula Vista site. The project team has performed extensive market research as to the viability and operations of the business, and to the market demand within the Southern California Metropolitan Area and we look forward to locating our business within the City of Chula Vista. Mr. Horton has over 20 years of business operations experience and holds dual Master's Degrees in Business Administration from Columbia University and the University of California at Berkeley, and a Master's Degree in Real Estate and Urban Development from Harvard University. Advisors and managers of the project include staff with extensive experience in restaurant and nightclub operations, as well as a nationally known up-and-coming comedian.



## Site Plan

We would like to pursue the possibility of constructing a monument sign on the North East corner of the property. This concept is still in the planning stages and is not reflected on the Site Plan. However, we estimate the monument sign will need to be approximately 25 to 30 feet tall, and to have approximately 75 sq. ft. of signage per side to facilitate exposure to \ passing traffic on Interstate 5.

Any input on the procedures and viability of the inclusion of a monument sign would be appreciated.



## Floor Plan

Some explanation may be required to decipher the floor plan provided in the conceptual drawings attached to this application. First, the walls denoted by dashed lines are walls that we plan to demolish. While walls filled in by grey are walls that we plan to construct. As a brief perusal of the floor plan should show, the tenant improvements planned are minimal.



# Sample Menu

## Starters and Appetizers

### Hot Spinach & Artichoke Dip

Chopped spinach and artichoke hearts blended with cheese and spices. Served with tortilla chips, sour cream and salsa.

### Buffalo Style Chicken Wings

One pound of hot and spicy wings served with celery and blue cheese.

### Potato Skins

Idaho skins filled with cheddar cheese, bacon and chives. Served with sour cream.

### Chips 'N Dip

Corn tortilla chips served with chili con queso and salsa.

### Funny Fries

Served with spicy cheese dip, or smothered in chili.

## House Specialties

### Chicken Tenders

Lightly coated chicken tenderloin, fried to a golden brown. Served with French Fries and honey mustard sauce.

### Quesadillas

Grilled flour tortillas filled with your choice of:

Melted cheese & jalapeño peppers

### Add Chicken

Spinach & artichokes

The Works: Cheese, jalapeño, chicken, spinach and artichokes

All topped with shredded lettuce, salsa, guacamole and sour cream.

### Char-Grilled Chicken Salad

Sliced marinated chicken breast tossed with salad greens, tortilla strips and honey lime sesame vinaigrette. Served with garlic bread. You may substitute fried chicken tenders or grilled tuna and choice of dressing.

### Nachos With A Punch

A platter of crispy tortilla chips layered with our homemade chili, cheddar cheese, shredded lettuce, chopped tomatoes, jalapenos & topped with sour cream.

## Burgers and Sandwiches

### Punch Line Burger

8oz. of char-grilled ground sirloin on a seeded bun. Garnished with lettuce, tomato, onion and a dill pickle. Add cheese, bacon, chili, or guacamole

### Char-Grilled Chicken

A boneless, marinated breast of chicken topped with jack cheese, bacon, lettuce & tomato, on a whole wheat bun.

### Char-Grilled Tuna

Yellowfin tuna grilled & served over lettuce and tomato on a whole wheat bun served with herbed mayonnaise

### Steak Or Chicken And Cheese

A hearty portion of thinly sliced sirloin or chicken smothered with grilled onions and white American cheese, on a hoagie roll.

### Comedy Club

A triple decker of turkey, ham, bacon, cheddar and jack cheeses, lettuce, tomato, mayonnaise and honey mustard dressing on toasted multi-grain bread.

All burgers and sandwiches are served with French Fries.

## Desserts

Chocolate or strawberry Ice Cream Sundae

