

Ifrits Hookah Lounge
725 St. Joseph St.
Conditional Use Permit Proposed Use Statement

The general partnership of Charles Desmond, Ian Handley and Brian Winckel D.B.A Ifrit's Hookah Lounge is applying for a Conditional Use Permit to allow on-sale malt beverages. We assumed ownership of the business on September 2nd, 2009, and hope to add more beverage options to our menu for customers in order to increase our revenues and expand our customer base. At this time there are no alcoholic beverages sold on the premises. Our proposed use of the premises is to immediately add a large cooler and sell bottled malt beverages to our customers with future plans to expand into providing draft beer, but that is the extent of our request for conditional use.

Ifrit's Hookah Lounge is distinctly unique as South Dakota's first and only Hookah Lounge, located in a contributing building in downtown Rapid City's historical environment which had been vacant for over 20 years prior to 2006. Also unique are the modern updates done to this historical property, including a 30 foot granite countertop bar, stone tiled bathrooms and intelligent mood lighting.

As a state licensed wholesaler and retailer of shisha (flavored tobacco), our primary business is the sale of hookahs (middle eastern water pipe)s and shisha for on-site consumption. We are a hospitality based business similar to a restaurant. We create a special experience for our customers by providing knowledgeable staff, a relaxing atmosphere and high quality brands and products. The vast majority of our current customer base consists of military service personnel and college students. At this time we offer a variety of beverages including coffee, teas, sodas, flavored waters and energy drinks, however our customers often inquire into the availability of alcoholic beverages. By granting our request for a Conditional Use Permit we will be able to better cater to the requests of our customers and increase our revenues.

Our business is currently open M-F 6-Midnight, Friday & Saturday 6- 2am, closed on Sunday, already operating in hours that comply with the sale of alcohol. Our nightlife experience is unique and provides an atmosphere not available in any other downtown establishment. Approval of our permit for on-sale malt beverages will assist us in keeping another historical building occupied and another locally owned business in the downtown area which will positively add to the character of our great city.

RECEIVED

OCT - 9 2009

Rapid City Growth
Management Department