

Exquisite Receptions Narrative CUP Change

- Catering / Events Background
 - Jason is C.O.O. / part owner of Blaine Green Mill
 - 20 years of experience in restaurant and catering
 - Green Mill Catering is an eight time award winner of “Best of the Knot”, including numerous events in St Paul
- Blaine / Northeast Metro Shortage of Venue Locations
 - Fastest growing Minnesota zip is 55449
 - Losing venues to Minneapolis/St Paul
 - Events include weddings, corporate meetings, celebration of life, graduations, birthday parties, sports team celebrations and more
- Noise / Smoking
 - Closes at 12pm versus a 2am restaurant/bar close
 - Less noise / wouldn't be 7 days a week
- Better for Community
 - Green Mill will be the preferred caterer, along with four other Blaine restaurants to be determined
 - Events will drive traffic and profits for Blaine businesses – specifically, florists, hotels, bakeries, music and DJ's and more. Venue will bring hundreds of people each week to Blaine to experience our city. For families of weddings, in addition to Blaine hotels, they would also visit Blaine eating establishments.
- Parking Considerations
 - For example, I have 150 spots of parking at Green Mill. Many customers drive from work for Happy Hour and are typically one person per car.
 - The Venue would typically bring multiple people per vehicle, resulting in requiring less parking spots as opposed to a restaurant.
 - If a restaurant were to go into the complex – if it would be successful, parking would be an issue for the other tenants of the complex. If the restaurant wouldn't be successful, parking would not be an issue for the other tenants – but the restaurant would subsequently fold.
- Limited Outdoor Dining/Socializing Patio
 - Would only be accessed an average of two days per week, as opposed to a restaurant seven days.
 - The patio space being requested would be a restaurant request as well.
- Impaired Driving
 - Again, venue would be used for weddings only an average of two days per week.
 - Typically, weddings have more designated drivers, as opposed to a restaurant/bar. Families arrange for drivers to and from the venue.
- Photos of Other Successful Venues – Hutton House, Quincy Hall and Muse
 - Exquisite Receptions would bring people, as well as revenue, to Blaine – ultimately helping to promote our city. The venue would promote existing businesses by the people it would bring to Blaine. These include hotels, restaurants, florists, hair designers, nail salons, as well as family activities and local shopping. The venue may also drive new businesses to start up from the demand it would potentially bring.
 - See photos on following page

