



January 2023

Re: **Axe Attack Determination Letter**

To Whom It May Concern:

My name is Mohamad Ibrahim, and I have been a Beaumont resident for over 15 years. During this time, I've had the opportunity to see this great city develop in extraordinary ways, and I'd like to be a part of its growth and success.

Being a dad to two rambunctious boys, we always look for activities to do as a family and with friends. Currently, Beaumont is limited in family-friendly options. Families are going to Redlands or further to have a quality time outing together. My goal is to open a business where families, and people of all ages, have some fun and blow off steam. I propose opening a small business in Beaumont: Axe Attack.

At Axe Attack, guests will throw axes at targets in a contained and safe space. As guests walk into Axe Attack, they will be greeted by the sound of music, a full bar, and friendly staff members. The informative and helpful employees will walk customers through appropriate safety protocols and procedures, along with the signing of a waiver to ensure guests are comfortable and confident in participating in axe throwing. Patrons will then be assigned a designated axe-throwing lane. With safety being the number one priority, staff members will lead guests to their lane, and once again go over protocols and rules for a fun and safe experience. In addition, staff will be continuously monitoring the caged lanes, ensuring patrons are following safety rules and having a good time.

A business like Axe Attack is not currently listed in the zoning codes but could make a great addition to the community. Axe Attack would be a great, safe, and fun place for the youth and adults of Beaumont. For children under the age of ten, velcro axe throwing lanes and a mini arcade will be available, it truly would be fun for all ages. Theme days will also be incorporated into the business to immerse the patrons in a unique experience. Cosmic Night is just one example. Customers will be surrounded by backlight lanes with fluorescent colors complete with a live DJ.

Axe Attack will not only be a place where small groups can come in and enjoy axe throwing, but the business will also be open to private events such as birthdays or company outings. This potential business would be an amazing experience for the residents of Beaumont and add to the city's growing economy.

Sincerely,

Mohamad Ibrahim

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