

Case No. 19UR004

Legal Description:

Lot 17 thru 18 and the north 55 feet of Lots 19 and 21 of Block 84 of Original Town of Rapid City, located in Section 1, T1N, R7E, BHM, Rapid City, Pennington County, South Dakota

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RAPID CITY DEPARTMENT OF
COMMUNITY DEVELOPMENT



Overclock Lounge
632 ½ Saint Joseph Street
Rapid City SD 57701
605-858-1557

February 22, 2019

To the members of the Community Planning and Development Committee,

Overclock Lounge is a hub for the competitive gaming community of Rapid City and the surrounding area. Competitive gaming, more commonly known as eSports, is a fast-growing industry that currently has over 167 million viewers monthly (according to Goldman Sachs) and is expected to be a \$3 billion industry by 2022. eSports competitions have been popular in Rapid City for the past decade but hosting space for these events has been an obstacle in the community's development. Overclock Lounge is capable of hosting these events to develop the local gaming community as well as encourage regional teams and fans to visit our city.

In addition to competitive gaming culture, we also look forward to providing a space to try out new games and technology such as virtual reality (VR) consoles. Older consoles will also be available for the large community of nostalgic gamers in our city.

Our target market is between the ages of 21-40, so we are applying for a beer and wine license. Many of our customers will be spectators, similar to physical sports events like football, basketball and hockey events, and just like at these events people love to watch the match with a beverage in hand. In addition to this, many gamers appreciate having a glass of

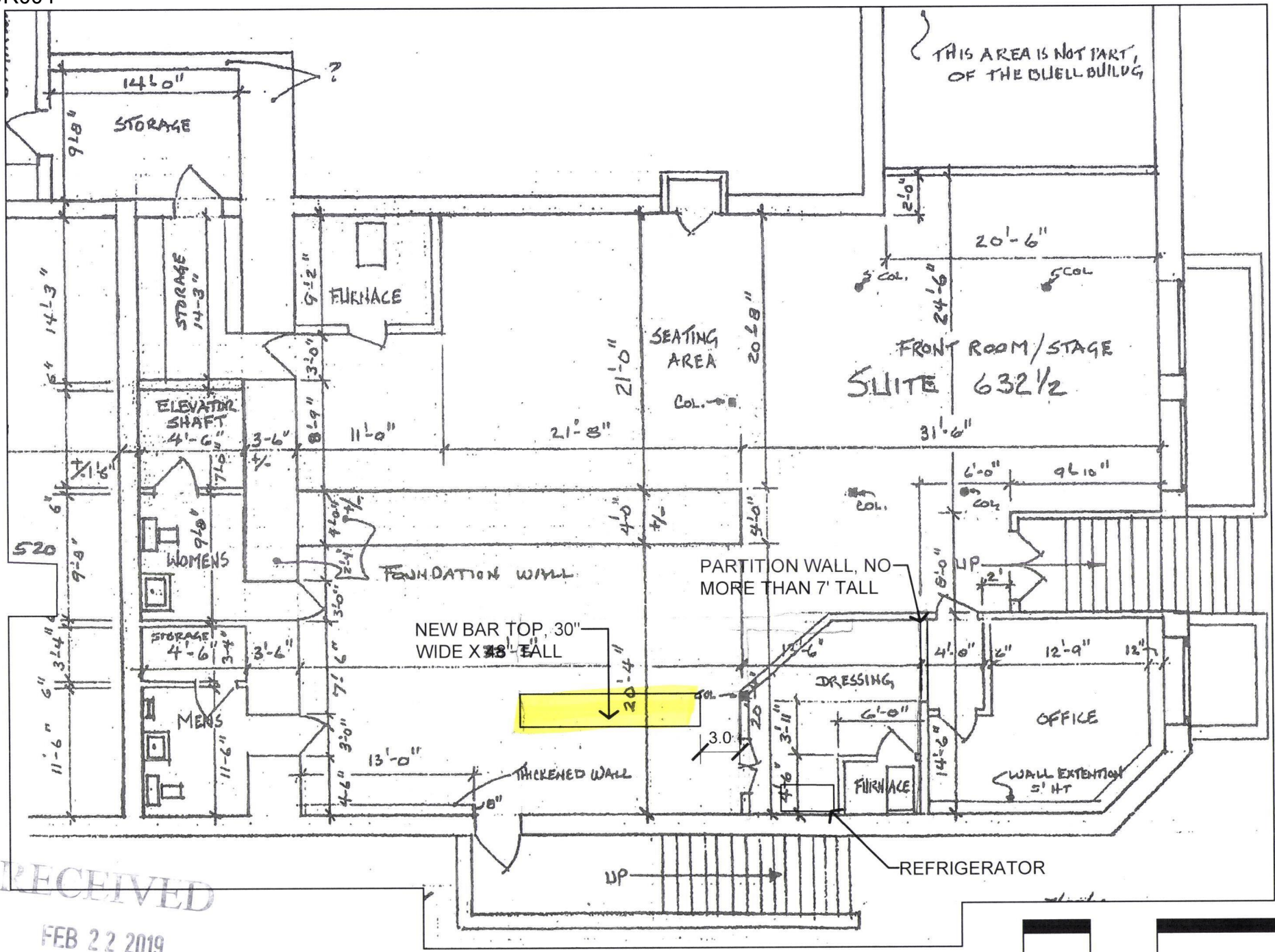
beer/wine/mead while they relax and play casual games with friends. As for the gamers who prefer to keep a clear head for competition, we will also be serving energy drinks, coffee and mixed soda-based drinks along with light snacks. Hours of operation will be 7 days a week from noon until 2am.

Our excitement for this business is bolstered daily by the reception we have received from the Rapid City community. Everyone we've met either knows a passionate gamer or is intensely interested themselves. We very much look forward to providing a home-away-from-home for the gaming community of Rapid City.

Thank you for your consideration of our Conditional Use Permit.

Sincerely,

Overclock Lounge

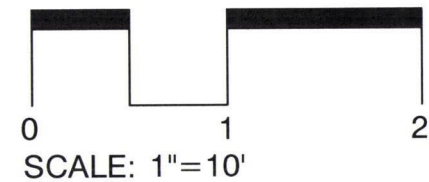


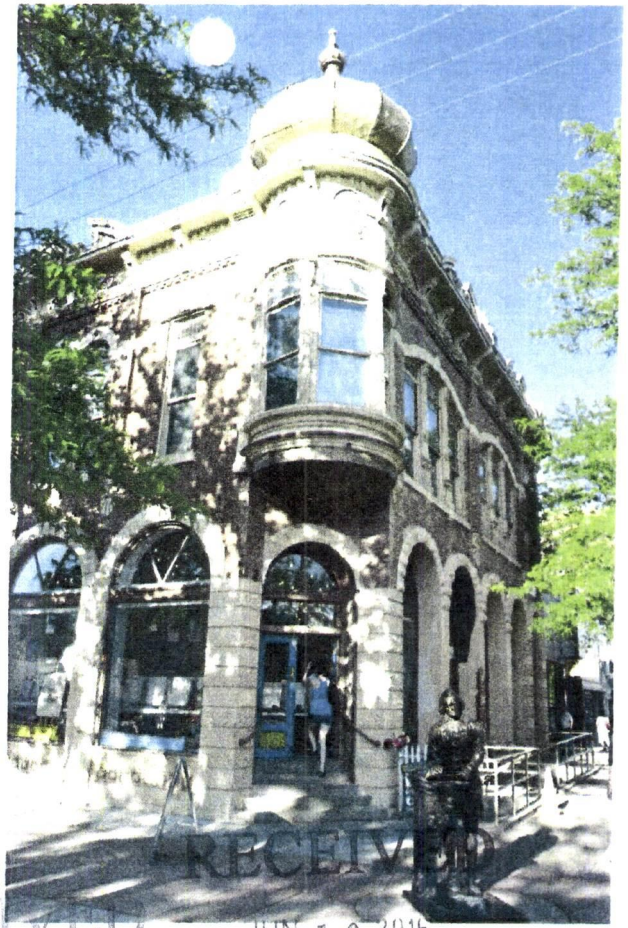
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OVERCLOCK LOUNGE FOOTPRINT





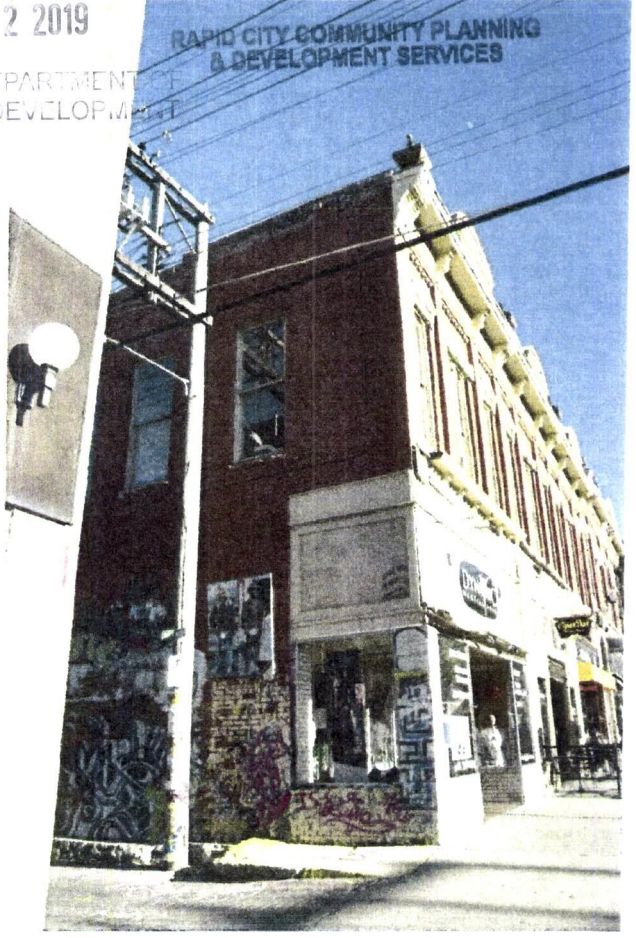
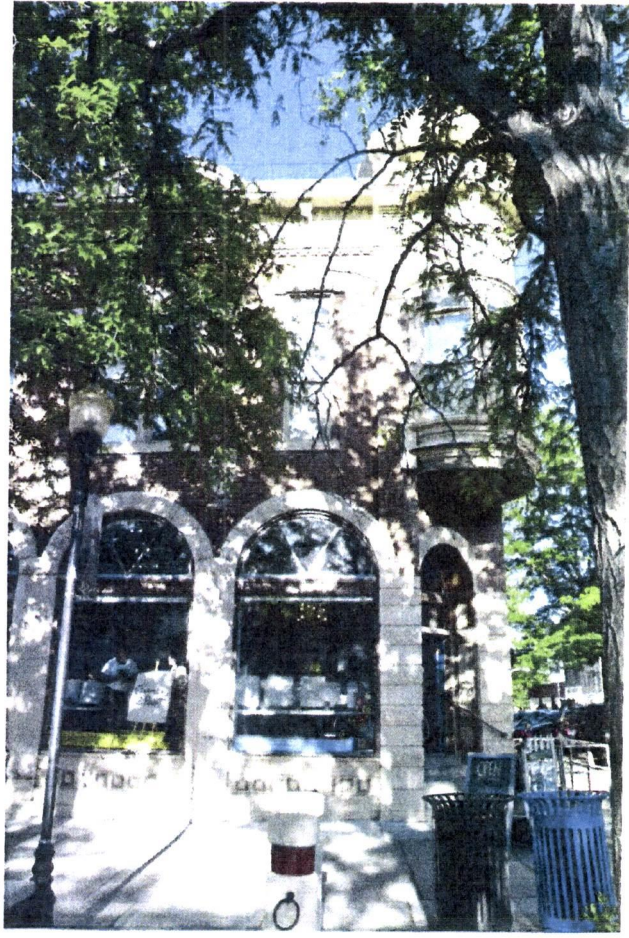
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