



December 16, 2013

Dear Mayor and Members of the City Council,

I want to start by introducing myself and our business. My name is Stan Finch, president of **Muse**—a concept that combines art instruction classes with light food, beer, and wine. We have two existing locations in Manchester, NH and West Hartford, CT. We host 5-15 paint sessions per week—largely from 6-9 PM and on weekends—during which instructors will help customers turn a blank canvas into their own work of art to frame and bring home. Classes last 2-3 hours and host 30-50 people. We serve food, New England beers, and a variety of wines while customers paint. We also plan to host youth birthday parties and summer camps.

Additionally, we sell art painted by our art instructors and other local artists. We hope to leverage our customer base to become a helpful distribution channel for local artists in the Portland area. We plan to also form several partnerships with other Portland businesses/groups including: i) local sourcing, ii) philanthropic relationships with community art programs, and iii) the inclusion of local artists in our painting curriculum.

Although consuming alcohol is not the primary reason our customers attend our paint sessions, we believe that offering a small selection of these beverages will enhance their experience and create a more relaxing and creative atmosphere. We hope to reassure you, however, that our store will not be a detriment to the Portland community. On the contrary, we believe we will be able to make positive contributions not only to our customers, but also to the local business and art community.

To this end, I would like to emphasize a few points about our business:

- In our existing studios, customers consume 1.2 drinks on average, and are much more excited about the painting aspect of our sessions than about the consumption of alcohol.
- Our customer base is 25-55 year olds—90% women—most of whom have families. Given this demographic and our standard closing time of 9-10:30 PM, we have not caused additional headaches for local authorities in existing locations, and we anticipate the same to hold true in Portland.
- We will also be serving our food menu whenever we are serving alcohol. Food will be available starting around 30 minutes before our classes begin.

We are excited to create a lasting business in Portland. We have signed a lease at 245 Commercial St. that begins in January, and we are hoping to move efficiently through all of the approval processes.

If you have any questions about our business, please do not hesitate to contact me directly at 617.775.2958 or [stan@musepaintbar.com](mailto:stan@musepaintbar.com). Thank you for your consideration and we look forward to hearing from you.

Sincerely,

*Stan Finch*

Stan Finch  
President and Co-Founder  
Muse Paintbar