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DEC 15 2009
CITY OF LAS VEGAS
PLANNING & DEVELOPMENT

Planning & Development Department
City of Las Vegas
731 S. 4th Street
Las Vegas, NV 89101

Re: Justification letter for Conditional Use Permit for a Massage Envy Spa franchise to be located at 5643 Centennial Center Blvd #135 Las Vegas, NV.

To Whom It May Concern:

Massage Envy Spa is a new and exciting franchise opportunity delivering wholesome therapeutic massage on a professional, convenient and affordable basis to "main stream" America. Started in Scottsdale, Arizona in late 2001, Massage Envy is a membership based massage franchise wherein our clients can become "members" for monthly dues of $59/mo (which includes their first one hour therapeutic massage/facial session), and then as members the ability to receive additional massages/facials each month for the super low price of just $39 per one hour session.

The Scottsdale based Franchisor, Massage Envy Ltd., has to date sold "regional development franchise" rights in 33 of 50 major markets across the country - with each region able to support some 20 to 40 clinics. We currently have 17 clinics open in the Phoenix area 9 located throughout Las Vegas/Henderson. Additionally, over 600 Massage Envy clinics are now open in Seattle, Portland, Denver, Houston, Sacramento, Atlanta, Tampa, Los Angeles – and many other cities across America!

Professional - Each Massage Envy clinic hires only fully licensed, insured and certified massage therapists/estheticians who are *employees* with access to health insurance and who are covered by worker's compensation insurance. Each clinic is 2,000 – 3,600 sq. ft. in size, containing 8-15 therapeutic massage treatment rooms, a lobby with front desk, 1 or 2 business offices, 2 restrooms, a "quiet room", a storage room for linens and lotions, and a break room for the therapists. All interior tenant improvements are completed in accordance with strict franchise design standards consisting of high quality, elegant and tasteful materials and décor giving the clinics a consistently professional image.

Convenient – For the convenience of client's, Massage Envy clinics are located in high quality regional and neighborhood retail shopping centers, and are open 7 days a week for 88 hours as follows; 8:00 am – 10:00 pm Monday – Friday; 8:00 am – 8:00 pm Saturday; and 10:00 am – 8:00 pm Sunday. Each monthly dues payment pre-pays for a monthly 1-hour massage session (which includes 50 minutes of hands-on body work and allows 10 minutes for dressing, checking in, and consultation with the therapist.) Prepaid massages which are not redeemed during the month roll over to subsequent months. Clients may sign up for membership at any Massage Envy location, and enjoy membership privileges at any of the Massage Envy clinics across the country. With numerous hours of operation, numerous rooms and therapists at each location, and numerous clinics in each market – each located in highly accessible retail strip centers - Massage Envy has made it extremely convenient to get a wholesome therapeutic massage or facial – when the client needs one!

Affordable – Massage Envy has based its business around a membership model, much like the health and fitness clubs. By having the commitment from our members of guaranteed massages on a monthly basis, we are able to offer extremely affordable prices – often less than half the cost of other massage establishments. Membership programs range from 3 to 12 months in duration and dues are just $59.00/month. One full body hour long massage session is included with the monthly membership dues and additional massages are just $39.00 each!

Wholesome – Perhaps more than anything else, Massage Envy prides itself in establishing and maintaining the highest standards of cleanliness, decency, morality and wholesomeness in our clinics. Each location is maintained to the highest standards of cleanliness and sanitation is a continual area of focus. We have a strictly zero tolerance policy relative to any inappropriate, immoral, illegal or unwholesome behavior from either our

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therapists or customers and immediately report to law enforcement agencies, any such activity on those rare occasions when it may surface.

This rest of this letter will attempt to address all aspects of the justification letter as requested in the "Conditional Use Permit Checklist".

- # of employees

Massage Envy Spa will employ approx 16 state licensed Massage Therapist and 4 front staff employees

- Hours of operations

Mon-Fri 8am-10pm, Sat 8am-8pm and Sun 10am-8pm

- Any existing similar uses owned or operated by the applicant and their location

Aposseadesse II, LLC dba Massage Envy Spa 7140 N. Durango Drive #140 Las Vegas, NV 89149

- Any required state licenses specific to the use requested- NA

- We are requesting the use be allowed within zero feet of parcels zoned for residential use

- We are requesting the hours of operations be extended to 10 pm; instead of, 9 pm.

Attached to this letter the Site plan and floor plan. We hope you will accept this submission and grant a conditional use permit. Please feel free to call me at 702-743-3726 for any additional information or questions.

Sincerely,

Franchesta Marbury-Hammonds
Franchisee owner
Massage Envy Spa–

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