

DOLLAR LOAN CENTER

dontbebroke.com

September 19, 2013

City of Las Vegas
Department of Planning
333 N. Rancho Drive
Las Vegas, NV 89106

RE: Justification Letter for Dollar Loan Center to amend our current SUP at 3051 N. Rainbow Blvd. Las Vegas, NV 89108

Dear City of Las Vegas Department of Planning Representative,

Dollar Loan Center seeks to change the current SUP for 3051 N. Rainbow Blvd. in order to add Auto Title loan services to our company profile. There will be no vehicle storage at this property and vehicles are not kept as collateral. We are proud of our long standing history of doing business in the City of Las Vegas along with helping to bring jobs and revenue to the City and its residents. Dollar Loan Center also has a proven track record as an excellent community partner throughout Southern Nevada. We routinely provide financial support to several community charities with notable emphasis on the annual support of local efforts by Opportunity Village and the Henderson Little League.

In addition to being a strong community partner, Dollar Loan Center has taken great pride in being a first-rate employer for over 13 years in the Las Vegas area. We were most recently acknowledged by Vegas, Inc. in their 2012 edition of Southern Nevada's "Best Places to Work" as one of the top 3 "Best Places to Work" in Southern Nevada. More important than being acknowledged, we believe being a good employer is just the right thing to do and you can be assured that Dollar Loan Center will provide City of Las Vegas residents a great place to work.

Property Specifics

- Property Address: 3051 N. Rainbow Blvd.
- Current Zoning of property falls under the C-1 (Limited Commercial District) zoning code.
- Square Footage of the suite is 2,469 square feet.
- Basic Description: Property has been used by Dollar Loan Center since 03-01-2005.
- This property does not meet distance requirements for Residential separation and will need a waiver.
- This location currently conducts business with 9 employees and continues to grow.
- Hours of operation are Mon – Fri 9am to 7pm, Sat 9am to 4pm and closed Sundays.
- Dollar Loan Center currently has 4 locations licensed by the City of Las Vegas.
 - 6122 W. Sahara Ave. Lic# N02-00003-I-097163
 - 280 S. Decatur Blvd. Lic# N02-00004-I-136684
 - 625 N. Lamb Blvd. Lic# N02-00020-K-145326
 - 3051 N. Rainbow Blvd. Lic# N02-00028-I-089175
- Dollar Loan Center currently has a state license for the location and will be approved to do Auto Title loans under NRS604A once the City of Las Vegas approves the change.

8860 W Sunset Road ~ Las Vegas, Nevada 89148

PRJ-51210
10/24/13

SUP-51776

Justification for waiver of residential distance requirements

The proposed location is in an established commercial shopping center zoned as C-1. Directly to the South of the location at 0' separation is an established apartment community; this does not meet the 200' distance separation. The community existed during the initial approval to conduct business.

The current location is currently located 0' from a like company and does not meet the 1000' distance separation requirement. A waiver will be required to obtain the SUP.

We do not feel the addition of Auto Title loans to our existing location will have a negative impact to the surrounding area. This will allow Dollar Loan Center to create more jobs in the area and help to provide a service to the community.

Anticipated Impact on Traffic Conditions, Surrounding Neighborhood, and General Public

Our customers will park, enter our store, make their transaction and depart. The impact on traffic will not cause a significant change to the current daily activity.

Our stores are clean and professional in appearance and great emphasis is placed on customer service and staff professionalism. Dollar Loan Centers are similar in product to a CitiFinancial and are often described by our customers as a "mini Wells Fargo." The hours of operation will stay within the city regulated times. Based on our hours, clientele, and the services and consumer choice we provide, we anticipate only positive benefits to the surrounding neighborhood. As a matter of providing additional clarity into our product we find it important to communicate that Dollar Loan Center does not engage in check cashing, payday lending, pawn services, or Western Union money transfers. Our rates are well below that of a payday lender and most often less than half. Dollar Loan Center offers an important consumer value and choice in the financial services sector.

Anticipated time table for all construction and improvements

There will be no need for any construction on this property with the addition of Auto Title loan services.

Thank you in advance for taking time to review our request and we look forward to working with the City. Dollar Loan Center always looks forward to bringing new jobs and financial services to Las Vegas.

Sincerely,



Dave Galyen

National Director of Facilities Technology, and Security

PRJ-51210
10/24/13