



January 14, 2013

City of Las Vegas Nevada
Department of Planning
333 North Rancho – 3rd Floor
Las Vegas NV 89106

RE: C-A-L Ranch Store Located at 232 N. Jones Blvd., Las Vegas NV 89107 –
Special Use Permit for Outdoor Display and Sales Area

To Whom It May Concern,

C-A-L Ranch Stores is a chain of retail stores founded in 1959 in Idaho Falls Idaho. We currently operate in Idaho, Utah, Nevada and Arizona. Now, after 54 years of business, we are happy to open our 20th store located in Las Vegas.

C-A-L Ranch Stores appeals to consumers who live the Farm, Ranch and Western lifestyle. Our mix of merchandise includes ranch and farm supplies, livestock, equine, pet feed and accessories, work & western apparel and footwear as well as shop equipment, tools, hardware, lawn & garden supplies, and outdoor sporting goods.

One of the great ways that we draw customers into our stores is by displaying some of the more bulky merchandise that is difficult to display inside, outside, in a fenced in area. In the case of our new Las Vegas store, we plan to have this area located in the southeast corner of our parking lot. In this outdoor display and sales area we will have fencing panels, lawn and garden tools and equipment, animal kennels, livestock water tanks, feed equipment and so on.

This area is monitored by our staff and remains locked unless there is an employee accompanying a customer. We make a point of keeping it neat and orderly at all times and have had great success from this marketing method.

Thank you for your consideration

Sincerely,

Kevin Bell
C-A-L Ranch Stores

SUP-48168

