

RAS Ethiopian Restaurant & Lounge LLC
2516 West 7th Street
Saint Paul, MN 55116
651-278-0383

The purpose of this memorandum is to set forth *RAS Ethiopian Restaurant & Lounge's* expansion of its current bar and restaurant business by offering customers the opportunity to participate in American and Ethiopian Karaoke, Ethiopian Cultural Music Shows/Dance/Plays, and Singing and Song Writing. The mission of RAS is to continue to provide its customers with the finest Ethiopian and American cuisines. RAS wishes add entertainment (Karaoke) to enhance the dining experience for its customers.

Business Expansion Plan and Operational Goals

RAS intends to operate its current business (bar and restaurant) and merely add American and Ethiopian Karaoke, Ethiopian Cultural Music Shows/Dance/Plays, and Singing and Song Writing to enhance its customers' dining experience. There are many Ethiopians who live near RAS. Many of these customers walk to the restaurant.

Petition Process: To assure the harmonious addition of American and Ethiopian Karaoke, Ethiopian Cultural Music Shows/Dance/Plays, and Singing and Song Writing, RAS sought the support of neighbors who may be affected by the issuance of an Entertainment B license. Several property owners nearby have signed a petition in support of the issuance of an Entertainment B license to RAS.

The type of entertainment RAS will offer to its customers will be American and Ethiopian Karaoke, Ethiopian Cultural Music Shows/Dance/Plays, and Singing and Song Writing.

The entertainment will take place on a stage near the bar area of the building. Attached is a floor plan of the restaurant and where the stage is located. On Fridays, RAS intends to offer American Karaoke from 9:00 p.m. until 1:00 a.m. and on Saturdays, RAS will offer Ethiopian Karaoke, Ethiopian Cultural Music Shows/Dance/Plays from 9:00 p.m. until 1:00 a.m.

RAS has a plan to offer Ethiopian Cultural Dance and Ethiopian Cultural coffee ceremony and dance, at least once a month on Saturdays, during the daytime. One of the goals is to assist local American parents who have adopted children from Ethiopia to help enrich their lives with their cultural origins while they assimilate into American lifestyle. Attached are pictures of an Ethiopian Cultural coffee ceremony and dance.

RAS's goal is to attract new customers. Some of them are American parents who have adopted children from Ethiopia. A few of these local American parents have asked RAS to expand its business by adding Ethiopian cultural events at RAS's facility. RAS intends to do this to preserve Ethiopian cultural and teach these kids through Art about their heritage.

The current customer base is a mix of races and ages; however, the majority of clients are Ethiopian. For example, the age group is from 25 to 65. RAS intends to expand its current

customers by advertising and focusing on American Karaoke on Friday evenings while at the same time promoting its ethnic cuisine. RAS anticipates servicing about 1-10 new customers on an average per week. The age of these new customers will be from age 35 to 65 years old. RAS's mission is to give the customers a perfect venue for a Friday evening of enjoyment and to offer a venue for small birthday parties, corporate get-togethers, and bachelor/bachelorette parties. Our huge song list features over thousands of American and Ethiopian songs.


Karaoke is an exciting way to have fun with friends and family and is great location to meet new people. The Highland Park area of West 7th Street has evolved in the past ten years by adding many new housing units. Many of the residents of the Gateway development walk to RAS now to enjoy Ethiopian food. Many of these residents have approached us and asked RAS to expand by adding a fun form of entertainment, i.e., Karaoke.

Security: To ensure a safe environment for the community, employees, and customers, and most of surrounding neighbors, RAS intends to hire professional security officers, e.g., experienced bouncers, off-duty officers and/or military trained individuals.

RAS intends to maintain the sound levels and crowd levels by complying with city ordinances. One measure is to enforce RAS's internal policy of keeping the front door of the business unlocked but closed for sound issues while entertainment is happening and RAS intends to divert patrons to enter through the back of the building during entertainment hours. This is to ensure neighboring property owners are not adversely affected by noise.

RAS Ethiopian Restaurant & Lounge LLC

By Its: Owner


Zinash Amde