



Hive Social

4416 Jaime Zapata Memorial Highway

Laredo, TX 78043

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Applicant: Laredo Entertainment Group LLC dba Hive Social

Date: November 14, 2023

Submitted by: James L Gonzalez

Title: Managing partner

Laredo Entertainment Group LLC (“**LEG**”) dba Hive Social (“**Hive Social**” or “**The Hive**”) is seeking the City’s approval on our plan to convert 4416 Jaime Zapata Hwy from a self-service carwash into Hive Social, which is **a full-service bar (for which Hive is seeking this CUP)**, featuring family-oriented food and fun for all Laredoans. It’s an area experiencing new developments, rising home values, and increasing population growth, yet it lacks entertainment and dining options. Hive Social goal is to become the entertainment “anchor” to the new 359, and a brighter and better Central Laredo (The *CeLa district?*). This would be reinforced with a forthcoming development from partners of Hive Social, albeit under a different entity, down the road called Las Vistas.

As mentioned at the onset of this application, this location has long been a self-service carwash that has been owned and operated by Gonzalez Auto Parts Ltd. (“**GAP**”). I am majority owner and Managing Partner of both GAP and 7 Flags Holdings LLC (“**7 Flags**”), Hive Social’s landlord. The concept for Hive Social is to create an enclosed oasis that melds food trucks with a playground and dedicated area for youth and lawn game area for adults, along with music, including live music in the future, **and a full - service bar (for which Hive is seeking this CUP)**. Both the stage and bar would feature “containerized” (i.e. adapted from shipping containers) designs.

LEG aims to employ 6 to 9 full and part-time staff, apart from a dedicated security in the evenings. As part of G&R STX Inc., the parent company of GAP, 7 Flags, and others, staff employed by LEG will benefit not only from pay rates in-line, or above, industry standard, but also access to high-quality, employer sponsored and subsidized health care coverage for as little as \$49.95/mo. As a family-oriented business, all staff at LEG, as those at my other companies, are subject to background checks and regular randomized drug screening. Both measures are undertaken to ensure the safety of our patrons and other staff.

Parking at Hive Social will be accommodated via a mix of 12 dedicated spots for Hive Social, as seen in the Site Plan we submitted as part of this application, along with sharing an additional 15 spots located at the GAP adjacent to Hive Social. While our hours of operation (listed below) do overlap with those of GAP, most of our business will occur after 7pm, at which time GAP is beginning to close.

Anticipated hours of operation

Day(s)	Hours
Wednesday, Thursday, Sunday	11:00 am – 11:00 pm
Friday, Saturday	11:00 am – 1:00 am