

From: [Robin Davies](#)
To: [Julie Patterson-Hunter](#)
Cc: [Brian Foss](#); [Alison Lehman](#); [Dan Miller](#)
Subject: RE: Letter To The Board of Supervisors
Date: Monday, October 12, 2020 10:55:34 AM

CAUTION: This email originated from outside of County of Nevada email system. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Ms. Patterson-Hunter,

Please see the email below received from Jerry Cirino of Cirino's at Main Street for submission in support of the changes to the Nevada County Outdoor Event Ordinance.

Warmest Regards,

Robin

**Robin Galvan-Davies
CEO, Greater Grass Valley Chamber of Commerce
Executive Director, Grass Valley Visitors Center
128 East Main Street, Grass Valley CA 95945**

[www.grassvalleychamber.com](#)

----- Original message -----

From: [REDACTED]
Date: 10/11/20 5:48 PM (GMT-08:00)
To: rdavies@grassvalleychamber.com
Subject: Letter to the Board of Supervisors

Dear Board of Supervisors,

My name is Jerry Cirino. I have owned and operated various restaurant venues in Nevada County for the past 37 years. As you know, the restaurant business is a low profit enterprise. To be successful in this industry, one must adhere to strict monetary controls and constant fiscal oversight of financials. Numbers don't lie and we live and die by them. I would like to share the following with you.

Cirino's at Main Street in Grass Valley increased its annual gross sales by 9.7% for 10 consecutive years. We have only experienced two downturns in our 17 years of operation in Grass Valley. One of course, was the 2007 and 08 recession and the other was after 2014 when the wedding industry in Nevada County was disrupted. This is absolute fact backed up by 37 years of P&Ls.

I do not need to explain that the dollars lost to Nevada County businesses and their staffs, created by the loss of the wedding industry, affected a wide range of businesses from hair salons, clothing outlets, gas stations, hotels and motels, grocery stores, florist, stationary stores and of course restaurants just to name a few.

Residually, and often forgotten, weddings were an extremely economical advertising tool, simply because many of the guest that arrived from out of the area are experiencing for the first time our beautiful county and many vowing to return. I personally, know this to be true.

Please, governing and making decisions for the benefit of others is a difficult job. I ask you to reconsider your past decision and allow an important and viable portion of our hospitality industry to flourish. Also, the return of outdoor wedding venues will help a great deal to heal the current economic destruction created by the corona virus. Thank you for listening.

Kind Regards,
Jerry Cirino

Cirino's at Main Street, Inc. Cirino's Bloody Mary Mix

