

To: Sgt. Cuong Phan
Community Services Unit, Santa Clara Police Department

October 17, 2019

Bay Spa + Health Center & community quality of living

Silicon Valley life style is somewhat stressful. Life in Silicon Valley is driven by fast changing technology trends of world leading companies in this area. These companies with world-wide trades and activities demand people in this area work outside 9-5 traditional working hours. Engineers and related other workers in Silicon Valley are working day and night dealing with business all over the world. They work at any place and any time based on their business needs. Even though this work environment is highly efficient, it causes significant fatigue and stress to the people in this area. Bay Spa + Health Center is oriented to providing **high quality health-oriented facility for them to use in order to rejuvenate from their fatigue and stress.**

Bay Spa + Health Center is totally different from other Spas around this area.

Existing Spas around this area are mostly 1,000-2,000 sf in size with several rooms. They don't have any health facility/amenities. Current Spa business model is concentrated in providing "person to person" service to their customers.

Bay Spa + Health Center is totally different in **that it is a "facility" usage oriented**, not "person to person" service oriented. **Like people go and use fitness machine at fitness center, our customers come to our place to use our facility for their health and wellness.**

In order to install all high quality amenities for customers to use, our business is **much larger in size**. Our business is about 15,000 sf, not like other small spas in this area. Our business is clean and quiet while providing high quality experience of relaxation, recovery, and rejuvenation.

Followings are **facility/amenities** description which most **other Spa businesses do not have**.

- Our facility includes area completely separated and segregated for each gender.
 - Hot and cold pools
 - Shower facilities
 - Dry and wet saunas
 - Locker room
 - Vanity room with resting area
- It also includes followings for our "common area"
 - Warm floors
 - Resting (lounge) areas with sofa and chairs
 - Working center (work station) with office desks, chairs, and Wi-Fi connection
 - Light meal (snack) and beverage (no alcohol) area.
 - The traditional Korean "Jimjilbang," which provides an Asian style proven-health/healing system which are very popular in all over the US, especially in LA

Bay Spa + Health Center experience will allow a body to relax and release toxins, enhancing body's self-healing abilities. Our customers can simply enjoy a relaxing family outing at the resting (lounge) areas. With the unique Silicon Valley business culture of working day and night, engineers and other workers can come to our spa at any time to release their stress while they can attend to their business by taking advantage of our business center area, if necessary.

Bay Spa + Health Center 24 hour in providing community welfare

As previously mentioned, with flexible and irregular work schedule, and high intensity of the works, the fatigue and stress is constantly occurring. People need to release the stress and recover from fatigue constantly. Those demands do not necessarily follow common business hours. Rather, the demand of this healing occurs constantly any time before works, during works, and after works. **Thus, the customers' request for using health facility like ours is day and night. Because people use our facility based on their demand, and the demand from their stress and fatigue is constant, our customers come to use our facility day and night. For this reason, there are many large 24 hour Spa facilities with our business model in LA and all over the US since long time ago.**

In addition, many people already had our Jimjilbang style experiences due to their Korea and Asia trips. **Those people in this area who are already familiar with the culture of Korean Jimjilbang, requires 24 hour usage because the usage in late night and early in the morning is in their culture.** In this Jimjilbang culture, after everything is done, they want to sweat out and take a short rest in late night before they go home for a good sleep. And they also want to sweat out and refresh themselves in the very early morning to prepare their daily works. Thus, **“any time” access is very critical to many people for their health and wellness.** We believe it is very important to provide anytime access to our customers to use the facility and provide opportunity to release their stress and work as needed. Providing those in need with a 24-hour open facility in this community will greatly benefit many residents, visitors, and workers in the area.

Neither noise nor crime concerns

In order for neighborhoods and communities to prosper, it is paramount that we provide quiet, clean business in safe environment. All of our amenities are **indoors** and it is very important for us to control the noise level so everyone can enjoy the facility. **Because the noise control is our focal point for our customers' wellbeing** where they can truly relax and/or detox, we will constantly strive to reduce any noises for our customers.

We intend to employ 4-6 full-time employees as well as 2-4 part-time at any given time of the day or night. Our staffs will be professionally trained to provide best personal relaxing experience to our customers at any time with our facility.

Thus, the noise coming from our inside facility will not be an issue.

In addition, our neighbors do not have to be concerned with any possible **outside** noises due to the facts as follows.

- Our customers **come and go expecting quiet environment with reasonable privacy** in using our facility for his or her wellness. **Our business model is based on this sustained quietness.**
- Their main motive is to rejuvenating, not social gathering in and out of our facility. **They don't stay outside our facility before, during, and after usage.**
- Our customers are required to check-in at the front reception, after that, **they are not allowed to go outside until they check-out.**
- **Most of our customers come to our place mostly as an individual.** Our customers do not come as group other than family member of 2-3 people.

- **Our staff will be available 24 hours to monitor** any noise, security, or any other potential issues.
- We provide **controlled access and secured premises**.

Comparison with 24 Hr. fitness operations in this area

We are similar in that our customers just come and go like they come and go using 24 hour fitness center facility. Like 24 Hr. fitness, **minors are not accessible to our facility unless they are accompanied by their parents or other adult guardians**.

However, unlike 24 Hr. fitness, our business has **neither crowded parking nor noise issue**.

- Compared to the daily usage of 24 Hr. fitness, which is **several thousand persons**, our daily usage is only **a couple of hundreds in total**.
- **Unlike 24 Hr. fitness, teen-age juveniles are not our customers. As mentioned above, at any time, minors, including teens, are not allowed unless they accompanied by adult parent. And in any case, any minors must check-out our facility by 9PM.** Teen agers don't feel any necessity to deal with chronic fatigue or stress. There is no attractions, such as alcohol, music, foods, or other amusements, to induce their gatherings to our facility. Thus, they don't come to our facility unless they come with their parent to spend family time. Most all of our customers are age 30 and above working adults.
- Our customer experience will fundamentally different from what one can get by going to a **"crowded" 24-hour fitness center** where he or she can only exercise or sweat out in a dry or steam sauna. Our facility provides more comfortable space to be shared for each and every **facility with quiet and cleanly controlled environment**. To achieve this goal of cleanly controlled environment, our business will plan to control the maximum number of people using our facility. Thus, **the customers come and go evenly throughout the day and night** without causing any foot traffic or noise issue.

Proper clothing and other safety rules will be enforced without exception.

Bay Spa + Health Center is geared towards quality living of engineers, other local workers, and family members of this community. To enhance quality control standard, we enforce following **uniform** policy. While our customers are in the rest (lounge) areas, snack room, business center and all other public areas which are open to our clients as "common areas", **they must be properly clothed by the uniforms (shirts and shorts) furnished by us when they enter our facility**.

We believe our modern facility for health and wellness of people will bring business diversity to the neighborhood and one of a kind destination facility in Silicon Valley.

Bay Spa + Health Center will be an asset to our community.

If you have any questions please feel free to contact us.
Sincerely,

Hak Lee
Bay Spa + Health Center