




- ▶ UP25-0285 Permit Amendment Request
- ▶ Operational Alignment & Sustainability

# SOUTHERN COMFORT RESTAURANT & LOUNGE

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- ▶ Operating responsibly and in compliance
  - ▶ Committed to safety and cooperation
  - ▶ Request aligns permit with operations

# INTRODUCTION





- Locally owned and operated restaurant, event space and lounge

- Serving the Hampton community with quality dining and live entertainment

- Known for professionalism, compliance, and strong neighborhood relationships

Has been operating until 2am since we opened in 2021



## ABOUT US

# How Southern Comfort Restaurant Strengthens Hampton



Provides 40 + local jobs during full operation.

Sources from local Hampton vendors & regional distributors.

Venue for City events such as "Hope After Dark" (2yrs), corporate events & community fundraisers.

Safe, controlled nightlife managed with DCJS licensed security and Hampton Police Departments coordination.

Annual charitable giving — feeding local shelters and families in need.

Member of Virginia Peninsula Chamber of Commerce

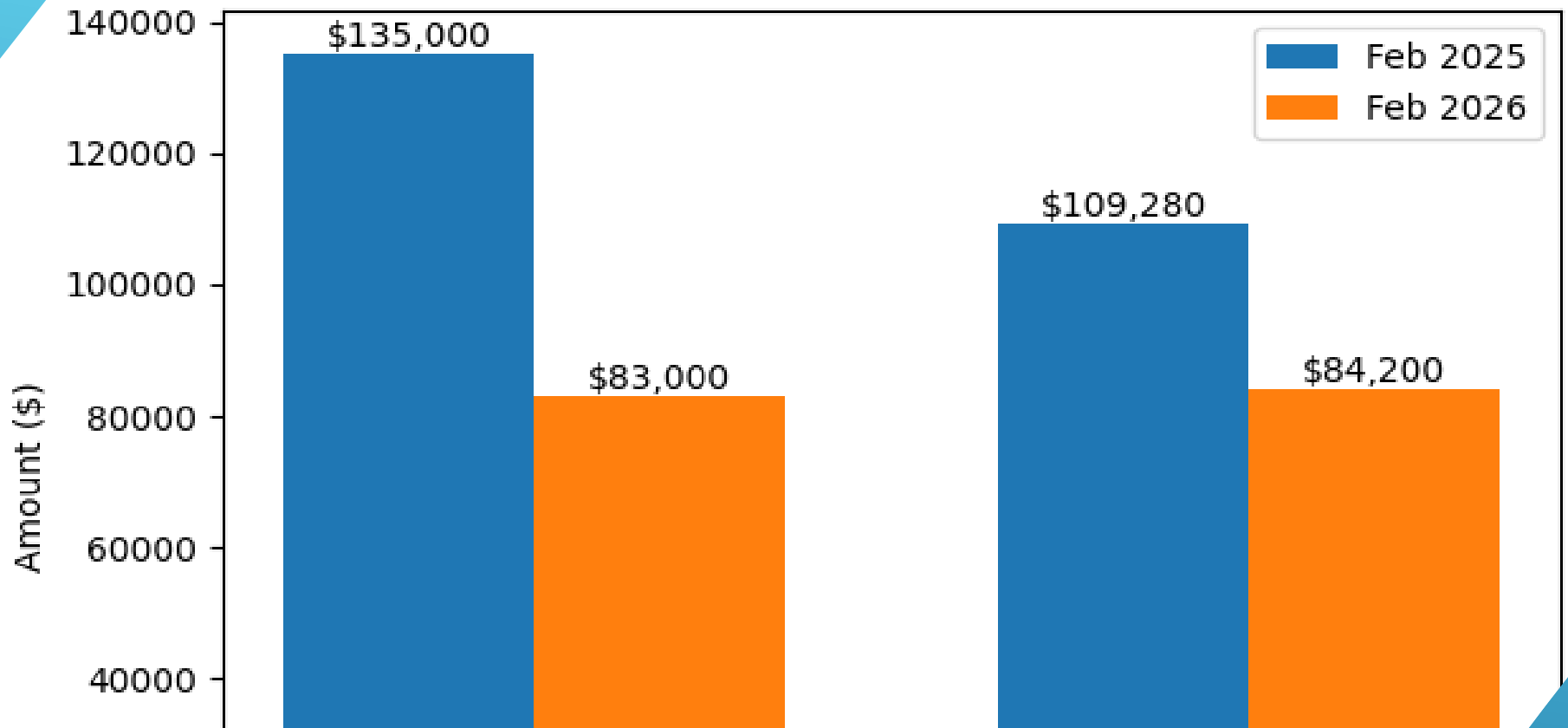


- ▶ Restaurant with lounge component (not a nightclub)
- ▶ Reduced weekday occupancy
- ▶ Controlled entry
- ▶ Full Space NOT being utilized

OPERATIONAL REALITY

- ▶ Midnight closure unsustainable
- ▶ Payroll and overhead constant
- ▶ 2AM improves stability

**BUSINESS SUSTAINABILITY**



BUSINESS SUSTAINABILITY  
CONT.

## SOUTHERN COMFORT RESTAURANT



# Impact of Restricted Hours (12 AM Closing)

- Staff reduced from 40 → 10 employees (-75%).
- Losses in annual meals-tax revenue to the City.
- Missed major tourism traffic: The 85 South Show, Mario, Brandy & Monica, Monster Jam, National Holiday Weekends.
- Decrease in vendor orders, event bookings, and local spending.

# The Potential of Extended Hours (2 AM Closing)

- Projected increase in meals-tax revenue annually.
- Restores 40 + jobs, each generating local income and taxes.
- Strengthens partnership with Hampton Police Department and city tourism.
- Keeps late-night event attendees spending inside Hampton, not neighboring cities.
- Adds \$\$ in new city revenue without new infrastructure costs.

# Where the Tax Dollars Go

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Meals tax from Southern Comfort contributes to:

- Public Safety: Police, Fire & Rescue services.
- Public Schools: Local funding for Hampton City Schools.
- Infrastructure: Street repaving, drainage projects, facilities maintenance.
- Recreation & Culture: Parks, libraries, youth centers.
- Every \$1 of meals-tax revenue is reinvested into Hampton residents.

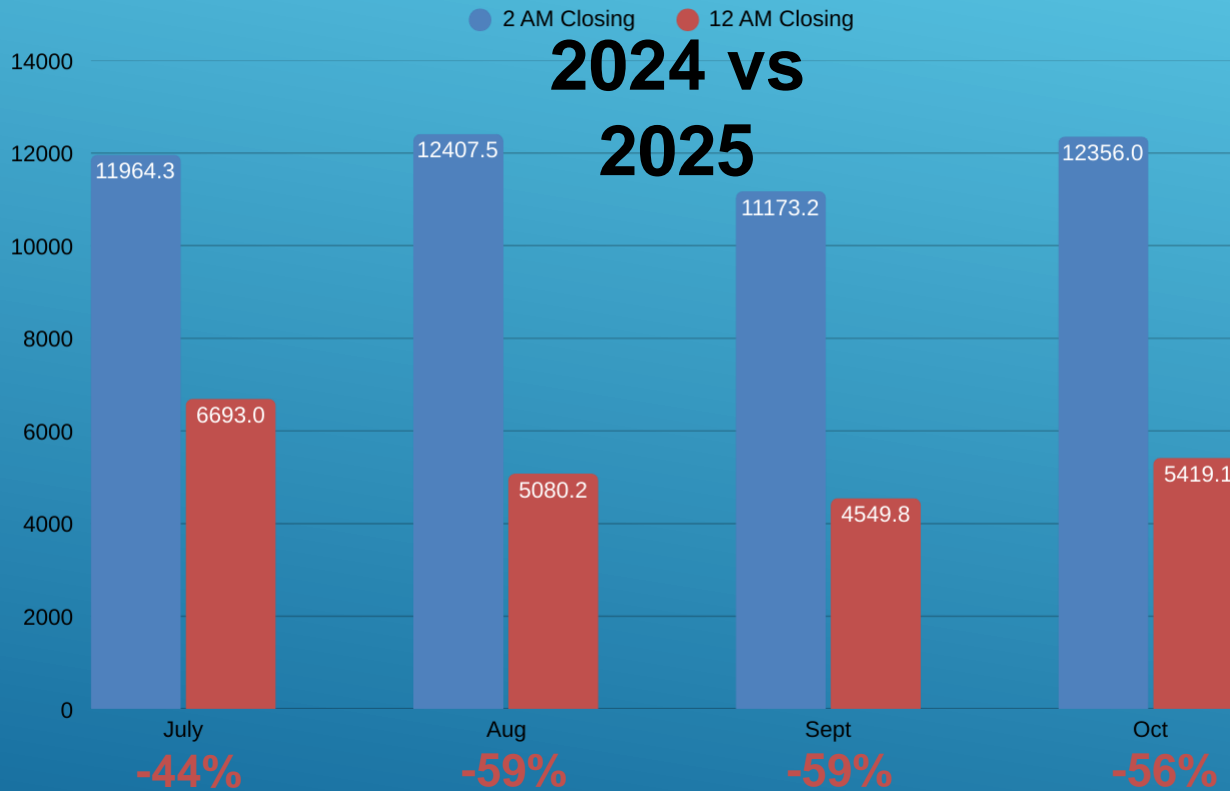
# Impact Analysis

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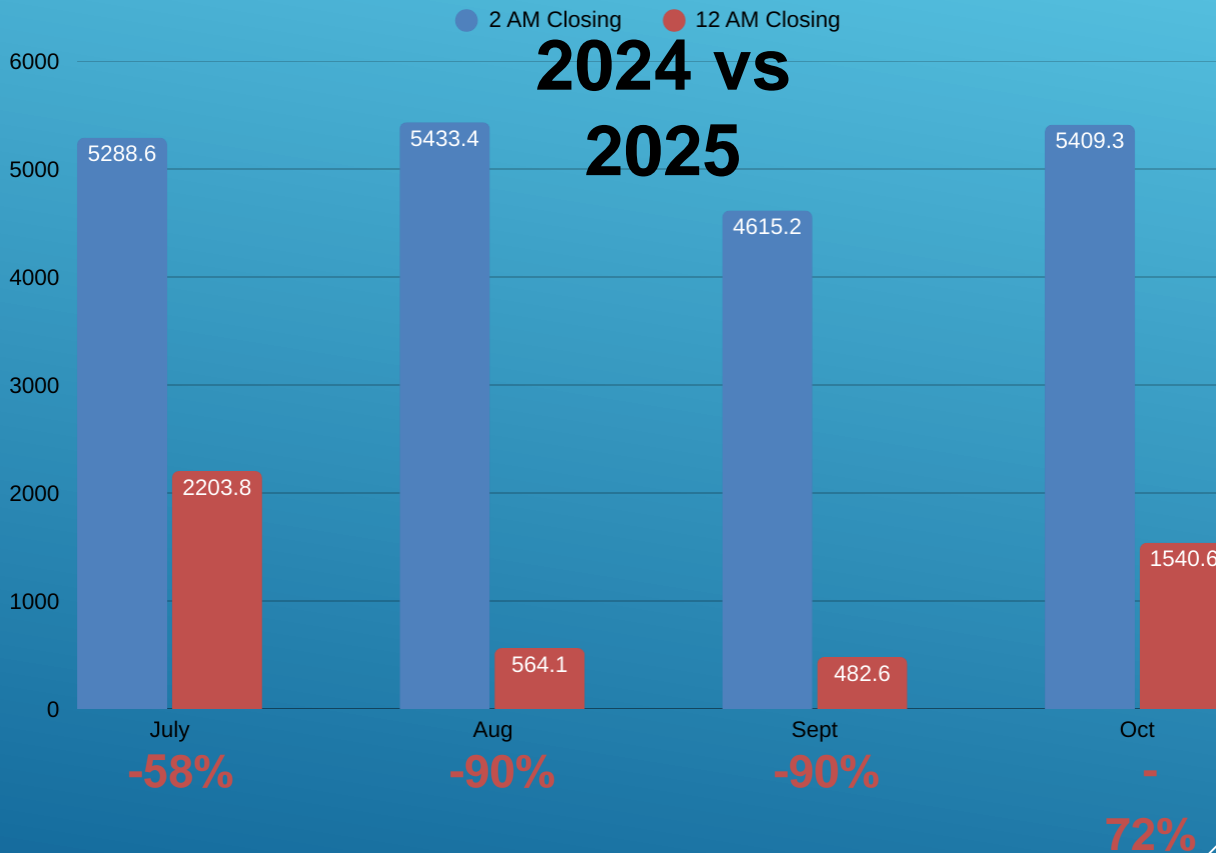
The following bar charts illustrate the significant financial repercussions of the 12 AM closing rule compared to potential revenue and tax contributions with a 2 AM operation, highlighting the urgent need for extended hours.



# Food & Beverage Tax Contributions – 12 AM vs. 2 AM Closing



# Sales & Use Tax Contributions – 12 AM vs. 2 AM Closing



# Tax Revenue Comparison – 12 AM vs. 2 AM Closing

## 2024 vs 2025



Food & Beverage tax revenue is down by **-\$26,158.95** over the four-month period. This equals roughly a **-55%** overall decline.

Sales & Use tax revenue is down by **-\$15,955.38**. This equals roughly a **-77%** overall decline.

## SOUTHERN COMFORT RESTAURANT

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*“When we thrive, so do drivers, hotels, suppliers, and—most importantly—the city’s revenue stream.”*

# The Broader Economic

Peak Late Night

Hours are 12am-2am

# Ripple

- Late-night operations increase ride-share and transport income.
- Boosts hotel occupancy after convention events.
- Expands vendor orders and food-supply purchases.
- Encourages cross-promotion with Hampton Coliseum events.
- Generates an estimated \$250,000+ in secondary economic impact annually.

# AMENDMENT REQUEST

- ▶ Sun-Thu: Proposed 2AM
- ▶ Implementing a tiered security model based on occupancy

Under 150: 3  
guards

150-250: 4  
guards

250+: Full  
requirement

## TIERED SECURITY MODEL



ID scanning



Cameras



Certified staff

EXISTING  
SECURITY  
MEASURES

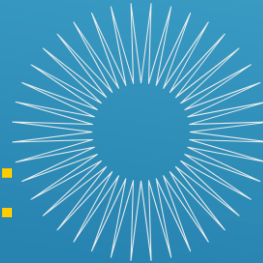


# COMPLIANCE RECORD

- ▶ No violent patterns
- ▶ No repeat violations
- ▶ Police cooperation



## The Path Forward: Partnership & Progress



- Southern Comfort is ready to resume 2 a.m. operations responsibly.
- Approval would restore jobs, revenue, and city vitality.
- Extending hours means more resources for Hampton's General Fund.
- Shared success: Local business + City leadership = Stronger Hampton.

Southern Comfort remains committed to:

- Being a responsible business
- Supporting local employment
- Maintaining a safe environment
- Positive community engagement

We value our partnership with the City of Hampton.

## COMMUNITY COMMITMENT



Jobs



Safety



Local Business



Community

# ACCOUNTABILITY

6 Month Review Period

# CLOSING

- ▶ Responsible operation
- ▶ Request approval

S|C

*Southern Comfort*

**THANK YOU**

