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**NEWS
RELEASE**

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City of El Paso Seeks Court Action Against RCI Holdings Amid Concerns Over New “Chicas Locas” Establishment

EL PASO, Texas—The City of El Paso is actively pursuing legal action against RCI Holdings, the company responsible for operating the Jaguars strip club, for ongoing violations of the City’s Sexually Oriented Business (SOB) ordinance.

The City’s concerns have intensified with recent reports indicating that RCI Holdings is attempting to reopen the establishment under a new name, “Chicas Locas.”

RCI Holdings has a documented history of serious legal infractions in El Paso. A joint sting operation conducted in late 2023 by the El Paso Police Department and the Texas Alcoholic Beverage Commission Enforcement Division uncovered a range of criminal activities at the Jaguars club, including prostitution, drug sales, and other illegal conduct. Additionally, the establishment operated without a required SOB license for approximately 12 years, during which time employees were allegedly encouraged to violate the ordinance by appearing fully nude and engaging in prohibited behavior.

Despite this history, RCI Holdings appears to be moving forward with plans to reopen the location as “Chicas Locas,” a business model that the City believes will continue to operate as a strip club or topless bar. The City has not received any application for an SOB license for this new business, raising significant concerns about RCI Holdings’ intentions to comply with local laws.

“The City of El Paso is committed to ensuring that any business operating within our jurisdiction adheres to the law, particularly when it comes to protecting the safety and well-being of our community,” said City Attorney Karla Nieman. “The absence of an application for an SOB license for Chicas Locas suggests that RCI Holdings may continue its pattern of disregarding the law.”

The City is seeking court intervention to impose fines on RCI Holdings for its previous violations and to prevent the company from operating without the necessary licensure. The City is also seeking an injunction to prevent any additional unlawful activities from occurring at the Chicas Locas location.

“We will not allow businesses to operate outside the bounds of the law, especially when the nature of these operations attracts criminal activity which poses a risk to our community,” Nieman added. “We are optimistic that the Court will recognize the seriousness of these violations and take appropriate action.”

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