

Memo

TOWN OF NEW CASTLE
Town Clerk

To: Mayor and Councilors
From: Melody Harrison
Date: June 17, 2016
Re: Request from the Community Market

Request: Staff requests that Council consider approving a Special Events Liquor License Application from the Town Special Events staff to provide liquor licensing for two dates during the Community Market in the summer of 2016 to increase interest and pedestrian traffic at the Market while featuring local business.

Recommendation: Staff recommends that Council approve the Special Events Liquor License Application on the following conditions:

1. That patrons of the sampling garden be required to show identification to obtain a wristband and possibly a punch card for samples.
2. That samples be limited to no more than one ounce of malt or vinous liquor per sample.
3. That samples be limited to four per customer.

Policy Implications: The Town is eligible to obtain special events liquor licenses as a government entity.

Budget Implications: The cost to the town would be for staff time to attend the booths during the two proposed sampling events.


Department Head (signature)

Background: The New Castle Community Market is interested in inviting the two liquor stores in town to host a sampling garden during the community market on two separate occasions. Once in July 2016, and once in August 2016.

Because the Community Market is not a designated 501-c-3 non-profit organization, they are not eligible to obtain a special events liquor license and hold the sampling garden in Burning Mountain Park themselves.

The town can obtain a special events liquor license, and accept donations of alcohol from Spirits Liquor and New Castle Liquor.

The licensed premises will be the northeast corner of Burning Mountain Park as indicated on the map. The licensed area is proposed to be 20'x20' or smaller, and the number of patrons in the sample garden will be limited. One town staff member will attend the alcohol booth. ServSafe certified persons will serve the alcohol.

IDs will be checked at a separate wristband booth. A second town staff member will check ID and issue wristbands. A small fee will be charged for the wristbands (no more than \$3) and all proceeds will go towards the Pyro Memorial Fund.

The alcohol will be served in small, one-ounce disposable cups, and guests who obtain a wristband may sample various wines made available by the donating store. Both liquor stores will have the opportunity to provide coupons to patrons to be used in the stores only. No retail alcohol sales can take place in the park.

At the end of the event, any unopened alcohol must be returned to the liquor store that donated it. Open bottles must be poured out.

As a note: The Community Market is open to businesses who wishes to obtain a booth. Restaurants, Salons, Retail and Service businesses can all be part of this event.

Currently, the only businesses in town that cannot sell their products at the Community Market are liquor stores. This sampling garden will provide exposure for Spirits Liquor and New Castle Liquor at the community market.

APPLICATION FOR A SPECIAL EVENTS PERMIT

Department Use Only

IN ORDER TO QUALIFY FOR A SPECIAL EVENTS PERMIT, YOU MUST BE NONPROFIT AND ONE OF THE FOLLOWING (See back for details.)

- | | | |
|------------------------------------|--|--|
| <input type="checkbox"/> SOCIAL | <input type="checkbox"/> ATHLETIC | <input type="checkbox"/> PHILANTHROPIC INSTITUTION |
| <input type="checkbox"/> FRATERNAL | <input type="checkbox"/> CHARTERED BRANCH, LODGE OR CHAPTER | <input type="checkbox"/> POLITICAL CANDIDATE |
| <input type="checkbox"/> PATRIOTIC | <input type="checkbox"/> OF A NATIONAL ORGANIZATION OR SOCIETY | <input type="checkbox"/> MUNICIPALITY OWNING ARTS FACILITIES |
| <input type="checkbox"/> POLITICAL | <input type="checkbox"/> RELIGIOUS INSTITUTION | <input checked="" type="checkbox"/> LOCAL GOVERNMENT |

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|---|-----------------------------------|
| LIAB TYPE OF SPECIAL EVENT APPLICANT IS APPLYING FOR: | DO NOT WRITE IN THIS SPACE |
| 2110 <input checked="" type="checkbox"/> MALT, VINOUS AND SPIRITUOUS LIQUOR \$25.00 PER DAY | LIQUOR PERMIT NUMBER |
| 2170 <input type="checkbox"/> FERMENTED MALT BEVERAGE (3.2 Beer) \$10.00 PER DAY | |

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|---|-----------------------------------|
| 1. NAME OF APPLICANT ORGANIZATION OR POLITICAL CANDIDATE TOWN OF NEW CASTLE | State Sales Tax Number (Required) |
|---|-----------------------------------|

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| 2. MAILING ADDRESS OF ORGANIZATION OR POLITICAL CANDIDATE (include street, city/town and ZIP) PO BOX 90 NEW CASTLE CO 81647 | 3. ADDRESS OF PLACE TO HAVE SPECIAL EVENT (include street, city/town and ZIP) BURNING MOUNTAIN PARK 157 W. MAIN STREET NEW CASTLE CO 81647 |
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|------|---------------|---|--------------|
| NAME | DATE OF BIRTH | HOME ADDRESS (Street, City, State, ZIP) | PHONE NUMBER |
|------|---------------|---|--------------|

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| 4. PRES./SEC'Y OF ORG. or POLITICAL CANDIDATE | |
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| 5. EVENT MANAGER Deborah Nichols | 7/29/1955 1501 County Rd 245 New Castle CO 81647 720-427-3678 |
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| 6. HAS APPLICANT ORGANIZATION OR POLITICAL CANDIDATE BEEN ISSUED A SPECIAL EVENT PERMIT THIS CALENDAR YEAR? <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES HOW MANY DAYS? _____ | 7. IS PREMISES NOW LICENSED UNDER STATE LIQUOR OR BEER CODE? <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES TO WHOM? _____ |
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8. DOES THE APPLICANT HAVE POSSESSION OR WRITTEN PERMISSION FOR THE USE OF THE PREMISES TO BE LICENSED? Yes No

LIST BELOW THE EXACT DATE(S) FOR WHICH APPLICATION IS BEING MADE FOR PERMIT

| | | | |
|-----------------------------|-----------------------------|------------|------------|
| Date JULY 14 2016 | Date AUGUST 18 2016 | Date | Date |
| Hours From 5:00 P.m. | Hours From 5:00 P.m. | Hours From | Hours From |
| To 7:30 P.m. | To 7:30 P.m. | To | To |

OATH OF APPLICANT

I declare under penalty of perjury in the second degree that I have read the foregoing application and all attachments thereto, and that all information therein is true, correct, and complete to the best of my knowledge.

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|-------------------------------------|---|------------------------|
| SIGNATURE Deborah Nichols | TITLE Spec Events Coordinator | DATE 6/14/16 |
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REPORT AND APPROVAL OF LOCAL LICENSING AUTHORITY (CITY OR COUNTY)

The foregoing application has been examined and the premises, business conducted and character of the applicant is satisfactory, and we do report that such permit, if granted, will comply with the provisions of Title 12, Article 48, C.F.S., as amended.

THEREFORE, THIS APPLICATION IS APPROVED.

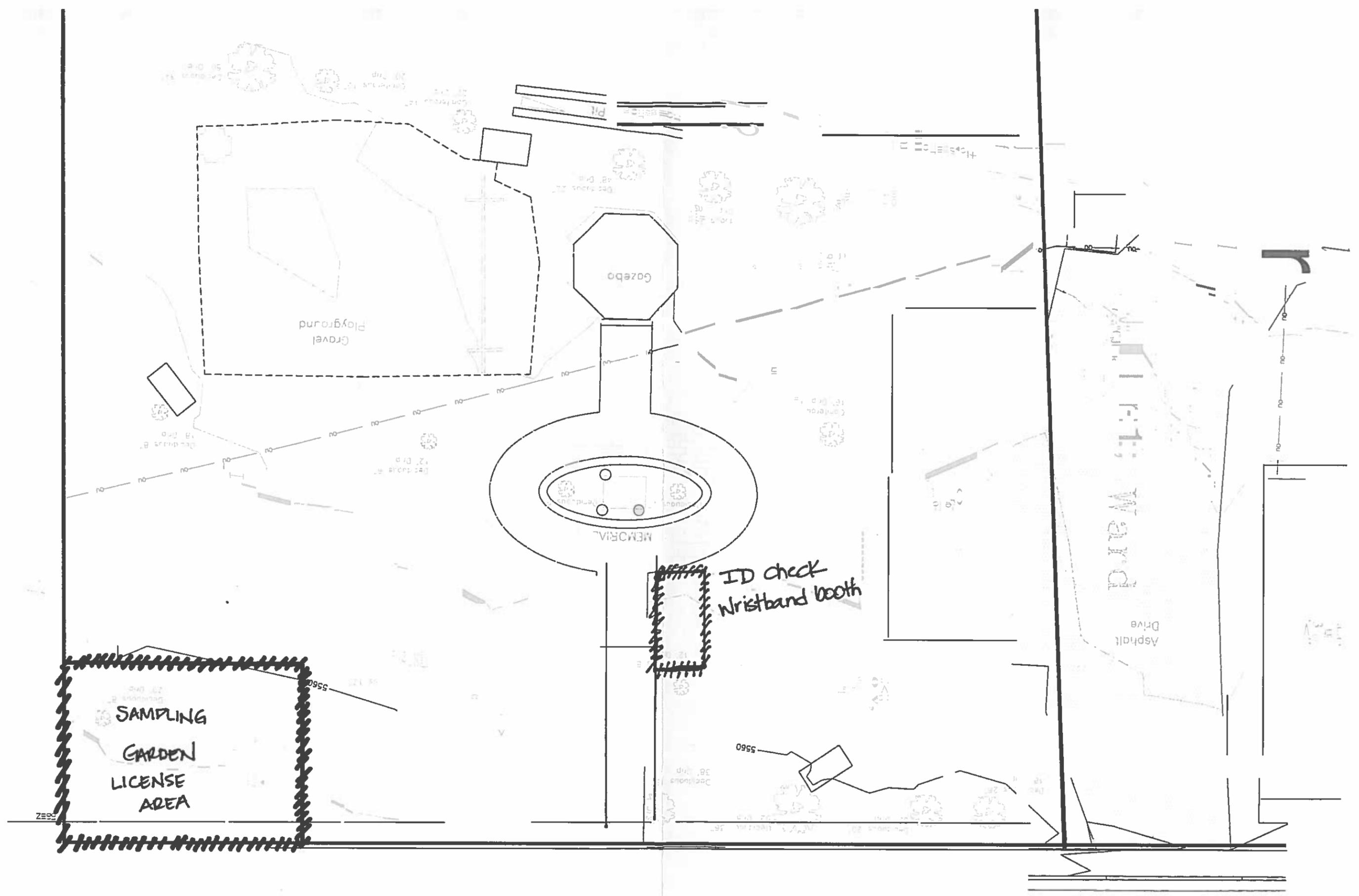
| | | |
|--|--|---------------------------------------|
| LOCAL LICENSING AUTHORITY (CITY OR COUNTY) | <input type="checkbox"/> CITY <input type="checkbox"/> COUNTY | TELEPHONE NUMBER OF CITY/COUNTY CLERK |
|--|--|---------------------------------------|

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|-----------|-------|------|
| SIGNATURE | TITLE | DATE |
|-----------|-------|------|

DO NOT WRITE IN THIS SPACE - FOR DEPARTMENT OF REVENUE USE ONLY

LIABILITY INFORMATION

| License Account Number | Liability Date | State | TOTAL |
|------------------------|----------------|------------|-------|
| | | -750 (999) | \$ |



Main Street (HWY)