

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: February 27, 2014**

SUBJECT: Special Event Liquor License for Prescott Valley Chamber of Commerce for Calendar Year 2014.

SUBMITTING DEPARTMENT: Town Clerk

PREPARED BY: June Catanzarite Deputy Town Clerk for Diane Russell, Town Clerk

AGENDA LOCATION: Comments/Communications , Consent , Work/Study ,
New Business , Public Hearing , Second Reading

ATTACHMENTS: a) Letter from Marnie Uhl, Executive Director of the Prescott Valley Chamber of Commerce

SUMMARY/BACKGROUND: Town Code §10-02-060 provides for the Town Council to authorize consumption of alcohol for special events on Town property.

The Chamber of Commerce works closely with the Town’s Parks and Recreation Department to sponsor events at various Town locations pursuant to our annual Chamber contract. In accordance with past practice, a single approval for all of the planned Chamber events (up to 10 total) has been requested for the coming 2014 season. The Chamber of Commerce shall submit a separate Special Event License application to the State of Arizona Department of Liquor Licenses and Control for each event. A Special Event Liquor Sales Business License shall be issued for each event by the Town Clerk’s office. Certificates of Insurance shall be forwarded to the Town prior to each event date.

The Chamber of Commerce requests approval from Town Council for the 2014 seasonal Special Event Liquor Licenses to cover the following dates:

Battle of the Bands	May 17, 2014	Mountain Valley Amphitheater
Prescott Valley Days	June 13-14, 2014	Tim’s Toyota Center
Independence Day Celebration	July 4, 2014	Mountain Valley Park
Balloon Fest	September 5-6, 2014	Tim’s Toyota Center
Corn Toss Tournament	October 11, 2014	Civic Center
Craft Beer Festival	Date TBD	Entertainment District

ACTION OPTION: Motion to approve a Special Event Liquor License for the Prescott Valley Chamber of Commerce for the 2014 season. **VOTE.**

RECOMMENDATION: Staff recommends approval of this seasonal liquor license.

FISCAL ANALYSIS: A license fee of \$100.00 was paid by the applicant. By assisting the Chamber of Commerce in its efforts to bring entertainment events to various town venues, these activities result in potential revenue for the Town.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____