

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: April 8, 2010**

SUBJECT: Special Event Liquor License for Prescott Valley Chamber of Commerce for Calendar Year 2010.

SUBMITTING DEPARTMENT: Town Clerk

PREPARED BY: June Catanzarite 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; and b) Certificate of Insurance

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 2010 season. A Special Event Liquor Sales Business License will be issued for each event.

The Chamber of Commerce requests approval from Town Council for the 2010 seasonal Special Event Liquor License to cover the following dates:

Battle of the Bands	May 15, 2010	Mountain Valley Amphitheater
Prescott Valley Days	June 18 & 19, 2010	Prescott Valley Town Center
Independence Day Celebration	July 4, 2010	Mountain Valley Park
PV 13	August 13, 2010	Yavapai County Fairgrounds
World Arts Festival	Date: To be determined	Civic Center

ACTION OPTION: Motion to approve a Special Event Liquor License for the Prescott Valley Chamber of Commerce for the 2010 season. . **VOTE.**

RECOMMENDATION: Staff recommends approval of this seasonal special event 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 _____