

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: September 8, 2011**

SUBJECT: Amended Special Event Liquor License for Prescott Valley Chamber of Commerce for Calendar Year 2011.

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) was previously requested and approved for the 2011 season. The Chamber of Commerce submitted 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.

The Chamber of Commerce previously requested approval from Town Council for the 2011 seasonal Special Event Liquor Licenses to cover the following dates:

Battle of the Bands	May 14, 2011	Mountain Valley Amphitheater
Prescott Valley Days	June 17 & 18, 2011	Prescott Valley Town Center
Independence Day Celebration	July 4, 2011	Mountain Valley Park
World Arts Festival	Date TBD	Tim's Toyota Center

With the development of the Yavapai Fair event in Prescott Valley, the Chamber has requested one addition to these events to cover the dates of Sept 29-Oct 2, 2011 at Tim's Toyota Center.

ACTION OPTION: Motion to approve the Amended Special Event Liquor License for the Prescott Valley Chamber of Commerce for the 2011 season. **VOTE.**

RECOMMENDATION: Staff recommends approval of this amended 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 _____