

## COUNCIL ACTION FORM

**SUBJECT: BEER GARDEN FOR SUMMERFEST IN CAMPUSTOWN**

**BACKGROUND:**

Representatives of the Campustown Action Association (CAA), in preparation for an event to be held on June 11, have been working with City staff on details of an inaugural Summerfest in Campustown. The City Council has previously approved the street closures, parking lot closure, and waiver of meter and electricity fees. Summerfest organizers are now requesting a 5-Day Class B Beer permit for a beer garden in Welch Lot T, which is the lot directly to the south of Welch Avenue Station and Pizza Pit.

Organizers have met with City staff, including the Police Department, regarding proper fencing and safety control for the beer garden. City staff is requiring that an off-duty officer be hired, at the organizer's expense, to assist during the busiest hours of operation of the beer garden.

**ALTERNATIVES:**

1.The City Council can approve the 5-Day Class B Beer Permit with Outdoor Service for Summerfest in Welch Lot T, for June 11, 2011 with the stipulation that the organizer's hire an on-duty police officer to assist during the busiest hours of operation of the beer garden.

2.The City Council can deny the request.

**MANAGER'S RECOMMENDED ACTION:**

The Campustown Action Association (CAA) is working to create an image of Campustown that it is a destination for the entire community. Similar to what the Main Street Cultural District has done for the Main Street area, the CAA is working through the Chamber of Commerce to plan events for Campustown that will draw community members to that location all year around. The proposed Summerfest is the first large-scale event not affiliated with a celebration at Iowa State University to be proposed for the Welch Avenue area.

As a main focus for the City Council is to revitalize the Campustown area, having activities in the area which attract residents from all parts of the community will contribute to that revitalization. Therefore, **it is the recommendation of the City Manager that the City Council adopt Alternative #1 and approve the 5-Day Class B Beer permit for Summerfest in Campustown on June 11, 2011, with the stipulation that the organizer's hire an on-duty police officer to assist during the busiest hours of operation of the beer garden.**

# License Application ( )

## Applicant

Name of Applicant:	<u>S &amp; G Global LLC</u>		
Name of Business (DBA):	<u>S&amp;G</u>		
Address of Premises:	<u>City Parking lot, West side of Welch Ave: Welch Lot I</u>		
City: <u>Ames</u>	County: <u>Story</u>	Zip: <u>50014</u>	
Business Phone:	<u>(515) 441-0460</u>		
Mailing Address:	<u>2019 Friley Rd.</u>		
City: <u>Ames</u>	State: <u>IA</u>	Zip: <u>50014</u>	

## Contact Person

Name:	<u>Matthew Goodman</u>		
Phone:	<u>(515) 441-0460</u>	Email Address:	<u>matthewgoodman@mchsi.com</u>

Classification: Class B Beer (BB) (Includes Wine Coolers)

Term: 5 days

Effective Date: 06/11/2011

Expiration Date: 06/15/2011

Privileges:

Class B Beer (BB) (Includes Wine Coolers)  
Outdoor Service  
Sunday Sales

## Status of Business

BusinessType:	<u>Limited Liability Company</u>		
Corporate ID Number:	<u>303197</u>	Federal Employer ID	<u>20-2024740</u>

## Ownership

**Matthew Goodman**

First Name: Matthew

Last Name: Goodman

City: Ames

State: Iowa

Zip: 50014

Position President/Owner

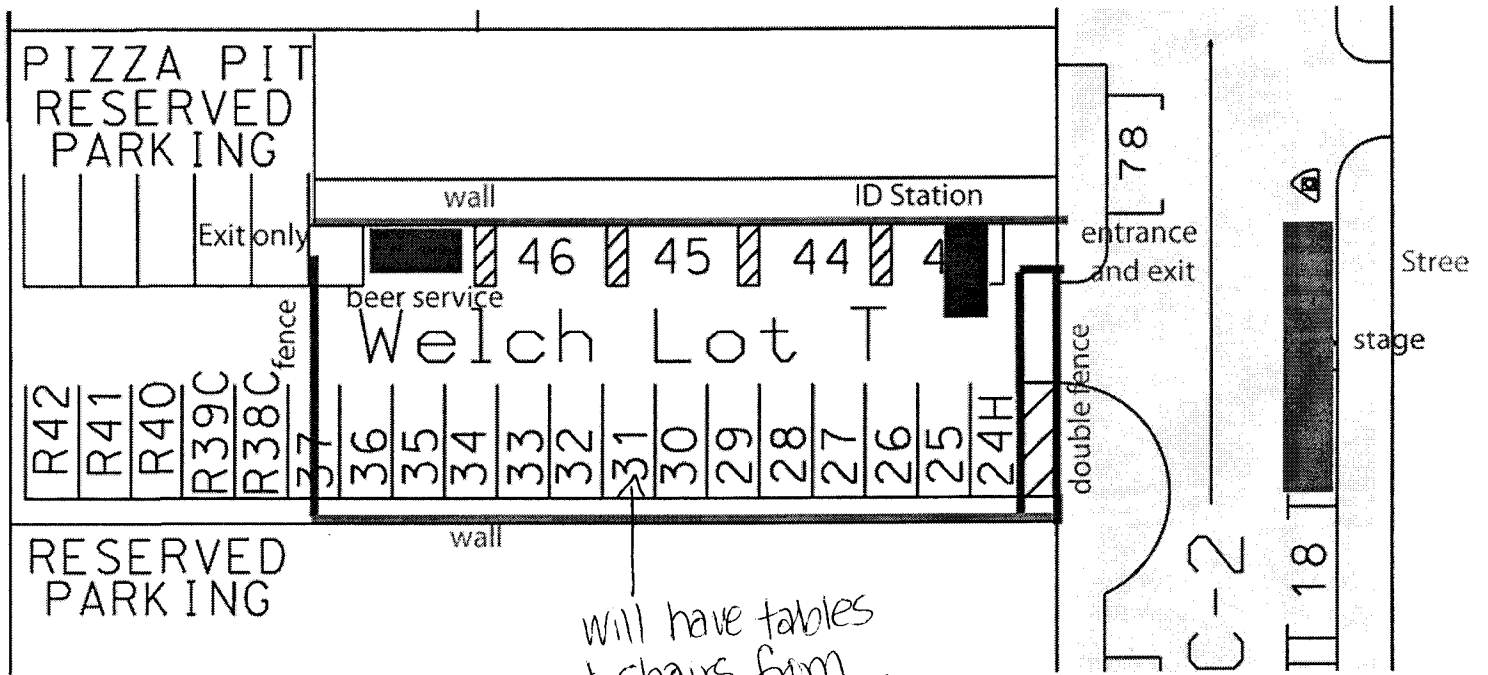
% of .. 100.00 %

U.S. Citizen: Yes

## Insurance Company Information

Insurance Company:	<u>Founders Insurance Company</u>		
Policy Effective Date:	_____	Policy Expiration Date:	_____
Bond Effective Continuously:	_____	Dram Cancel Date:	_____
Outdoor Service Effective Date:	_____	Outdoor Service Expiration Date:	_____
Temp Transfer Effective Date:	_____	Temp Transfer Expiration Date:	_____

# Beer Garden



*Will have tables & chairs from Block Party Trailer - 25+ seats.*