

**LICENSES AND CONSUMER SERVICES  
LICENSE INSEPECTOR'S REPORT**

**License Number:** L244-50043

**Police File Number:** 13755

**Date Of Application:** 10/01/2015

**Inspector:** Phil Schliesman

**Applicant/Legal Entity:** Minneapolis Downtown Council

**DBA/Trade Name:** Holidazzle

**Complete Address:** 1382 Willow Street

**License Requested:** On-Sale Wine, Class A, with Strong Beer

**Current License:** None

**Purpose Of Application:** New Business

**Neighborhood/Ward:** Loring Park/7

**Zoning:** OR3/DP

**7 Acre Requirement:** This has been met.

**Off-Street Parking:** Off-street parking is not required.

**Seating:** Seating area: 100  
Fire Occupancy: N/A  
Outdoor capacity: 35,000

**Food Service Requirement:** The applicant meets the minimum food service requirement. Vendors will be providing the food.

**Hours Of Operation Proposed:** The hours of operation during the duration of the event are scheduled for 5:00 p.m. to 9:00 p.m. Thursdays and Fridays, and 11:00 a.m. to 9:00 p.m. Saturdays and Sundays.

This license will be effective November 27, 2015 until December 20, 2015.

**Metropolitan Council Service Availability Charges:** None

**History of the Location:** The location will be a designated area inside of Loring Park.

**Applicant**

The applicant is Minneapolis Downtown Council. The President is Stephen J Cramer. Leah Wong is the Vice President. Mark Rausch is the Director of Operations,

**Manager**

The officers are acting as the managers.

**Police Review**

Police Licensing and this Inspector have reviewed the expenses and source of funds reported in this application. The applicant has provided documentation showing adequate legal and traceable funding for this venture and has passed the criminal background check. The Minneapolis Park Board will be working with the applicant during the event to provide Park Board Police and security during the event. The Minneapolis Park Board has reviewed and approves of the security plan as proposed.

**Premises**

The premises will be located within Loring Park. The area within the park will be designated and accessible through four controlled access points. The area will contain 225,500 gross square feet with a capacity for 35,000 persons. The location is compact and contiguous as required by city ordinance.

The applicant will provide entertainment in multiple forms of live entertainment. Beer sales will take place inside of the large warming tent and a smaller service area will be near the stage. Seating will be provided inside a warming tent and outside near the permanent stage where most of the entertainment will be offered. There will be vendors located along the pathways within the designated area. Identification will be verified at the points of sale. This event will not have wrist banding and is free to the public.

**Business/Plan/Operations**

Food service will be provided by vendors consisting of approximately 20 different food offerings. Food and beer/wine sales will be the same as the event hours, 5:00 p.m. to 9:00 p.m. Thursdays and Fridays, and 11:00 a.m. to 9:00 p.m. Saturdays and Sundays. The live entertainment will consist of: choirs, bands, marching bands, local musicians, piano players, actors, costumed characters, etc. to attract a family friendly audience. Entertainment programming will not be offered during all hours of operation. Wine and beer will be contained within the designated area as security will not allow anyone to leave the area with alcohol.

The applicant will not offer mechanical amusement devices or charitable gambling on the premises. They are willing to sponsor sports teams, sponsor/host community events, neighborhood fundraisers and any other elements as needed to help establish themselves in the community of the surrounding area.

The applicant is requiring all servers to attend alcohol server training. Their business plan indicates an alcohol policy that requires all patrons who appear to be 30 years old or younger to be carded. Post-opening hires will be required to attend the next annual Alcohol Compliance Training prior to starting their first shift.

The license holder is requesting Class A entertainment as part of this license which permits performers, actors, stage shows, skits, theater, live bands with an unlimited number of musicians, use of radio, television, prerecorded music, karaoke, and jukebox. There will be no defined dance area.

### **Public Hearing Results**

A public hearing is required for this license application. 57 notices were mailed to resident and property owners to all of the bordering properties along Loring Park on October 13, 2015. Notice of this hearing was also posted on October 14, 2015 in the common areas of the multi-tenant buildings located along Willow Street, Yale Place, Oak Grove Street, and 15<sup>th</sup> Street West. The public hearing will be held on October 27, 2015 at 1:30 pm in City Hall, Room 317 during the Community Development and Regulatory Services Committee meeting.

### **Recommendations**

The Licenses and Consumer Services Division recommends approving this application for an On-Sale Wine, Class A with Strong Beer license.