

CITY OF FLAGSTAFF STAFF SUMMARY REPORT



To: The Honorable Mayor and Council
From: Glorice Brehl, Senior Recreation Coordinator
(928) 213-2312
Recreation Services
Thru: Brian Grube, Recreation Superintendent
Date: April 10, 2012
Meeting Date: May 15, 2012

TITLE: Consideration of Alcohol Service on Heritage Square: Flagstaff Music Festival

RECOMMENDED ACTION: Approve the serving of alcohol on Heritage Square on June 9-10, 2012.

ACTION SUMMARY:

- Policy Decision or Reason for Action: Per the Council-approved special event permit packet, permission by City Council is needed to allow for the serving of alcohol at Heritage Square.
 - Decision Points:
 - No subsidiary decision points.
- Financial Impact:
 - There are no anticipated financial implications.
- Connection to Council Goal: Livability through good neighborhoods, affordable housing and varied recreational activities
- Has there been a previous Council decision on this topic?: This item has been approved in 2009, 2010, 2011.

Jane Mason

Division Director (Acknowledgment that all reviews have been completed and required approvals initialed below.)

ADDITIONAL INFORMATION:

Background/History: The Flagstaff Music Festival was created in 2003 to promote local bands and musicians and to provide a family-oriented music festival. The Music Festival continues to raise money for local charities in Flagstaff, including Radio-Free Flagstaff. The Flagstaff Music Festival served wine and alcohol at Heritage Square in 2008, 2009, 2010, 2011 without incident. Due to concerns with load limits on Heritage Square, a Fire Department mandated “Fire Watch” was required, at the event producer’s expense, for 2008. The Flagstaff Fire Department and the Flagstaff Police Department did not feel that such lengths were necessary for the 2009, 2010 or the 2011 festivals.

Key Considerations: The current Special Event Rules and Regulations require that City Council must approve all events that propose to serve alcohol at Heritage Square. On April 6, 2012 the City of Flagstaff Office of Community Events used the Downtown Business Distribution List to inform local businesses of the date and time this agenda item will be presented to Council, per Council’s request.

Community Benefits and Considerations: The Flagstaff Music Festival is a free, family-oriented event in the middle of downtown Flagstaff. This event brings hundreds of people to the downtown area.

Community Involvement: The Flagstaff Music Festival works with downtown businesses and local musicians to promote a positive, mutually beneficial experience.

Financial Implications: There are no anticipated financial implications.

Options and Alternatives: Deny the request to serve alcohol at Heritage Square.

Attachments:

<u>INITIALS</u>	<u>RESPONSIBILITY</u>	<u>DATE</u>	<u>INITIALS</u>	<u>RESPONSIBILITY</u>	<u>DATE</u>
_____	BIDS/PURCHASES	_____	_____	FINANCE/BUDGET	_____
_____	GRANTS	_____	_____	CONTRACTS	_____
_____	LEGAL	_____	_____	IGAS	_____

DATE OF COUNCIL APPROVAL: _____