

**CITY OF FLAGSTAFF
STAFF SUMMARY REPORT**

To: The Honorable Mayor and City Council
From: Glorice Brehl, Recreation Coordinator II
(928) 213-2312
Recreation Services
Thru: Brian Grube, Recreation Superintendent
Date: April 20, 2009
Meeting Date: May 5, 2009



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

RECOMMENDED ACTION: Approve the serving of alcohol on Heritage Square from June 20-21, 2009.

ACTION SUMMARY:

Per the Council-approved special event permit packet, permission by City Council is needed to allow for the serving of alcohol at Heritage Square.

DISCUSSION:

Background/History:

The Flagstaff Music Festival was created in 2003 to promote local bands and musicians, to provide a family-oriented music Festival, and to raise money for a library scholarship through the Library Employee Organization. The Music Festival worked with non-profit, Heritage Square Trust to provide beer and wine to patrons of the festival in 2008. The Music Festival continues to raise money for local charities in Flagstaff.

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.

The Flagstaff Music Festival served wine and alcohol at Heritage Square in 2008 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 festival.

On March 17th and again on April 6th 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:

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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:

The financial implications to the City of Flagstaff are unknown. The Music Festival will pay a \$15.00 flat vendor fee to City Tax and Licensing for the sale of alcohol at Heritage Square. Whereas, tax fees from surrounding bars charge 3.7% for the sale of alcoholic beverages. The Tax and Licensing Department is looking to change its policy and fees charged to vendors selling alcohol at special events. There is a possibility that this may be implemented prior to the summer of 2009.

Options and Alternatives:

Deny the request to serve alcohol at Heritage Square.

Attachments/Exhibits:


Department Head

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

DATE OF COUNCIL APPROVAL: _____