



Licensing Office  
55 North Center Street  
PO Box 1466  
Mesa, Arizona 85211-1466  
480-644-2316 Telephone  
480-644-3999 Fax  
www.cityofmesa.org

## SPECIAL EVENT AND EXTENSION OF PREMISES INFORMATION SHEET

If you are having alcohol sales you will need to obtain a Special Event Liquor License or an Extension of Premises from City of Mesa Licensing Office. This must be submitted at least 60 days prior to the event. A license is required with special provision outlined. Plan a minimum of 60 days to complete this process.

Check all that apply:

- ☐ Free/Host Alcohol  
☐ Alcohol Sales  
☐ Host and Sale Alcohol

- ☐ Beer  
☐ Beer and Wine  
☒ Beer, Wine and Distilled Spirits

Do you plan to secure a:

☒ **Special Event Liquor License** - The Special Event Liquor License fee is \$25 and must be approved by the City Council. After city approval, your application must be submitted to and approved by the State of Arizona. There are fees involved at the State. A non-profit association must obtain this license. (Complete attached State of Arizona Special Event Liquor Application and site plan.)

OR

☐ **Extension of Premises License** - There is no fee involved with the Extension of Premises. This is allowed when a liquor license is already in affect and you want to extend the area where liquor is sold. (Complete attached State of Arizona Extension of Premises Application and site plan.)

Please describe your security plan to ensure the safe sale or distribution of alcohol at your event Staff will check ID and stamp/wristband those over 21. Roaming security provided by staff

If applying for a Special Event Liquor License the following must be provided:

Ultimate Imaginations 74-2532863  
Charity's or Organization's Name 501 (C)(3)#  
Dana Short Executive Director REDACTED  
Name of Contact at Charity/Organization Title with Organization Phone Number

On-Site Agent Responsible for Liquor

How will attendees over the age of 21 be identified? stamp or wristband

What controls will be used to keep attendees under the age of 21 from obtaining alcohol at the event? Roaming security + Off Duty PD

Will food be served? ☒ Yes ☐ No If yes, what type of food will be served various food trucks + restaurants

Seating capacity of designated area: # n/a - open street

# ARIZONA DEPARTMENT OF LIQUOR LICENSES & CONTROL

800 W Washington 5th Floor  
Phoenix AZ 85007-2934  
(602) 542-5141

400 W Congress #521  
Tucson AZ 85701-1352  
(520) 628-6595

## APPLICATION FOR SPECIAL EVENT LICENSE

Fee = \$25.00 per day for 1-10 day events only  
A service fee of \$25.00 will be charged for all dishonored checks (A.R.S. § 44-6852)

**NOTE: THIS DOCUMENT MUST BE FULLY COMPLETED OR IT WILL BE RETURNED.**  
PLEASE ALLOW 10 BUSINESS DAYS FOR PROCESSING.

**\*\*Application must be approved by local government before submission to Department of Liquor Licenses and Control. (Section #20)**

DLIC USE ONLY  
LICENSE #

1. Name of Organization: Ultimate Imaginations

2. Non-Profit/I.R.S. Tax Exempt Number: 74-2532863

3. The organization is a: (check one box only)

- ☒ Charitable    ☐ Fraternal (must have regular membership and in existence for over 5 years)  
☐ Civic    ☐ Political Party, Ballot Measure, or Campaign Committee  
☐ Religious

4. What is the purpose of this event? To increase tourism in Downtown Mesa.

5. Location of the event: Macdonald St. from Main to Pepper    Mesa    Maricopa    85201  
Address of physical location (Not P.O. Box)    City    County    Zip

**Applicant must be a member of the qualifying organization and authorized by an Officer, Director or Chairperson of the Organization named in Question #1. (Signature required in section #18)**

6. Applicant: Short    David    Warren    REDACTED  
Last    First    Middle    Date of Birth

7. Applicant's Mailing Address: 100 N Center Street    Mesa    AZ    85201  
Street    City    State    Zip

8. Phone Numbers: ( REDACTED )    ( 480 ) 890-2613    ( REDACTED )  
Site Owner #    Applicant's Business #    Applicant's Home #

9. Date(s) & Hours of Event: (Remember: you cannot sell alcohol before 10:00 a.m. on Sunday)

	Date	Day of Week	Hours from A.M./P.M.	To A.M./P.M.
Day 1:	<u>Sept 5, 2014</u>	<u>Friday</u>	<u>6PM</u>	<u>11PM</u>
Day 2:				
Day 3:				
Day 4:				
Day 5:				
Day 6:				
Day 7:				
Day 8:				
Day 9:				
Day 10:				



10. Has the applicant been convicted of a felony in the past five years, or had a liquor license revoked?  
☐ YES ☒ NO (attach explanation if yes)

11. This organization has been issued a special event license for 9 days this year, including this event  
(not to exceed 10 days per year).

12. Is the organization using the services of a promoter or other person to manage the event? ☐ YES ☒ NO  
If yes, attach a copy of the agreement.

13. List all people and organizations who will receive the proceeds. Account for 100% of the proceeds.  
**THE ORGANIZATION APPLYING MUST RECEIVE 25% OF THE GROSS REVENUES OF THE SPECIAL  
EVENT LIQUOR SALES.**

Name Ultimate Imaginations 100%  
Percentage

Address 100 N. Center Street, Mesa, AZ 85201

Name \_\_\_\_\_  
Percentage

Address \_\_\_\_\_  
(Attach additional sheet if necessary)

14. Knowledge of Arizona State Liquor Laws Title 4 is important to prevent liquor law violations. If you have  
any questions regarding the law or this application, please contact the Arizona State Department of Liquor  
Licenses and Control for assistance.

NOTE: ALL ALCOHOLIC BEVERAGE SALES MUST BE FOR CONSUMPTION AT THE EVENT SITE ONLY.  
**"NO ALCOHOLIC BEVERAGES SHALL LEAVE SPECIAL EVENT PREMISES."**

15. What security and control measures will you take to prevent violations of state liquor laws at this event?  
(List type and number of security/police personnel and type of fencing or control barriers if applicable)

2 # Police ☒ Fencing  
\_\_\_\_\_ # Security personnel ☐ Barriers

Attendees will be able to roam area blocked in red. Security personnel will be at the beer point of sale providing security and alcohol control  
as well as roaming the area in red. Personnel will check ID at the beer point of sale. Off-Duty PD will be on site roaming  
the area and providing crowd control. "No Alcohol Beyond this Point" Signs will be posted at entry/exit locations

16. Is there an existing liquor license at the location where the special event is being held? ☐ YES ☒ NO  
If yes, does the existing business agree to suspend their liquor license during the time  
period, and in the area in which the special event license will be in use? ☐ YES ☐ NO  
**(ATTACH COPY OF AGREEMENT)**

\_\_\_\_\_  
Name of Business ( ) \_\_\_\_\_  
Phone Number

17. Your licensed premises is that area in which you are authorized to sell, dispense, or serve spirituous liquors  
under the provisions of your license. The following page is to be used to prepare a diagram of your special  
event licensed premises. Please show dimensions, serving areas, fencing, barricades or other control  
measures and security positions.

**THIS SECTION TO BE COMPLETED ONLY BY AN OFFICER, DIRECTOR OR CHAIRPERSON OF THE ORGANIZATION NAMED IN QUESTION #1**

18. I, DAVID SHORT declare that I am an Officer/Director/Chairperson appointing the applicant listed in Question 6, to apply on behalf of the foregoing organization for a Special Event Liquor License.

X [Signature] (Signature) E.D. (Title/Position) 7.8.14 (Date) (480) 850-2613 (Phone #)  
State of Arizona County of Maricopa  
The foregoing instrument was acknowledged before me this 8th Day July Month 2014 Year  
My Commission expires on: 5/27/18 (Date) Ann Fantasia (Signature of NOTARY PUBLIC)

**THIS SECTION TO BE COMPLETED ONLY BY THE APPLICANT NAMED IN QUESTION #6**

19. I, DAVID SHORT declare that I am the APPLICANT filing this application as listed in Question 6. I have read the application and the contents and all statements are true, correct and complete.

X [Signature] (Signature) ANN FANTASIA (Notary Public - State of Arizona) MARICOPA COUNTY My Commission Expires May 27, 2018 State of Arizona County of Maricopa  
The foregoing instrument was acknowledged before me this 8th Day July Month 2014 Year  
My commission expires on: 5/27/18 (Date) Ann Fantasia (Signature of NOTARY PUBLIC)

**You must obtain local government approval. City or County MUST recommend event and complete item #20. The local governing body may require additional applications to be completed and submitted 60 days in advance of the event. Additional licensing fees may also be required before approval may be granted.**

**LOCAL GOVERNING BODY APPROVAL SECTION**

20. I, \_\_\_\_\_ (Government Official) \_\_\_\_\_ (Title) hereby recommend this special event application on behalf of \_\_\_\_\_ (City, Town or County) \_\_\_\_\_ (Signature of OFFICIAL) \_\_\_\_\_ (Date)

**FOR DLLC DEPARTMENT USE ONLY**

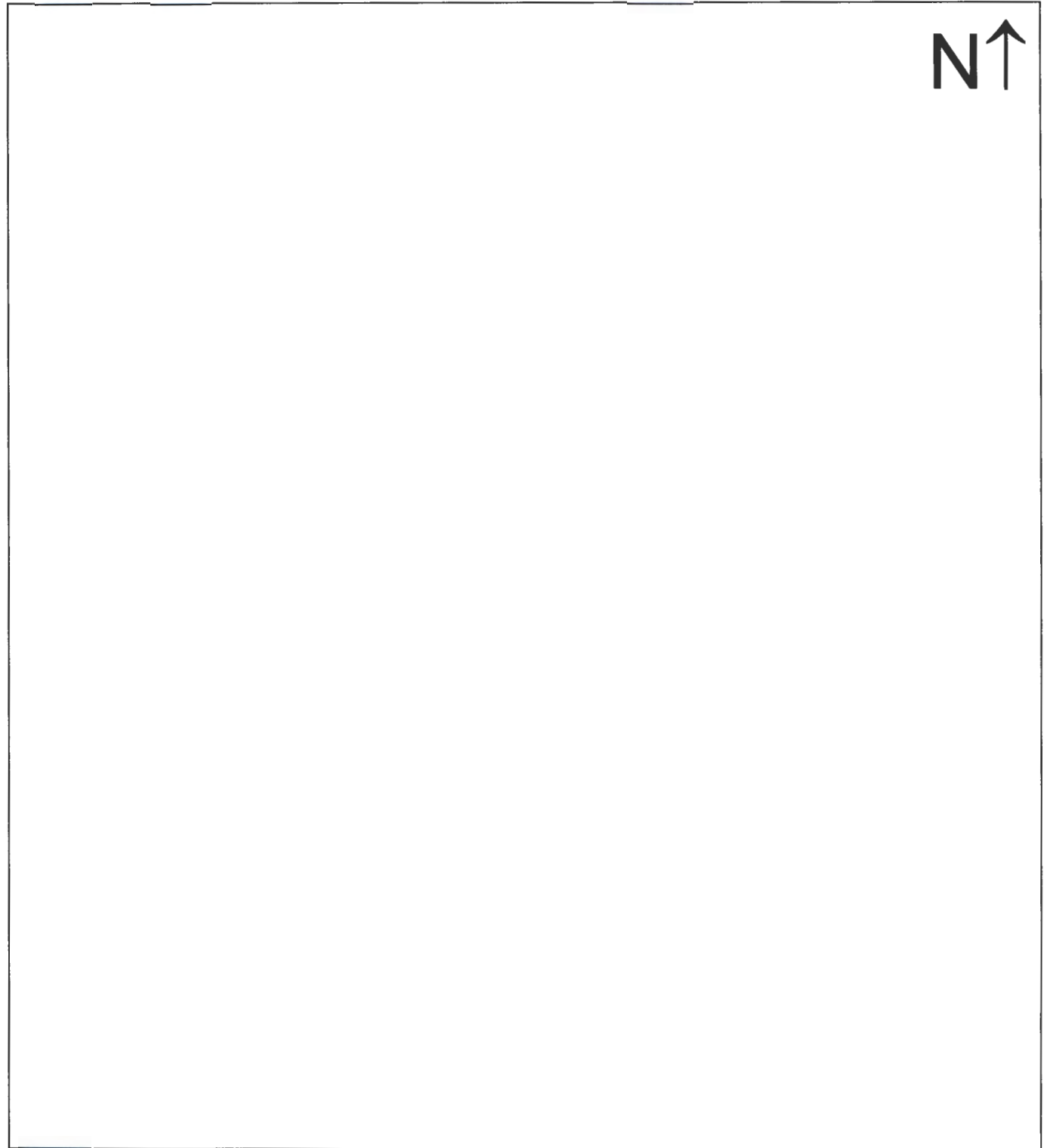
Department Comment Section:

\_\_\_\_\_  
(Employee) \_\_\_\_\_ (Date)

☐ APPROVED ☐ DISAPPROVED BY: \_\_\_\_\_  
\_\_\_\_\_  
(Title) \_\_\_\_\_ (Date)

**SPECIAL EVENT LICENSED PREMISES DIAGRAM**  
(This diagram must be completed with this application)

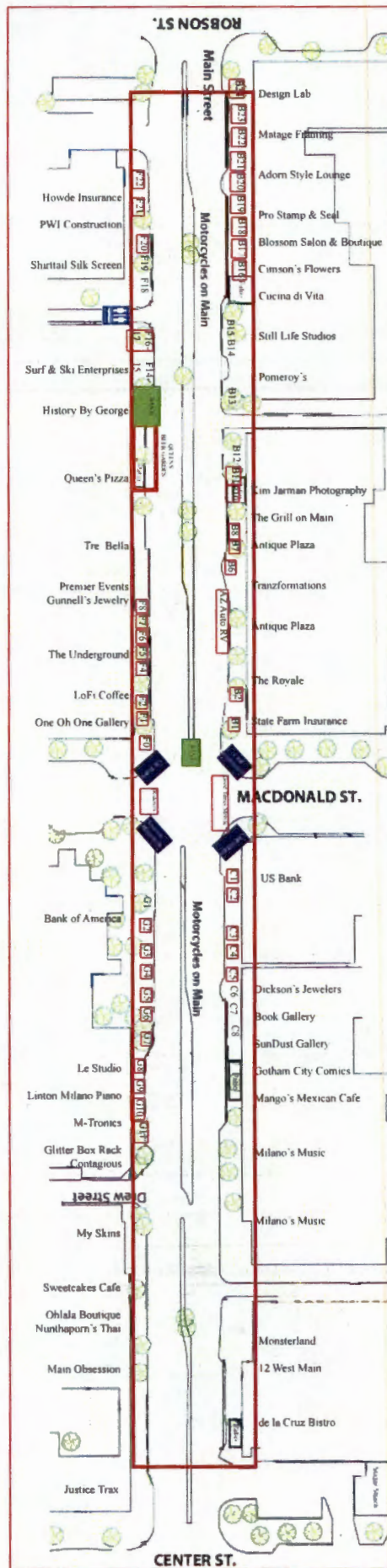
Special Event Diagram: (Show dimensions, serving areas, and label type of enclosure and security positions)  
NOTE: Show nearest cross streets, highway, or road if location doesn't have an address.



The diagram area is a large, empty rectangular box with a black border. In the top right corner of this box, there is a north arrow symbol consisting of the letter 'N' followed by an upward-pointing arrow.









07/16/2014

Arizona Corporation Commission  
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## Corporate Inquiry

File Number: -0212218-8

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Corp. Name: ULTIMATE IMAGINATIONS, INC.

## Domestic Address

100 N CENTER ST

MESA, AZ 85201-7308

## Statutory Agent Information

Agent Name: W RALPH PEW

Agent Mailing/Physical Address:

1744 S VAL VISTA DR #217

MESA, AZ 85204

Agent Status: APPOINTED 02/16/1989

Agent Last Updated: 01/07/2011

## Additional Corporate Information

Corporation Type: NON-PROFIT

Business Type: CIVIC

Incorporation Date: 02/16/1989

Corporate Life Period: PERPETUAL

Domicile: ARIZONA

County: MARICOPA

Approval Date: 02/23/1989

Original Publish Date: 04/06/1989

## Officer Information

VINCE DIBELLA  
CHAIRMAN  
SAEMISCH DIBELLA ARCHITECTS  
48 W MAIN ST  
MESA, AZ 85201FREDDY CURRY  
OTHER OFFICER  
CURRY INSURANCE AGENCY  
101 E 1ST AVE #205  
MESA, AZ 85201



07/16/2014

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**Corporate Status Inquiry****File Number: -0212218-8****Corp. Name: ULTIMATE IMAGINATIONS, INC.****This Corporation is in Good Standing**

**This information is provided as a courtesy and does not constitute legally binding information regarding the status of the entity listed above. To obtain an official Certificate indicating that the entity is in good standing click on Print Certificate and follow printing instructions. To re-print a previously generated Certificate of Good Standing click Reprint Certificate.**

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