

#117333

Meeting 3/23/15 Agenda 3/3/15

# Special Event Liquor License Application Attachment B

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



PC #6

4/10/15

FEB 25 2015

CITY OF MESA  
LICENSING OFFICE

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 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 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 Appropriate security personnel will be monitoring the event to ensure the safe sale and responsible consumption of alcohol, including no one leaving the premises with alcohol.

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

A New Leaf Foundation

EIN 86-0470300

Charity's or Organization's Name  
Torrie A. Taj

Deputy CEO

501 (C) #  
REDACTED

Name of Contact at Charity/Organization  
Mandy Rogers, Eastmark

Title with Organization

Phone Number

On-Site Agent Responsible for Liquor

How will attendees over the age of 21 be identified? All necessary precautions will be made to ensure that no one under the age of 21 has access to alcohol. Attendees 21 and older will be required to provide proper identification and wear a wristband.

What controls will be used to keep attendees under the age of 21 from obtaining alcohol at the event? Beer and wine will only be sold by personnel trained in Arizona liquor laws at one designated station.

Will food be served? ☒ Yes ☐ No If yes, what type of food will be served Food trucks.

Seating capacity of designated area: # +/- 250 attendees.

Arizona Department of Liquor Licenses and Control  
800 W Washington 5th Floor  
Phoenix AZ 85007-2934  
www.azliquor.gov  
(602) 542-5141

FOR DLLC USE ONLY

Event date(s):

Event time start/end:

### APPLICATION FOR SPECIAL EVENT LICENSE

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

**IMPORTANT INFORMATION:** This document must be fully completed or it will be returned.

The Department of Liquor Licenses and Control must receive this application ten (10) business days prior to the event. If the special event will be held at a location without a permanent liquor license or if the event will be on any portion of a location that is not covered by the existing liquor license, this application must be approved by the local government before submission to the Department of Liquor Licenses and Control (see Section 15).

**SECTION 1** Name of Organization: A New Leaf Foundation

**SECTION 2** Non-Profit/IRS Tax Exempt Number: 86-0470300

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

- ☒ Charitable (501.C) ☐ Fraternal (must have regular membership and have been in existence for over five (5) years)  
☐ Religious ☐ Civic (Rotary, College Scholarship) ☐ Political Party, Ballot Measure or Campaign Committee

**SECTION 4** Will this event be held on a currently licensed premise and within the already approved premises?  
☐ Yes ☒ No

Name of Business

License Number

Phone (include Area Code)

**SECTION 5** How is this special event going to conduct all dispensing, serving, and selling of spirituous liquors? Please read R-19-318 for explanation (look in special event planning guide) and check one of the following boxes.

- ☐ Place license in non-use  
☐ Dispense and serve all spirituous liquors under retailer's license  
☒ Dispense and serve all spirituous liquors under special event  
☐ Split premise between special event and retail location

(If not using retail license, submit a letter of agreement from the agent/owner of the licensed premise to suspend the license during the event. If the special event is only using a portion of premise, agent/owner will need to suspend that portion of the premise.)

**SECTION 6** What is the purpose of this event? ☒ On-site consumption ☐ Off-site (auction) ☐ Both

**SECTION 7** Location of the Event: Eastmark Great Park

Address of Location: 10100 E Ray Road Mesa Marcopa/AZ 85212  
Street City County/State Zip

**SECTION 8** Will this be stacked with a wine festival/craft distiller festival? ☐ Yes ☒ No

**SECTION 9** Applicant must be a member of the qualifying organization and authorized by an Officer, Director or Chairperson of the Organization named in Section 1. (Authorizing signature is required in Section 13.)

1. Applicant: Taj Torrie Allen REDACTED  
Last First Middle Date of Birth

2. Applicant's mailing address: 868 E. University Drive Mesa AZ 85203  
Street City State Zip

3. Applicant's home/cell phone: (REDACTED) Applicant's business phone: (480) 969-4024

4. Applicant's email address: ttaj@turnanewleaf.org

**SECTION 10**

1. Has the applicant been convicted of a felony, or had a liquor license revoked within the last five (5) years?

☐ Yes ☒ No (If yes, attach explanation.)

2. How many special event licenses have been issued to this location this year? 1

(The number cannot exceed 12 events per year; exceptions under A.R.S. §4-203.02(D).)

3. 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.)

4. 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. Attach an additional page if necessary.

Name A New Leaf Foundation Percentage 25%  
 Address 868 E. University Drive Mesa AZ 85203  
Street City State Zip

Name \_\_\_\_\_ Percentage \_\_\_\_\_  
 Address \_\_\_\_\_  
Street City State Zip

5. Please read A.R.S. §4-203.02 Special event license; rules and R19-1-205 Requirements for a Special Event License.

**Note: ALL ALCOHOLIC BEVERAGE SALES MUST BE FOR CONSUMPTION AT THE EVENT SITE ONLY.**

"NO ALCOHOLIC BEVERAGES SHALL LEAVE SPECIAL EVENT UNLESS THEY ARE IN AUCTION SEALED CONTAINERS OR THE SPECIAL EVENT LICENSE IS STACKED WITH WINE /CRAFT DISTILLERY FESTIVAL LICENSE"

6. What type of security and control measures will you take to prevent violations of liquor laws at this event?

(List type and number of police/security personnel and type of fencing or control barriers, if applicable.)

0 Number of Police 4 Number of Security Personnel ☒ Fencing ☒ Barriers

Explanation: All attendees requesting wine or beer will be required to show proper identification.

Wristbands will be placed on those over 21. All personnel serving and selling alcohol

will have received Title 4 training.

**SECTION 11** Date(s) and Hours of Event. May not exceed 10 consecutive days.

See A.R.S. §4-244(15) and (17) for legal hours of service.

	Date	Day of Week	Event Start Time AM/PM	License End Time AM/PM
DAY 1:	<u>4/10/15</u>	<u>Friday</u>	<u>6:30 PM</u>	<u>9:00 PM</u>
DAY 2:	_____	_____	_____	_____
DAY 3:	_____	_____	_____	_____
DAY 4:	_____	_____	_____	_____
DAY 5:	_____	_____	_____	_____
DAY 6:	_____	_____	_____	_____
DAY 7:	_____	_____	_____	_____
DAY 8:	_____	_____	_____	_____
DAY 9:	_____	_____	_____	_____
DAY 10:	_____	_____	_____	_____



**SECTION 12** License premises diagram. The licensed premises for your special event is the area in which you are authorized to sell, dispense or serve alcoholic beverages under the provisions of your license. The following space 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 position.





Westmark  
Westmark Professional Services, Inc.  
10000 N. 10th Avenue, Suite 100  
Phoenix, AZ 85021  
Phone: (602) 998-1000  
Fax: (602) 998-1001  
www.westmark.com



DMS Mesa Proving  
Grounds, LLC

**EASTMARK  
GREAT PARK  
PHASE 2**  
Mesa, AZ  
3000 S. Eastmark Pkwy.

Site Plan

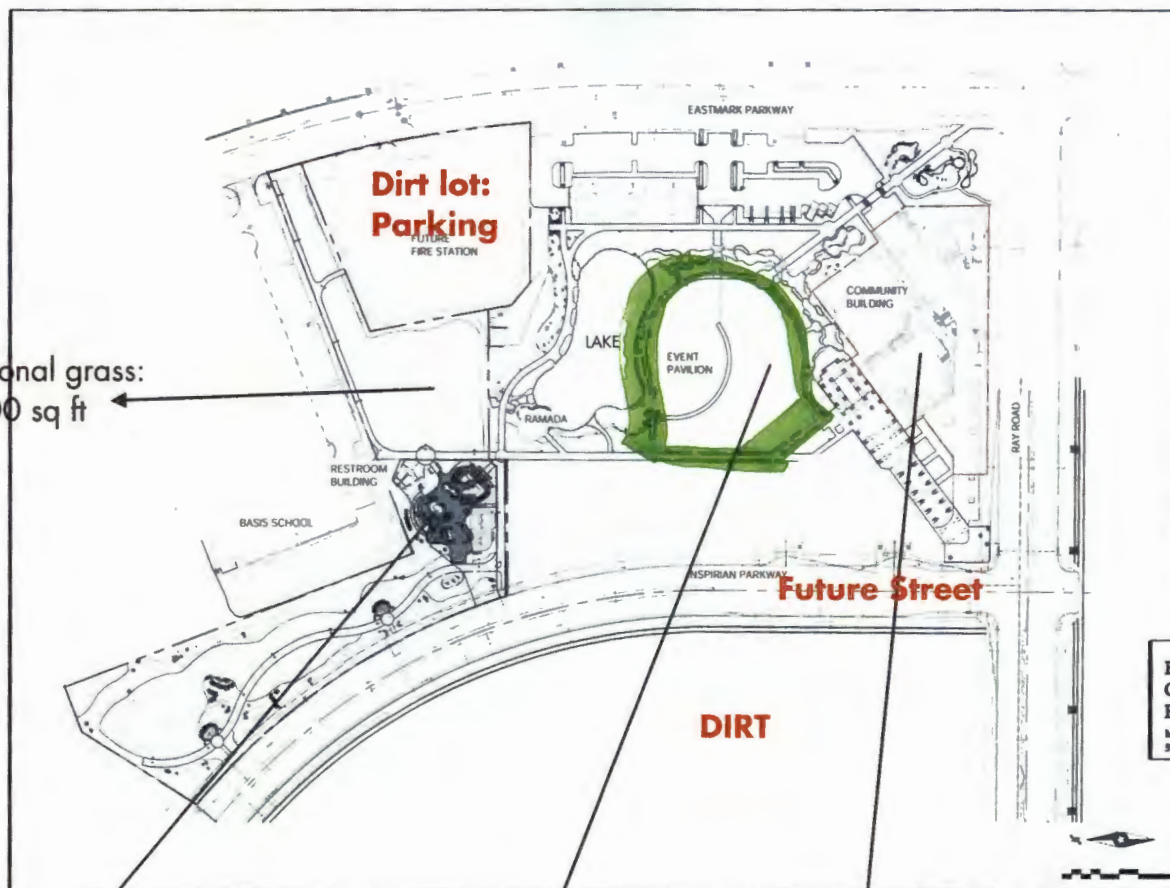
Drawing No.  
Date: 1/12/2014  
Scale: 1" = 100'

Additional grass:  
20,000 sq ft

Orange Monster:  
3/4 acre play  
structure

Great Park lawn:  
70,000 sq ft

Community Center Event Lawn:  
19,500 sq ft



COMMUNITY CENTER

EASTMARK



**SECTION 13** This section is to be completed only by an Officer, Director or Chairperson of the organization named in Section 1.

I, Lindsay Schube declare that I am an OFFICER, DIRECTOR, or CHAIRPERSON  
(Print full name)  
appointing the applicant listed in Section 9, to apply on behalf of the foregoing organization for a Special Event  
Liquor License.

X [Signature] Board Directors Feb 20 2015 REDACTED  
(Signature) Title/ Position Date Phone #

The foregoing instrument was acknowledged before me this 20<sup>th</sup> February 2015  
Day Month Year  
State AZ County of Maricopa

My Commission Expires on: 02/20/15  
Date

[Signature]  
Signature of Notary Public



AUSTEN DUDLEY  
NOTARY PUBLIC - ARIZONA  
MARICOPA COUNTY  
My Commission Expires  
August 12, 2017

**SECTION 14** This section is to be completed only by the applicant named in Section 9.

I, TORRIE ALLEN TAJ declare that I am the APPLICANT filing this application as  
(Print full name)  
listed in Section 9. I have read the application and the contents and all statements are true, correct and  
complete.

X [Signature] Deputy CEO 2/19/15 REDACTED  
(Signature) Title/ Position Date Phone #

The foregoing instrument was acknowledged before me this 19 February 2015  
Day Month Year

State AZ County of MARICOPA

My Commission Expires on: 12/17/18  
Date

[Signature]  
Signature of Notary Public



ELIZABETH KINSFATHER  
Notary Public - State of Arizona  
MARICOPA COUNTY  
My Commission Expires  
December 17, 2018

The local governing body may require additional applications to be completed and submitted. Please check with local government as to how far in advance they require these applications to be submitted. Additional licensing fees may also be required before approval may be granted. For more information, please contact your local jurisdiction: [http://www.azliquor.gov/assets/documents/homepage\\_docs/spec\\_event\\_links.pdf](http://www.azliquor.gov/assets/documents/homepage_docs/spec_event_links.pdf).

**SECTION 15** Local Governing Body Approval Section

I, \_\_\_\_\_ recommend ☐ APPROVAL ☐ DISAPPROVAL  
(government official) (Title)

on behalf of \_\_\_\_\_  
(City, Town, County) Signature Date Phone

FOR DEPARTMENT OF LIQUOR LICENSES AND CONTROL USE ONLY

☐ APPROVAL ☐ DISAPPROVAL BY: \_\_\_\_\_ DATE: \_\_\_\_\_