

# Special Event Liquor License Application Attachment B

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



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

Check all that apply:

- ☐ Free/Host Alcohol  
☐ Beer
- ☒ Alcohol Sales  
☐ Beer and Wine
- ☐ Host and Sale Alcohol  
☒ 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. This license can only be obtained by a non-profit organization, 501(C). (Complete the State of Arizona Special Event Liquor Application and site plan and submit it with this Attachment B.)

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

Extension of Premises Application and site plan and submit it with this Attachment B.)

If this is an Extension of Premises, are there any other activities taking place except for the sale of liquor in the extended area? No ☒ Yes ☐ Type of activities taking place: \_\_\_\_\_

This application is in conjunction with Special Event Permit # LICA23-07651 Mesa Music Festival

Please describe your security plan to ensure the safe sale or distribution of alcohol at your event \_\_\_\_\_

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

Ultimate Imaginations Inc 74-2532863  
Charity's or Organization's Name 501 (C)#  
Nancy Hormann President/Executive Dir [Redacted]  
Name of Contact at Charity/Organization Title with Organization Phone Number  
Nancy Hormann - TS 268123  
On-Site Agent Responsible for Liquor

How will attendees over the age of 21 be identified? All patrons will be ID Checked and wristbanded once age is verified

What controls will be used to keep attendees under the age of 21 from obtaining alcohol at the event? wristband will identify those 21+

Will food be served? Yes ☒ No ☐ If yes, what type of food will be served Food Trucks  
Seating capacity of designated area: #

Anticipated # of attendance = 10,000

CSR:  
Amount:



RECEIVED  
FEB 15 2023  
CITY OF MESA  
LICENSING OFFICE

**SPECIAL EVENT LICENSE**  
**APPLICATION FEE \$25.00 PER DAY**

Arizona Department of Liquor Licenses and Control  
800 W. Washington St. 5<sup>th</sup> Floor Phoenix, AZ 85007  
(602) 542-5141

**DLIC USE ONLY**

Job #:
Date Accepted:
CSR:
License #:

Application **MUST** be submitted to the Department of Liquor 10 days prior to the event.

**SECTION 1** Applicant must be a member of a qualifying nonprofit organization, political party, or Government entity and authorized by an Officer, Director, or Chairperson of the Organization.

- Applicant: Hormann, Nancy  
(Must be an Officer/Member of the Non Profit Entity) Last First Middle
- Applicant's mailing address: 100 N Center Street Mesa, AZ 85201  
Street City State Zip
- Applicants home/cell phone: [REDACTED] Applicant's business phone: [REDACTED]
- Applicant's email address: nancy@downtownmesa.com
- Special Event Name: Mesa Music Festival
- Name of Non-Profit Organization, Candidate or Political Party/Gov.: Ultimate Imaginations Inc.
- Non-Profit/IRS Tax Exempt Number: 74-2532863
- Arizona Corporation Commission File #: 02122188 If out of State please specify: \_\_\_\_\_  
(Attach letter of good standing)
- Event Location Name: Downtown Mesa Streets
- Event Address: 1 N Macdonald Mesa AZ 85201

**Dates and Hours of Event - Days must be consecutive and may not exceed 10 consecutive days.**

**\*\*SEPARATE APPLICATION FOR EACH "NON-CONSECUTIVE" DAY\*\***

Days	Date	Day of Week	Event Start Time AM/PM	License End Time AM/PM
DAY 1:	04-15-2023	Saturday	12:00PM	10:00PM
DAY 2:				
DAY 3:				
DAY 4:				
DAY 5:				
DAY 6:				
DAY 7:				
DAY 8:				
DAY 9:				
DAY10:				

**SECTION 2** 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.)

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

**Must** explain security measures: The area will be fenced off and security stationed all

entry/exit points of beer garden to assure alcohol does not leave licensed area. All 21+ patrons will be ID checked and wristbanded to verify age.

**SECTION 3** What is the purpose of this event?

☒ On-site consumption ☐ Off-site (auction/wine/distilled spirits pull) ☐ Both

How is this special event going to conduct all dispensing, serving, and selling of spirituous liquors?  
Check one of the following boxes. (R-19-318)

A) ☒ Special Event being held on an unlicensed premises will require approval and signature by the Local Governing Body on page 3. (If checked move to section 4)

B) ☐ Will this event be held on a currently licensed premises and within the already approved and licensed area?  
(Must attach a letter from the licensed premises with an explanation of the option checked below)

Name of Business License Number Phone (Include Area Code)

☐ Place license in non-use - Special Event Licensee selling all alcohol without retailer involvement  
Must attach letter from the location suspending license for duration of special event

☐ Dispense and serve all spirituous liquors under retailer's license - Business operates normally, minimum of 25% of gross revenue from alcohol sales is donated to licensee

☒ Dispense and serve all spirituous liquors under special event - The special event licensee is in charge of selling alcohol that was purchased or donated by the special event licensee. The retailers existing alcohol inventory must be separated from any alcohol used during the special event. **Must attach letter from the location suspending license for duration of special event**

☐ Split premise between special event and retail location - Both the special event licensee and the retailer will conduct sales of alcohol. (These sales will be done in separate areas. If alcohol is donated or purchased by the special event licensee it must be in a separate area than the alcohol that is dispensed by the licensed retailer.)

☐ Off Sale only - Wine/Distilled Spirits Pull, Live or Silent Auctions - Retailer will still be permitted to conduct all normal sale and service of alcohol.

**SECTION 4**

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 letter of explanation.

2. How many special event days have been issued to this organization during the calendar year? 1

3. Is the Organization using the services of a Special Event Contractor? (A licensee can utilize the services of a special event contractor who may purchase and sell alcohol on behalf of the licensee. If no special event contractor is listed, the licensee is responsible for the sales and service of alcohol.)

☒ Yes ☐ No If yes, please provide the Name of the Special Event Contractor: Pour Masters

4. Is the organization using the services of a series 6, 7, 11, or 12 licensee to manage the sale or service of alcohol? (Licensees who hold a series 6, 7, 11, or 12 license are automatically qualified to be the special event contractor)

☐ Yes ☒ No if yes, please provide the Name of Licensee: Pour masters License #: LC070011

5. List the name of the Individual or Organization that will receive revenues, **MUST EQUAL 100 PERCENT.**

**Attach additional sheet if necessary.**

Name: Ultimate Imaginations Inc Percentage: 100%

Address: 100 N Center Mesa, AZ 85201  
Street City State Zip

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

Address: \_\_\_\_\_  
Street City State Zip

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

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

**NO ALCOHOLIC BEVERAGES SHALL LEAVE A SPECIAL EVENT UNLESS THEY ARE IN AUCTION WINE OR DISTILLED SPIRITS PULL SEALED CONTAINERS OR THE SPECIAL EVENT LICENSE IS STACKED WITH WINE /CRAFT DISTILLERY FESTIVAL LICENSE.**

**SECTION 5** 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. Please attach a diagram of your special event licensed premises. Please show dimensions, serving areas, fencing, barricades, or other control measures and security position.



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 governing body before submitting to the Department of Liquor Licenses and Control. Please contact the local governing board for additional information.

#### APPLICANT SIGNATURE

##### Declaration:

I, (Print Name) Nancy Hormann, declare under penalty of perjury that I am authorized to submit this application. I have read the contents of this application, and to the best of my knowledge believe all statements made on this application to be true, correct and complete.

Nancy Hormann  
Signature

#### LOCAL GOVERNING BODY

Date Received: \_\_\_\_\_

I, \_\_\_\_\_ recommend ☐ APPROVAL ☐ DISAPPROVAL  
(Government Official) (Title)

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

The local governing body (city, town or municipality where the fair/festival will take place) 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.

#### AZDLLC USE ONLY

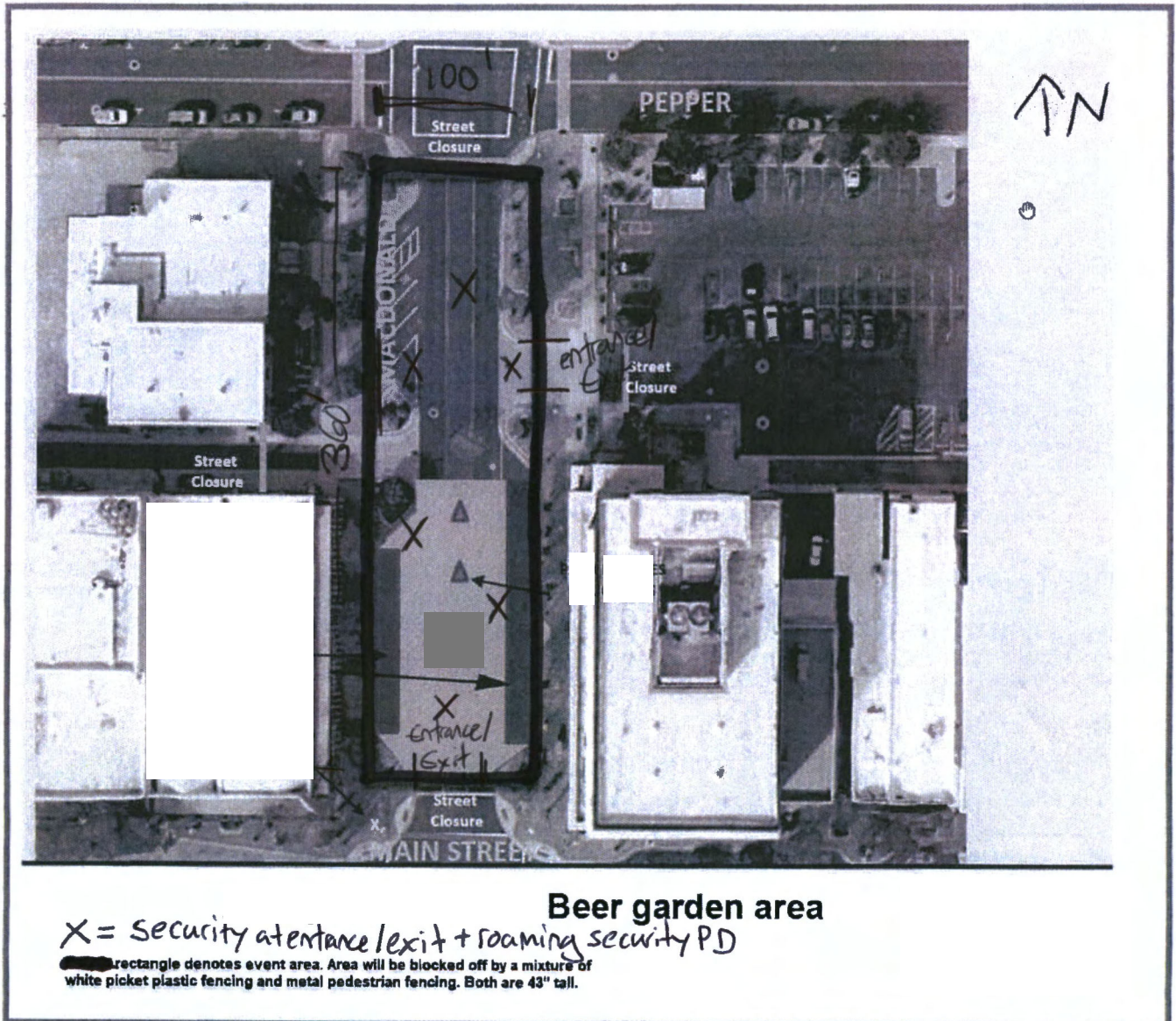
☐ APPROVAL ☐ DISAPPROVAL BY: \_\_\_\_\_ DATE: \_\_\_\_\_

## SPECIAL EVENT PREMISES DIAGRAM

This diagram MUST be submitted with Attachment B

Required information: Dimensions, serving areas, enclosure/barrier type and height (labeled), and security positions. Indicate the nearest cross streets, highway or road, if the location does not have an address. **Providing all the required information will ensure prompt application processing.** The same diagram can be submitted with both the City and State application.

A "bird's eye view" may replace the Special Event Premises Diagram. Please include all the above-required information. Visit the following link for an example <http://goo.gl/maps/J78rb>



INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
1100 COMMERCE STREET  
DALLAS, TX 75242-0000

DEPARTMENT OF THE TREASURY

Date: APR 19 1994

ULTIMATE IMAGINATIONS INC.  
58 WEST MAIN STREET  
MESA, AZ 85201

Employer Identification Number:  
74-2532863  
Case Number:  
754054064  
Contact Person:  
SHARI FLOWERS  
Contact Telephone Number:  
(214) 767-6023  
Addendum Applies:  
No

Dear Applicant:

Based on the information you recently submitted, we have classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Internal Revenue Code because you are described in section 509(a)(2).

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in 501(c)(3) is still in effect.

This classification is based on the assumption that your operations will continue as you have stated. If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status.

This supersedes our letter dated January 24, 1994.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, you should keep it in your permanent records.

## ENTITY INFORMATION

Search Date and Time: 2/27/2023 6:25:03 PM

### Entity Details

Entity Name:	ULTIMATE IMAGINATIONS, INC.
Entity ID:	02122188
Entity Type:	Domestic Nonprofit Corporation
Entity Status:	Active
Formation Date:	2/16/1989
Reason for Status:	In Good Standing
Approval Date:	2/23/1989
Status Date:	2/17/2021
Original Incorporation Date:	2/16/1989
Life Period:	Perpetual
Business Type:	PROMOTIONAL AND EVENTS
Last Annual Report Filed:	2022
Domicile State:	Arizona
Annual Report Due Date:	10/16/2023

Original Publish Date:

4/6/1989

**Statutory Agent Information**

Name:

W RALPH PEW

Appointed Status:

Active

Attention:

Address:

1744 S VAL VISTA DR #217 , MESA, AZ 85204, USA

Agent Last Updated:

10/7/2022

E-mail:

Attention:

Mailing Address:

100 N Center , MESA, AZ 85201, USA

County:

Maricopa

**Principal Information**

Title	Name	Attention	Address	Date of Taking Office	Last Updated
CEO (Chief Executive Officer)	Nancy Hormann		100 N Center St, MESA, AZ, 85201, Maricopa County, USA	10/5/2020	10/7/2022
Secretary	Jill Shaffer		100 N CENTER ST, MESA, AZ, 85201, Maricopa County, USA	6/10/2021	6/21/2021
Director	Kevin Broeckling		100 N Center St, MESA, AZ, 85201, Maricopa County, USA	9/28/2022	10/12/2022
Treasurer	Jeff McVay		100 N Center St, MESA, AZ, 85201, Maricopa County, USA	1/13/2021	10/12/2022

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Title	Name	Attention	Address	Date of Taking Office	Last Updated
Director	Susan Stephensen		100 N CENTER ST, MESA, AZ, 85201, Maricopa County, USA	7/20/2021	10/7/2022

#### Address

Attention:

Address: 100 N CENTER ST, MESA, AZ, 85201, USA

County: Maricopa

Last Updated: 10/7/2022

#### Entity Principal Office Address

Attention:

Address:

County:

Last Updated:

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