

TOWN OF
QUEEN CREEK
ARIZONA

Special Event Liquor License for Roots N Boots

February 15, 2012



Background

- The Town holds a government license to sell and serve alcohol at HPEC.
- FOHP would like to obtain a Series 15 Special Event Liquor License.
- Series 15 license is a temporary liquor license that allows a charitable organization to sell/serve alcohol.



Background

- Qualifying organizations will be granted a special event license for the term of the event.
- The qualified organization must receive at least 25% of the gross revenues.
- FOHP needs the Town's approval to submit the application.



Benefits

- FOHP would be operating under their license – not the Town license.
- FOHP would be required to purchase their own liquor liability insurance and name the Town as additional insured.
- This opportunity creates potential for higher revenues to FOHP.



Sales Plan

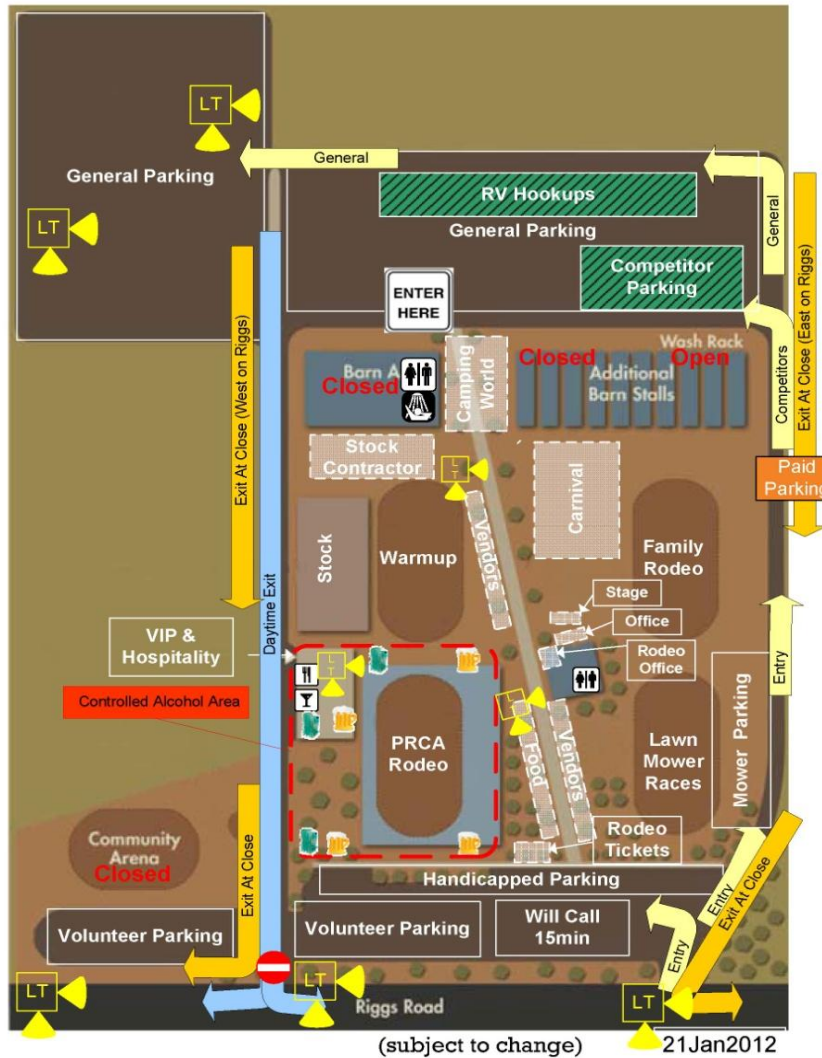
- All patrons will go through identification check and issued a wrist band (21 and over)
- Wrist band will allow patron to purchase tickets for alcoholic drinks.
- Tickets will be presented to professional bartender for service.
- Drinks will be served throughout the rodeo performances; however sales will cease approximately one hour before the end of each performance.
- A designated, secured area has been established for alcohol sales.



Security

- FOHP is working with MCSO to finalize the security plan.
- MCSO will provide off-duty officers, crime prevention posse and mounted posse members.
- Professional bartenders will be hired to serve the drinks.
- E-Staff, a private security firm, is very experienced with large events.
- A designated area has been established for all alcohol service; exit/entry points will be monitored.







Questions?

FACTS about alcohol

EACH OF THESE DRINKS HAS ABOUT THE SAME AMOUNT (ABOUT 1.2 TABLESPOONS) OF "PURE" ALCOHOL, OR ETHANOL.

12 OUNCES OF REGULAR BEER = 5 OUNCES OF TABLE WINE = 1.5 OUNCES OF HARD LIQUOR



(5% ALCOHOL)



(12% ALCOHOL)



(40% ALCOHOL)

