


Source:

Mike Hood



TO: City Council
FROM: City Manager and Staff 
DATE: May 14, 2007
RE: Draft Policy on the Sale of Alcohol on City Park Property
 by Private Organizations and Individuals

Fiscal Impact

YES

NO

Other Info.

SUMMARY: In the early summer of 2006, the City Council directed Park and Recreation Department staff to develop recommendations as to a policy which would outline regulations and procedures by which alcohol could be sold at certain events and/or festivals being held on City park property by private organizations and/or individuals. Park staff have spent several months researching this topic and, in particular, reviewing the policies of numerous other communities with respect to this issue. Based on this research, staff has drafted a policy which would allow alcohol sales on a restricted basis at special events/festivals/special occasions in a specifically defined number of parks upon approval of an Event Alcohol Sales Permit and payment of appropriate fees. The Event Alcohol Sales Permit would require the approval of the Parks Department, the Police Department, and the Finance Department. A copy of the proposed policy is attached to this report for Council review and comment.

DISCUSSION: In developing the proposed policy on alcohol sales in the park, staff reviewed numerous other communities' policies on this issue. While a large number of those communities simply prohibit the sales of alcohol in their parks by private groups or individuals, staff did find a significant number of cities where alcohol sales were allowed under specifically defined circumstances. In those communities such sales were generally allowed at community wide special events, festivals, and special occasions under a special permit system. All of the communities reviewed charged a fee for the permit to sell alcohol and the majority restricted such sales to beer, wine, and champagne. Many restricted the sales only to their larger parks where major community events took place and very few, if any, allowed such sales in their smaller neighborhood parks. The draft policy which has been developed is modeled after many of the policies from those communities which appear to have a successful and workable policy with respect to alcohol sales.

As currently drafted, the proposed policy on the sale of alcohol in the Columbia city parks includes the following:

- A. Defines "alcoholic beverage" as beer, wine, and/or champagne. The sale of hard liquor would not be allowed.

B.) Sales of alcoholic beverages would be allowed by private organizations or individuals only upon issuance of an approved Event Alcohol Sales Permit. The permit must be approved by the Park Department, Police Department, and Finance Department.

C.) Event Alcohol Sales Permits would only be issued to organizations/ individuals who had obtained an approved park special use permit for their event/festival/special occasion. Such events must be compatible with the mission and purpose of the park system and are defined as events focusing on recreational activities that are physical, social, cultural, artistic, and/or environmental in nature. Any alcohol sales that occur must be secondary to and in support of the approved recreational event and cannot be the primary reason for the event.

D.) Approved sites where requests for sales of alcoholic beverages would be considered would be limited to:

- Columbia Cosmopolitan Recreation Area
- Lake of the Wood Recreation Area
- Twin Lakes Recreation Area
- Stephens Lake Park
- Nifong Memorial Park
- Flat Branch Park
- Oakland Park (non-school days only)
- Cosmo-Bethel Park (non-school days only)

Sites could be added to this approved list upon the approval of the City Council.

E.) Issuance of the Event Alcohol Sales Permit would require payment of the permit fee. Fee would be \$100 or 10% of gross alcohol sales whichever is greater. Permit would be issued based upon payment of \$100 base fee with applicant responsible for payment of any additional fees owed within 10 days following the conclusion of the event.

F.) Anyone applying for an Event Alcohol Sales Permit would be required to have all necessary state and local liquor licenses and permits. All state laws and regulations regarding the sale and consumption of alcohol would have to be met by the applicant.

G.) Applicant would have to provide evidence of liability insurance in the amount of \$2 million for the planned event. The insurance must name the City as co-insured.

H.) If requested by either the Parks Department or the Police Department, the applicant must agree to provide adequate security personnel to insure proper control and management of the event.

I.) Application for an Event Alcohol Sales Permit must be submitted no less than 15 days prior to the event to allow adequate time for review by the Parks, Police, and Finance Departments.

SUGGESTED COUNCIL ACTION: If Council concurs that the City should continue consideration of a policy which would allow private organizations and/or individuals to sell alcoholic beverages at special events and festivals being held at Columbia's public parks and recreation facilities, staff would recommend that the Council refer the draft policy to the Park and Recreation Commission for their review and recommendation prior to final adoption by the Council.

Draft May 07

City of Columbia
Department of Parks and Recreation
Policy On
Sale of Alcohol on City Park Property by Private Organizations/Individuals

Purpose: The purpose of this policy is to establish the rules and regulations regarding the sale of alcoholic beverages by private organizations and/or individuals at the City of Columbia's public parks and/or recreation facilities.

Definition: The phrase "alcoholic beverage" as used in this policy shall be defined to mean beer, wine, and champagne. The sale of hard liquor shall not be allowed.

Approved Sites: The sale of alcoholic beverages is prohibited at all City parks and/or facilities except those properties approved as event/festival/special occasion sites where such sales may be allowed. Approved sites where the sale of alcohol beverages will be considered are:

- Columbia Cosmopolitan Recreation Area
- Lake of the Woods Recreation Area
- Twin Lakes Recreation Area
- Stephens Lake Park
- Nifong Memorial Park
- Flat Branch Park
- Oakland Park (non-school days only)
- Cosmo-Bethel Park (non-school days only)

Sites may be added to the approved list only upon the approval of the City Council.

Alcohol Sales Permits: Individuals, groups, or organizations desiring to sell alcohol at an event/festival/special occasion being held on public park property must apply for an Event Alcohol Sales Permit. Such a permit shall be considered separately and in addition to any Event Concession Sales Permit issued by the Park and Recreation Department for the event being planned.

Anyone applying for an Event Alcohol Sales Permit must have submitted a Park Special Use Application and have received approval to hold their event in the park. The approved event must be compatible with the mission and purpose of the park system and shall be defined as an event focusing on recreational activities that are physical, social, cultural, artistic, and /or environmental in nature. Any alcohol sales that occur must be secondary to and in support of the approved recreational event and cannot be the primary reason for the event.

The following conditions must be met to be eligible to obtain a Parks and Recreation Department Event Alcohol Sales Permit:

- A. State Liquor Regulations. All State laws and regulations regarding the sale and consumption of alcohol must be met. Any individual, group, or organization selling alcoholic beverages in the parks must have all necessary state liquor licenses and permits. Licenses and permits must be available for inspection at the event site.
- B. Liability Insurance: Applicant must provide evidence of liability insurance in the amount of \$2 million for the planned event. The insurance must name the City of Columbia as co-insured for the event.
- C. City Alcohol Sales Permit. A City of Columbia Alcohol Sales Permit must be obtained through the Department of Finance's Business License office.
- D. Security Personnel: If requested by either the Parks and Recreation Department or the Police Department, applicant must agree to provide adequate security personnel to insure proper control and management of the event.
- E. Submittal of a Completed Event Alcohol Sales Permit Application. Application must be submitted no less than 15 days prior to the event and must be reviewed and approved by the City Park and Recreation Department, the City Police Department, and the City Finance Department. Requests submitted less than 15 days in advance of the event will not be considered.
- F. Payment of the Permit Fee. The fee for an Event Alcohol Sales Permit is \$100 or 10% of the gross alcohol sales whichever is greater. The permit will be issued for the event based upon payment of the \$100 base fee. Permit holders shall be responsible for providing the Park and Recreation Department with documentation as to the amount of gross alcohol sales and payment of any additional fee owed within 10 calendar days of the conclusion of the event. If such documentation and payment is not provided, the permit holder shall not be allowed to hold future events in the parks.

Alcohol Concession Sales Permit Application

Request is hereby made by the undersigned for permission to sell alcoholic beverages on City park property:

Applicant's name: _____

Address: _____ City, Zip: _____

Phone #: _____ Cell Phone # _____

Date of Event: _____ Type of Event: _____

Brief description of the Event: _____

Event Start Time: _____ End Time: _____

Type of Alcohol To Be Served: Beer _____ Wine _____ Champagne _____

Estimated Event Attendance _____ Number of Participants Under 21 _____

If participants under age 21 are to be in attendance at your event, please outline your plan to insure that underage individuals are not served alcohol :

Park Special Use Application Submitted? Yes _____ No _____

Liability Insurance: Please attach a certificate of insurance in the amount of \$2,000,000 naming the City of Columbia as co-insured for the planned event.

Name and Address of Individual/Organization Conducting Sales (Must have all necessary state and city liquor licenses/permits – please attach copies of required licenses. Also, please note that all individuals serving alcohol at the event must have completed the SMART training program.):

Security – Please describe Applicant’s plan for providing adequate security as well as means to insure compliance with all state and local liquor law regulations:

I accept responsibility for compliance with the regulations established by the Missouri Liquor Control Commission. I understand that false or misleading answers could result in denial of this application. I certify all information submitted is complete and correct to the best of my knowledge. I also certify that all individuals responsible for the service of alcohol at this event shall have completed the SMART training program. I agree to adhere to all guidelines established for the sale of alcohol beverages on public park property.

Applicant’s signature: _____ Date: _____

Department Approvals

Parks and Recreation Department: Approved _____ Denied _____

Reason denied _____

Signature _____ Date _____

Police Department: Approved _____ Denied _____

Reason denied _____

Signature _____ Date: _____

Finance Department: Approved _____ Denied _____

Reason denied _____

Signature _____ Date: _____

For Office Use Only

Documents required:

- _____ \$2 million Certificate of Liability Insurance
- _____ Copy of State Liquor License
- _____ Copy of City of Columbia Alcohol Sales Permit

