

CLASS "C" RETAIL ALCOHOL LICENSE APPLICATION

Business Information

Name of Legal Entity: SOUTHERN HOSPITALITY CONC LLC

FEIN: XX-XXX4732

Business Type: Limited Liability Company

This business is not registered with the Secretary of State.

Premises Information

Premises DBA: FIELD OF DREAMS VELOCITY CONCERT

Premises Address: 28995 LANSING RD DYERSVILLE IA 52040-8005

Premises Type: Special Event

Number of Floors: 1

Control of Premises: Other

Other control description: Concessions Agreement

Is your premises equipped with at least one adequate, conveniently located indoor or outdoor toilet facility for use by patrons?

Yes

Does your premises conform to all local and state health, fire and building laws and regulations?

Yes

Is your establishment equipped with tables and seats to accommodate a minimum of 25?

Yes

License Information

Effective Date: 02-Sep-2026

Length of License Requested: 5 days

Privilege(s) Requested

Outdoor Service - Allows the selling/serving of alcoholic beverages by the license/permit in a designated, adjacent outdoor area.

Provided description of the Outdoor Service Area:

This license is for sale and service at an outdoor concert at the Field of Dreams complex.

Endorsements

Local Authority: City of Dyersville

Dramshop Company: FIREMANS FUND INSURANCE CO

Ownership Information

Type	Name	ID Type	ID	DOB	Phone	Address	Percentage
Individual	D'ARIENZO, DAMON	SSN	***-**-0514	25-Aug-19 74		14615 LAGOON DR JACKSONVIL LE BEACH FL 32250-2332	0.00
Individual	WIMMER, DANIEL	SSN	***-**-6335	13-May-1 973		101 WAVECREST AVE VENICE CA 90291-3369	0.00

Criminal History Details

Has anyone listed on the Ownership page been charged or convicted of a felony offense in Iowa or any other state of the United States?

No

Has anyone listed on the Ownership page been convicted of any violation of any state, county, city, federal or foreign law? For traffic violations, only include those that are drug or alcohol related.

No

Criminal Violations

Contact Information

Contact Name: DAMON D'ARIENZO

Phone Number: (904) 887-9215

Email Address: damon@sohoconcessions.com

Address: 10351 SANTA MONICA BLVD LOS ANGELES CA 90025-6908

Attestation Information

Attestation Name: DAMON D'ARIENZO

Attestation Date: 11-Aug-2026