



FRUITA
COLORADO

AGENDA ITEM COVER SHEET

TO: FRUITA CITY COUNCIL AND MAYOR

FROM: DEBRA WOODS, DEPUTY CITY CLERK

DATE: SEPTEMBER 9, 2023

AGENDA TEXT: SPECIAL EVENT LIQUOR PERMIT APPLICATION – A request to approve a Special Event Liquor Permit application from the Fruita Area Chamber of Commerce to sell and serve beer and/or cider at the Fruita Fall Festival “Beer Fest” to be held on Friday, September 22, 2023 from 5:00 to 10:00 p.m. at Civic Center Memorial Park located at 325 E. Aspen Ave.

BACKGROUND

The Fruita Area Chamber of Commerce has filed an application for Special Events Permits to sell and serve beer and/or cider during the 2023 Fruita Fall Festival “Beer Fest” on the date and time noted above at Civic Center Memorial Park in Fruita. State law allows nonprofit organizations to apply for a special events liquor permit, and the Fruita City Council adopted Resolution 2011-32, which authorizes the Local Licensing Authority to issue Special Events Permits to qualifying organizations and political candidates without sending the application to the State Authority for approval.

The City of Fruita requires that the applicant submit a narrative addressing specific issues related to the Special Event Liquor Permit, as well as a diagram of the licensed premises to show the area of control in which alcohol may be sold or consumed and should be strictly adhered to. Staff would like to point out that as it has in years past, this event is likely to draw a bigger crowd of patrons than some of the other events held in Fruita, so the Fruita Chamber has hired private security to assist with the monitoring of the licensed area and patrons.

The application, narrative, diagram, Fruita Police Department comments and the Chamber’s Certificate of Liability Insurance are attached.

FISCAL IMPACT

N/A

APPLICABILITY TO CITY GOALS AND OBJECTIVES

The City of Fruita is charged with protection of the public health, safety and welfare. The review and issuance of Special Event Liquor Permits ensures that licensed entities are operating by the rules and regulations adopted by the City and State concerning the sale or service of beer and alcoholic beverages.

OPTIONS AVAILABLE TO THE COUNCIL

1. Approve the Special Event Liquor Permit application by the Fruita Area Chamber of Commerce to serve and sell beer and/or cider at the 2023 Fruita Fall Festival “Beer Fest” subject to the following conditions:
 - a) The Chamber will discontinue serving alcohol at 9:30 p.m. on Friday, September 22, 2023 to allow patrons 30 minutes to finish their beverages and leave the licensed area and alcohol will be secured and removed by 10:00 p.m.
 - b) Volunteers, board members, employees and hired security will monitor the entrances to the licensed area to make sure no alcohol comes into or leaves the licensed area.
 - c) All other procedures proposed by the Fruita Area Chamber of Commerce will be followed.
 - d) The Chamber will be solely responsible for the enforcement of state and local liquor laws.
2. Approval of the Special Event Liquor Permit application with amendments to the above conditions.
3. Deny the Special Event Liquor Permit application by the Fruita Area Chamber of Commerce to serve and sell beer and/or cider at the 2023 Fruita Fall Festival “Beer Fest”

RECOMMENDATION:

- **APPROVE THE APPLICATION FOR A SPECIAL EVENT LIQUOR PERMIT FOR THE FRUITA AREA CHAMBER OF COMMERCE TO SELL AND SERVE BEER AND/OR CIDER AT THE FRUITA FALL FESTIVAL “BEER FEST” TO BE HELD ON FRIDAY, SEPTEMBER 22, 2023 FROM 5:00 TO 10:00 PM AT CIVIC CENTER MEMORIAL PARK SUBJECT TO THE CONDITIONS STATED BY STAFF**