

To: Melissa Marsh, City Manager

From: Adam Owczarzak, Assistant to the City Manager (Staff Liaison to the MH Arts Board)

Date: May 31, 2023

Subject: Trail Tunes – Beer Tent

BACKGROUND

The Madison Heights Arts Board has requested that a Beer Tent be incorporated at this year's Trail Tunes Festival at Civic Center Park.

FINDINGS

After contacting multiple communities to see how beer tents are operated, it was recommended that the best way to host events with a beer tent is to run them through a non-profit instead of the city. Non-profits have fewer requirements than cities have when applying for a temporary liquor license. Based on this information, staff reached out to Madison Heights Hazel Park (MHHP) Chamber of Commerce Director Linda Williams to see if this event was something the board would like to be a part of. Director Williams asked her executive board, and they enthusiastically agreed to be a part of this event. It was verbally agreed that all profits from the beer tent will be split 50/50 between the Chamber and the Madison Heights Arts Board. The MHHP Chamber will be the entity that is officially hosting the beer tent.

The proposed hours of operation of the beer tent are Saturday, September 9th from 2:00 PM – 6:00 PM and coincides with the operational hours of Trail Tunes. After Speaking with a distributor representative, it was recommended that we keep the menu small. The proposed menu for the beer tent is: Miller Light, Sam Adams October Fest, White Claw Black Cherry, and Copa Da Vino Wine (red and white).

Per the Michigan Liquor Control Board guidelines, the beer tent will be enclosed with orange fencing, and there will be one point of entry/exit to control the flow of patrons. Beer and wine will have to be consumed within the tent and no alcohol is permitted outside of the tent's boundaries. Two Police Officers will be assigned to work at this event for safety purposes. The exact location of the beer tent is still being discussed with the Chamber and Arts Board Representatives, however, early communications have discussed near the Jaycee Building. Since the proposed location is within 500 feet of Lamphere High School, staff reached out to Superintendent Dale Steen asking for the school district's consent to the hosting of a beer tent at this location. t. The school district granted permission on June 6, 2023.

Prior to obtaining a temporary liquor license from the Michigan Liquor Control Commission, it is required that the local government unit approve a resolution authorizing the event. In addition, in accordance with City policy, the Arts Board will apply for any necessary permits, comply with Council's Uniformed Insurance Policy, and meet all state and local requirements for the event.

RECOMMENDATION

Should the City Council concur with the request of the Madison Heights Arts Board and the Madison Heights Hazel Park Chamber of Commerce, staff recommends City Council approve the Resolution Authorizing the One-Time Sale, Possession and Use of Beer and Wine During the 2023 Trail Tunes Event on a trial basis subject to receiving all necessary permits, compliance with any state and local requirements, and in accordance to Council's Uniformed Insurance Policy.