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OCT 22 2015

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MEMORANDUM Management Services Department – Council Memo No. MR16-051

DATE: OCTOBER 22, 2015

TO: MAYOR AND COUNCIL

THRU: MARSHA REED, ACTING CITY MANAGER MR
DAWN LANG, MANAGEMENT SERVICES DIRECTOR DL
MATTHEW DUNBAR, REVENUE AND TAX MANAGER MD

FROM: BONNIE BODDY, CUSTOMER SERVICE SUPERVISOR BB

SUBJECT: WINE FESTIVAL/WINE FAIR LICENSE APPLICATION FOR BARBARA J. PIERCE, AGENT, PIERCE WINES ARIZONA LLC, DBA PIERCE WINES ARIZONA

RECOMMENDATION

Staff recommends Council forward a recommendation for approval of the State Wine Festival/Wine Fair License 13023027, and further, that approval be given for the City of Chandler Wine Festival/Wine Fair License for Barbara J. Pierce, Agent, Pierce Wines Arizona LLC, dba Pierce Wines Arizona, located at Crowne Plaza San Marcos Golf Resort, 1 N. San Marcos Place.

DISCUSSION

An application for a Wine Festival/Wine Fair License has been submitted by Pierce Wines Arizona LLC, dba Pierce Wines Arizona for The Grand Wine Festival on Saturday, November 21, 2015, from 10:00 a.m. until 10:00 p.m. and Sunday, November 22, 2015, from 10:00 a.m until 6:00 p.m., located at Crowne Plaza San Marcos Golf Resort, 1 N. San Marcos Place.

With a Wine Festival License, a licensed domestic farm winery, within the confines of the event during the designated event periods, can serve samples of its products, sell such products for consumption on the premises and sell their products in original containers for consumption off the premises.

The Police Department has no objections to this event, and the applicant has applied for a Temporary Sales and Promotional Event Permit through Community and Neighborhood Services.

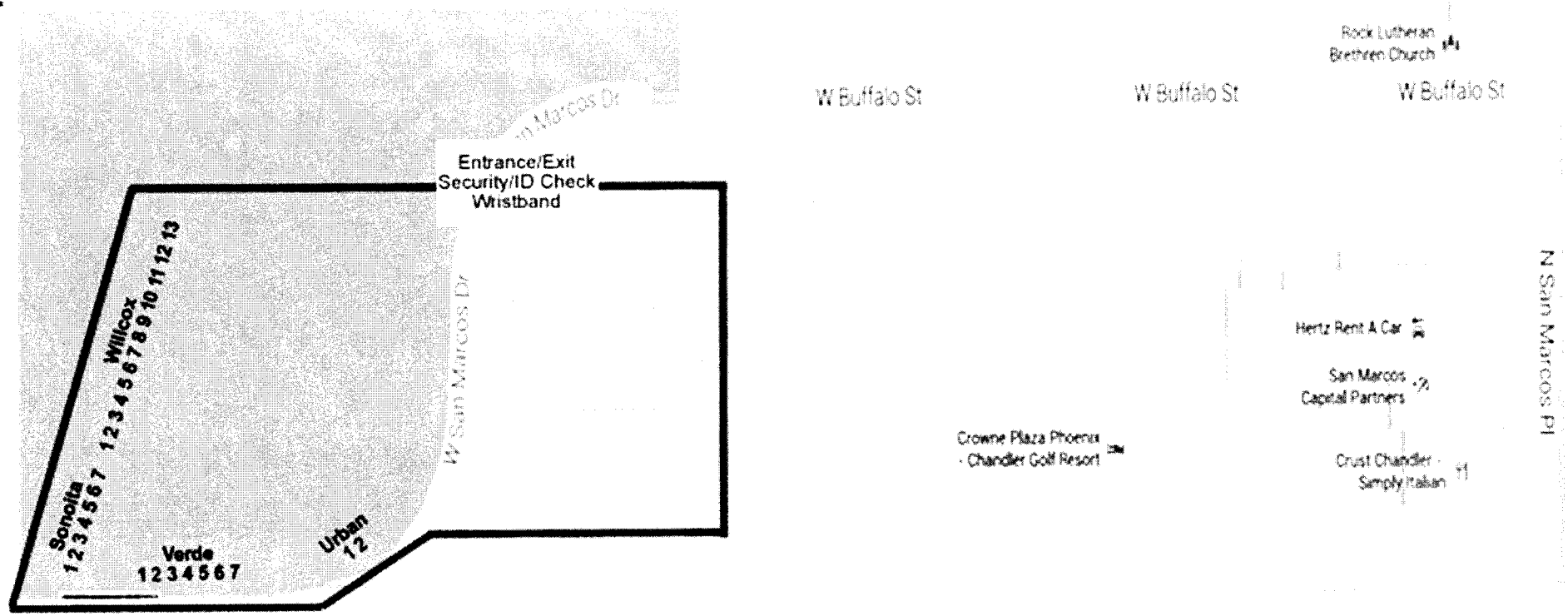
PROPOSED MOTION

Move for recommendation to the State Department of Liquor Licenses and Control for approval of a Wine Festival/Wine Fair License for Barbara J. Pierce, Agent, Pierce Wines Arizona LLC, dba Pierce Wines Arizona on Saturday, November 21, 2015, from 10:00 a.m. until 10:00 p.m. and Sunday, November 22, 2015, from 10:00 a.m until 6:00 p.m., located at Crowne Plaza San Marcos Golf Resort, 1 N. San Marcos Place, and approval of the City of Chandler Wine Festival/Wine Fair License.

Attachment: A - Map of Event

The Grand Wine Festival

November 21 & 22, 2015



Outline = Fencing or Back of Tents. One security person at entrance checking ID and 1 roaming the festival.
Expected maximum attendance at any one time, 650 people.
North/South dimension approximately 350 feet, East/West approximately 500 feet.

Willcox		11	Pillsbury Wine	**Verde**	
1	Burning Tree Cellars	12	Sierra Bonita Vineyards	1	Alcantara Vineyards
2	Carlson Creek Vineyards	13	Zarpara Vineyards	2	Arizona Stronghold Vineyards
3	Coronado Vineyards	**Sonoita**		3	Chateau Tumbleweed
4	Deep Sky Vineyards	1	Hannah's Hill Vineyards	4	Freitas Vineyards
5	Flying Leap Vineyards	2	Kief Joshua Vineyards	5	Javelina Leap Estate Vineyards
6	Four Tails Vineyards	3	Lightning Ridge Cellars	6	Oak Creek Vineyards
7	Golden Rule Vineyards	4	Sonoita Vineyards	7	Page Springs Cellars
8	Keeling Schaefer Vineyards	5	Tombstone Wineworks	**Urban**	
9	Passion Cellars	6	Wilhelm Family Vineyards	1	Gallifant Cellars
10	Pierce Wines			2	Su Vino Winery