

Capital City Pride

P.O. Box 7221, Olympia, WA 98507 * www.capitalcitypride.net

Capital City Pride – June 2014 Beer Garden Proposal

Overview

On June 21 and 22 of 2014, Capital City Pride proposes to host a beer garden in conjunction with the annual Pride Festival & Parade in downtown Olympia. This will be the third beer garden in the past four years operated by Pride, with the first two being highly successful. As per the City's he City of Olympia policies, we are submitting our proposed plan to the Council's General Government Committee for review.

Permits

We have submitted the following permit applications required for this event:

City of Olympia 2014 Festival & Event Permit - February 15, 2014 **Pending**

Washington Event Permit "Use of Capital Building & Grounds" **Approved # 13-2878E**

Washington Liquor Control Board – Special Occasion License for Non Profit Approved # **SP OCC 094426**

Capital City Pride

Capital City Pride is an Olympia-based non-profit organization . Since 1991, our mission has been to host the annual June **Pride Day Festival & Parade** that draws nearly 15,000 people from the entire region for the Pride Parade and Festival in historic Sylvester Park. To learn more about our organization, please visit our website at www.capitalcitypride.net

History the Beer Garden

Pride submitted our first request to host a Beer Garden in 2007 with an original goal to raise significant funds to support our organization. In 2011, we identified a new goal in the larger context of the City's concerns about the impact of alcohol in downtown Olympia. That new goal was to develop a model beer garden based on the European tradition of including substantial food and a positive atmosphere. We conducted this pilot project with a goal to break even financially in order to pursue a broader goal to set a higher community standard in how to run beer gardens.

In May 2011, the Olympia Council designated Capital City Pride to be the first non-profit to pilot the City's beer garden policies by operating a beer garden under the City's draft rules. Pride hosted two beer gardens - - the first in 2011 and the second in 2012. Both times, the facility was staffed by volunteers who held servers licenses who worked closely with the Olympia Police to ensure a smooth operation. Both times the facility was operated with an adjacent food vendor. Following both of those festivals, Pride submitted a report to the City that detailed the attendance, total sales of alcohol, total sales of food, and any positive or negative outcomes that would be useful for Council consideration. For both of these years, the Pride Beer Gardens were well operated, our attendees had a great time and Pride generated a small profit.

Licenses, Permits & Registrations

Capital City Pride obtained a **Special Occasion License # SP OCC 094426** as issued by the Washington State Liquor Control Board (WSLCB) available only to bona fide nonprofit organizations. This permit will be posted prominently and made available for review upon request to citizens, customers and public officials

including law enforcement. Capital City Pride will also obtain a comprehensive City of Olympia event permit that included municipal regulations for a “one-time beer garden venue pilot project on City property”.

Additionally, Capital City Pride holds a State of Washington Master Business License and a State of Washington Certificate of Incorporation as a non-profit corporation. Capital City Pride operates under the fiscal auspices of the Rainbow Community Center, a federally recognized tax-exempt organization.

Festival & Beer Garden Attendance

The Pride Festival & Parade anticipates sustained crowds of up to 6,000 through out the weekend. The Sunday Pride Parade is estimated to draw nearly 15,000. The Pride Beer Garden will never hold more than 100 people at a time with approximately 600 people over two days, and approximately 500 attendees who actually bought and consumed alcohol. The estimated average number of drinks per person will be 1.7 drinks.

Estimated Expenses & Revenues

We conducted this pilot project with a goal to break-even financially in lieu of a broader goal to set a new standard in how to run beer gardens. Our projected expenses are \$2,200 and our projected revenues of \$4,500 (estimated at \$4,250 in sales and \$250 in tips). Following is a breakdown of our estimated expenses and revenues:

\$1,500.00 – Beer
\$ 0.00 – Wine (Donated by Barefoot Wines, a subsidiary of Gallo Winery)
\$ 0.00 – Refrigerator Truck (Donated by Beer Distributor)
\$ 120.00 - Washington State Liquor Control Board License
\$ 600.00 – Fencing rentals
\$2,220.00 – Estimated Expenses

\$4,500.00 – Estimated revenues
\$2,280.00 – ESTIMATED PROFIT

Staffing & Management

Pride has developed a Beer Garden staff plan based local best practices from a number of sources, including local bars and WSLCB personnel. This model was field-tested in 2011 and 2012 utilizing the following seven person team:

- **One Beer Garden Manager** – Bobby Brown (former military police officer, current Class 12 WSLQB license) Charged with managing the entire beer garden: supervising personnel; supervising sales (cash taken, number of people served, number of drinks served); monitoring the crowd; coordinating with Pride Committee members; coordinating with local law enforcement; coordinating cash drops to the safe. **Location:** Primarily behind the bar with periodic sweeps of the customer area.
- **Two Expeditors:** (Both current Class 12 WSLQB license holders) Pouring beer into glasses; pouring wine into glasses **Location:** behind the bar by the cooler truck
- **Two Servers:** (both - current Class 12 WSLQB license) Serving drinks and taking money
Location: directly behind the bar

- **Two ID – Checkers:** (One with current Class 12 WSLQB license) Duties to staff the entrance at all times; check valid photo ID's of 100% of all customers; ensure no alcohol removed from the premises of the beer garden. **Location;** at the single entrance to the beer garden

Our Beer Garden Manager has secured a team of 10 volunteers who hold Class 12 Licenses and are experienced servers as our beer garden staff. There will **always** a minimum of seven staff in the beer garden. We will work closely with the Olympia Police Department to ensure a periodic patrol of the facility.

Location

The Pride Beer Garden will be located on a City of Olympia public right of way located at the West end of the 200 block of 7th Avenue SE. The entrance oriented West toward the intersection of 7th Avenue & Washington. Immediately adjacent to the entrance was a food vendor. **Please note:** The family area for people with small children will be located on the opposite corner of the Office of the Superintendent of Public Instruction (OSPI) grounds.

Facility & Signage

As per our City of Olympia Festival & Event Permit application, the lay-out places the entrance near the SE corner of Sylvester Park. Tables will be placed along both sides of the garden, allowing a wide aisle for entry and to monitor the crowd. Garbage & recycle cans will be placed near the bar and adjacent to the exit. A visual barrier will be installed along the North and South walls of the beer garden area in order to minimize the impact on the adjacent areas. All other walls will be left open to allow for easier line-of-sight monitoring by law enforcement and other Pride staff. As per amendment to the City policies on beer garden operations, alcohol related signage will now be posted inside and outside the Beer Garden alerting people to the location and nature of the facility. Dimensions of facility to be approximately 75 feet (East – West) by 25 feet (North – South) allowing for emergency vehicle passage.

Crowd Control & Access

The entire facility will be enclosed with 6 foot high chain link fencing and festively decorated with rainbow flags and Pride Festival related banners. There will be a single point of access located at the intersection of 7th Avenue and Washington Street, **please note** this will be part of the area of closed right of ways under our proposed City of Olympia permit (**pending**). The entrance will be staffed by two volunteers, one of whom will have a WSLQB Class 12 server's license and familiarity with WSLQB laws and regulations pertaining to establishments that serve alcohol. This facility will operate with 100% ID check.

Hours of Operation

The hours of operation were developed to complement the festival and parade schedules, yet to limit the total amount of potential alcohol consumption. The schedule was as follows:

- June 21, 2014: 12 Noon to 5 pm
- June 22, 2014: 12 Noon – 5 pm

In addition to preventing over-consumption at the Pride Festival, these limited hours were created to limit the adverse impact on the business of adjacent bars, several of which are Pride sponsors.

Partnership with Together

Once again in 2014, Pride is pleased to partner with Together to make this a safe and positive beer garden on public property. We have partnered with Together for the past seven years on making Pride a tobacco

free event and the past three years on alcohol issues. Each year we provide space in our Pride Guide event program for a short article on alcohol and the GLBT communities. This year we intend to co-host a panel in advance of the Pride Festival that addresses drug and alcohol addiction and the GLBT community.

Concerns or Comments

As per the City policy, Pride is presenting our proposed 2014 Pride Beer Garden plan. Please forward any concerns or comments prior to the 2014 Pride Festival & Parade.

For More Information Please Contact:

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