



## Request for City Council Committee Action from Licenses and Consumer Services

**Date:** February 11, 2014

**To:** Council Member Lisa Goodman, Chair  
Community Development and Regulatory Services Committee

**Subject:** Clean Zone for Major League Baseball All Star Game

**Recommendation:** That the Community Development and Regulatory Services Committee approve designating a Clean Zone around Target Field and other event areas during the 2014 Major League Baseball All Star Game.

**Previous Directives:** None

### Department Information

Prepared by: Grant Wilson, Manager of Business Licenses, 612-673-3902

Approved by:

\_\_\_\_\_  
Cathy Polasky, Director of Economic Policy and Development

\_\_\_\_\_  
Grant Wilson, Manager of Business Licenses

Presenters in Committee: Grant Wilson

### Financial Impact

- No financial impact

### Supporting Information

In July 2014, the City of Minneapolis, in collaboration with the Minnesota Twins and Major League Baseball, will host the 2014 Major League Baseball All Star Game at Target Field. Multiple city departments are making arrangements to ensure the events are safe and run efficiently.

Major League Baseball requires an area around the stadium and hotels to be designated as a "Clean Zone" by the City. Specifically, in the Clean Zone, whether on public or private property, the following activities must be prohibited unless approved by Major League Baseball:

- (i) transient vending or other sales by any individual or entity;

- (ii) sampling of consumable items;
- (iii) any temporary signage viewable from public property, including mobile signage;
- (iv) the construction of any temporary structure or inflatable device;
- (v) the hosting of any temporary public hospitality events;
- (vi) the sale of counterfeit or infringing merchandise and counterfeit tickets;

In partnership with Law Enforcement Officers, License Inspectors will be assigned to work in the Clean Zone to enforce all of the requested Clean Zone restrictions, as well as support anti-counterfeiting efforts. Enforcement of the Clean Zone will include criminal and/or civil citations, confiscation of illegal items, and all other legal avenues to ensure compliance.

Attached is a Clean Zone Resolution and maps of the proposed areas.

**RESOLUTION 2014R-\_\_\_\_**  
**By Goodman**

**Establishing a clean zone around Target Field during the 2014 Major League Baseball All Star Game and related events, where temporary sales, vending, entertainment, signs and related special event permits will not be approved or issued by the City of Minneapolis without the additional approval of Major League Baseball.**

Whereas, the Minnesota Twins, Major League Baseball and the City of Minneapolis will host the 2014 Major League Baseball All Star game and related events during the month of July 2014, with events taking place on multiple days and the All-Star Game being played at Target Field on July 15, 2014; and

Whereas, the Minnesota Twins and Major League Baseball have requested that certain temporary commercial activities near Target Field, located at 1 Twins Way, and other designated sites hosting official All-Star Game activities be restricted to ensure that the focus of the entire event remains on the fans, athletes, coaches, and the game of baseball and to prevent ambush marketing activity and other activities with the potential to detract from the event and damage the legitimate interests of the community and of Major League Baseball and the entities that assist in presenting the All-Star activities;

Now, Therefore, Be It Resolved by The City Council of The City of Minneapolis:

That no temporary permit or license shall be approved or granted by the City Council which would permit the sale or free distribution of merchandise, peddling, transient merchant activities, product sampling, temporary food or beverage services, temporary beverage alcohol premise expansions, block events, parades, races, or permit the use of temporary structures, tents, signs, banners, mobile billboard vehicles, broadcast vehicles, amplified sound permits, temporary light displays, inflatable displays, or permit temporary entertainment venues to be operated during the time period of July 5, 2014 through July 20, 2014 on public or private property within the following geographical areas surrounding Target Field or other event venues without additional approval of Major League Baseball:

“All that part of the City of Minneapolis lying between the Mississippi River where it intersects with Interstate Highway 94, westerly along Interstate Highway 94 to Plymouth Avenue North, and easterly to the Mississippi River south to the point at Interstate Highway 94.”

“All that part of the City of Minneapolis lying between the Mississippi River where it intersects with 37<sup>th</sup> Avenue Northeast, easterly along 37<sup>th</sup> Avenue NE to University Avenue Northeast, and Southerly along University Avenue Northeast to 27<sup>th</sup> Avenue Northeast, and westerly to the Mississippi River north to the point at 37<sup>th</sup> Avenue

Northeast”.

“All that part of the City of Minneapolis lying between Washington Avenue Southeast where it intersects with 23<sup>rd</sup> Avenue Southeast, northerly to 6<sup>th</sup> Street Southeast, and westerly along 6<sup>th</sup> Street southeast to 17<sup>th</sup> Avenue Southeast, and southerly along 17<sup>th</sup> Avenue Southeast and along Church Street Southeast to the point at Washington Avenue Southeast.”

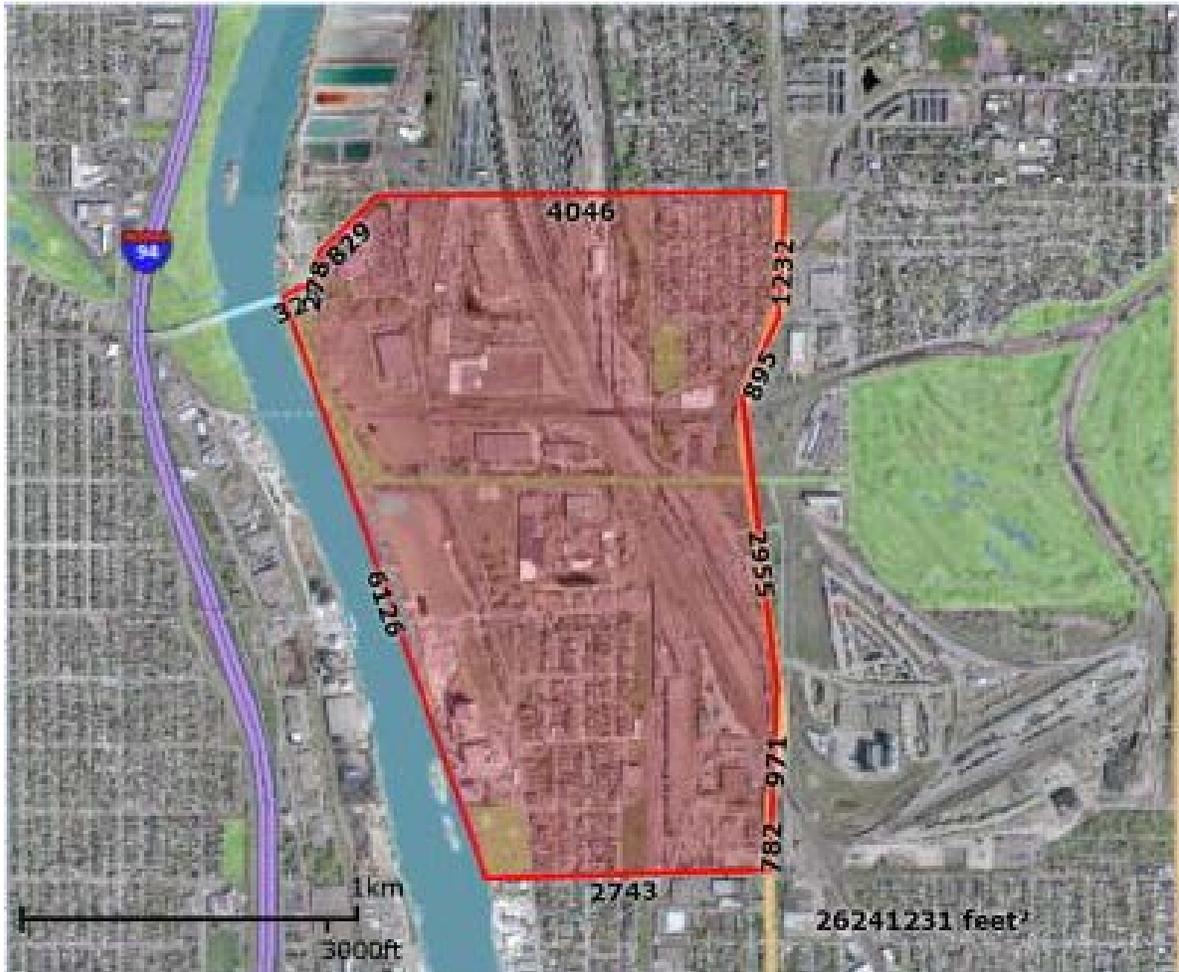
Be it Further Resolved that the licensing official may designate additional restricted geographical areas surrounding officially recognized, but as yet undetermined, 2014 All Star-Game events and shall provide written notification of those additional restricted areas to the City Council.

# City of Minneapolis Clean Zone Downtown



All that part of the City of Minneapolis lying between the Mississippi River where it intersects with Interstate Highway 94, westerly along Interstate Highway 94 to Plymouth Avenue North, and easterly to the Mississippi River south to the point at Interstate Highway 94.

# City of Minneapolis Clean Zone Northeast



All that part of the City of Minneapolis lying between the Mississippi River where it intersects with 37<sup>th</sup> Avenue Northeast, easterly along 37<sup>th</sup> Avenue NE to University Avenue Northeast, and Southerly along University Avenue Northeast to 27<sup>th</sup> Avenue Northeast, and westerly to the Mississippi River north to the point at 37<sup>th</sup> Avenue Northeast.

# City of Minneapolis Clean Zone University Area



All that part of the City of Minneapolis lying between Washington Avenue Southeast where it intersects with 23<sup>rd</sup> Avenue Southeast, northerly to 6<sup>th</sup> Street Southeast, and westerly along 6<sup>th</sup> Street southeast to 17<sup>th</sup> Avenue Southeast, and southerly along 17<sup>th</sup> Avenue Southeast and along Church Street Southeast to the point at Washington Avenue Southeast.