

**LICENSES AND CONSUMER SERVICES
LICENSE INSPECTOR'S REPORT**

License Number: L200-50210

Police File Number: 13877

Date of Application: August 22, 2016

Inspector: Michele Harvet, 612-673-5484

Applicant/Legal Entity: Monarch 10 LLC

DBA/Trade Name: Monarch Minneapolis

Complete Address: 322 1st Avenue North, Suite #100, Minneapolis, MN 55401

License Requested: On-Sale Liquor with Sunday Sales, Class B

Current License at Location: On-Sale Liquor with Sunday Sales, Class B

License History of Location: There has been an On-Sale Liquor with Sunday Sales, Class B license at this location since at least 2002.

Purpose of Application: To obtain an On-Sale Liquor with Sunday Sales, Class B license as a new proprietor.

Responsible person within 75 miles of Minneapolis City Hall: Callan Newton

Public Hearing Required: Not Required

Neighborhood/Ward: Downtown West / 3

Zoning: B4S-1/DP - This is a permitted use in the Downtown Service and Downtown Parking Overlay Districts.

7 acre requirement: Met

Off-Street Parking: The Office of the Zoning Administrator has determined that zero spaces are required to be provided on site.

Seating: Inside: 68 Outside: 25

Fire Occupancy: Inside: 288 Maximum Outside Capacity: 45

Hours of Operation: 9:00 PM - 2:00 AM Wednesday through Saturday (Interior and Exterior closes at 1:30 AM)

Food Service Requirement: This establishment meets the minimum food service requirements set forth in MCO 360.65.

Alcohol Server Training: Training will be provided by KLB Inc. Insurance and Risk Management Services.

Metropolitan Council Service Availability Charges: A new SAC determination is not required for this business as there is no change in use.

Applicant

The applicant is Monarch 10 LLC, a Minnesota limited liability company, formed on July 19, 2016, under Chapter 322C (File Number 895761400021), having the required restriction on the transfer of shares, and has the following owner:

<u>Name</u>	<u>DOB</u>	<u>Title</u>	<u>Shares</u>
Amir Teymouri	6/26/1979	Owner/Operator	100%

The applicant has extensive experience in owning and operating liquor establishments, including The Tangiers, Rick's Cabaret and Envy Nightclub. He meets all minimum requirements including criminal background check.

Manager

The manager will be Callan Newton. Mr. Newton has had at least six years of experience in the alcohol service industry at this same location when it was Elixir, Light Nightclub and Spades Nightclub.

Premises

Interior

The new proprietor will be occupying the same space as the previous licensee. The premises contain 3014 square feet on the first floor of the building. There will be interior seating for 68 patrons at tables, booths and two bars. There is a kitchen and coolers on the main floor. The basement level has a large restroom area, an office and storage. The space is compact and contiguous.

Exterior

There is an outdoor area that has been previously approved as licensed premises. The new applicant will be utilizing less of the former outdoor licensed premises. It is to the southwest of the establishment. There are 500 square feet. There is seating for 25 patrons and a maximum capacity of 45 patrons. The submitted plan advises that there will be no speakers in the entire outdoor area. There will always be one security personnel assigned to monitor the patio area when it is open. Emphasis will be placed on preventing customers from accessing the patio directly. Only those customers who enter the business through the main entrance will be allowed to access the patio. In addition, security will be directly responsible for ensuring that drinks are not passed over the patio railing to persons who are not customers of the business.

This outdoor area will not have any entertainment offered that is above Class E. If such entertainment is desired, a temporary expansion application may be submitted to Business Licensing to request such for a particular date and time frame.

Business Plan/Operations

Monarch Minneapolis plans to operate as a nightclub and lounge that portrays a high-end cosmetic image with mid-range prices.

All employees will be required to complete a comprehensive alcohol compliance training program. Every employee will be provided with an employee handbook that contains an alcohol service policy. The policy will include detailed information on the serving and handling of alcohol. Each employee will also receive group alcohol service training once per year through KLB Inc. Insurance and Risk Management Services. New staff will be trained throughout the year.

Every customer that appears under 40 years of age must present a legal photo identification card to prevent service to person under 21 years of age.

Management and staff will be trained in the basic principles of establishment security and expected protocols for handling security related issues. All patrons must enter the business using the front door which is monitored by security cameras. Unruly and disruptive guests will first be asked to leave the premises and when necessary, physically escorted off the premises. Security will be primarily provided by dedicated security staff. There will be a manager on duty at all times while the business is open. Security cameras will be located inside and outside with cameras covering all bars, exits and entrances. They will ensure that exterior lighting is appropriate for customer security, as well as for surveillance of these areas. Surveillance data will be maintained for a minimum of 14 days.

Monarch Minneapolis will not accept any guests from party busses or pedal pubs.

There will be a gradual closing procedure implemented so that customers don't all leave at once.

Excessive noise or noise complaints will be addressed by a manager and the guests will be given appropriate warning. If the behavior continues, they will be asked to vacate the premises and escorted out. Management will maintain constant vigilance to ensure that excessive noise does not emit from the business.

Menu items include salads and sandwiches ranging in price from \$7 to \$10.

Music is a critical component to a successful nightclub and lounge. Monarch will hire seasoned disc jockeys who have a broad and diverse taste in music and will not solely focus on top 40 hits but will have varying music each night they are open to appeal to a broad spectrum of customers.

Monarch Minneapolis will use a strict dress code to ensure a mature customer base. Persons who do not meet the dress code will be notified in a professional and respectful way that they will not be admitted to the club. Monarch will use two primary service formats: On event nights, customers will pay a ticket fee to enter the nightclub. Events will consist of professional disc jockeys that are hired to provide entertainment. On non-event nights, customers will not pay a cover charge to enter the nightclub.

Litter will be removed whenever they are open on and within 100 feet of the premises.

There will be no sports sponsorships or charitable gambling.

License Conditions

None at this time.

Public Hearing Summary

A public hearing is not required.

Police Review

Police Licensing and this inspector have reviewed the expenses and source of funds reported in this application. The applicant has provided documentation showing adequate legal and traceable funding for this venture and has passed criminal background check. The applicant has also undergone a security review with the First Precinct of the Minneapolis Police Department.

Recommendation

The Licenses and Consumer Services Division recommends approving this application for an On-Sale Liquor with Sunday Sales, Class B license.

Outdoor Area Diagram

See next page.

