

**RESTAURANT ENTERTAINMENT GROUP, INC
430 FIRST AVENUE NORTH
MINNEAPOLIS, MN 55401**

September 19, 2005

Dave Moore
Licenses and Consumer Services Division
City of Minneapolis
350 South 5th Street Room 1C
Minneapolis, MN 55415

Dear Dave Moore,

The Warehouse District Business Association and I have received the notice of denial for the proposed business district block event that is scheduled for Saturday, October 15th. The event was denied because the current city ordinance states that events must occur between 10 am and 10:30 pm on Saturday, Sunday and Holidays. Our event had a possible starting time of 8 am.

I am requesting that the department and city council reconsider allowing the event to happen with a possible start time of 8 am.

The purpose and timing of the event:

Every two years the University of Wisconsin plays the University of Minnesota at the Metrodome. In the past the Minnesota chapter of the Wisconsin Alumni Association has had it's pre-game pep rally at the St. Paul Armory, drawing crowds of 1,000 to 1,200. This year the Wisconsin Alumni Association has decided to have the pre-game rally in Minneapolis.

The Badgers play the Gophers on Saturday, October 15th, with a tentative start time of either 11 am, noon or 1 pm. The Big 10 Conference will determine the exact start time of the game sometime around October 1st. The event is to begin exactly 3 hours before the kickoff of the game. The attendees are strictly Wisconsin alumni and the age ranges from 25 years of age to 70+, but the majority of those attending are 35 to 50 years of age. All said, it's a very mature crowd (considering they are cheeseheads) and there have been no problems with pep rallies in the past.

The event is a fundraiser for the Wisconsin Alumni Association with the purpose of raising scholarship and financial aid money for Minnesota residents that attend The University of Wisconsin. The event raised \$27,000 two years ago. It should be noted that my establishment, Rosen's City Tavern, does not profit from the pep rally. Our interest is solely in getting the people back into the warehouse district after the game. The opportunity to have one to two thousand people come back into the area after the game would be significant for all of the establishments in the area.

Reconsidering our request for a potential start time of 8 am would be deeply appreciated by the employees and business owners in the warehouse district. The event will provide extra, much needed exposure for our area.

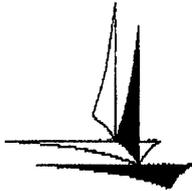
Thank you for taking the time to reconsider our request. If there are any questions, please call me at 612-226-1900.

Sincerely,



Mike Jennings
Warehouse District Business Association Board Member
President - Rosen's City Tavern

Cc: Council Member Natalie Johnson-Lee
Deputy Director Ricardo Cervantes
Douglas Maday - Public Works



Minneapolis
City of Lakes

**Regulatory Services
Department**

**Licenses &
Consumer Services
Division**

350 South 5th Street - Room 1C
Minneapolis MN 55415-1391

Office 612 673-2080
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TTY 612 673-2157

Residential Specialty
Contractor Licenses 612 673-3001
Liquor Licenses 612 673-2551

September 12, 2005

Warehouse District Business Association
Attn: Joanne Kaufman
322 1st Ave N
Minneapolis, MN 55401

Dear Joanne Kaufman:

I am writing to inform you that your application for a business district block event permit on Saturday, October 15, 2005 has been denied. The application, for street closure of 5th Street between 1st and 2nd Ave North is not permitted prior to 10:00 am due to hour restrictions for street use in City Ordinance 455.35. The ordinance states that an event occurring on a Saturday, Sunday or Holiday must occur between 10:00 am and 10:30 pm. David Moore, the Business District Block Event Coordinator, spoke with Mike Jennings about these restrictions today. The application was received in our office at 4:40 PM on Friday, September 9th.

The application that was filed requested an 8:00 am start time because it is not yet known what time the Minnesota Gopher and Wisconsin Badger football game will occur. Mr. Jennings communicated that the Warehouse Business District Association would like to hold the event three hours before game time, which ranges, per Mr. Jennings, from 11:00 am to 1:00 pm. If you wish to amend your application to a 10:00 am start time, we can move the application forward for consideration by other city departments. When David Moore informed Mike Jennings today that the starting time of 8:00 am would not work, Mr. Jennings indicated his interest in an appeal.

The appeal process is found in ordinance 455.20 (g), and states that the business district event application will be forwarded to the appropriate council committee so that the appeal may be considered by the City Council. Please send your appeal in writing to our office to my attention, stating the reasons you are asking for review of this denial. Your appeal will be forwarded to the Transportation and Public Works committee meeting to be held on September 27, 2005, at 9:30 am, in Room 317 of City Hall, 350 South 5th Street.

If you have any questions concerning this process, please call me at 612-673-5857.

Sincerely,

Ricardo Cervantes
Deputy Director
Business Licenses and Consumer Services