

## Request for City Council Committee Action from the Department of

Date: September 20, 2005

To: Transportation and Public Works Committee  
Referral to

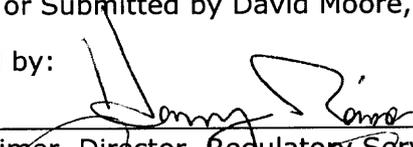
**Subject: Appeal by Warehouse District Business Association concerning the denial of a business district block event application by Licenses and Consumer Services.**

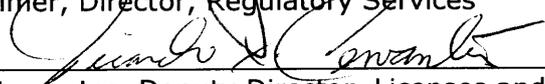
### Recommendation

**Uphold denial based on event restrictions as stated in Ordinance 455.35.**

Prepared or Submitted by David Moore, Administrative Analyst I, 612-673-5859

Approved by:

  
Henry Reimer, Director, Regulatory Services

  
Ricardo Cervantes, Deputy Director, Licenses and Consumer Services

**Permanent Review Committee** Approval \_\_\_\_\_ Not Applicable \_\_\_\_\_

**Policy Review Group (PRG)** Approval \_\_\_\_\_ Date of Approval \_\_\_\_\_ Not Applicable \_\_\_\_\_

Note: The Policy Review Group is a committee co-chaired by the City Clerk and the City Coordinator that must review all requests related to establishing or changing enterprise policies.

Presenters in Committee: Ricardo Cervantes, Deputy Director of Licenses

### Financial Impact (Check those that apply)

No financial impact - or - Action is within current department budget.

### Background/Supporting Information Attached

The Department of Regulatory Services received an application on September 9, 2005, for a Business District Block Event for 5<sup>th</sup> Street North between 1<sup>st</sup> Ave N and 2<sup>nd</sup> Ave N, and potentially an added use of 1<sup>st</sup> Ave N if attendance is over 1500. The event is scheduled for Saturday, October 15, 2005. The starting time is undetermined, because the Gophers-Wisconsin football game time is yet to be determined. The event organizer, Mike Jennings,

has indicated the game will start at between 11:00 am and 1:00 pm, and the event will occur three hours before game time. Due to this, the applicant originally filed an event application with a starting time of 8:00 am.

A map provided by Mike Jennings indicates that additional setup time will be required. A 6000 square foot tent is planned to be placed on 5<sup>th</sup> Street North along with bike rack barricades and portable toilets. We have also denied a request by Jennings to block off two lanes of traffic on 5<sup>th</sup> Street north to permit tent construction the night before. We estimate setup time to be at least 4 hours, meaning street closure for this event would have to be at 4:00 am the morning of the event.

The Department of Regulatory Services denied approval of the application based on hour restrictions. As stated in Ordinance 455.35, business district block events that occur on weekends must occur between the hours of 10:00 am to 10:30 pm, including setup time. The event organizer has filed an appeal, in hopes of being able to set up the event at 8:00 am, if the game time on October 15 is set at 11:00 am. Setup time for the event would require street closure at least as early as 4:00 am, and may even require an earlier street closing.

L306-50119

9-12-05 <sup>MINN</sup> 612-226-1900

# Business District Block Event Application

DENIED - ADM  
HOURS NOT PERMITTED  
BY ORDINANCE

(NOTE: Complete all sections. Incomplete applications will be returned to the applicant.)

Applicant Name JOANNE KAUFMAN <sup>executive director</sup> Organization WAREHOUSE DISTRICT BUSINESS ASSOC.  
Address 322 1<sup>ST</sup> AVE N. Zip Code 55401 Ward 5  
Phone Numbers 612-334-3131 Fax 612-341-0417  
E-mail Address WDBA @ MPLS warehouse .com

I agree to abide by the Block Event Ordinance Chapter 455  Yes  No  
I swear that all the information contained in this application is correct  Yes  No

Signature of Applicant Maury, advisory board member

Date of Event SAT. OCT 15, 2005 \* Application Fee \$ 250.00

Rain Date (next day following event date only)  Yes  No \* SUBJECT TO A DATE CHANGE IN THE

EVENT THE GAME IS RE-SCHEDULED FOR WED (12TH) OR THUR (13TH) BECAUSE OF A CONFLICT WITH THE MN. TWINS PLAYOFFS.

Time of Event  
From 8 AM (Weekdays: No earlier than 6 PM . Weekends: No earlier that 10 AM)  
To 10 PM (No later than 10:30PM) EVENT BEGINS 3 HRS PRIOR TO THE KICKOFF.  
KICKOFF IS SCHEDULED FOR 11AM, NOON OR 1PM.

Location: I request permission to close the following street 5<sup>TH</sup> STREET BETW. 1<sup>ST</sup> AVE N. + 2<sup>ND</sup> AVE NORTH  
From 1<sup>ST</sup> AVE N. To 2<sup>ND</sup> STREET

Activities planned for the event: UNIV. OF WISC. VS. MINN. GOPHERS PRE-GAME REP RALLY HOSTED BY UNIV. OF WISC. ALUMNI ASSOCIATION.

Send:  
E-mail to [blockevents@ci.minneapolis.mn.us](mailto:blockevents@ci.minneapolis.mn.us)  
Fax to 612-673-3399  
Mail to: Minneapolis Licenses and Consumer Services, 350 S 5<sup>th</sup> Street - Room 1-C  
Minneapolis MN 55415-1391

Payment must be received with the application. Or, if the application is faxed or e-mailed, payment must be received within 3 days of submission.

For office use only: Application Postmarked or Date Stamped <u>9/9/05</u> Fee Paid \$ <u>250.00</u>	
Bond Received <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Insurance Received <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Public Works Director Approval	Date
Conditions if any:	
Police Chief Approval	Date
Conditions if any:	
Council Member Informational Copy	Date Sent:
Block Event Number <u>L306-50119</u>	

Written Description of the Event:

Every other year 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. This year the Badgers play the Gophers on Saturday, October 15<sup>th</sup>, with a tentative start time of 11 AM .

The Alumni Association has decided to try to have the pre-game rally in Minneapolis this year. In the past the rally has drawn crowds up to 2000 people, but the last two rally's (in 2001 and 2003) have drawn closer to 1000 to 1200 people. The crowd that attends the pep rally ranges from early 20's to late 70's, but the majority of those attending are 30 to 45+ years of age. All said, it's mature crowd (considering they are Badger fans/Cheeseheads)

Although the game is scheduled for the 15<sup>th</sup> of October, there is a possibility that the date of the game could be changed to a Wednesday (12<sup>th</sup>) or Thursday (13<sup>th</sup>) because of a potential conflict with the possibility of the Minnesota Twins having a playoff game on the same day. There is talk that there is a desire to get down to a firm date sometime in September so that travel plans, television plans, etc. can be set. Therefore, in the event the Twins look like they will be going to the playoffs, the game will be changed to a weekday 7 PM start time. If this happens we would also request that the event be changed to the date of the game and commence 3 hours before the start of the game.

I have discussed this possibility of the change in game date/time with Doug Moday from Traffic/Engineering.

As for entertainment, other than the Alumni band playing their pep rally songs, there isn't any other entertainment.

Security for the event will be provided by Rosen's staff and there will be arrangements to have off-duty police officers working the event.

There will be no outside cooking for the event. Food will be provided by Rosen's and the menu will consist of Brats, chips and of course...Cheese. All items will be prepared at Rosen's and distributed outside.

Beer will be served in either 16 ounce disposable bottles or by draft. We will also serve pop and water.

ID's will be checked by the host staff from Rosen's. No people under 21 will be allowed into the event unless an adult accompanies them. This rule will eliminate the 18 to 20 year olds, yet allow alumni to bring their kids to the rally and then to the game. All people over 21 will be given a wristband. The people who pour the beer will be trained in carding people they suspect are under 21. Any person who looks to be under 37 years of age will be carded.

Wisconsin Alumni souvenirs will be sold to the alumni. Gopher Sports will sell the souvenirs.

Layout of the site is based upon the number of people who sign up for the event. If the party is 1500 or less, the perimeters will be limited to being on 5<sup>th</sup> Street between 1<sup>st</sup> Avenue and 2<sup>nd</sup> Avenue. If the even draws more than 1500, the site would also include part of 1<sup>st</sup> Avenue, which will create a "L" shaped event. (see drawing)

## **Additional Information About The Block Event**

Rosen's has conducted two other warehouse district block parties in the past three years, including the Jimmy Buffet Pre-Concert Block Event in May 2004, which drew 1,500+ people.

Although the event is a fundraiser for the Minnesota Chapter of the Wisconsin Alumni Association, Rosen's will be responsible for overseeing the entire operation of the event from start to finish. As previously stated, Rosen's does not profit from the pre-game event, but the cost of our labor and prep time is reimbursed at our cost.

As for entertainment, other than the Alumni band playing a handful of pep rally songs, there isn't any other entertainment.

Security for the event will be provided by Rosen's staff and arrangements have been made for off-duty police officers working the event.

There will be no outside cooking for the event. Food will be provided by Rosen's and the menu will consist of Brats, chips and cheese. All items will be prepared at Rosen's and distributed outside.

Beer will be served in either 16 ounce disposable bottles or by draft. We will also serve pop and water.

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1st AVE N

REGULAR TRAFFIC & EMERGENCY LANES (2)

BIKE RACKS

OVERFLOW AREA

