

Arizona Department of Liquor Licenses and Control
800 W Washington 5th Floor
Phoenix AZ 85007-2934
www.azliquor.gov
(602) 542-5141

FOR DLLC USE ONLY

Event date(s):

Event time start/end:

APPLICATION FOR SPECIAL EVENT LICENSE

Fee= \$25.00 per day for 1-10 days (consecutive)

A service fee of \$25.00 will be charged for all dishonored checks (A.R.S. §44-6852)

IMPORTANT INFORMATION: This document must be fully completed or it will be returned.

The Department of Liquor Licenses and Control must receive this application ten (10) business days prior to the event. If the special event will be held at a location without a permanent liquor license or if the event will be on any portion of a location that is not covered by the existing liquor license, this application must be approved by the local government before submission to the Department of Liquor Licenses and Control (see Section 15).

SECTION 1 Name of Organization: 100 Club of Arizona

SECTION 2 Non-Profit/IRS Tax Exempt Number: [REDACTED]

SECTION 3 The organization is a: (check one box only)

- ☒ Charitable (501.C) ☐ Fraternal (must have regular membership and have been in existence for over five (5) years)
☐ Religious ☐ Civic (Rotary, College Scholarship) ☐ Political Party, Ballot Measure or Campaign Committee

SECTION 4 Will this event be held on a currently licensed premise and within the already approved premises?

☐ Yes ☒ No

Westgate Entertainment District

N/A

623 385-7500

Name of Business

License Number

Phone (include Area Code)

SECTION 5 How is this special event going to conduct all dispensing, serving, and selling of spirituous liquors? Please read R-19-318 for explanation (look in special event planning guide) and check one of the following boxes.

- ☐ Place license in non-use
☐ Dispense and serve all spirituous liquors under retailer's license
☒ Dispense and serve all spirituous liquors under special event
☐ Split premise between special event and retail location

(If not using retail license, submit a letter of agreement from the agent/owner of the licensed premise to suspend the license during the event. If the special event is only using a portion of premise, agent/owner will need to suspend that portion of the premise.)

SECTION 6 What is the purpose of this event? ☒ On-site consumption ☐ Off-site (auction) ☐ Both

SECTION 7 Location of the Event: Westgate Entertainment District

Address of Location: 6770 N. Sunrise Blvd. Glendale, AZ 85305

Street

City

County/State

Zip

SECTION 8 Will this be stacked with a wine festival/craft distiller festival? ☐ Yes ☒ No

SECTION 9 Applicant must be a member of the qualifying organization and authorized by an Officer, Director or Chairperson of the Organization named in Section 1. (Authorizing signature is required in Section 13.)

1. Applicant: Horrell Steve [REDACTED]
Last First Middle Date of Birth

2. Applicant's mailing address: 333 N 44th St. Suite 100 Phoenix AZ 85008
Street City State Zip

3. Applicant's home/cell phone: [REDACTED] Applicant's business phone: (480) 538-2927

4. Applicant's email address: [REDACTED]

SECTION 10

1. Has the applicant been convicted of a felony, or had a liquor license revoked within the last five (5) years?

☐ Yes ☒ No (If yes, attach explanation.)

2. How many special event licenses have been issued to this location this year? 4

(The number cannot exceed 12 events per year; exceptions under A.R.S. §4-203.02(D).)

3. Is the organization using the services of a promoter or other person to manage the event? ☒ Yes ☐ No

(If yes, attach a copy of the agreement.)

4. List all people and organizations who will receive the proceeds. Account for 100% of the proceeds. The organization applying must receive 25% of the gross revenues of the special event liquor sales. Attach an additional page if necessary.

Name 100 Club of Arizona Percentage 25%

Address 333 N 44th St Suite 100 Phoenix, AZ 85305

Name Westgate Entertainment District Percentage 75%

Address 6770 North Sunrise Blvd, Glendale, Arizona 85305

5. Please read A.R.S. §4-203.02 Special event license; rules and R19-1-205 Requirements for a Special Event License.

Note: ALL ALCOHOLIC BEVERAGE SALES MUST BE FOR CONSUMPTION AT THE EVENT SITE ONLY.

"NO ALCOHOLIC BEVERAGES SHALL LEAVE SPECIAL EVENT UNLESS THEY ARE IN AUCTION SEALED CONTAINERS OR THE SPECIAL EVENT LICENSE IS STACKED WITH WINE /CRAFT DISTILLERY FESTIVAL LICENSE"

6. What type of security and control measures will you take to prevent violations of liquor laws at this event?

(List type and number of police/security personnel and type of fencing or control barriers, if applicable.)

6-8 Number of Police 15-20 Number of Security Personnel ☒ Fencing ☐ Barriers

Explanation: _____

Wristband and ID stations will be set up within licensed area, along with security and police personnel. Bike rack barricades will be used to enclose the beer garden area.

SECTION 11 Date(s) and Hours of Event. May not exceed 10 consecutive days.

See A.R.S. §4-244(15) and (17) for legal hours of service.

	Date	Day of Week	Event Start Time AM/PM	License End Time AM/PM
DAY 1:	<u>10/23/16</u>	<u>Sunday</u>	<u>2:00 PM</u>	<u>6:00 PM</u>
DAY 2:	_____	_____	_____	_____
DAY 3:	_____	_____	_____	_____
DAY 4:	_____	_____	_____	_____
DAY 5:	_____	_____	_____	_____
DAY 6:	_____	_____	_____	_____
DAY 7:	_____	_____	_____	_____
DAY 8:	_____	_____	_____	_____
DAY 9:	_____	_____	_____	_____
DAY 10:	_____	_____	_____	_____

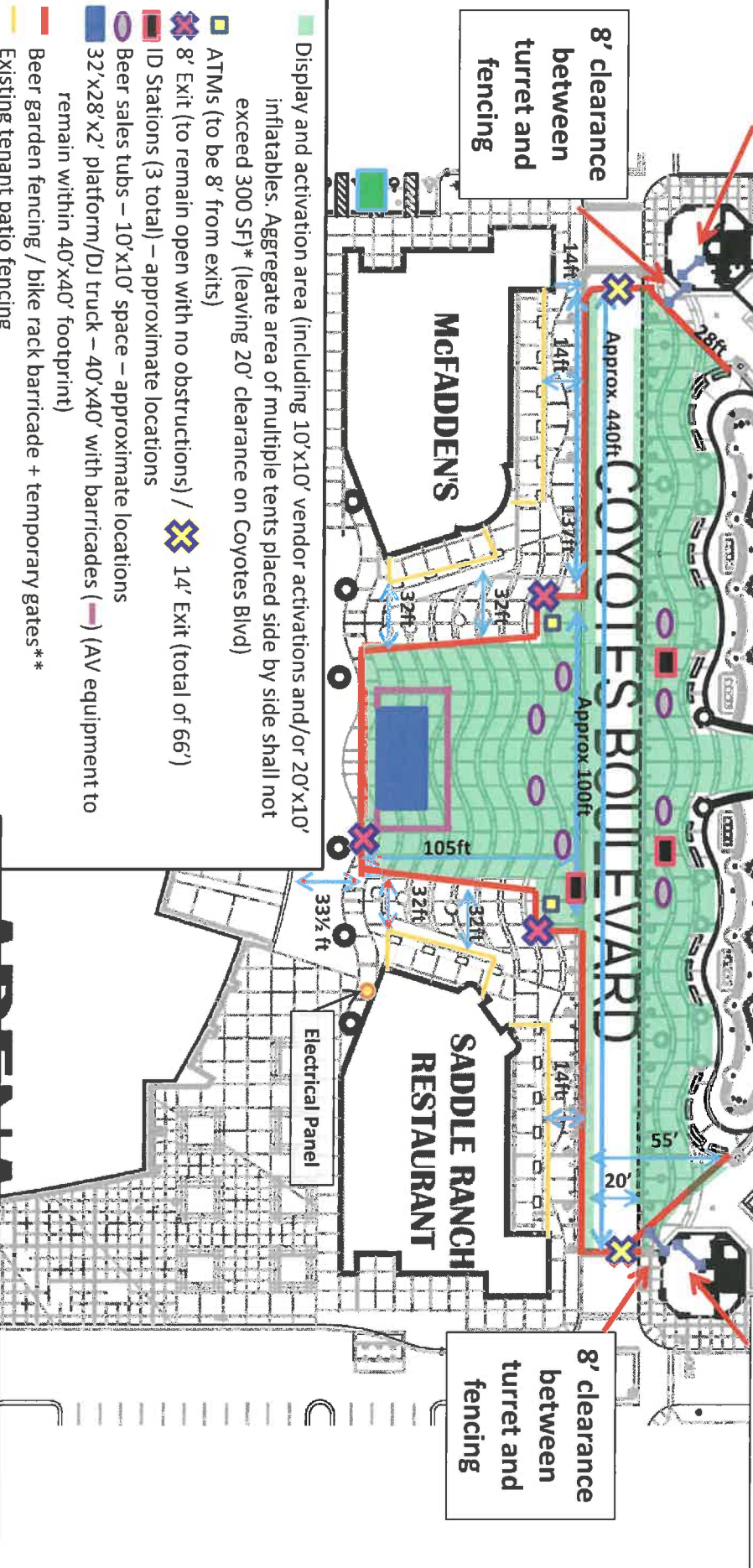
WESTGATE WATERDANCE PLAZA
BEER GARDEN SITE MAP
ARIZONA CARDINALS HOME GAMES:
 9/11/16, 9/18/16, 10/2/16, 10/17/16
 10/23/16, 11/13/16, 12/4/16 AND 12/18/16

15' clearance
between stairwell
and outer edge of
turret

12' clearance
between stairwell
and outer edge of
turret

8' clearance
between
turret and
fencing

8' clearance
between
turret and
fencing



Display and activation area (including 10'x10' vendor activations and/or 20'x10' inflatables. Aggregate area of multiple tents placed side by side shall not exceed 300 SF) * (leaving 20' clearance on Coyotes Blvd)

ATMs (to be 8' from exits)

8' Exit (to remain open with no obstructions) / 14' Exit (total of 66')

ID Stations (3 total) - approximate locations

Beer sales tubs - 10'x10' space - approximate locations

32'x28'x2' platform/DJ truck - 40'x40' with barricades (-) (AV equipment to remain within 40'x40' footprint)

Beer garden fencing / bike rack barricade + temporary gates**

Existing tenant patio fencing

Generator location (if 20+ KW, to be permitted separately)

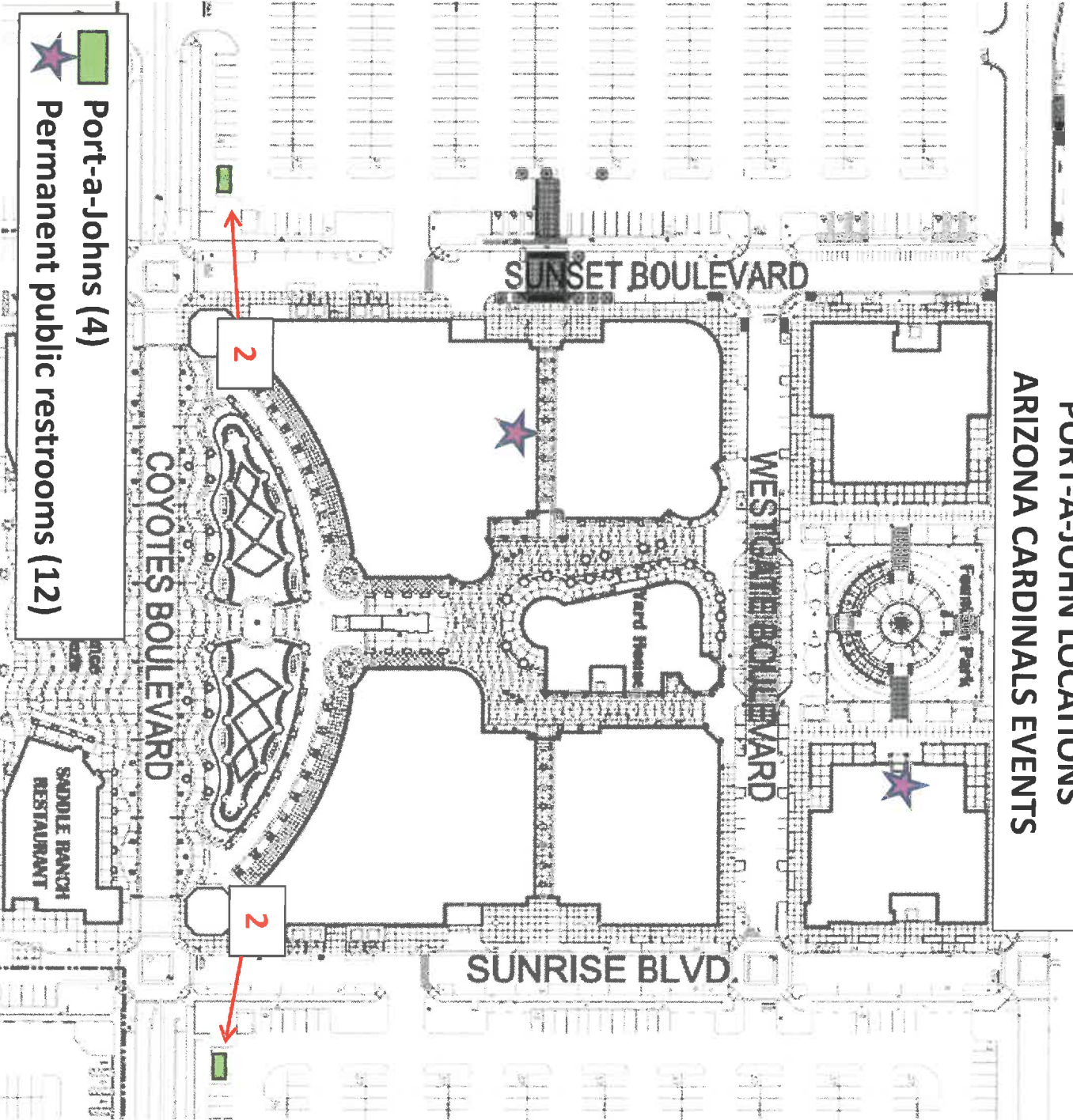
*Westgate to submit for further review for: (i) any membrane structure 400 SF or greater, (ii) generators 20+ KW and/or (iii) stage/platform taller than 2'.

**Gates shall swing in direction of egress and be secured by latch release handle.

Emergency Contact: (623) 385-7502 (Westgate Security - 24/7/365).

Total Beer Garden Area (not including fountains): Approx. 39,707 SF
Total Maximum Occupant Load: 7,941
Expected event attendance: 1,000 - 2,000
Minimum exiting width (at 0.1 ratio): 66 feet

**PORT-A-JOHN LOCATIONS
ARIZONA CARDINALS EVENTS**



-  Port-a-Johns (4)
-  Permanent public restrooms (12)

SECTION 13 This section is to be completed only by an Officer, Director or Chairperson of the organization named in Section 1.

I, Angela Harrolle declare that I am an OFFICER, DIRECTOR, or CHAIRPERSON
(Print full name)
appointing the applicant listed in Section 9, to apply on behalf of the foregoing organization for a Special Event
Liquor License.

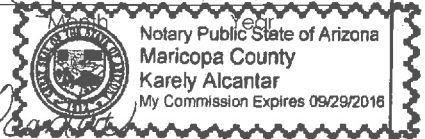
x [Signature] CEO 8/23/16 602-485-0100
(Signature) Title/ Position Date Phone #

The foregoing instrument was acknowledged before me this 23rd August 2016
Day Month Year

State Arizona County of Maricopa

My Commission Expires on: 9/29/2016
Date

Karely Alcantar
Signature of Notary Public



SECTION 14 This section is to be completed only by the applicant named in Section 9.

I, Steve Horrell declare that I am the APPLICANT filing this application as
(Print full name)
listed in Section 9. I have read the application and the contents and all statements are true, correct and
complete.

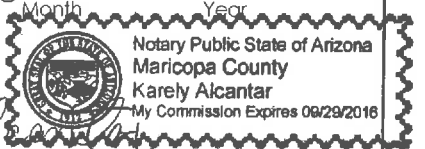
x [Signature] Board of Directors President 8/23/16 602-469-4622
(Signature) Title/ Position Date Phone #

The foregoing instrument was acknowledged before me this 23 August 2016
Day Month Year

State Arizona County of Maricopa

My Commission Expires on: 9/29/2016
Date

Karely Alcantar
Signature of Notary Public



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SECTION 15 Local Governing Body Approval Section

I, _____ recommend ☐ APPROVAL ☐ DISAPPROVAL
(government official) (Title)

on behalf of _____
(City, Town, County) Signature Date Phone

FOR DEPARTMENT OF LIQUOR LICENSES AND CONTROL USE ONLY

☐ APPROVAL ☐ DISAPPROVAL BY: _____ DATE: _____



August 25, 2016

To Whom It May Concern:

We, at Westgate Entertainment District, will be planning, hosting and managing the upcoming beer garden tailgate prior to the Arizona Cardinals home game on October 23, 2016 on our private property in WaterDance Plaza.

We are working with 100 Club of Arizona, an Arizona non-profit foundation and registered 501c3 organization, as our designated charity partner for the event. 100 Club of Arizona will be the beneficiary of 25% of gross revenue of beer sales within the beer garden during the events.

If you have any questions or need further clarification on our partnership with 100 Club of Arizona, please feel free to contact me, Jessica Kubicki, Marketing Director for Westgate Entertainment District.

Jessica Kubicki

A handwritten signature in black ink, appearing to read "jkubicki".

Marketing Director
Vestar/Westgate Entertainment District
6571 N. Sunset Blvd., Suite 333
Glendale, AZ 85305
623-385-7506

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APPLICATION FOR SPECIAL EVENT LICENSE

Fee= \$25.00 per day for 1-10 days (consecutive)

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SECTION 1 Name of Organization: 100 Club of Arizona

SECTION 2 Non-Profit/IRS Tax Exempt Number: [REDACTED]

SECTION 3 The organization is a: (check one box only)

- ☒ Charitable (501.C) ☐ Fraternal (must have regular membership and have been in existence for over five (5) years)
☐ Religious ☐ Civic (Rotary, College Scholarship) ☐ Political Party, Ballot Measure or Campaign Committee

SECTION 4 Will this event be held on a currently licensed premise and within the already approved premises?

☐ Yes ☒ No

Westgate Entertainment District

N/A

623 385-7500

Name of Business

License Number

Phone (include Area Code)

SECTION 5 How is this special event going to conduct all dispensing, serving, and selling of spirituous liquors? Please read R-19-318 for explanation (look in special event planning guide) and check one of the following boxes.

- ☐ Place license in non-use
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☒ Dispense and serve all spirituous liquors under special event
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(If not using retail license, submit a letter of agreement from the agent/owner of the licensed premise to suspend the license during the event. If the special event is only using a portion of premise, agent/owner will need to suspend that portion of the premise.)

SECTION 6 What is the purpose of this event? ☒ On-site consumption ☐ Off-site (auction) ☐ Both

SECTION 7 Location of the Event: Westgate Entertainment District

Address of Location: 6770 N. Sunrise Blvd. Glendale, AZ 85305

Street

City

County/State

Zip

SECTION 8 Will this be stacked with a wine festival/craft distiller festival? ☐ Yes ☒ No

SECTION 9 Applicant must be a member of the qualifying organization and authorized by an Officer, Director or Chairperson of the Organization named in Section 1. (Authorizing signature is required in Section 13.)

1. Applicant: Horrell Steve [REDACTED]
Last First Middle Date of Birth
2. Applicant's mailing address: 333 N 44th St. Suite 100 Phoenix AZ 85008
Street City State Zip
3. Applicant's home/cell phone: [REDACTED] Applicant's business phone: (480) 538-2927
4. Applicant's email address: [REDACTED]

SECTION 10

1. Has the applicant been convicted of a felony, or had a liquor license revoked within the last five (5) years?

☐ Yes ☒ No (If yes, attach explanation.)

2. How many special event licenses have been issued to this location this year? 4

(The number cannot exceed 12 events per year; exceptions under A.R.S. §4-203.02(D).)

3. Is the organization using the services of a promoter or other person to manage the event? ☒ Yes ☐ No

(If yes, attach a copy of the agreement.)

4. List all people and organizations who will receive the proceeds. Account for 100% of the proceeds. The organization applying must receive 25% of the gross revenues of the special event liquor sales. Attach an additional page if necessary.

Name 100 Club of Arizona Percentage 25%

Address 333 N 44th St Suite 100 Phoenix, AZ 85008

Name Westgate Entertainment District Percentage 75%

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(List type and number of police/security personnel and type of fencing or control barriers, if applicable.)

6-8 Number of Police 15-20 Number of Security Personnel ☒ Fencing ☐ Barriers

Explanation: _____

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SECTION 11 Date(s) and Hours of Event. May not exceed 10 consecutive days.

See A.R.S. §4-244(15) and (17) for legal hours of service.

	Date	Day of Week	Event Start Time AM/PM	License End Time AM/PM
DAY 1:	<u>11/13/16</u>	<u>Sunday</u>	<u>11:00 AM</u>	<u>3:00 PM</u>
DAY 2:	_____	_____	_____	_____
DAY 3:	_____	_____	_____	_____
DAY 4:	_____	_____	_____	_____
DAY 5:	_____	_____	_____	_____
DAY 6:	_____	_____	_____	_____
DAY 7:	_____	_____	_____	_____
DAY 8:	_____	_____	_____	_____
DAY 9:	_____	_____	_____	_____
DAY 10:	_____	_____	_____	_____

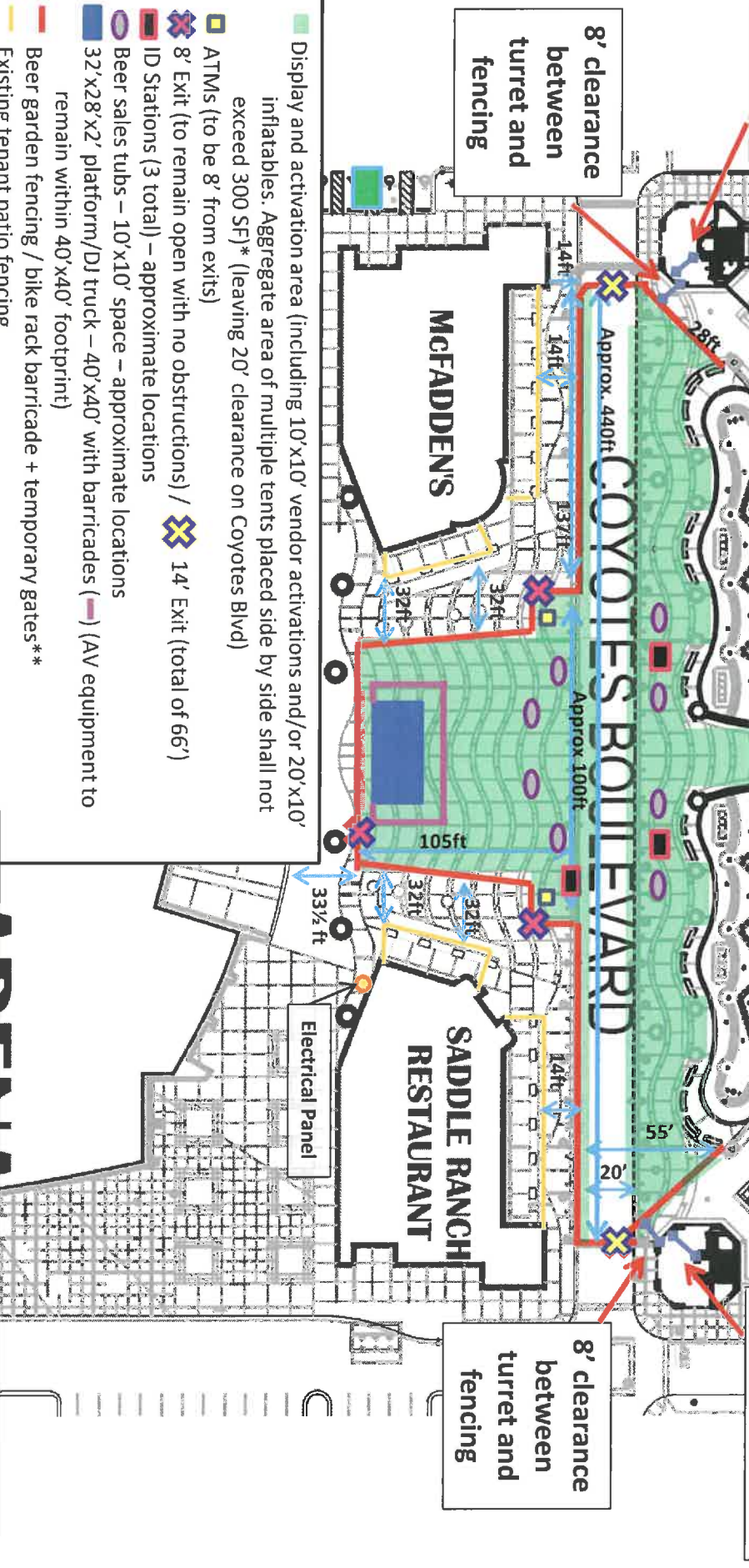
WESTGATE WATERDANCE PLAZA
BEER GARDEN SITE MAP
ARIZONA CARDINALS HOME GAMES:
 9/11/16, 9/18/16, 10/2/16, 10/17/16
 10/23/16, 11/13/16, 12/4/16 AND 12/18/16

15' clearance
between stairwell
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12' clearance
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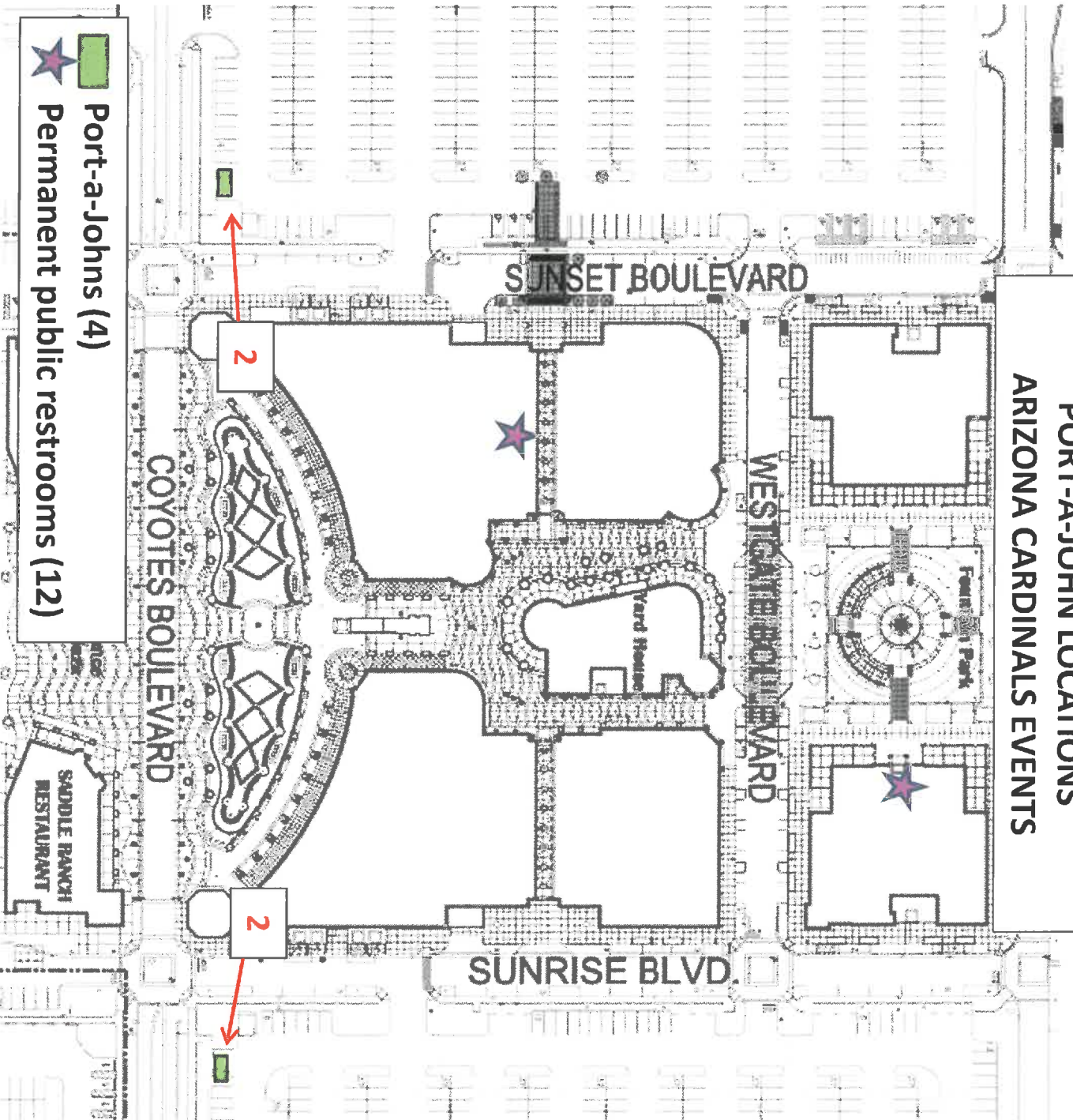


- Display and activation area (including 10'x10' vendor activations and/or 20'x10' inflatables. Aggregate area of multiple tents placed side by side shall not exceed 300 SF)* (leaving 20' clearance on Coyotes Blvd)
- ATMs (to be 8' from exits)
- 8' Exit (to remain open with no obstructions) / 14' Exit (total of 66')
- ID Stations (3 total) - approximate locations
- Beer sales tubs - 10'x10' space - approximate locations
- 32'x28'x2' platform/DJ truck - 40'x40' with barricades (-) (AV equipment to remain within 40'x40' footprint)
- Beer garden fencing / bike rack barricade + temporary gates**
- Existing tenant patio fencing
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*Westgate to submit for further review for: (i) any membrane structure 400 SF or greater, (ii) generators 20+ KW and/or (iii) stage/platform taller than 2'.
 **Gates shall swing in direction of egress and be secured by latch release handle.
 Emergency Contact: (623) 385-7502 (Westgate Security - 24/7/365).

Total Beer Garden Area (not including fountains): Approx. 39,707 SF
 Total Maximum Occupant Load: 7,941
 Expected event attendance: 1,000 - 2,000
 Minimum exiting width (at 0.1 ratio): 66 feet

**PORT-A-JOHN LOCATIONS
ARIZONA CARDINALS EVENTS**



Port-a-Johns (4)



Permanent public restrooms (12)

SECTION 13 This section is to be completed only by an Officer, Director or Chairperson of the organization named in Section 1.

I, Angela Harrolle declare that I am an OFFICER, DIRECTOR, or CHAIRPERSON
(Print full name)
appointing the applicant listed in Section 9, to apply on behalf of the foregoing organization for a Special Event Liquor License.

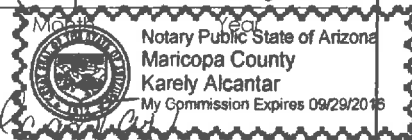
X [Signature] CEO 8/23/16 602-485-0100
(Signature) Title/ Position Date Phone #

The foregoing instrument was acknowledged before me this 23rd August 2016
Day Month Year

State Arizona County of Maricopa

My Commission Expires on: 9/29/2016
Date

Karely Alcantar
Signature of Notary Public



SECTION 14 This section is to be completed only by the applicant named in Section 9.

I, Steve Horrell declare that I am the APPLICANT filing this application as
(Print full name)
listed in Section 9. I have read the application and the contents and all statements are true, correct and complete.

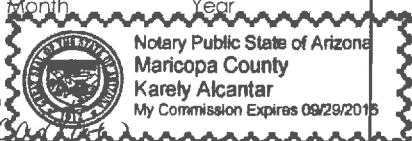
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(Signature) Title/ Position Date Phone #

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State Arizona County of Maricopa

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Signature of Notary Public



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I, _____ recommend ☐ APPROVAL ☐ DISAPPROVAL
(government official) (Title)

on behalf of _____
(City, Town, County) Signature Date Phone

FOR DEPARTMENT OF LIQUOR LICENSES AND CONTROL USE ONLY

☐ APPROVAL ☐ DISAPPROVAL BY: _____ DATE: _____



August 25, 2016

To Whom It May Concern:

We, at Westgate Entertainment District, will be planning, hosting and managing the upcoming beer garden tailgate prior to the Arizona Cardinals home game on November 13, 2016 on our private property in WaterDance Plaza.

We are working with 100 Club of Arizona, an Arizona non-profit foundation and registered 501c3 organization, as our designated charity partner for the event. 100 Club of Arizona will be the beneficiary of 25% of gross revenue of beer sales within the beer garden during the events.

If you have any questions or need further clarification on our partnership with 100 Club of Arizona, please feel free to contact me, Jessica Kubicki, Marketing Director for Westgate Entertainment District.

Jessica Kubicki

A handwritten signature in black ink, appearing to read "Jessica Kubicki".

Marketing Director
Vestar/Westgate Entertainment District
6571 N. Sunset Blvd., Suite 333
Glendale, AZ 85305
623-385-7506

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SECTION 4 Will this event be held on a currently licensed premise and within the already approved premises?

☐ Yes ☒ No

Westgate Entertainment District

N/A

623 385-7500

Name of Business

License Number

Phone (include Area Code)

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County/State

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1. Applicant: Horrell Steve [REDACTED]
Last First Middle Date of Birth

2. Applicant's mailing address: 333 N 44th St. Suite 100 Phoenix AZ 85008
Street City State Zip

3. Applicant's home/cell phone: [REDACTED] Applicant's business phone: (480) 538-2927

4. Applicant's email address: [REDACTED]

SECTION 10

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☐ Yes ☒ No (If yes, attach explanation.)

2. How many special event licenses have been issued to this location this year? 4

(The number cannot exceed 12 events per year; exceptions under A.R.S. §4-203.02(D).)

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(List type and number of police/security personnel and type of fencing or control barriers, if applicable.)

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Explanation: _____

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	Date	Day of Week	Event Start Time AM/PM	License End Time AM/PM
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DAY 2:	_____	_____	_____	_____
DAY 3:	_____	_____	_____	_____
DAY 4:	_____	_____	_____	_____
DAY 5:	_____	_____	_____	_____
DAY 6:	_____	_____	_____	_____
DAY 7:	_____	_____	_____	_____
DAY 8:	_____	_____	_____	_____
DAY 9:	_____	_____	_____	_____
DAY 10:	_____	_____	_____	_____

WESTGATE WATERDANCE PLAZA

BEER GARDEN SITE MAP

ARIZONA CARDINALS HOME GAMES:

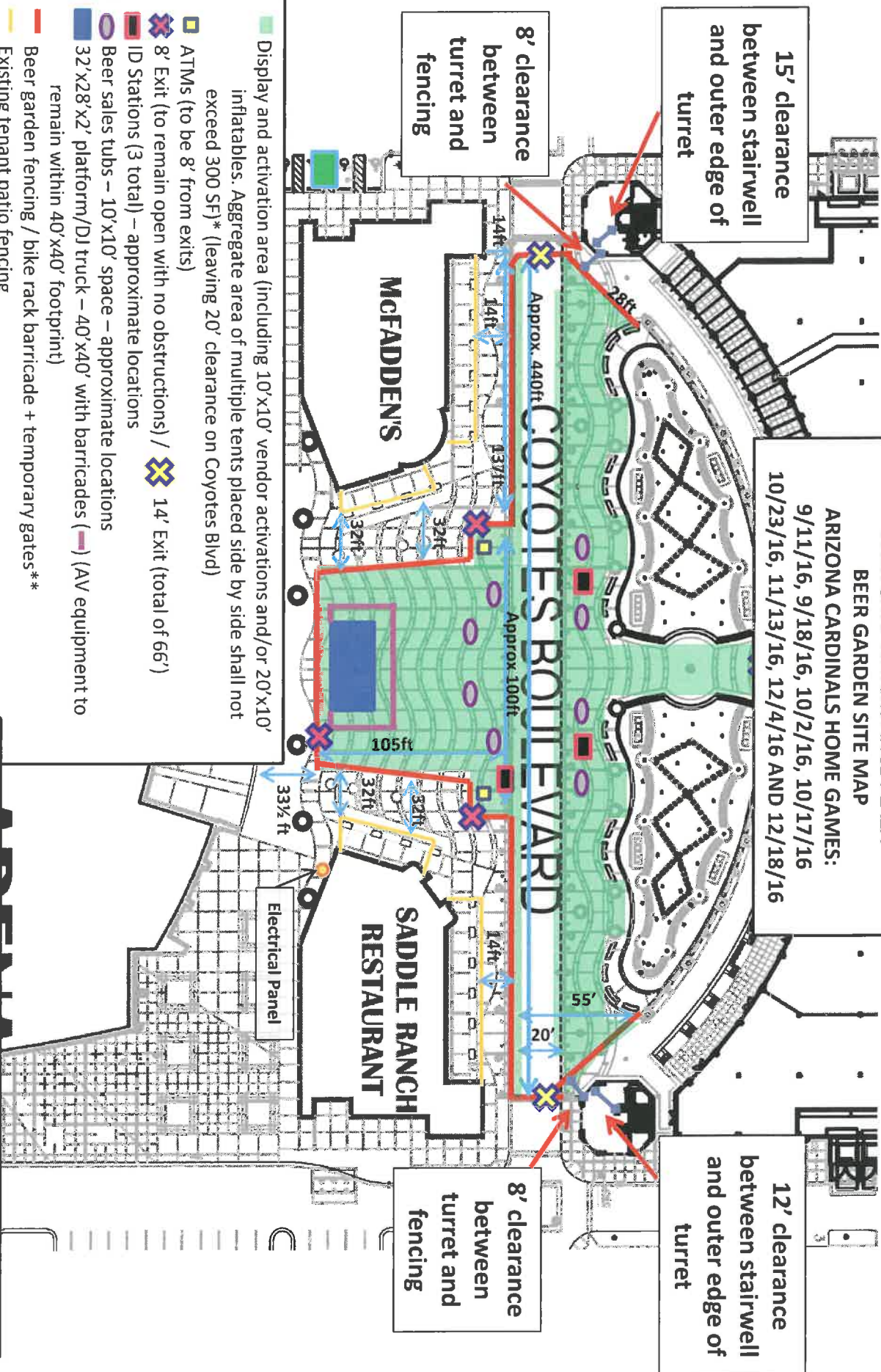
9/11/16, 9/18/16, 10/2/16, 10/17/16
10/23/16, 11/13/16, 12/4/16 AND 12/18/16

15' clearance
between stairwell
and outer edge of
turret

12' clearance
between stairwell
and outer edge of
turret

8' clearance
between
turret and
fencing

8' clearance
between
turret and
fencing



Display and activation area (including 10'x10' vendor activations and/or 20'x10' inflatables. Aggregate area of multiple tents placed side by side shall not exceed 300 SF)* (leaving 20' clearance on Coyotes Blvd)

ATMs (to be 8' from exits)

8' Exit (to remain open with no obstructions) / 14' Exit (total of 66')

ID Stations (3 total) – approximate locations

Beer sales tubs – 10'x10' space – approximate locations
32'x28'x2' platform/DJ truck – 40'x40' with barricades (–) (AV equipment to remain within 40'x40' footprint)

Beer garden fencing / bike rack barricade + temporary gates**
Existing tenant patio fencing

Generator location (if 20+ KW, to be permitted separately)

*Westgate to submit for further review for: (i) any membrane structure 400 SF or greater, (ii) generators 20+ KW and/or (iii) stage/platform taller than 2'.

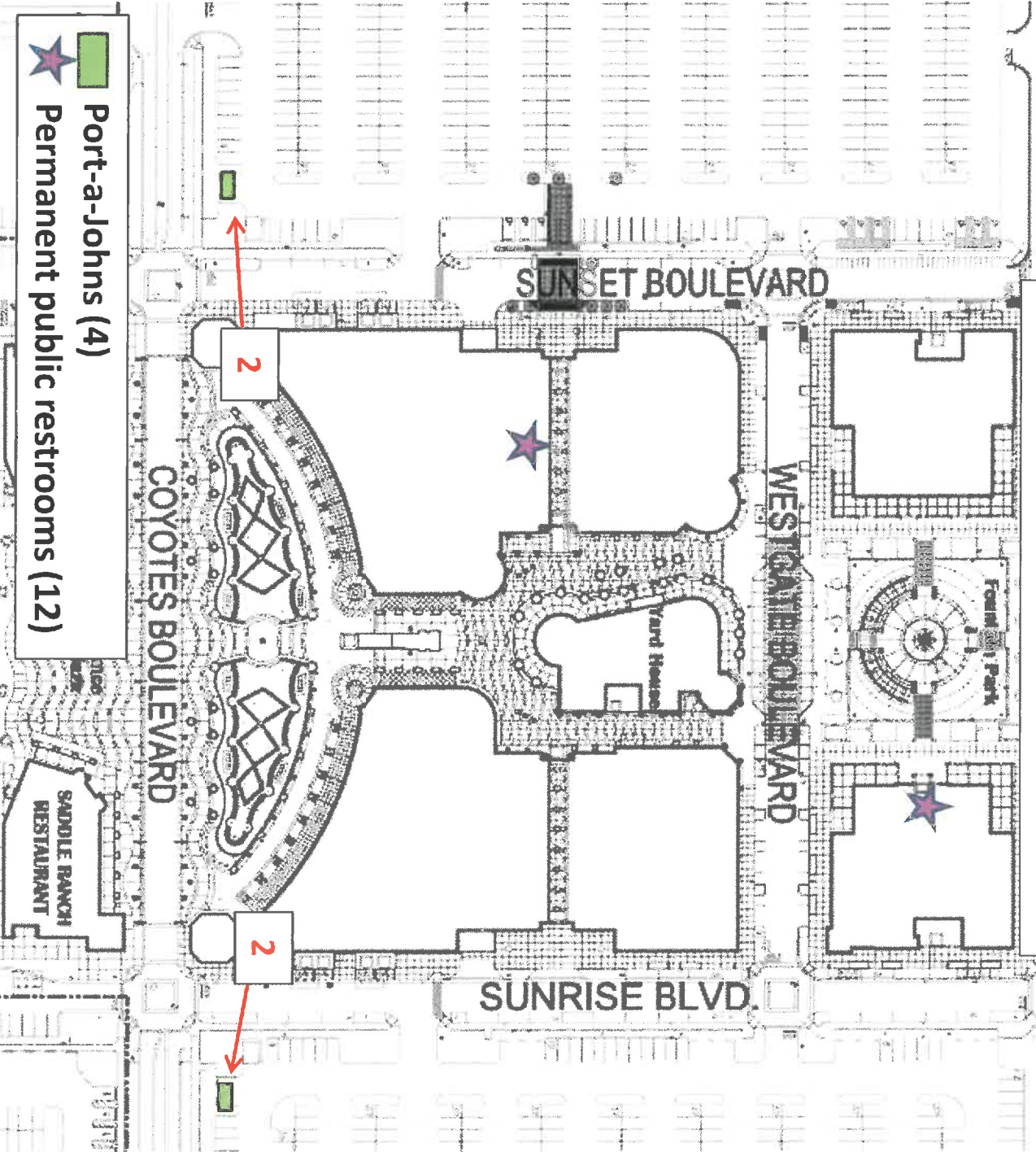
**Gates shall swing in direction of egress and be secured by latch release handle.
Emergency Contact: (623) 385-7502 (Westgate Security – 24/7/365).

Total Beer Garden Area (not including fountains): Approx. **39,707 SF**
Total Maximum Occupant Load: **7,941**

Expected event attendance: **1,000 – 2,000**

Minimum exiting width (at 0.1 ratio): **66 feet**

**PORT-A-JOHN LOCATIONS
ARIZONA CARDINALS EVENTS**



-  Port-a-Johns (4)
-  Permanent public restrooms (12)

SECTION 13 This section is to be completed only by an Officer, Director or Chairperson of the organization named in Section 1.

I, Angela Harrolle declare that I am an OFFICER, DIRECTOR, or CHAIRPERSON
(Print full name)
appointing the applicant listed in Section 9, to apply on behalf of the foregoing organization for a Special Event
Liquor License.

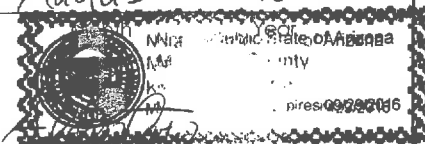
x Cyrl 2.7M CEO 8/23/16 602-485-0100
(Signature) Title/ Position Date Phone #

The foregoing instrument was acknowledged before me this 23rd August 2016
Day Month Year

State Arizona County of Maricopa

My Commission Expires on: 9/29/2016
Date

Karely
Signature of Notary Public



SECTION 14 This section is to be completed only by the applicant named in Section 9.

I, Steve Horrell declare that I am the APPLICANT filing this application as
(Print full name)
listed in Section 9. I have read the application and the contents and all statements are true, correct and
complete.

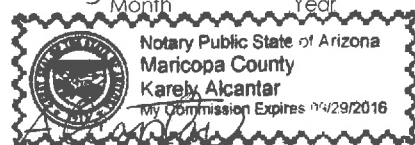
x Steve Horrell Board of Directors President 8/23/16 602-469-4622
(Signature) Title/ Position Date Phone #

The foregoing instrument was acknowledged before me this 23rd August 2016
Day Month Year

State Arizona County of Maricopa

My Commission Expires on: 9/29/2016
Date

Karely
Signature of Notary Public



The local governing body may require additional applications to be completed and submitted. Please check with local government as to how far in advance they require these applications to be submitted. Additional licensing fees may also be required before approval may be granted. For more information, please contact your local jurisdiction: http://www.azliquor.gov/assets/documents/homepage_docs/spec_event_links.pdf.

SECTION 15 Local Governing Body Approval Section

I, _____ recommend ☐ APPROVAL ☐ DISAPPROVAL
(government official) (Title)

on behalf of _____
(City, Town, County) Signature Date Phone

FOR DEPARTMENT OF LIQUOR LICENSES AND CONTROL USE ONLY

☐ APPROVAL ☐ DISAPPROVAL BY: _____ DATE: _____



August 25, 2016

To Whom It May Concern:

We, at Westgate Entertainment District, will be planning, hosting and managing the upcoming beer garden tailgate prior to the Arizona Cardinals home game on December 18, 2016 on our private property in WaterDance Plaza.

We are working with 100 Club of Arizona, an Arizona non-profit foundation and registered 501c3 organization, as our designated charity partner for the event. 100 Club of Arizona will be the beneficiary of 25% of gross revenue of beer sales within the beer garden during the events.

If you have any questions or need further clarification on our partnership with 100 Club of Arizona, please feel free to contact me, Jessica Kubicki, Marketing Director for Westgate Entertainment District.

Jessica Kubicki

A handwritten signature in black ink, appearing to read "Jessica Kubicki".

Marketing Director
Vestar/Westgate Entertainment District
6571 N. Sunset Blvd., Suite 333
Glendale, AZ 85305
623-385-7506