

# Majestic View Nature Center Alcohol Permit Policy

## **PURPOSE**

This Policy establishes the rules and regulations regarding the sale and/or service, and the associated consumption, of Alcohol Beverages at the Majestic View Nature Center ("MVNC").

## **APPLICATION; EFFECTIVE DATES**

This Policy shall apply to MVNC only. This policy shall be effective upon execution by the City Manager. This policy shall remain in effect until the City Manager chooses, in the City Manager's discretion, to terminate or amend this policy.

## **DEFINITIONS**

"Permit" means a revocable and nontransferable permit issued by the Vibrant Community and Neighborhoods Department through the approval of an application by the Director of the MVNC allowing for the use of the MVNC which may include the permission for the applicant to bring and consume alcohol on the premises subject to terms of the Permit and this Policy.

"Permitted Alcohol Beverages" means fermented malt beverages or malt liquors (*i.e.* beer and seltzers) or vinous liquor (*i.e.* wine, cider, or champagne). Permitted Alcohol Beverages does not include spirituous liquors.

"Liquor License" means any license or permit issued by the Arvada Liquor Licensing Authority, the Colorado Department of Revenue, and/or other governmental authority as required by and in conformance with State laws and rules and regulations and Arvada's laws and rules and regulations regulating Alcohol Beverages.

## **SECTION 1: City Manager's Written Permission**

Per Arvada City Code, Sec. 6-4, the City Manager approves the service, possession, and consumption of Permitted Alcohol Beverages at MVNC under the terms of this Policy and an approved Permit.

## **SECTION 2: Prohibitions**

Other than the permission granted specifically for the MVNC through the execution of this Policy, the service, possession, and consumption of all alcoholic beverages is prohibited in other publicly owned property, parks, and open spaces unless permitted by the Arvada City Code or operated pursuant to a valid Liquor License.

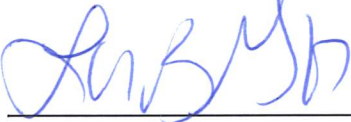
## **SECTION 3: Regulations**

The following regulations apply to alcohol service, possession, and consumption at MVNC:

1. Kegs, spirituous liquors, and glass containers are prohibited.
2. Permitted Alcohol Beverages may not be possessed or consumed in the parking lot or further than 100 feet from the MVNC building.
3. No alcoholic beverages may be served, possessed, or consumed within the boundary of any playground.
4. Service of all Permitted Alcohol Beverages must cease 30 minutes prior to the end of the rental period.

5. All permit holders must provide food during the rental period in an amount sufficient serve the number of people anticipated to attend the event.
6. Procedures must be written out, included with applications, and followed which ensure that under age and persons under the influence of alcohol will not obtain or consume alcoholic beverages during the rental period.
7. Procedures must be written out, included with applications, and followed which ensure the permit holders will secure and supervise the area and participants.
8. All permit holders are personally and financially responsible for cleaning, trash disposal, and repairs necessary that may occur as a result of the event.
9. The City may require a deposit from the permit holder in an amount determined by and at the discretion of the City.
10. Permit holders agree to indemnify and hold the City, its employees and agents harmless for all liability claims arising from the event.
11. If the event will host over 30 people, permit holders will furnish a certificate of insurance to the Majestic View Nature Center and have bartenders serve all Permitted Alcohol Beverages.
12. Permit holders are responsible for maintaining order at the facility and grounds, and are responsible for traffic control and parking.
13. Permit holders will comply with City, County, and State regulations and laws.
14. The MVNC Director, Director of Vibrant Community and Neighborhoods, or the City Manager may establish additional special restrictions and requirements to any Permit.
15. The MVNC Director may coordinate MVNC sponsored events where Permitted Alcohol Beverages may be possessed, served, and consumed without a Permit.
16. Permitted Alcohol Beverages may only be sold for revenue, including through a drink tickets procedure, if the Permit holder qualifies for and is granted a special events liquor license pursuant to Arvada City Code, Chapter 6, Article III.
17. The approved Permit must be physically present at the event, and available for viewing at all times by the Arvada Police Department. If the permit is not available, no alcohol may be served and/or consumed.

APPROVED AND ADOPTED



\_\_\_\_\_  
Lorie Gillis, City Manager

Date: 10/10/23



# MEMORANDUM

---

## Vibrant Community and Neighborhoods - Nature Center

---

**DATE:** September 20, 2023  
**TO:** Enessa Janes, Director of Vibrant Community and Neighborhoods  
**FROM:** Anna Hoover, Nature Center Director  
**SUBJECT:** Nature Center Alcohol Permitting

**Purpose:** The Majestic View Nature Center serves customers of all ages including children, youth and adults. The purpose of the alcohol permitting pilot was to test the impacts of permitting alcohol at events hosted at the Majestic View Nature Center facility on customer experience and operations. The city team assessed staffing pressures, impacts on customer experiences, program feedback, and facility impacts.

Upon completion of the pilot project, the city team found that the addition of alcohol to event permits did not impact staff work plans or capacity and did not impact the delivery of existing nature center programs or quality of experience. Additionally, the city team determined that permitting alcohol at private events provides an additional source of revenue for community programs and nature education events.

### **Background:**

Majestic View Nature Center currently offers rental reservations for the classroom and exhibit hall. By opening up the center to private events, the Nature Center is able to generate revenue and provide additional opportunities for passive interpretation experience at the facility. These reservations are typically small and are booked on a first-come first served basis. Events are approved to ensure that currently scheduled programs are not impacted and that Center staff are already scheduled for work.

Many visitors connect with the Nature Center site and express the desire to rent the facility for small weddings, celebrations of life, retreats, and reunions. Some groups desire the flexibility to serve alcohol at their events and some programs are more impactful with the allowance of alcohol (e.g. how to harvest your hops, growing sustainable beer; or paint and sip adult art landscape painting).

As part of the 2023 pilot project, the Nature Center team approved two reservations to serve alcohol at their events. The pilot project compared the impact of previous, non-alcohol reservations to those that served alcohol. The pilot project also tested a new process and procedure for issuing alcohol permits and fee collection.

### **Results of the Pilot Project:**

The private facility reservations associated with the pilot project were:

- 1) Saturday, June 10, 2023 — A wedding and reception for a total 17 people. The event organizers served beer and wine to their guests. There were no incidents and positive feedback from the event point of contact. No additional staffing or cleaning was required.
- 2) Saturday, August 26, 2023 — A private BBQ/social gathering for a total 18 people. The event organizers served beer, wine and cider to their guests. There were no incidents and positive feedback from both visitors and event point of contact. No additional staffing or cleaning was required.

The event organizers were required to confirm their rental reservations and then complete an alcohol permit (attached) specifying the policy, limitations, and requirements for the reservation holders. The event organizers also posted the reservation as a private event and remained within the distance restriction for the permit (within 100ft of the Nature Center building and adjacent garden areas).

In addition to the two pilot events, there is precedent of additional events with alcohol being approved at the Nature Center under special event permits (e.g. Bill Ray and Mark Deven's retirement parties). Similar to the pilot events, the retirement parties did not have negative impacts on the Nature Center staff, site, programming, or visiting customer experience.

#### **Current Policy Considerations:**

The Majestic View Nature Center team, in partnership with the City Attorney's Office, has prepared a *Majestic View Nature Center Alcohol Permit Policy* for City Manager review and approval (attached). The Policy establishes the rules and regulations regarding the sale and/or service, and the associated consumption, of alcohol beverages at the Majestic View Nature Center.

City Manager's approval of the policy approves the service, possession, and consumption of permitted alcohol beverages at MVNC under the terms of the Policy and an approved facility rental permit. It applies to the Nature Center only and shall remain in effect until the City Manager chooses to terminate or amend the Policy.

Under the Policy, "Permitted Alcohol Beverages" include fermented malt beverages or malt liquors (i.e. beer and seltzers) or vinous liquor (i.e. wine, cider, or champagne). Kegs, spirituous liquors, and glass containers are prohibited by the Policy. Other than the permission granted specifically for the MVNC through the execution of the Policy, the service, possession, and consumption of all alcoholic beverages is prohibited in other publicly owned property, parks, and open spaces unless permitted by the Arvada City Code or operated pursuant to a valid Liquor License.

If the Policy is approved by the City Manager, the Nature Center team will use the attached *Rental Permit Application* to intake, review and approve rental requests. No alcohol permits have been or will be approved for or during family or youth functions/programs. The Nature Center Director will approve or deny rental applications.

**Staff Recommendation:** Staff recommends that the City Manager approve the *Majestic View Nature Center Alcohol Permit Policy*.





# MAJESTIC VIEW NATURE CENTER

## Rental Permit Application

Applicant Name: \_\_\_\_\_ Date of Rental: \_\_\_\_\_ Requested Rental Time: \_\_\_\_\_

Email: \_\_\_\_\_ Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Estimated # of People: \_\_\_\_\_ Type of Event: \_\_\_\_\_

Is an alcohol permit being requested?  Yes  No

If yes, what kind of alcohol will be provided?  Beer  Wine  Cider/Seltzer

If there will be entertainment, please describe: \_\_\_\_\_

Will food be provided?  Yes  No

What type of food will be served? \_\_\_\_\_

Do you intend to segregate from the general public?  Yes  No

What procedures will be used to ensure persons under age or under the influence of alcohol cannot be served or consume alcohol?  
(attach additional pages if necessary)

All alcohol must be consumed within 100 feet of the Nature Center Building - See Diagram on Next Page

The following provisions apply to any alcohol permit issued:

- ▶ Alcohol service must end 30 minutes prior to the end of the event/rental.
- ▶ Applicant must agree to provide food services during the time of consumption in an amount sufficient serve the number of persons anticipated to attend.
- ▶ Procedures must be written out and included with this application explaining how the applicant will ensure that under age and persons under the influence of alcohol will not obtain or consume alcoholic beverages served at the event.
- ▶ Procedures must be written out and included with this application outlining how the applicant will secure and supervise the area and participants.
- ▶ Applicant understands and agrees to be personally and financially responsible for cleaning, trash disposal, and repairs necessary as a result of the event (the City may require a deposit in an amount determined by and at the discretion of the City).
- ▶ Applicant agrees to indemnify and hold the City, its employees, and agents harmless for all liability claims arising from the event.
- ▶ If the event will host over 30 people, Applicant will supply a certificate of insurance to the Majestic View Nature Center and have bartenders to serve all alcoholic beverages.
- ▶ As a condition of being granted this permit, the applicant hereby agrees to be responsible for maintaining order at the facility and grounds, and to be responsible for traffic control and parking.
- ▶ The applicant agrees to comply with City, County, and State regulations and laws and certifies that the applicant is 21 years of age or older.
- ▶ This alcohol permit application must be approved and physically present at the event, and available for viewing by the Arvada Police Department. If the permit is not available, no alcohol may be served and/or consumed.

As a condition of being granted a rental permit, I hereby agree to be responsible for maintaining order at the facility and grounds, and to be responsible for traffic control. I agree to comply with City, County, and State laws and regulations. I certify that if I am applying for an alcohol permit, I am 21 years of age or older and the information I have provided here is true and accurate to the best of my knowledge. I understand that glass containers are not allowed. I hereby agree to defend, indemnify, and hold harmless the City of Arvada, its officers, officials, employees, and agents for all liability claims arising from the event. If my event will host over 30 people, I have attached a certificate of insurance for the event to guarantee indemnification. I confirm I have read the Majestic View Nature Center's Alcohol Permit Policy attached to this application, and I agree to be bound by all terms therein.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*City of Arvada Use Only*

Permit/Request Reviewed by: \_\_\_\_\_ Department: \_\_\_\_\_  
Modification made to: \_\_\_\_\_  Approved  Denied Date: \_\_\_\_\_



RENTAL RATES			
Group Type	Number of People	Hours	Cost
Government or Non-Profit Organization; City employee personal rate	Less than 100	5 hour max (absent Director of VCN approval)	\$40/hr during public hours \$60/hr outside public hours \$150 daily max
Small Groups	30 or less	5 hour max (absent Director of VCN approval)	\$80/hr during public hours \$100/hr outside public hours
Large Groups	Over 30	5 hour max (absent Director of VCN approval)	\$120/hr during public hours \$150/hr outside public hours
Program Bundle	Up to 15 Participants	1.5 hour rental with 20-40 minute naturalist program included	\$115 during public hours \$140 outside public hours \$5 each additional person \$25 each additional ½ hour
ADD ON – ALCOHOL PERMIT			
Small Groups	30 or less	Service must end 30 minutes prior to end of event	\$100
Large Groups	Over 30	Service must end 30 minutes prior to end of event	\$200 – Bartender and Event Insurance Required
ADD ON – TELESCOPE VIEWING			
Small Groups	30 or less	During Rental Period	\$50/hr
Large Groups	Over 30	During Rental Period	\$70/hr



● alcohol allowed in nature center, garden and turf grass surrounding the building. No alcohol allowed beyond mowed turf grass.

● parking

\*\*Building rental capacity 100 (occupancy load is 123), for events larger than 80 we strongly recommend they utilize outdoor spaces like the back deck or garden. Any event larger than 30 is required to reserve the full facility. Smaller groups can fit in the classroom during public hours.