


VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

 X Resolution or Ordinance (Blue) X *Waiver of First Requested*
Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES
FROM: Timothy Sexton, Acting Village Manager
DATE: January 7, 2014 (B of T) Date: January 16, 2014
TITLE: Amending Title 11, Chapter 112, Section 112.18 (Alcoholic Beverages) of
the Lombard Village Code
SUBMITTED BY: Village Manager's Office & Community Development Department 

BACKGROUND/POLICY IMPLICATIONS:
Attached for your consideration is an ordinance amending Title 11, Chapter 112, Section 112.18(B) providing for the sale and consumption of alcoholic beverages associated with a Craft Beer Event scheduled for June 14, 2014 and proposed to be located within the Village's Parkside Avenue public right-of-way. (DISTRICT #1)

Staff requests a waiver of first reading.

Fiscal Impact/Funding Source:


Review (as necessary):
Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X _____ Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: Timothy Sexton, Acting Village Manager

FROM: William J. Heniff, AICP, Community Development Director 

DATE: January 16, 2014

RE: **Craft Beer Event on Parkside Avenue**

The Glenbard East Booster Club is proposing a Craft Beer fundraising event on June 14, 2014. The event is modeled after similar recent events in Wheaton, Naperville and Lisle. The event would consist of approximately fifty craft brewers who would set up tents to provide for tasting of their respective beers. Food and entertainment will also be provided. Tickets for the event would be sold in advance and would allow attendees to sample a number of beers within the corralled area. Vendors would not be selling the beer themselves. The Booster Club has contracted with Lou Dog Events, LLC who will be responsible for the promotional, marketing and business aspects of the event, securing brewers and assisting in the management and operations of the event.

The Booster Club is seeking to hold the event within the Parkside Avenue public right-of-way, west of Park Avenue as well as on the adjacent Park District property. The event will be cordoned off with temporary fencing to ensure safety. The event is scheduled to occur between the hours of noon and 6:00 p.m.

The Booster Club is a nonprofit entity and they will be seeking a Class J liquor license for the event, which can be approved administratively. However, as the event will be occurring on Village's right-of-way, an ordinance amendment to Section 112.18(B) is being requested to provide for the event, subject to approval of a temporary event permit. The Booster Club is seeking approval of the request at this time so that they can begin their initial marketing effort and finalize any requisite contracts.

The Booster Club has also applied for a Community Promotions and Tourism grant for the event as well, as such events frequently draw individuals from a large geographical area. This funding element will be considered as part of a separate request to the Village Board.

ACTION REQUESTED

Please place this item on the January 16, 2014 Village Board agenda for approval of an amendment to Section 112.18(B) of the Lombard Village code to provide for the Craft Brew Event. A waiver of first reading is also requested.



Sit, Stay, & Enjoy...

About:

Lou Dog Events is an event management and production company that specializes in craft beer festivals. We produce and manage a portfolio of craft beer festivals in the Chicagoland area. We also consult and partner with nonprofit organizations and government agencies to help them host craft beer festivals. As a social entrepreneurship company we focus on supporting the communities in which we operate.

Vision Statement:

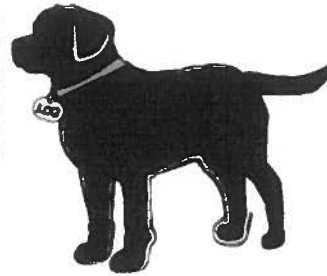
Lou Dog Events strives to be a premier event management and production company.

Mission Statement:

Lou Dog Events' mission is to create unique experiences outside the ordinary. Our events combine local music, great food, and incredible beer all in one place. We are dedicated to producing outstanding events that highlight the local community. Come celebrate the good times – Sit, Stay, & Enjoy...

Lou Dog Events
608 S. Washington Street Ste. 207
Naperville, IL 60540
630.450.4193
info@LouDogEvents.com

Sit, Stay, & Enjoy...



Sit, Stay, & Enjoy...

Festival Partners:

Lou Dog Events will partner with your organization to create a craft beer festival in your community. We will partner with your team to implement our comprehensive business model. Our business model provides the road map to ensure a successful craft beer festival – from creation through implementation we will be there at every step.

Lou Dog Events will perform an in-depth analysis to determine your unique needs and goals. We then create a customized plan specific to your organization. We have the capabilities to produce and manage your entire craft beer festival or just specific pieces. Our goal is to partner with your organization to provide the tools, resources, and expertise necessary to host a successful craft beer festival.

Areas of Expertise:

- Festival Theme
- Branding
- Marketing
- Social Media
- Website Development
- Sponsorship
- Ticketing Logistics
- Day of Logistics
- Volunteer Recruitment & Mgmt.
- Vendor Selection & Relations
- Merchandising
- Site Selection & Layout
- Craft Beer Selection
- Brewery Relations
- Illinois Liquor Laws

To learn more about Lou Dog Events and how we can assist with your next craft beer festival contact us at 630.450.4193 or info@LouDogEvents.com

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Sit, Stay, & Enjoy...

ORDINANCE NO. _____

**AN ORDINANCE AMENDING TITLE 11, CHAPTER 112, SECTION 112.18(B)
OF THE LOMBARD VILLAGE CODE IN REGARD TO
ALCOHOLIC BEVERAGES, PROVIDING FOR THE SALE AND CONSUMPTION
OF ALCOHOL IN CONNECTION WITH A
TEMPORARY EVENT WITHIN THE PARKSIDE AVENUE PUBLIC RIGHT OF WAY**

BE IT ORDAINED by the President and Board of Trustees of the Village of Lombard, DuPage County, Illinois, as follows:

SECTION 1: That Title 11, Chapter 112, Section 112.18(B) of the Lombard Village Code is hereby amended by adding new subsection (6) thereto, effective upon the adoption of this Ordinance through 7:00 p.m. on Saturday, June 14, 2014, which shall read in its entirety, as follows:

“(6) That in association with a Craft Beer Festival to be sponsored by the Glenbard East Boosters, a not-for-profit organization, the Glenbard East Boosters shall be eligible for a Class “J” liquor license for the sole purpose of selling beer for consumption, on Saturday, June 14, 2014, from 12:00 p.m. to 6:00 p.m., in a designated and secured area, approved by the Village pursuant to the issuance of a temporary event permit under Chapter 110 of the Village Code. The liquor license to be issued under this subsection (6) may be issued by the Local Liquor Commissioner upon proper application to the Village, and satisfaction of all applicable requirements and conditions by the licensee. No liquor license shall be issued under this subsection (6) until such time as the licensee obtains the necessary temporary event permit under Chapter 110 of the Village Code, and complies with all requirements and conditions thereof, including, without limitation, the insurance, bond and indemnification requirements of Chapter 110 for temporary events.”

SECTION 2: That, effective at 7:00 p.m. on Saturday, June 14, 2014, Title 11, Chapter 112, Section 112.18(B)(6) of the Lombard Village Code, as set forth in Section 1 above, is hereby repealed, without need for any further action by the President and Board of Trustees.

SECTION 3: That this Ordinance shall be in full force and effect from and after its passage and approval as provided by law.

Passed on first reading this ____ day of _____, 2014.

First reading waived by action of the Board of Trustees this ____ day of January, 2014.

Passed on second reading this ____ day of January, 2014, pursuant to a roll call vote as follows:

AYES: _____

NAYS: _____

ABSENT: _____

APPROVED by me this ____ day of January, 2014.

Keith Giagnorio, Village President

ATTEST:

Janet Downer, Deputy Village Clerk

**HOLD HARMLESS AND INDEMNIFICATION AGREEMENT
RELATIVE TO THE CRAFT BEER FESTIVAL TEMPORARY EVENT
ON JUNE 14, 2014 ON PARKSIDE AVENUE, LOMBARD, ILLINOIS**

In consideration of the Village of Lombard, DuPage County, Illinois (the "Village") issuing a Class "J" liquor license and Temporary Event Permit to the Glenbard East Boosters, located at _____, Lombard, Illinois (the "Organization"), so as to allow for the sale of beer, in a designated and secured area within the Parkside Avenue right-of-way, from _____ to _____, relative to a Craft Beer Festival to be held from 12:00 p.m. (Noon) to 6:00 p.m. on June 14, 2014 (the "Event"), the Organization hereby agrees to indemnify, defend and hold harmless the Village, and its officers, agents, employees, representatives and assigns (the "Indemnified Parties"), from any and all lawsuits, actions, costs (including attorneys' fees), claims or liabilities of any character whatsoever, including, as allowed by law, liabilities incurred due to joint negligence of any of the Indemnified Parties and the Organization, brought because of any injuries or damages received or sustained by any person, persons or property because of any act or omission, neglect or misconduct of said Organization, or its officers, agents, members, volunteers, contractors and/or employees, arising out of, or as a result of, the Event, the use of Parkside Avenue during the Event, or in conjunction with the sale of beer by the Organization during the Event. In connection with any such claims, lawsuits, actions or liabilities, the Indemnified Parties shall have the right to defense counsel of their choice. The Organization shall be solely liable for all costs of such defense and for all expenses, fees, judgments, settlements and all other costs arising out of such claims, lawsuits, actions or liabilities.

Executed this ____ day of _____, 2014, by _____, the President of, and authorized agent for, the Organization.

Name: _____

ACKNOWLEDGMENT

State of Illinois)
) SS
County of DuPage)

I, the undersigned, a Notary Public, in and for the County and State aforesaid, DO HEREBY CERTIFY that _____, personally known to me to be the President of the Glenbard East Boosters, located at _____, Lombard, Illinois, and personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that, as such President, he/she signed and delivered the said instrument, as his/her free and voluntary act, and as the free and voluntary act and deed of said Glenbard East Boosters, for the uses and purposes therein set forth.

GIVEN under my hand and official seal, this ____ day of _____, 2014.

Notary Public