



# CITY OF CONCORD

*New Hampshire's Main Street™*

## REPORT TO MAYOR AND CITY COUNCIL

**Date:** January 25, 2019  
**To:** Mayor and City Council  
**From:** Earle M. Chesley, P.E., General Services Director  
**Subject:** Everett Arena Beer and Wine Service Initiative

### **Recommendation:**

1. Accept the following report; and
2. Authorize the City Manager to enter into a License Agreement with the New Hampshire Liquor Commission to permit the sale of Beer and Wine at the Everett Arena (the "Arena").

### **Background:**

In June, 2018, the Everett Arena Advisory Committee formed a working group to explore the possibility of obtaining a license to serve beer and wine at certain events at the Arena. The working group was charged to explore the costs, benefits, and potential pitfalls of offering this service to patrons of the Arena.

Throughout the summer and fall of 2018, the working group consulted regulators, current clients, potential future customers, City Staff and City Administration, to develop a recommendation for presentation to the Arena Advisory Committee.

On November 14, 2018, the results of this study were presented to the Arena Advisory Committee who voted unanimously to recommend that a license to serve alcohol at the Arena be pursued through the New Hampshire Liquor Commission pending review by the Fiscal Policy Advisory Committee and approval by Concord City Council.

On December 17, 2018, the proposal was reviewed by the Fiscal Policy Advisory Committee. The committee recommended unanimously that the matter be advanced to City Council for their review.

**Discussion:**

The committee's recommendation to move forward with this initiative is based on the following rationale:

1. To remain competitive within the marketplace, the Arena has the potential to increase the number and diversity of events offered. In 2018 the Arena hosted 15 dry-floor events. Current inquiries indicate the potential for a 20% increase in bookings within the first two years.
2. This initiative has the support of the Arena users who may be impacted by this change.
3. The Arena would respect the wishes and policies of users who may not be interested in this service.
4. The New Hampshire Liquor Commission offers licensure and training, and serving procedures.
5. The "up-front" costs appear to be nominal.
6. Success of this initiative may positively impact a future building project at the Arena.

Understanding that a diverse, vibrant, and robust pool of customers is critical to the long-term viability of the Everett Arena property, staff recommends that City Council authorize the City Manager to work with the New Hampshire Liquor to obtain the necessary licenses for the City to serve beer and wine at appropriate Everett Arena events.

Please see the attached documentation for detailed information regarding draft policy, potential questions, financials, and Arena usage which support this recommendation.

Cc Everett Arena Advisory Committee  
Jay Burgess, Public Properties Superintendent  
Jeff Bardwell, Arena and Properties Manager