

TOWN OF BLACK MOUNTAIN BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION
Meeting Date: May 9, 2011

SUBJECT: Proposal to serve beer at Park Rhythms concert series at Lake Tomahawk.

AGENDA INFORMATION:

Agenda Location: New Business
Item Number: 8-C
Department: Recreation Services Department
Contact: Casey Conner, Recreation Services Director
Presenter: Casey Conner, Recreation Services Director

BRIEF SUMMARY:

The Recreation Services Department hosts the free Park Rhythms concert series each summer at Lake Tomahawk in Black Mountain. This event draws hundreds of people to our park for the concerts each summer. The concerts are open to the public and free of charge. The cost for operating Park Rhythms is about \$8000 each year; \$4000 of these funds are recouped by sponsors of the concerts. The proposal to sell beer at the concerts would close the \$4000 shortfall for these events. The beer would be donated from a local brewery in Black Mountain, thereby not costing the Town any funds to operate the free concerts at Lake Tomahawk.

MOTION FOR CONSIDERATION: *To approve the sale of beer at the Park Rhythms summer concert series.*

FUNDING SOURCE: This proposal will generate approximately \$4,000 in net revenue to offset the General Fund expenditure for Park Rhythms.

ATTACHMENTS: Details & Map

MANAGER'S COMMENTS AND RECOMMENDATIONS: The proposal has the support of Public Services, Fire and Police Departments, which have reviewed the plans to ensure emergency access and appropriate security. Security measures include age verification, issuance of wristbands, limited hours of sale with cutoff 30 minutes prior to end of concert, and location of beer garden across the creek from the stage area. The Town's existing ABC permit will need to be amended to accommodate this proposal if approved. Adopt as presented.