

# MARSHALLTOWN

— I O W A —

## City Administrator's Office

Joel Greer, Mayor  
Jessica Kinser, Administrator  
Shari L. Coughenour, Clerk  
24 North Center Street  
Marshalltown, IA 50158-4911  
Tel - (641) 754-5799  
Fax - (641) 754-5717

To: Mayor Greer and the City Council  
From: Geoff Hubbard, Parks & Recreation Director  
Date: April 17, 2019  
RE: Discussion on applying for an alcohol permit for the Coliseum

### Policy Issue:

**Recommendation:** To give direction on whether to pursue an alcohol permit for the Coliseum

**Background:** With the fundraising and renovation plans underway for the Coliseum, staff has met with GTG Architects to begin finalizing the plans and specifications. During that discussion it was brought up about the use in the concession stand/catering kitchen area. Some of that discussion also discussed the layout and needs if the City were selling alcohol for events versus just a concession stand or catering kitchen. Staff has done some research and there are other cities in Iowa that hold a liquor license for facilities and golf courses so this isn't something that hasn't been done before. The sale of alcohol can be used to generate extra revenue, offset operating costs, and provide a service that facility renters want and need to put on a good event. The question for Council is would they like to see staff entertain that option and delve into more details and logistics of holding a liquor license and being able to provide it for certain events and be able to create extra revenue for the Coliseum during those events?

The events we are currently thinking about would be for concerts, special events like Oktoberfest, weddings, reunions, company outings, and conferences. We would not sell alcohol during youth events or regular scheduled league games. We would plan to hire staff as City employees to work these special events that were trained and vetted to handle the sale of alcohol appropriately. This would allow more control over who is being served and how much, which may not happen when renters are allowed to bring in their own for sale and consumption. We would of course follow all rules and regulations that go with holding a liquor license with the State.

It is important to decide what uses will occur in the building now so we can better design and locate space within the Coliseum for those needs. It could be more costly to make changes after construction is complete. Any conversation and direction from the Council on this matter would be greatly appreciated.

**Budget Impact:** If the City were to get an alcohol permit it would increase revenues for the Coliseum operations which are a part of the General Fund. The impact would depend on the number of events using the Coliseum that are permitted to have alcohol annually.

**Attachment:** none

### City Council

Susan Cahill, Michael Gowdy, Al Hoop,  
Gabriel Isom, Leon Lamer, Bill Martin, Bethany Wirin

