



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title:	Motion to approve a Class E-2 Liquor License and Amplification License on August 17 – 18, 2013 for The Festival of the Horse & Drum at the Kane County Fairgrounds
Presenter:	Chief Lamkin

Please check appropriate box:

<input type="checkbox"/>	Government Operations	<input type="checkbox"/>	Government Services
<input type="checkbox"/>	Planning & Development	<input checked="" type="checkbox"/>	City Council (6/3/13)
<input type="checkbox"/>	Public Hearing	<input type="checkbox"/>	

Estimated Cost:	\$N/A	Budgeted:	<input type="checkbox"/> YES	<input type="checkbox"/> NO
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If NO, please explain how item will be funded:

Executive Summary:

Equis Concepts, LLC of rural St. Charles is hosting an event called the Festival of the Horse and Drum. It will be held at the Kane County Fairgrounds. The event is a first annual multi-cultural, multi-media event as outlined in the attached material. The event will run from 9:00 a.m. until 10:00 p.m. Saturday, August 17 and from 9:00 a.m. until 6:00 p.m. Sunday, August 18, 2013. The use of amplification equipment for the duration of the event is requested. In addition Rookies, DBA BK and MM Ventures LLC, has made application to operate a beer garden during the event. A Class E-2 Temporary Liquor License has been requested for alcohol sales with the Police Department recommending sales to start no earlier than 10:00 a.m. both days ending at the time of the event. All other provisions related to food and identification checks with wristbands will apply. The Police Department will coordinate with the security agency and will determine the appropriate St. Charles Police extra duty personnel for the beer garden at the expense of the sponsor. At Government Services Committee on May 28th, the Police Department was directed to check on horse events held in the Springfield, Illinois area. During this check, the Horseman’s Council of Illinois was contacted and they indicated the Illinois Horse Fair is held each year. It is attended by thousands with no problems and is absolutely professional and hosts classes and training events.

Attachments: *(please list)*

Diagram; event description

Recommendation / Suggested Action *(briefly explain):*

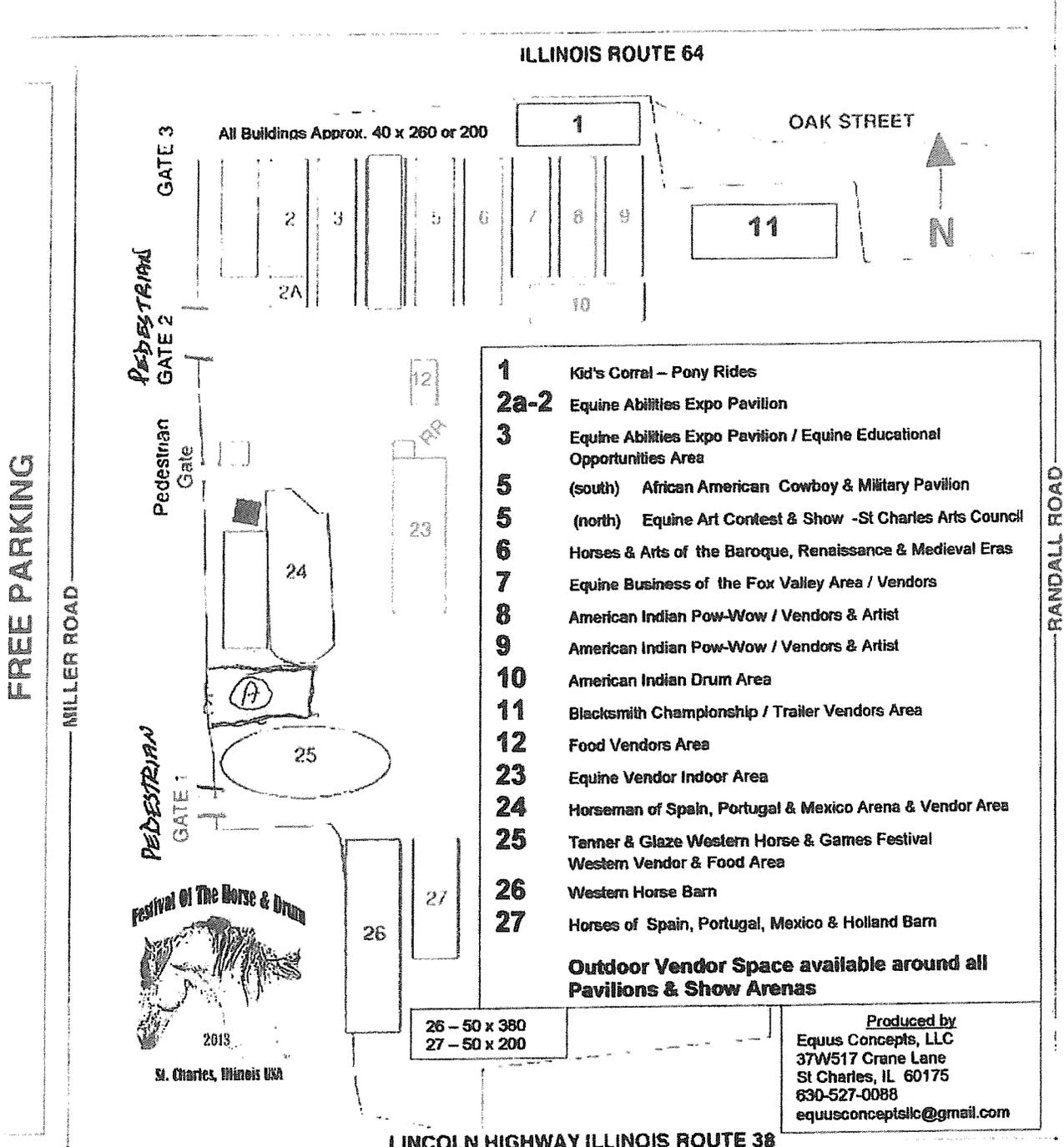
Motion to approve a Class E-2 Liquor License and Amplification License on August 17 – 18, 2013 for The Festival of the Horse & Drum at the Kane County Fairgrounds.

For office use only: Agenda Item Number: IIB7

August 17th & 18th, 2013 Kane County Fairgrounds / St Charles, Illinois



67/1



- 1** Kid's Corral - Pony Rides
 - 2a-2** Equine Abilities Expo Pavilion
 - 3** Equine Abilities Expo Pavilion / Equine Educational Opportunities Area
 - 5** (south) African American Cowboy & Military Pavilion
 - 5** (north) Equine Art Contest & Show -St Charles Arts Council
 - 6** Horses & Arts of the Baroque, Renaissance & Medieval Eras
 - 7** Equine Business of the Fox Valley Area / Vendors
 - 8** American Indian Pow-Wow / Vendors & Artist
 - 9** American Indian Pow-Wow / Vendors & Artist
 - 10** American Indian Drum Area
 - 11** Blacksmith Championship / Trailer Vendors Area
 - 12** Food Vendors Area
 - 23** Equine Vendor Indoor Area
 - 24** Horseman of Spain, Portugal & Mexico Arena & Vendor Area
 - 25** Tanner & Glaze Western Horse & Games Festival Western Vendor & Food Area
 - 26** Western Horse Barn
 - 27** Horses of Spain, Portugal, Mexico & Holland Barn
- Outdoor Vendor Space available around all Pavilions & Show Arenas**

26 - 50 x 380
27 - 50 x 200

Produced by
Equus Concepts, LLC
37W517 Crane Lane
St Charles, IL 60175
630-527-0088
equusconceptsllc@gmail.com

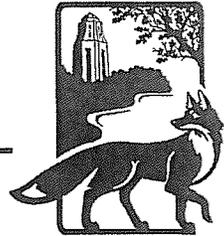
LINCOLN HIGHWAY ILLINOIS ROUTE 38

(A) BEER GARDEN (Approx 200 FT x 35 FT)

For Office Use
 Received: 4/3/12
 Fee Paid: \$ 200 -
 Receipt # 9917

CITY OF ST. CHARLES

TWO EAST MAIN STREET NON-REFUNDABLE
 ST. CHARLES, ILLINOIS 60174-1984



**CITY LIQUOR DEALER LICENSE APPLICATION
 CLASS E2 - SPECIAL EVENTS**

Pursuant to the provisions of Chapter 5.08, Alcoholic Beverages, of the City of St. Charles Municipal Code regulating the sale of alcoholic liquors in the City of St. Charles, State of Illinois and all amendments thereto now in force and effect.

The undersigned hereby makes application for a Liquor Dealer License,
 Class E2
 Commencing Aug 17, 2013 and ending Aug 18, 2013
 Time Starting SAT 9AM / SUN 9AM and ending SAT 10PM / SUN 6PM
 Location of Event KANE COUNTY FAIR GROUNDS

Name of Business DK & MM Ventures LLL
 Address of Business 1545 W MAIN ST Business Phone 630-513-0681
 Has Applicant had a Class E2 License in the previous 365 days? NO. If YES, on what date:
 5.08.050A1 Circle Choice to Show: Individual Partnership Corporation Other: LLL

Requirements of a Class E2 - Special Civic Event License

1. The Class E2 license fee is \$100.00 per day.
2. A minimum of three (3) liquor supervisors shall monitor liquor service during all times of operation. Please provide a list of all supervisors with this application.
3. Beer and/or Wine are the only alcoholic beverages to be sold.
4. Hours are restricted to 12 noon to 12:00 midnight.
5. Licensee must rope/fence off the licensed premises.
6. Each patron must wear a wristband after having identification checked for legal alcohol consumption age.
7. Are children/minors permitted in the licensed premises? Y/N
8. A sign limited beer and/or wine consumption to the roped off area must be conspicuously displayed at all times.
9. Each server of alcohol must be BASSET certified - need copy of BASSET certification.
10. A copy of site plan diagram to include roped area shall accompany this application.
11. All security/police resources needed shall be attached to this application with approval of the Chief of Police before final issuance by Liquor Commissioner.

1. Name of class B, Class C or Class I Liquor License: Kane County Rookies
2. Has the applicant had a Class E2 License in the previous 365 days? NO If Yes, on what date?
3. Is license to be used in conjunction with a special event approved by the City Council? YES - PENDING
 If yes, provide name of event: FESTIVAL OF THE HORSE & DRUM
4. Is license to be used in conjunction with a picnic, bazaar, fair or similar assembly with food dispensing and/or sale the predominate purpose of the event? NO
5. Location/address of event. Important: Attached drawing of location to this application. KANE COUNTY FAIR GROUNDS
6. Important: If location is out of doors, attach proof of liability insurance (photocopy) from an approved insurance agency.

Affidavit

State of Illinois)
 County of Kane)

I/We, being duly sworn, that information contained in this application is true to my/our own knowledge and that the statements set forth are of my/our own free will. I/We solemnly swear that I/we will not violate any of the laws of the United States, the State of Illinois or the City Ordinances of the City of St. Charles.

Signed: [Signature]
 Sworn to before me this 3-13 day of March, 2013
 Notary Public Christine Nilles

Signed: [Signature]
 "OFFICIAL SEAL"
 CHRISTINE NILLES
 NOTARY PUBLIC, STATE OF ILLINOIS
 MY COMMISSION EXPIRES 9/21/2013

ENDORSEMENT OF THE LIQUOR CONTROL COMMISSIONER

Approved: _____ Date: _____ Chief of Police: _____
 Approved: _____ Date: _____ Liquor Commissioner: _____

August 17th & 18th, 2013 Kane County Fairgrounds / St Charles, Illinois



www.FestivalOfTheHorseAndDrum.com

Equus Concepts, LLC 630-524-0088 equusconceptsllc@gmail.com

Equus Concepts, LLC. is pleased to announce a "New" Horse Festival for Northern Illinois! The "**Festival Of The Horse & Drum**"© will happen **August 17 – 18, 2013** at the Kane County Fairground in St. Charles Illinois.

This will be the first "Equestrian Multicultural Multimedia Event" of its kind!

The Festival is working with the American Indian Association of Illinois to hold a **Traditional Inter Tribal Pow Wow & Drum**, showcasing Drum groups with Indian dancers and singers from across the Midwest.

We will be hosting the "**Tanner & Glaze Western Horse & Games Festival**", and a **Fiesta of Spanish, Portuguese and Mexican Horseman with Mario A. Contreras Equestrian Extravaganza Show**. An educational tribute to the **African American Cowboy's & Military influence on the West** will also be featured. Another first is our **Equine Assisted Abilities Pavilion**©, designed to show the world how horses are used every day, everywhere to assist in healing the mind, body and soul of humans.

This Equestrian event promises to be the most "**fun at a horse fair**" the public will ever have!

- 🌿 **Traditional Inter Tribal American Indian Pow-Wow & Drum**
- 🌿 **Tanner & Glaze Western Horse & Games Festival - Invitation Competition**
- 🌿 **Horsemen of Spain, Portugal & Mexico Fiesta**
- 🌿 **Mario A. Contreras Equestrian Extravaganza Show**
- 🌿 **African American Cowboy & Military Pavilion**
- 🌿 **Equine Assisted Abilities Pavilion**© – Highlighting Horses Used Every Day in EAP & EAT
- 🌿 **Equine Educational Opportunities Area**
- 🌿 **Horses & Stables of the Fox Valley Pavilion**
- 🌿 **1st Annual Equus Film Festival in Downtown St Charles's Historic Arcada Theater**
- 🌿 **Kids Corral – Pony Rides - Breyer© Horse Contest – Children's Horse Art Contest**
- 🌿 **Multicultural Food Vendors**
- 🌿 **Equine Vendors & Authentic and Diverse Ethnic goods and crafts**
- 🌿 **Equine Clinics for all – Mounted and Un-Mounted**
- 🌿 **Juried Equine Art Contest & Show – Hosted by the St Charles Arts Council**
- 🌿 **A "Horse Of A Different Culture" Expo and Trail in Downtown St Charles**
- 🌿 **Horses Of The Baroque, Renaissance & Medieval Era Expo**
- 🌿 **Medieval Equestrian Skills and Arts Area – International Jousting Tournament**
- 🌿 **Blacksmith Championship**
- 🌿 **Farm to Barn – Agricultural Educational Interactive Area**
- 🌿 **and much more to come.....**

Equus Concepts, LLC., The Horseman's Council of Illinois and the St. Charles Convention and Visitors Bureau are working together to bring you the finest Equestrian Event in the Country! This is just the beginning..... So, please join us by visiting and supporting the 1st Annual Festival Of The Horse & Drum©!

Sincerely,

Lisa Diersen

Co-Founder / Principal Partner

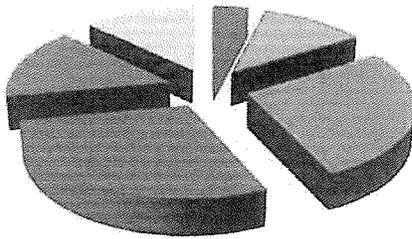
Equus Concepts, LLC. / 37W517 Crane Lane / St. Charles / Illinois / 60175
equusconceptsllc@gmail.com / 630-524-0088

**The Only Equestrian Festival Of Its Kind!
Chicagoland's First Multi-Cultural Equestrian Fair**

**The Festival Of The Horse & Drum
Kane County Fairground
&
St Charles / Fox Valley Area Festival Demographics:**

Venue -- 2 Performance & Exposition Arenas
11 Pavilion Expo Areas
300+ Vendors invited

St Charles 2011 Family Circle Magazine #1 Best Town for Families!



Major Age Group of Attendees at
Midwest Area Horse Fairs & Festivals

1st Annual Equine Film Festival
900 seat Movie Theater for Film Festival

St Charles, IL is home to the annual **St Charles Scarecrow Fest**
the first weekend of October - attendance **150,000**

Geneva, IL is home to **Swedish Days** with one of the largest
public attended Festivals in the Chicagoland area

Kane County Fairgrounds is home to the Kane County Fair
Rated Fox Valley's **Top Summer Event**

The Midwest region is home to more horses than anywhere else in the United States

Equine Fairs and Festivals in The Midwest Region Area Attendance:

Midwest Horse Fair / Madison, WI:	50,000+
Minnesota Horse Fair / St Paul, MN:	50,000+
Hoosier Horse Fair / Indianapolis, IN:	35,000+
Illinois Horse Fair / Springfield, IL:	12,000+
Danada Fall Fest / Wheaton, IL:	10,000+

Festival Of The Horse & Drum Coming to the Chicago Area Summer 2013

be trained to aid its user for any sort of disability, whether it be physical, mental or intellectual, and will be able to go anywhere a service dog is allowed.

FACT: There are approximately 9.2 million horses in the U.S. with approximately 3.9 million involved in recreation and another 2.7 million horses participating in horse shows and other competitions.

FACT: Approximately 28% of horse owners have an annual household income of over \$100,000, with approximately 31% of horse owners having an annual household income of less than \$50,000.

THE ILLINOIS HORSE INDUSTRY
from The Horseman's Council of Illinois

FACT: The Illinois horse industry produces goods and services valued at over \$1.2 billion.

FACT: The Illinois horse industry contribution to the G.D.P. (Gross Domestic Product) is over 3.5 billion.

FACT: Illinois is home to 178,463 horses, mules and donkeys, based on combined AHC and USDA data.

FACT: Illinois horses are valued at over \$300 million.

FACT: There are nearly 64,000 horse owners in Illinois.

FACT: More than 200,000 Illinoisans are involved in the industry as horse owners, service providers, employees and volunteers. Even more participate as spectators.

FACT: Based on horse population figures, more than 285,000 people in Illinois ride horses on a regular basis.



FACT: The Illinois horse industry directly provides 15,900 full-time equivalent (FTE) jobs. Spending by suppliers and employees (in Illinois and other states) generates additional jobs in Illinois for a total employment impact of 49,400.

FACT: Approximately 1.96 million people

own horses, with another 2 million people involved as volunteers or through a family affiliation.

FACT: The horse industry sustains approximately 1.4 million full-time equivalent jobs on an annual basis, with nearly 460,000 of those jobs created from the direct spending within the industry.

FACT: Illinois State Bill for qualified trained miniature horses as service animals law, HB 3826, the horses may

August 17th & 18th, 2013
Kane County Fairgrounds / St. Charles, Illinois

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