



ST. CHARLES
SINCE 1834

AGENDA ITEM EXECUTIVE SUMMARY

Title: Recommendation to Approve a Proposal for Class B liquor license for Starbucks Coffee #280 located at 101 S 1st Street, St. Charles

Presenter: Mayor Rogina

Please check appropriate box:

<input type="checkbox"/>	Government Operations	<input type="checkbox"/>	Government Services
<input type="checkbox"/>	Planning & Development	<input type="checkbox"/>	City Council
<input type="checkbox"/>	Public Hearing	<input checked="" type="checkbox"/>	Liquor Control Commission (6/15/15)

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

Executive Summary:

This is a request for a new Class B liquor license for Starbucks Coffee #280 located at 101 S 1st Street, St. Charles, IL. This business is not requesting a late night permit.

All paper work is in order, background check has been completed by the Police Department, as well as fingerprint and BASSET certification..

This application is recommended by city staff for approval to move forward to Committee.

Attachments: *(please list)*

- Application (front page)
- Background Check
- Menu
- Site Plan and Business Plan

Recommendation / Suggested Action *(briefly explain):*

Recommendation to approve a proposal for Class B liquor license for Starbucks Coffee #280 located at 101 S 1st Street, St. Charles.

For office use only: *Agenda Item Number:* 8

Date: 5/29/2015
(x) New Application
() Renewal Application

CITY OF ST. CHARLES
LIQUOR CONTROL COMMISSIONER
TWO EAST MAIN STREET
ST. CHARLES, ILLINOIS 60174-1984



City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable

Ordinance **5.08.050.A1** Application must be completed in full Incomplete applications will be rejected
Business Type: Circle one Corporation Other _____
Business Name STARBUCKS COFFEE #280 Sales Tax # 4069-2310
Business Address 101 S. 1ST STREET Business Phone # _____
Contact Person ANNA GLOVER License Title SERVICES Phone # (206) 318-6511
If Corporation, Corporate Name COFFEE HOUSE HOLDINGS, INC.
Corporation Address PO BOX 34442-TAX 2 SEATTLE, WA 98124
Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name: Yes No
If yes, list address of business _____

Full Name, include Middle Initial CLARICE J TURNER Title PRESIDENT
[Redacted]

Full Name, include Middle Initial SOPHIE HAGER-HUME Title SECRETARY
[Redacted]

Full Name, include Middle Initial MICHAEL E MALANGA Title VICE PRESIDENT
[Redacted]

SEE ATTACHED OFFICER LIST

Type of Establishment: () Package (x) Restaurant () Tavern () Hotel/Banquet/ Arcada/Q-Center () Other _____

Check as Applicable to () Holding Bar [5.08.010-F] () Service Bar [5.08.010-O] () Live Entertainment [5.08.010-H]
Type of Establishment: () Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:
The establishment is an existing coffee house. Baristas will enter all customer orders, including those for sales of beer and wine, into the store's POS (point of sale) computer system and the customer will pay for their items upon ordering.

Initial: Liq Comm _____
Police Chief _____



Memo

Date: 6/10/2015
To: The Honorable Ray Rogina, Mayor-Liquor Commissioner
From: James Keegan, Chief of Police *J. K.*
Re: Background Investigations-Liquor Establishments

The purpose of this memorandum is to document and forward to your attention the results of the background investigations conducted by members of the St. Charles Police Department concerning the below mentioned establishments.

As is customary procedure, a detective was assigned each of these investigations and reviewed both the site location/floor plans and the corresponding applicants.

We found nothing of a derogatory nature that would preclude either the site location or the applicants from moving forward with liquors sales and on-site consumption, subject to City Council approval.

Thank you in advance for your consideration in these matters.

Buona Beef-Class B-1:	2425 W. Main Street
Starbucks Coffee-Class B-1:	101 S. 1 st Street



Memo

To: Chief Keegan
From: Deputy Chief Huffman *SGH*
Date: June 9, 2015
Re: Starbucks Coffee - Class B-1 Liquor License

The background investigation pursuant to the B-1 liquor license application for Starbucks Coffee has been completed.

Of special note:

- This business will be relocating from E. Main St. to 101 S. 1st St.
- The license application is pursuant to the Starbucks business model of “Starbucks Evenings”.
- Starbucks Evenings feature an “expanded food and beverage menu that is more appropriate for the post 4 p.m. occasion without a bar atmosphere”.
- Wine and beer will be served after 2 p.m. on weekdays, and after noon on weekends. Starbucks expects wine and beer sales to make up 1-2% of a stores daily sales, or about 8-12 units sold per day.

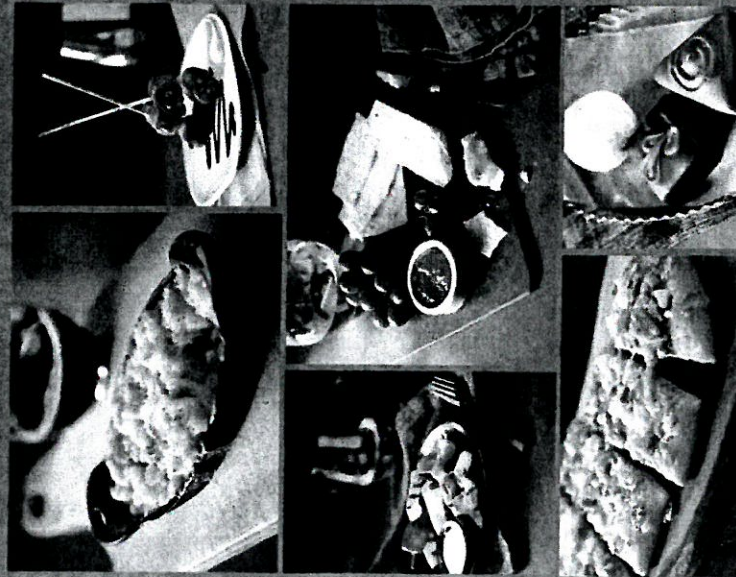
I have reviewed the application and the background investigation, and have found that all requirements for licensing have been met and all documents appear to be in order. I therefore recommend that this license application be forwarded to the ATM Commission for consideration.

SGH/sgH



SAMPLE STARBUCKS EVENINGS MENU

> The Evenings food menu is designed around small plates and desserts
 > The wine list caters to a broad range of wine consumers, with an emphasis on the more sophisticated. Every glass of wine and beer comes with complementary pepitas



Menu

SMALL PLATES

Blue Brie & Apricot Preserves Plate

\$6.95 CAL 450

Grilled Vegetable Plate with

Lemon Aioli Sauce \$5.95 CAL 270

Parmesan-Crusted Chicken Skewers with

Honey-Dijon Sauce* \$4.95 CAL 340

Bacon-Wrapped Dates with Balsamic Glaze

\$4.95 CAL 270

Truffle Mac & Cheese \$5.95 CAL 490

Chicken Sausage & Mushroom Flatbread

\$6.95 CAL 310

Artichoke & Goat Cheese Flatbread

\$6.95 CAL 310

Truffle Popcorn* \$2.45 CAL 150

*Contains milk

DESSERTS

Double Chocolate Brownie Bites

\$3.45 CAL 410

Chocolate Truffles

Espresso, Champagne, Raspberry

180 \$4.45 CAL 370

SINGLE \$1.75 CAL 100-150

STARBUCKS Evenings

WINES AVAILABLE BY THE GLASS AND BOTTLE

SPARKLING

Prosecco, Villa Sandi "Il Frecco," Italy \$10 (split)

WHITE

Pinot Grigio, Santa Cristina, Italy \$9 / \$32

Sauvignon Blanc, Villa Maria,

New Zealand \$8 / \$28

Chardonnay, Ferrari-Carano,

Sonoma County \$10 / \$35

SPARKLING ROSE

Brachetto, Rosa Regale, Italy \$9 (split)

RED

Pinot Noir, Sanford Fior de Campo,

Santa Barbara \$10 / \$35

Malbec, Alamos, Argentina \$7 / \$25

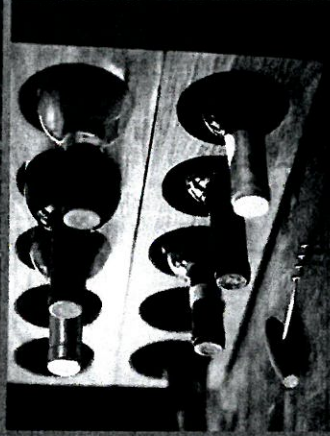
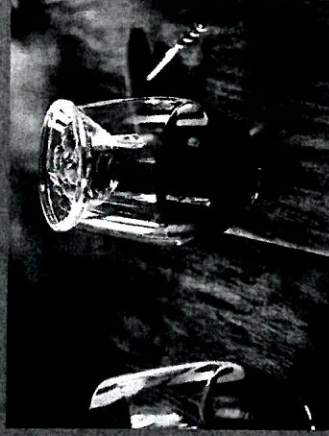
Chianti Classico Riserva DOCG, Rufino

Riserva Ducale, Tuscany, Italy \$12 / \$45

Cabernet Sauvignon, Markham, Napa \$15 / \$50

CRAFT BEER \$5-\$6

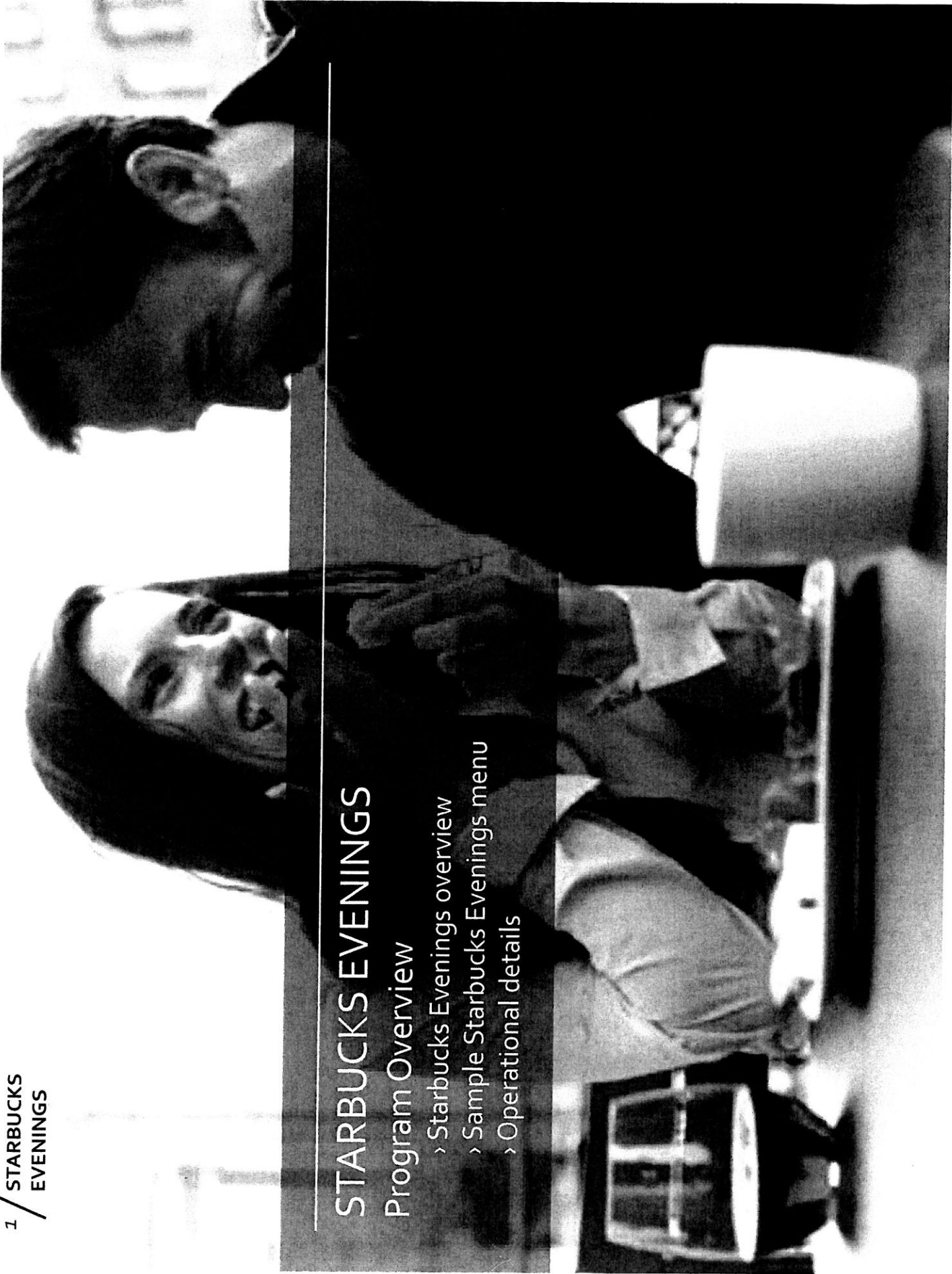
Ask your barista about the current beer selection.



STARBUCKS EVENINGS

Program Overview

- > Starbucks Evenings overview
- > Sample Starbucks Evenings menu
- > Operational details



STARBUCKS EVENINGS OVERVIEW

Why Starbucks Evenings?

- › Evenings solves a customer need for a casual place to relax and connect with coffee, tea, savory food and wine
- › The program fills a community need by providing a place for groups to gather

History and Future of Evenings

- › Starbucks Evenings first launched in 2010 in Seattle, WA and is now in 30 stores in 5 core markets (Seattle, Portland, Chicago, Southern California and Atlanta)
- › The program is no longer a test and we plan to expand Evenings to select stores in the US over the next several years

Customer Experience

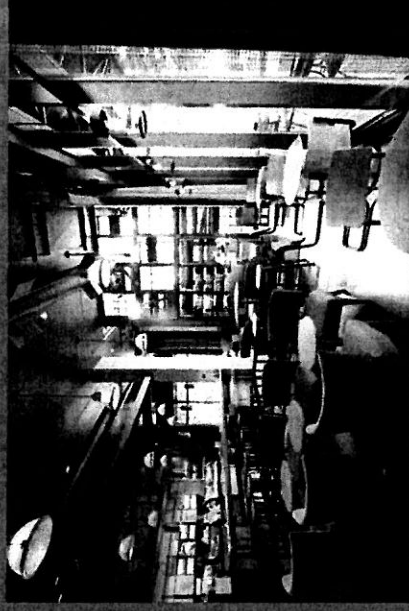
- › Starbucks Evenings stores are a familiar and inviting place with an expanded food and beverage menu that is more appropriate for the post 4 pm occasion without a bar atmosphere
- › Evenings provides our customers:



STARBUCKS EVENINGS OVERVIEW

What changes about my store?

- › Evenings stores will still offer the same handcrafted coffee beverages and food as other Starbucks stores in the same casual and comfortable environment
- › In addition to adding an expanded food menu appropriate for the evening and wine and beer – the store will be designed to meet community needs (community table, soft seating, etc.)



The criteria for an Evenings store

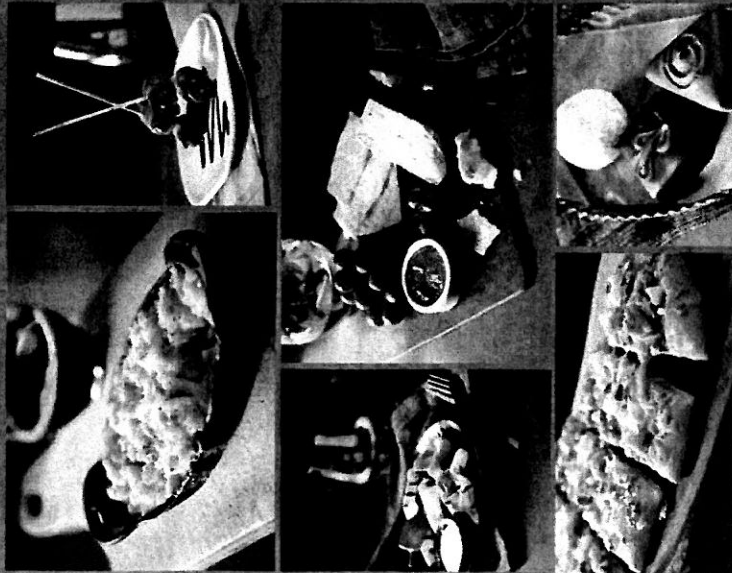
- › Not every store in the area will serve wine and beer – we are looking at select stores in the right neighborhoods that also fit our design and space requirement

Sales expectation for Evenings

- › We expect wine and beer to make up 1 – 2% (8 – 12 units sold per day) of a stores total sales

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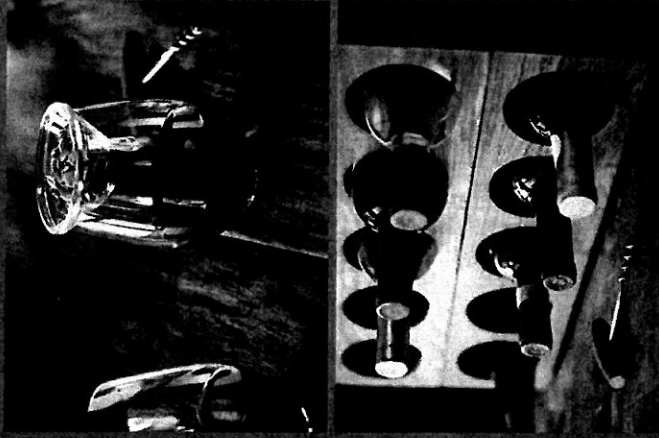
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OPERATIONAL DETAILS

Training

- › Starbucks has implemented a comprehensive wine and beer training program for store partners and field management teams which covers all jurisdictional serving requirements and also serving wine and beer responsibly
- › Strict operational routines have been put in place to ensure proper identification and sale of wine and beer occur
- › Store partners will be well-trained in handling disruptive situations and emergencies

Service model

- › All orders will still be placed at the POS and given to the customer at the hand-off plane – similar to any beverage order at Starbucks
- › This allows for total control of the transfer of alcohol from partner to customer, ensuring that the order is given to the correct person
- › Wine and beer will be served in glass ware and will not be served for to go purposes

Age requirement

- › All partners who work in stores that serve wine and beer will be at least 21 years of age

Hours of operation

- › Wine & beer will be served after 2pm on weekdays, and after 12 noon on weekends. Service will continue until the store closes, typically at 10pm during the week and 11pm on weekends (or in accordance with community wishes)