

**LICENSES AND CONSUMER SERVICES
LICENSE INSPECTOR'S REPORT**

License Number: L206-50343

Police File Number: 13859

Date of Application: June 21, 2016

Inspector: Michele Harvet, 612-673-5484

Applicant/Legal Entity: Empire Hospitality L.L.C.

DBA/Trade Name: Erik the Red

Complete Address: 601 Chicago Avenue South, Minneapolis, MN 55415

License Requested: On-Sale Liquor with Sunday Sales, Class E

Current License at Location: None

License History of Location: There has been an On-Sale Liquor with Sunday Sales, Class C-2 license at this location since 1982.

Purpose of Application: To obtain an On-Sale Liquor with Sunday Sales, Class E license as a new proprietor.

Responsible person within 75 miles of Minneapolis City Hall: Carissa Asleson

Public Hearing Required: Not Required

Neighborhood/Ward: Elliot Park / 6

Zoning: B4N/DP - This is a permitted use in the Downtown Neighborhood and Downtown Parking Overlay Districts.

7 acre requirement: Met

Off-Street Parking: The Office of the Zoning Administrator has determined that zero spaces are required to be provided on site.

Seating: Inside: 202 Outside: 45

Fire Occupancy: Inside: 261 Maximum Outside Capacity: 77

Hours of Operation: 10:00 AM - 2:00 AM Daily (Interior and Exterior)

Food Service Requirement: This establishment meets the minimum food service requirements set forth in MCO 360.65.

Alcohol Server Training: Training will be provided by Alcohol Liability Education and Training.

Metropolitan Council Service Availability Charges: In a SAC determination letter dated June 24, 2016, it was determined that seven SAC units are required for this project. This has already been paid under BIRE-3105375.

Applicant

The applicant is Empire Hospitality L.L.C., a Minnesota limited liability company, formed on October 19, 2015, under Chapter 322C (File Number 848016800022), having the required restriction on the transfer of shares, and has the following owner:

<u>Name</u>	<u>DOB</u>	<u>Title</u>	<u>Shares</u>
Erik Forsberg	8/22/1973	Sole Member	100%

The applicant has extensive experience in owning and operating restaurants and liquor establishments, including The Devil’s Advocate, Dan Kelly’s and formerly, The Ugly Mug. He meets all minimum requirements including criminal background check.

Manager

The manager will be Carissa Asleson. Ms. Asleson has had at least 10 years of experience in the food and alcohol service industry, including Devil’s Advocate, Spill the Wine, Marin, Valley Tapp, Lyndale Tap and Edina Grill.

Premises

Interior

The new proprietor will be occupying the same space as the previous licensee. The premises contain 5377 net square feet (7570 gross) on the first floor of the building which is located on the corner of 6th Street South and Chicago Avenue. There will be interior seating for 202 patrons at tables, booths and two bars. There is a kitchen and there are restrooms on the main floor. The lower level has coolers and storage. The space is compact and contiguous.

Exterior

There is an outdoor area that has been previously approved as licensed premises. It is to the rear of the establishment. There are 1150 square feet. There is seating for 45 patrons and an outdoor game area. The submitted plan advises that there will be four small speakers in the entire outdoor area to play background music that is for additional ambiance, not as a focal point. This outdoor area will not have any entertainment offered that is above Class E. If such entertainment is desired, a temporary expansion application may be submitted to Business Licensing to request such for a particular date and time frame.

Business Plan/Operations

Erik the Red plans to operate as a Nordic-American eatery featuring a scratch kitchen, smoke house, beer garden, with approachable service, and directly across from the US Bank Stadium.

All employees will be required to complete a comprehensive alcohol compliance training program. Every employee will be provided with an employee handbook that contains an alcohol service policy. The policy will include detailed information on the serving and handling of alcohol. Each employee will also receive group alcohol service training once per year through Alcohol Liability Education and Training (ALE). New staff will be trained throughout the year.

Every customer that appears under 40 years of age must present a legal photo identification card to prevent service to person under 21 years of age. Staff that pass a youth alcohol compliance check will receive a \$50 visa gift card. Staff that fail a youth alcohol compliance check are subject to discipline which may include termination. Self-audits may be done from time to time. On-site managers and supervisors will oversee the security of the premises. They will regularly monitor and walk the premises, both inside and outside as a part of general business.

Although noise is not anticipated to be a problem because of their business model (only background music played), all noise complaints will be followed up by management.

Menu items include soups, salads, sandwiches, burgers, fish & chips, chicken pot pie, smoked brisket and walleye ranging in price from \$5 to \$15.

Entertainment will be provided in the form of prerecorded background music (classic modern rock/country).

Litter will be removed at all hours they are open on a daily basis on and within 100 feet of the premises.

There will be no sports sponsorships or charitable gambling.

License Conditions

None at this time.

Public Hearing Summary

A public hearing is not required.

Police Review

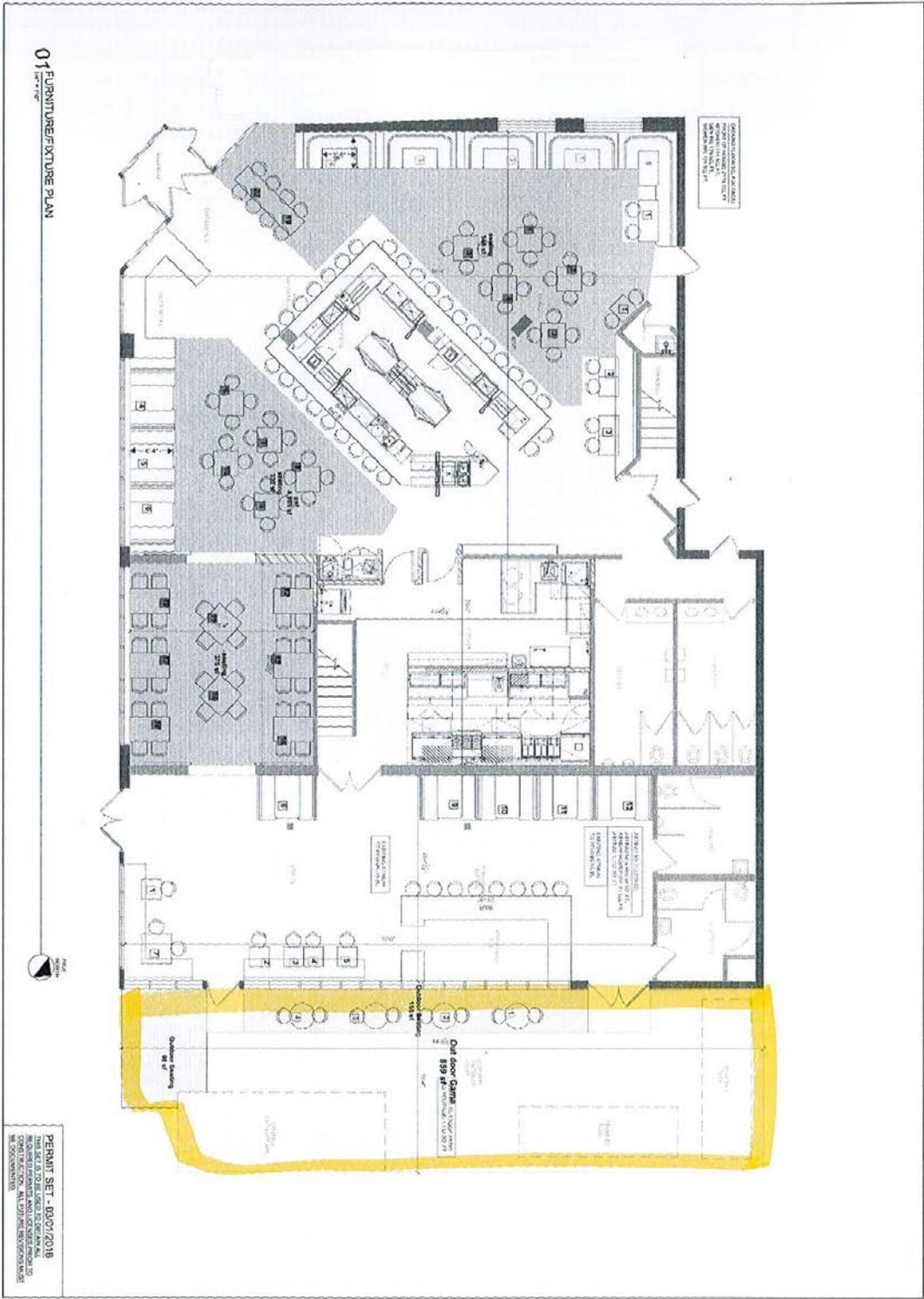
Police Licensing and this inspector have reviewed the expenses and source of funds reported in this application. The applicant has provided documentation showing adequate legal and traceable funding for this venture and has passed criminal background check. The applicant has also undergone a security review with the First Precinct of the Minneapolis Police Department.

Recommendation

The Licenses and Consumer Services Division recommends approving this application for an On-Sale Liquor with Sunday Sales, Class E license.

Outdoor Area Diagram

See next page.



01 FURNITURE/FIXTURE PLAN

PERMIT SET - 03/07/2018
 THIS SET IS TO BE USED FOR THE SUBMITTAL OF THE PERMIT APPLICATION ONLY. IT IS NOT TO BE USED FOR CONSTRUCTION. ALL OTHER INFORMATION IS THE RESPONSIBILITY OF THE SUBMITTER.

ID103.1

SHEET TITLE:
**FURNITURE/
 FIXTURE PLAN**
 DATE: 03/07/2018
 DRAWN BY: JH
 CHECKED BY: JH
 APPROVED BY: JH
 PROJECT: 103.1

COMMISSION #
 2018-03
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