

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

**License Number:** L242-50046

**Police File Number:** F. 13902

**Date of Application:** October 12, 2016

**Inspector:** Mohamed Ismail

**Applicant/Legal Entity:** Firehouse Performing Arts Center

**DBA/Trade Name:** The Hook and Ladder Theater

**Complete Address:** 3010 Minnehaha Avenue South  
Minneapolis, MN 55406

**License(s) Requested:** On-Sale Wine with Strong Beer, Class "A" and Theater license

**Current License at Location:** Place of Entertainment

**License History of Location:** This address has been Patrick's Cabaret. They had a Place of Entertainment license from 1999 to 2016.

**Purpose of Application:** The applicant is applying for an On Sale Wine with Strong Beer, Class A for a theater.

**Responsible person within 75 miles of Minneapolis City Hall:** Chris Mozena

**Public Hearing Required:** A public hearing is required.

**Neighborhood/Ward:** Longfellow/Ward 9

**Zoning:** C3A, PO

**7 Acre Requirement:** Met.

**Off-Street Parking:** The Zoning Department requires 42 off-street parking spots. Applicant has met this requirement through a shared parking agreement.

**Seating:** Interior: 150                      Exterior: 0

Total Square feet: 3140

**Fire Occupancy:**

Interior: 299

**Hours of Operation Proposed:**

4:00 p.m. - 12:00 a.m. Daily

**Hours of Food Service:**

No food requirement for theater.

**Food Service Requirement:**

Not required for a theater under Minn. Stat. 340A.404(1)(b).

Health risk level: 3

**Alcohol Server Training**

The applicant is requiring all servers to attend alcohol awareness. Their business plan indicates they are largely staffed (for beverage service) by volunteer bartenders from the twin cities. These servers will all have had alcohol awareness training as a condition of volunteering. The Firehouse Performing Arts Center will also host an alcohol awareness training session for staff in the fall of 2016 with Alcohol Compliance Services. Their policy will be to card everyone asking for beverage service. In addition, they will have a dedicated security staff member carding customers attending ticketed shows with those of proper consumption age getting a wristband.

**Metropolitan Council Service Availability Charges**

Two unit SAC charges were paid.

**Applicant**

The applicant, Firehouse Performing Arts Center, DBA The Hook and Ladder Theater is registered under Minnesota Chapter 317A as a nonprofit corporation, File # 893866400033, on June 30, 2016.

<b>Name</b>	<b>Title</b>	<b>Shares</b>
Jesse Brodd	Board Member	0%
Lori Barbero	Board Member	0%
Steven Krocak	Board Member	0%
Richard Warner	Board Member	0%
Chris Mozena	Board Member	0%

**Manager**

Chris Mozena will be the manager.

**Premises**

The Hook and Ladder Theater will be located at 3010 Minnehaha Avenue South. The building is a two story with ground floor entry. The Hook and Ladder Theater will be occupying Patrick's Cabaret. The theater has seating for 150 persons. The total square feet of the theater and entrance is 3140.

**Business Plan/Operations**

The Hook and Ladder Theater will be operating a performance venue for live theater. The scheduling of activities at the theater will vary slightly from week to week depending on the needs of artists, but typically Sundays and Mondays are reserved for community use and class/instructional rentals, Tuesday through Saturday for regular evening programming. Hours of daily operation are 4:00 p.m. to 11:00 p.m. on weeknights, and 4:00 p.m. until midnight on weekend nights with ticketed performances. Their entertainment will run the gamut of performances including story-telling, poetry and spoken-words, singer-songwriters, full bands, and theatrical presentations.

Management will closely monitor activities inside and outside of the business. Waiting lines outside of the business will be controlled. The goal is to create and maintain a safe and relaxing experience at the Hook and Ladder Theater.

**Public Hearing Summary**

On October 25, 2016, 94 notices were mailed to residents and property owners within 600 feet of the premises. An electronic hearing notice was e-mailed to Council Member Alondra Cano, Longfellow Community Council, and the Longfellow Business Association, and the Lake Street Business Association. A public hearing for this license application will be held on November 15, 2016 in City Council Chambers.

**Police Review**

Police Licensing and this Inspector have reviewed the expenses and source of funds reported in this application. The applicants have provided documentation showing adequate legal and traceable funding for this venture and have passed the criminal and financial background check. The 3<sup>th</sup> Precinct of the Minneapolis Police Department has met with the applicant and discussed security issues with the applicant.

**Recommendation**

The License and Consumer Services Division recommends approval of this application for an On-Sale Wine with Strong Beer Class "A" and Theater license.

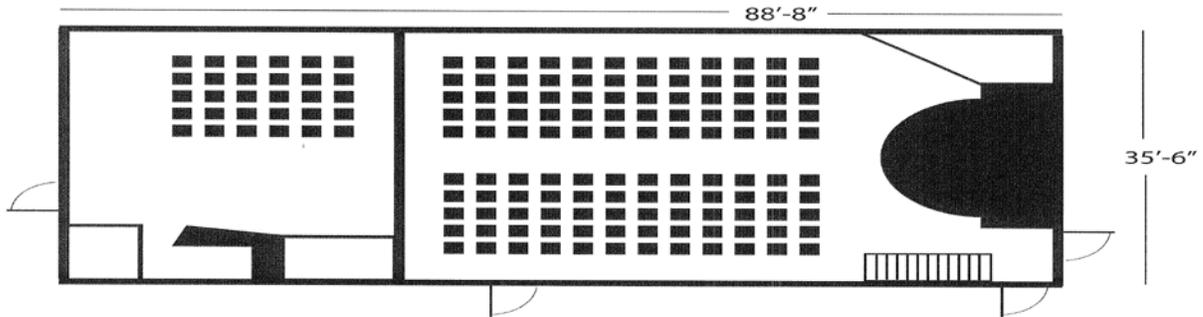
**Diagram**

See the next page.

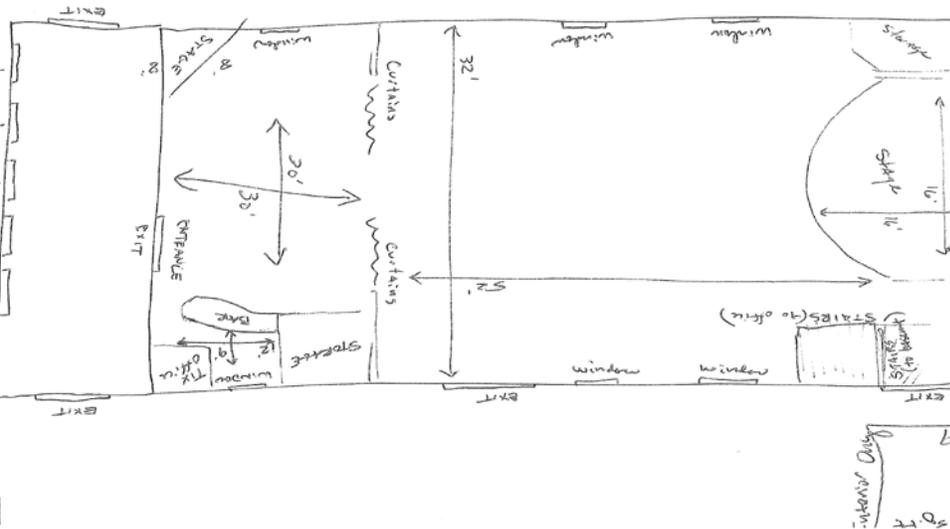
# The Hook and Ladder

THEATER & LOUNGE

## 150 PERSON SEATING CHART



3rd Floor



The Firehouse Performing Arts Center  
 DBA - The Hook & Ladder Theater  
 3010 Wisconsin Ave S. Minneapolis, MN 55406  
 Contact: Chris Mozera [612.304.3059]

Interior Only  
 Seating Capacity = 150+  
 Total Area = 114  
 Total Area = 920 sq. ft.  
 Occupied Area = 299