

832

**REPORT TO CITY CLERK  
SPECIAL DESIGNATED LICENSE APPLICATION**

Police  
 City Attorney  
 Bureau of Fire Prevention  
 Health Department

DATE: 9/13/04  
Return by: 9/23/04

CATERER: **X**  
APPLICANT: **PERSHING CENTER**  
APPLICANT'S ADDRESS: **226 CENTENNIAL MALL SOUTH**

NON-CATERER:

ADDRESS OR LOCATION OF PREMISES TO BE COVERED BY LICENSE: **OCTOBER 7 - 4P-12AM;  
OCTOBER 8 - 11 AM TO 12 AM; OCTOBER 9 - 8:30 AM - 12AM**

TIME(S) OF EVENT : **SEE LIST ABOVE**

**DETAILS ON ATTACHED APPLICATION.**

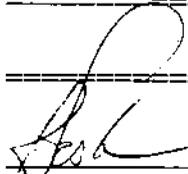
---

---

**RECOMMENDATION OF APPROVAL OR DENIAL**

---

---

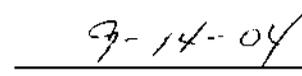
 APPROVED

CONDITIONS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ DENIED

REASON(S) FOR \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

 H 843  
Signature

 9-14-04  
Date

(If needed, use back for additional space)

**PUBLIC HEARING BEFORE COUNCIL: 9/2704**

(SDLRPT.JER)

APPLICATION FOR SPECIAL DESIGNATED LICENSE  
LICENSEE

832

NEBRASKA LIQUOR CONTROL COMMISSION  
P.O. Box 95046  
Lincoln NE 68509-5046

NEW SDL FORM

ALL ISSUED LICENSES ARE MAILED TO LOCAL CLERKS WHERE THE EVENT IS HELD

- All Applications must be received in the Commission Office 10 working days (excluding weekends and holidays) prior to the date of the event
- Complete and return THE ORIGINAL WITH A DUPLICATE to the Nebraska Liquor Control Commission
- A license fee of \$40 (payable to Nebraska Liquor Control Commission) for each day (no fees if caterer)
- APPROVAL FROM CITY, VILLAGE OR COUNTY CLERK must be included with this application
- A Signed Statement from Local Police Chief or County Sheriff

Type of Beverage(s) to be served or consumed:  Beer  Wine  Distilled Spirits

License number and class 49926 CK  Retailer  Caterer  
(i.e. I/K-12345)

Name and Address of Applicant (as listed on liquor license) (City, County, Zip Code)  
Pershing Center - 226 Centennial mall South - Lincoln, Ne 68508

Address or location of premises to be covered by license (street, city, county, zip code) South Lawn of Pershing between 13th St. + Centennial mall. West side of Pershing. Centennial mall between M + O St. 13th between 16th + 14th St. (To Corn popper).

Address of where alcohol is to be stored if other than at location listed in question #4 above  
Same as #4

Name, address, phone number/cell phone number of owner or lessee of premises for which the license is requested  
Tom Lorenz - Pershing Center - 226 Centennial mall South - Ne 68508 P- 441-8744  
Lincoln NE 416-5227

DATE(S) OF EVENT (If Sunday, attach Sunday sales ordinance) no more than six (6) consecutive days per application

a) If alternate date is requested please list below: (must be approved at local level prior to event)  
ALTERNATE DATE: N/A

b) If alternate location is requested please list below: (must be approved at local level prior to event)  
ALTERNATE LOCATION: N/A

Time(s) of event (example 8am to 1am, this is considered one day)  
FROM: Thursday 10-7-04 4pm-12AM  
TO: Friday 10-8-04 11AM-12AM  
Saturday 10-9-04 8:30AM-12AM

Describe type of activity to be carried on during the time period for which the license is requested  
Food - Music - Lottery

Provide an estimated number of attendees at this event 18,000. If the number of attendees is over 150 attach a separate page indicating the steps that will be taken to prevent underage persons access to alcoholic beverages.

ristband will be given to attendees over 21 years of Age.

Attach a signed statement from your local police chief or county sheriff, whichever is applicable, that local law enforcement has been informed in advance of this event, and if they are aware of any reason the event should not occur

FILED  
CITY CLERK'S OFFICE  
2004 SEP 10 P 2:58  
LINCOLN  
NEBRASKA

12. Description of the premises:  Inside Building  Outdoor Area

Dimensions of area to be covered by license: See attached maps  
Please draw in the space provided below, the area where liquors will be sold and consumed.  
LENGTH x WIDTH (In feet)

If outdoor area, how will premises be separated from areas open to the general public?

Fence, type of fence 6 foot chain link fence

Tent

Other (if other, please explain)

13. Is the premises to be covered by the license located within the city/village limits?  YES  NO

14. Is the premises to be covered by the license within 150 feet of any church, school, hospital, or home for the aged or indigent persons or for veterans, their wives or children?  YES  NO

15. Is the premises to be covered by the license within 300 feet of any university or college campus?  YES  NO

16. Explain how alcoholic liquors will be purchased by the licensee. If purchased from a retail licensee, please give the name and license number.  
Pershing currently holds a CK catering license. Pershing will sell Alcohol to Patrons  
Check here if for consumption only  (no purchases or sales, i.e. byo) 21 years of Age + older.

17. Will the premises to be covered by the license comply with all Nebraska sanitation laws?  YES  NO

18. Are there separate toilets for both men and women?  YES  NO

19. Other information or requests for exemptions, must be requested and approved prior to event:

20. Will there be any games of chance operating during the event?  YES  NO If so, describe activity

Lottery Ticket Sales.

**NOTICE:** Only games of chance approved by the Department of Revenue, Charitable Gaming Division are permitted. All other forms of gambling are prohibited by State Law: There are no exceptions for Non Profit Organizations or any events raising funds for a charity. This is only an application for a Special Designated License under the Liquor Control Act and is not a gambling permit application.

21. Name and telephone number/cell phone number of immediate supervisor, who will actually be present at the location of the event when it occurs, that can be contacted by law enforcement before and during the event, and who is responsible for ensuring that any applicable laws, ordinances, rules and regulations are adhered to. Supervisor must sign on page 2.

22. I declare that I am the authorized representative of the above named license applicant and that the statements made on this application are true to the best of my knowledge and belief. I also consent to an investigation of my background including all records of every kind including police records. I agree to waive any rights or causes of action against the Nebraska Liquor Control Commission, the Nebraska State Patrol or any other individual releasing said information to the Liquor Control Commission or the Nebraska State Patrol. I further declare that the license applied for will not be used by any other person, group, organization or corporation for profit or not for profit and that the event will be supervised by persons directly responsible to the holder of this Special Designated License.

sign here Thomas E. Lorenz \_\_\_\_\_  
Authorized Representative/Applicant  
General Manager \_\_\_\_\_  
Title  
9/9/04 \_\_\_\_\_  
Date  
Thomas E. Lorenz \_\_\_\_\_  
Print Name

sign here Thomas E. Lorenz \_\_\_\_\_  
Supervisor  
General Manager \_\_\_\_\_  
Title  
9/9/04 \_\_\_\_\_  
Date  
Thomas E. Lorenz \_\_\_\_\_  
Print Name

---

---

The law requires that no special designated license provided for by this section shall be issued by the Commission without the approval of the local governing body. For the purposes of this section, the local governing body shall be the city or village within which the particular place for which the special designated license is requested is located, or if such place is not within the corporate limits of a city or village, then the local governing body shall be the county within which the place for which the special designated license is requested is located.

---

---

In Compliance with ADA, this form is available in other formats for persons with disabilities. A ten day advance period is requested in writing to produce the alternate format.

**SPECIAL DESIGNATED LICENSE APPLICATION  
SUPPLEMENTAL FORM**

The Special Designated License process is not intended to be used as a means to expand the existing licensed premise.

Name of Event: Octoberfest

Applicant and Sponsoring Organization or Person (if applicable): Pershing Center

Date of Event: Oct 7-9, 2004 Time of Event: Thurs. 10-7-04 4pm-12Am  
Fri. 10-8-04 11Am-12Am  
Sat. 10-9-04 8:30am-12Am

Has the applicant applied for and received liquor liability insurance?  Yes  No

Number of persons expected to attend: 18,000 Number of persons under 21 expected: \_\_\_\_\_  
Is the event open to the public?  Yes  No

How will you ensure that minors will not be served or consume beverages containing alcohol:  
wristbands

Will food be served?  Yes  No If yes, please list food to be served: \_\_\_\_\_

Will non-alcoholic beverages be served:  Yes  No If yes, please list non-alcoholic beverages to be served: Pop - Bottle water

Please identify the beverages containing alcohol that will be served: \_\_\_\_\_ Wine  Beer  
 Distilled Spirits

Will this be a cash or complimentary bar?  Cash  Complimentary

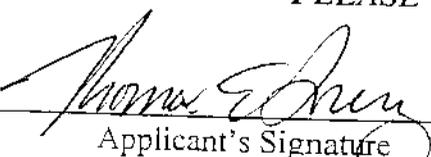
Who will serve the beverages containing alcohol? Pershing Center Trained Staff

Have the designated servers received responsible beverage service training?  Yes  No

Will there be a charge for admission?  Yes  No

In the last 12 months, have you received notice of a liquor law violation that occurred during an event at which you were the special designated licensee?  Yes  No If so, explain: \_\_\_\_\_

**PLEASE USE REVERSE TO PROVIDE A DRAWING**

  
Applicant's Signature

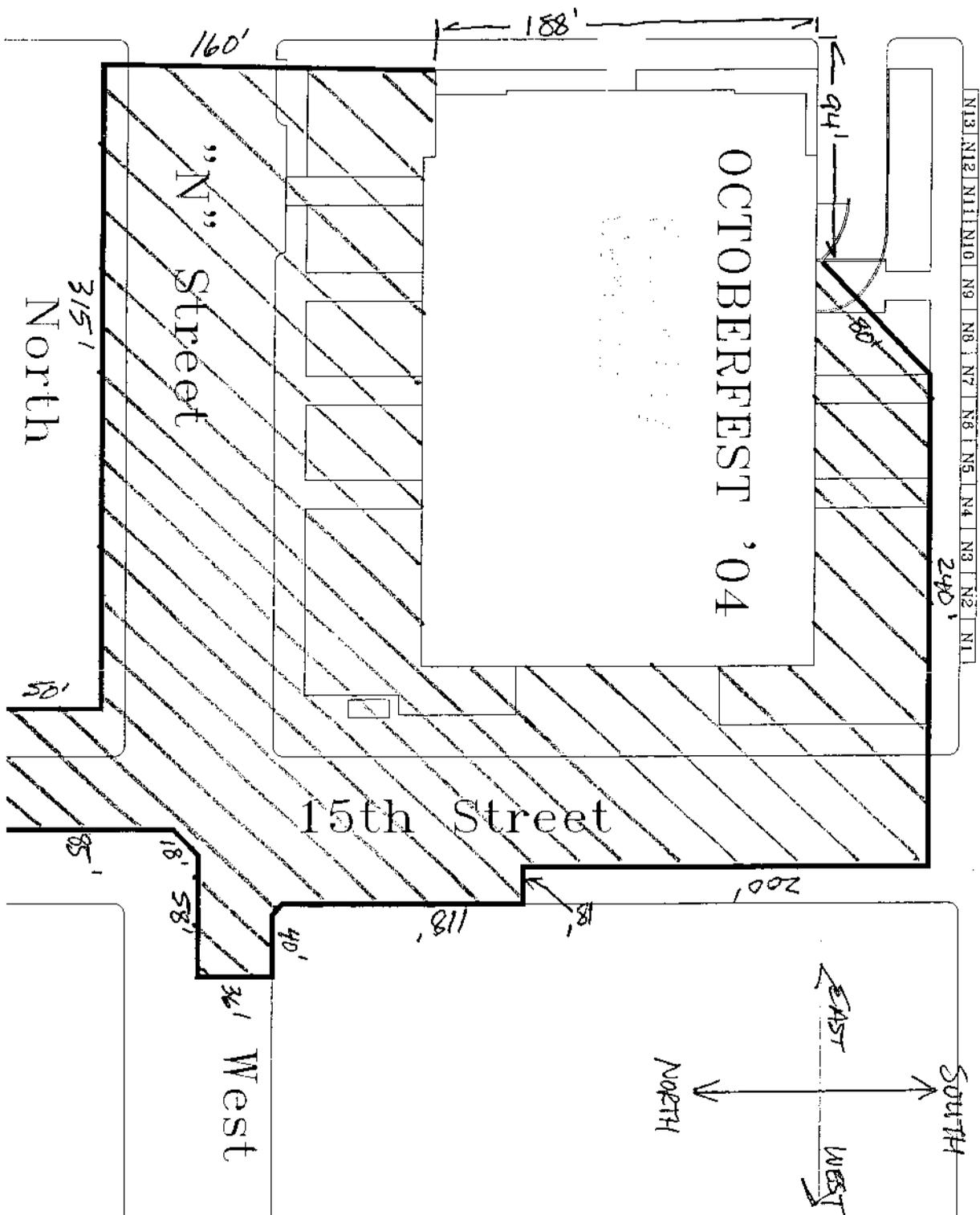
9/9/04  
Date

South

SPL AREA DETAIL

FESTIVAL SITES  
EXTERIOR MEASUREMENTS  
INCLUDING PERSHING  
CENTER BUILDING

East



North

ADA Parking

Truck Parking

Entry Gate

N13 N12 N11 N10 N9 N8 N7 N6 N5 N4 N3 N2 N1

Stair to Exhibition Hall  
Loading Bay  
to Arena Floor

NEW COVENANT  
CHILDRENS AREA

# OCTOBERFEST '04

CRAFT SHOW INSIDE PERSHING ARENA  
75 BOOTH SPACES

Portable  
Toilets

Beer Tent

Out  
Door  
Seating

CLEAR CHANNEL RADIO  
DISPLAYS & PROMO  
AREA

LOTTERY

Car  
Display

Car  
Display

Stage

CENTENNIAL MALL FESTIVAL HALL

50 x 105

Potential  
food  
vendor

Potential  
food  
vendor

30x40 tent  
portable  
radio  
displays & promo  
area

Potential  
food  
vendor

Video Board

Production  
Band +  
Service  
Parking  
Stage

MAIN OCTOBERFEST TENT 60' X 240'

Entry  
gate

Generator

Portable  
Toilets

Prep. trash  
generator  
equipment  
storage area