

Performing Arts Center of Rapid City
Conditional Use Permit (CUP) Application
Proposed or Intended Use Narrative

General Purpose of Application:

The Performing Arts Center of Rapid City (PACRC) is applying for a Conditional Use Permit (CUP) for "On-Sale" alcohol use. This CUP would allow the PACRC to apply for annual alcohol licensing for the sale of wine and beer during events at the PACRC located at 601 Columbus Street. Currently the PACRC uses the "Special Event" application process for alcohol sales within the PACRC.

Alcohol Sales/Service within the PACRC:

Alcohol is currently sold to patrons at PACRC events when management and board of directors determine in advance that the sale of alcohol is merited. Alcohol is not sold during events targeted for children's audiences, any Rapid City Area School District (RCAS) events or events of a religious nature unless requested by the promoter/renter responsible for the event. The sale of alcohol is not intended for persons who are not attending an event within the PACRC.

Hours of Sales:

In accordance with the lease agreement between PACRC and RCAS (see attached lease agreement), alcohol is sold within the PACRC only during events that occur after 4:00 p.m. Monday-Friday and after 12:00 p.m. Saturdays and Sundays. If a school event occurs within the main building during daytime hours on a Saturday or Sunday and an event is scheduled within the PACRC on the same day alcohol may not be brought into the building until after the completion of the school event. All days and hours of alcohol sales must be approved by the RCAS Board of Education and application must be made in advance to the RCAS district facilities committee to be placed as an agenda item for board approval. Alcohol must be removed from the building of 601 Columbus Street within 2 hours of the end of a performance.

Alcohol may only be sold/served in areas designated as PACRC space or in spaces designated as joint use space (see map attached to RCAS lease).

Storage of Alcohol:

In accordance with the PACRC/RCAS lease agreement, alcohol may not be stored in the building and may not be brought into the building during regular school hours or during times that school activities within the main structure of the campus are taking place. Alcohol may only be brought into the main building after 4:00 p.m. Monday-Friday and on Saturdays and Sundays.

Point of Sales: (please see attached building floor plans with serving areas designated)

Alcohol will be sold and served in the following areas of the PACRC at 601 Columbus Street:

First Floor:

The main lobby of the Historic Theater (Room 147 & 147A): 1,334 sq. ft./ 266 occupancy (standing)

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Historic Theater Auditorium (Room 120): 8,564 sq. ft./ 427 occupancy (fixed seating)
 Common/Serving area (Rooms 131-136): 4,360 sq. ft./ 290 occupancy (un-concentrated)
 Multi-purpose room (Room 140): 1,192 sq. ft./ 80 occupancy (un-concentrated)

Second Floor:

Historic Theater upper lobby (Room 234): 694 sq. ft. / 139 occupancy (standing)
 Historic Theater balcony (Room 216): 3,705 sq. ft. / 410 (fixed seats)
 Rehearsal Room (Room 207): 1,966 sq. ft./ 131 occupancy (un-concentrated)

Third Floor:

Studio theater concession area and lobby (Rooms 301-303): 1,015 sq. ft./occupancy 203 (standing)
 Studio Theater (Room 305): 3,970 sq. ft./175 occupancy (fixed seating)

Fourth Floor:

Lobby (Room 401): 783 sq. ft./ 156 occupancy (standing)
 Rehearsal room (Room 400): 1,607 sq. ft./ 107 occupancy (un-concentrated)

Safe Sales of Alcohol Policy:

The PACRC will follow all safe service practices in accordance with the laws of South Dakota and the City of Rapid City ordinance. Employees and volunteer servers will be trained and certified in the South Dakota Serving Course through the Rapid City Police Department. Patrons purchasing alcohol are subject to carding when they appear to be under 40 years of age for the protection of minors and employees and volunteers serving alcohol. Wrist bands will be required to be worn by patrons of legal drinking age when there are large crowds with many youth in attendance.

Number of Annual Events

During July 2014-June 2015 there will be approximately 70-80 events in the Performing Arts Center at which alcohol will be served. During July 2015-June 2016 that will increase to approximately 90-100 events. Within several years from now it is anticipated that the total number of events at which alcohol will be served will increase to approximately 120 annually.

Total attendance at events where alcohol will be served will be approx. 12,000 persons for July 2014-June 2015. July 2015-June 2016 there will be approx. 18,000 patrons. By July 2016-June 2017, total patrons served will increase to approx. 25,000-30,000 patrons.

Signage

Attached to the site plan are visual images of the Performing Arts Center of Rapid City sign that will be installed in front of the main entrance of the building on Columbus Street. This sign's dimension, design and LED component have met code reviews and have been approved by RCAS and the City Council. The sign is intended solely to communicate information about events in The Performing Arts Center and is

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separate from other uses of the site, specifically the YMCA Jump Start day-care program. (See letter of support from the YMCA in support of this application).

Parking

The Performing Arts Center of Rapid City has been in operations since December of 2012 and has adequate existing parking. No additional parking is required as part of this conditional use permit.