



Jamie Rogers, Board Chair

Susan Stetzer, District Manager

Community Board 3 Liquor License Application Questionnaire

Please bring the following items to the meeting:

NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.

- Photographs of the inside and outside of the premise.
- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.
- Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website:
http://www.nyc.gov/html/mancb3/html/communitygroups/community_group_listings.shtml
- Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

- new liquor license alteration of an existing liquor license corporate change

Check if either of these apply:

- sale of assets upgrade (change of class) of an existing liquor license

Today's Date: 4/21/2017, Amended on 5/25/2017

If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.

Is location currently licensed? Yes No Type of license: On Premise, Cabaret

If alteration, describe nature of alteration: _____

Previous or current use of the location: Night Club, Live Entertainment Venue

Corporation and trade name of current license: Webster Hall Entertainment Group

APPLICANT:

Premise address: 119-125 E 11th Street

Cross streets: 3rd Avenue and 4th Avenue

Name of applicant and all principals: Facility Concession Services, Inc.
David Smalley and David Anderson

Trade name (DBA): Spectrum Catering and Concessions

PREMISE:

Type of building and number of floors: Freestanding with 5 floors

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages?
(includes roof & yard) Yes No If Yes, describe and show on diagram: _____

Does premise have a valid Certificate of Occupancy and all appropriate permits, including for any
back or side yard use? Yes No What is maximum NUMBER of people permitted? est. 2080 post renovation

Do you plan to apply for Public Assembly permit? Yes No

What is the zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> -
please give specific zoning designation, such as R8 or C2):
C6-2A

PROPOSED METHOD OF OPERATION:

Will any other business besides food or alcohol service be conducted at premise? Yes No

If yes, please describe what type: Live entertainment venue with club nights, lawful combat sports, private
events and food/beverage events

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) 8AM - 4AM Seven days a week; general hours will be 6PM - 4AM.

On occasion, will open earlier for film shoots or special events. Possibly open with extended hours on New Years Eve

Number of tables? TDB, depending on event Total number of seats? TDB, depending on event

How many stand-up bars/ bar seats are located on the premise? 8 bars

(A **stand up bar** is any bar or counter (whether with seating or not) over which a patron can order,
pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): 8 rectangle bars, five 10', one 12', one 20', one 30' (see diagram)

Does premise have a full kitchen Yes No?

Does it have a food preparation area? Yes No (If any, show on diagram)

Is food available for sale? Yes No If yes, describe type of food and submit a menu

Personal Pizza, Mozzarella Sticks, Ham & Cheese pocket

What are the hours kitchen will be open? All open hours

Will a manager or principal always be on site? Yes No If yes, which? Manager

How many employees will there be? 40

Do you have or plan to install French doors accordion doors or windows?

Will there be TVs/monitors? Yes No (If Yes, how many?) TBD

Will premise have music? Yes No

If Yes, what type of music? Live musician DJ Juke box Tapes/CDs/iPod

If other type, please describe _____

What will be the music volume? Background (quiet) Entertainment level

Please describe your sound system: Existing sound system or comparable. _____

Will you host any promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed and how often? _____

Yes, live music events, club nights, lawful combat sports, private events and food/beverage events _____

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. (Please do not answer "we do not anticipate congestion.")

Will there be security personnel? Yes No (If Yes, how many and when) 18-20 on Grand Ballroom event days; before, during, and after events. _____

How do you plan to manage noise inside and outside your business so neighbors will not be affected? Please attach plans.

Do you have sound proofing installed? Yes No
If not, do you plan to install sound-proofing? Yes No

APPLICANT HISTORY:

Has this corporation or any principal been licensed previously? Yes No

If yes, please indicate name of establishment: See attached _____

Address: See attached _____ Community Board # See attached

Dates of operation: See attached _____

If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.

Has any principal had work experience similar to the proposed business? Yes No If Yes, please attach explanation of experience or resume.

Does any principal have other businesses in this area? Yes No If Yes, please give trade name and describe type of business See attached _____

Has any principal had SLA reports or action within the past 3 years? Yes No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate **Bar, Restaurant**, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

LOCATION:

How many licensed establishments are within 1 block? 2

How many On-Premise (OP) liquor licenses are within 500 feet? 9

Is premise within 200 feet of any school or place of worship? Yes No

COMMUNITY OUTREACH:

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary).

We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.

1. I agree to close any doors and windows at 10:00 P.M. every night?
2. I will not have DJs, live music, promoted events, any event at which a cover fee is charged, scheduled performances, more than ____ DJs/ promoted events per ____, more than ____ private parties per ____
3. I will play ambient recorded background music only.
4. I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5. I will not seek a change in class to a full on-premise liquor license. Or my business plan is to seek an upgrade at a later date.
6. I will not participate in pub crawls or have party buses come to my establishment.
7. I will not have a happy hour. Or Happy hour will end by _____.
8. I will not have wait lines outside. There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9. Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

Facility Concession Services Inc. dba Spectrum Catering and Concessions
Webster Hall: 119-125 E 11th Street between 3rd and 4th Avenues

This supplemental submission to the SLA Licensing Committee of Manhattan Community Board 3 (“CB3” or the “Committee”) is being made to explain aspects of this particular Webster Hall project that are not captured in the CB3 Liquor License Application Questionnaire. *See updated Questionnaire.*

NEW OPERATORS

The future operators of Webster Hall will be under the auspices of a joint venture, known as EV Events LLC (“EV Events”), between Brooklyn Sports & Entertainment (“BSE”) and AEG Presents with its partner Bowery Presents (“AEG Presents”). Facility Concession Services Inc. dba Spectrum Catering and Concessions (“Spectrum”) is the concessionaire for the future operators and will be the liquor licensee. EV Events and Spectrum are experienced and exemplary operators who plan to invest in making certain changes to Webster Hall that will improve the efficiency and safety of the venue and impact on the local community. EV Events represents deep experience in venue management and operations, particularly for venues similar in size to Webster Hall:

- BSE are the operators of Barclays Center and the recently renovated Nassau Veterans Memorial Coliseum.
- In 2016, Barclays Center ranked 2nd in the world in terms of total attendees.
- BSE develops and operates state-of-the-art venues.
- BSE has designated the Facilities division of Anschutz Entertainment Group (AEG) to handle many of the day-to-day operational duties at Barclays Center and Nassau Coliseum.
- AEG Presents, the live music division of AEG, is the largest concert promoter in New York City and one of the largest worldwide.
- AEG Presents owns and/or operates 40 music venues with its partners, including six in New York City: Terminal 5, PlayStation Theater, Music Hall of Williamsburg, Brooklyn Steel, Rough Trade and Forest Hills Stadium.
- AEG Presents will promote over 13,000 shows with attendance of over 27 million fans in 2017.
- AEG’s partner, The Bowery Presents (“Bowery”) is the foremost promoter/producer of concerts for venues similar to Webster Hall.
- Bowery books/produces approximately 100 shows/year.
- Bowery promoted and produced the concerts at Webster Hall from 2004-2014.
- Spectrum is the concessionaire and licensee of five live entertainment venues in New York City and one in Westbury, NY with an impeccable record with the NYSLA.
- Spectrum operates 12 other well-known live entertainment venues in six other states.
- CB3 should find comfort in the vast collective experience, expertise and professionalism of BSE, AEG Presents and Spectrum, whose reputations are unparalleled.

SECURITY

Strike Force Protective Services Inc. will provide security under the new operators. *See Security Plans and Dot Map example.* All security personnel will be licensed by the State of New York and work in conjunction with NYPD 9th Precinct Community Affairs and officers.

TIMELINE

The acquisition of Webster Hall is contingent on the NYSLA's conditional approval of the liquor license. After receipt of the conditional approval and closing of the acquisition, the venue will eventually close for a period of time so that the renovations and improvements, which are outlined in the diagrams, can be completed so that the new operators can operate Webster Hall as planned.

RENOVATIONS/IMPROVEMENTS

The anticipated renovations and improvements to Webster Hall will foster greater efficiency with respect to crowd management, noise and traffic. *See Diagrams with Drawing Notes and Renderings.*

- Addition of points of ingress and egress will allow for patrons to dissipate more efficiently, thereby reducing the noise and potential impact of crowds.
- Using the Marlin Room as a pre-gathering space and waiting area for grand ballroom events will help to bring patrons into the venue sooner, rather than having them congregate outside on the sidewalk/street. The Marlin Room was previously and currently a concert room.
- Bringing entrances down to street level will increase ingress/egress efficiency as people are no longer climbing up stairs.
- Addition of elevator from a load-in and load-out perspective (usually in the middle of the night) will help speed up the process for the bands/performers' crews (who are currently using stairs for the process), thereby reducing noise associated with and the duration of load-ins/load-outs.
- As part of the reconfiguration of the entrances, security will be inside (in front of Marlin Room) and outside as well, which will help move patrons into the facility faster.

PROGRAMMING

For the Grand Ballroom, EV Events is planning a programming mix similar in style and substance to the current operators with a larger emphasis on concerts and a lesser number of dance nights. The current Marlin Room will not be regularly used as a performance space and will instead be an expanded section of the lobby to reduce the number of people waiting on the street as well as provide an alternative space for patrons to enjoy the venue while attending shows in the Grand Ballroom. The current Studio space in the basement with its separate entrance will feature occasional performances as well as be utilized as a lounge space with seating.

AEG Presents and BSE have extensive experience in the special events business. All areas of the venue at times will be utilized for these events which range from weddings and fashion shows to product launches and charity benefits.