



City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

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Legislative File No: 2013-0152

TO: Mayor and City Council Members

FROM: Patrick McKay, Supervisor of Interpretative Services

DATE: September 9, 2014

SUBJECT: Long term approval for alcohol service at the Rochester Hills Museum for Approved Events

REQUEST:

The Rochester Hills Museum at Van Hoosen Farm is seeking long term approval from City Council for permission to serve alcohol at the Museum site.

BACKGROUND INFORMATION:

In April, 2013, the Rochester Hills City Council approved an amendment to Rochester Hills Parks Ordinance Sec. 74-101 allowing alcohol to be served at the Rochester Hills Museum at Van Hoosen Farm. This request was initiated by the Museum due to the completion of Phase I work on the Calf Barn and the overwhelming response of inquiries received for wedding receptions and other events that wanted the option to serve alcohol. City Council granted approval for a two year (2013-14) trial test period to evaluate this opportunity. In May, 2014, City Council granted permission for the Museum to allow alcohol service through 2015 for wedding receptions that were being scheduled a year in advance.

After reviewing this two year trial period, the Museum is now seeking long term approval to allow alcohol to be served at our site. We have already booked all available weekends in 2015 and are now seeking permission to schedule wedding receptions and other events into 2016 and beyond.

In 2013, the Museum hosted fourteen wedding receptions, twelve private rentals and generated over \$16,000 in revenue in an abbreviated season considering the Calf Barn was not ready until early summer. In 2014, the Museum generated over \$33,000 in revenue through a wide range of events. With Phase II work scheduled to be completed in the Calf Barn by May, 2015, we will have a climate controlled, year round facility. We are seeking permission to serve alcohol for events now being scheduled several years in advance.

The Museum has distributed over 150 surveys to resident (Rochester and Rochester Hills) who border, or live in close proximity to the Museum property, seeking their comments on our events and whether wedding receptions have been a problem. The Museum has also been in contact with Captain Michael Johnson of the Oakland County Sheriff's Department and Chief Steve Shettenhelm of the Rochester Police Department. We have received no complaints. A copy of the survey and the few responses are attached.

We anticipate continued success with our operation of the Museum's Calf Barn as a multipurpose facility.

RECOMMENDATION:

It is recommended that the Rochester Hills City Council approve this request to allow the Rochester Hills Museum to serve alcohol at the Museum site.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
City Council Liaison		