



# Grapevine

Volume 13

January 2002

*Happy New Year!*

## Recap of 2001

### Occupational Tax

In 1977, the City Council determined that considering the nature of the business of selling at retail 3.2% beer, malt, vinous and spirituous liquors for beverage purposes, and the relation of such business to the municipal welfare, as well as the relation to the expenditures required of the City, a proper and equitable distribution of tax burdens within the City, the classification of such business as a separate occupation is reasonable and non discriminatory and the amount of the tax is reasonable and necessary for a just and proper distribution of tax burdens within the City.

#### Chapter 34, Article II, Grand Junction Code of ordinances

Class A	Hotel/Restaurant & Beer/Wine	\$300.00
Class B	Tavern	\$500.00
Class C	Retail Liquor Stores	\$300.00
Class D	Drug Stores	\$300.00
Class E	Clubs	\$150.00
Class F	Race Tracks	\$300.00
Class G	3.2% Beer On Premise	\$100.00
Class H	3.2% Beer On/Off Premise	\$300.00
Class I	3.2% Beer Off Premise	\$100.00
Class J	Arts	\$150.00

The tax is due and payable to the City Clerk's office on January 1 of each year and shall be delinquent on February 1 of the same year.

The operator of businesses licensed shall at **all times during the year, keep the revenue receipt posted in a conspicuous place on the premises of the business.**

2001 was again a busy year in liquor licensing. There were 14 new applications processed: 1-Beer/Wine; 3-Tavern; 7-Hotel/Restaurant; 1-3.2% Beer Off Premise; and, 2-Retail Liquor Stores. There were also 7 transfers of ownership, 10 changes in corporate structure, 10 modification of premises, 5 registrations of new managers and 129 renewals processed. 5 special events permits were issued also. Several establishments either closed or quit servicing alcohol. There were: 4 hotel/restaurant with 1 reopening in a new location; 3 taverns, 1 beer/wine and 1 3.2% beer off-premise.

3 Liquor Awareness Training sessions were held-2 Police Department and 1 Administrative/Health Department. Training for special events permit applicants was also held this year. This will be an annual event. 4 issues of the Grand Junction Grapevine were published and sent out to keep you, our licensees, current as

to new laws and changes in the liquor code along with general information of interest to those involved in the liquor service arena.

In the City Clerk's office, we began work on producing our own Liquor Awareness Training video! This is a project that we are very excited about and hope to have completed by the end of 2002. We also have a new Deputy City Clerk, Juanita Wesley, who joined us in September. She will begin learning the liquor licensing process and working with you in 2002. Stop by and say Hi!

It is our hope that you will all have a prosperous New Year in 2002!

#### To Tickle Your Funny Bone

Some recently spotted bar signs—

- "Ladies are requested NOT to have children in the bar"; and,
- "The manager has personally passed all the water served here"

### Upcoming Training

held in the City Hall Auditorium

*Special Events Permit*

February 19, 2002, 2 to 4 PM

*Liquor Awareness Training-  
Police Enforcement Session*

March 12, 2002, 1 to 3 PM

### Affidavits for Transfer of License

On July 1, 2001, HB-1015 became law. It requires the filing of an affidavit with an application for a transfer of ownership. The affidavit indicates that the existing licensee has no outstanding accounts with any Colorado liquor wholesalers or that the new applicant will assume responsibility for outstanding accounts. The affidavit also gives the licensee's authorization to transfer the license to the applicant. The affidavit form has been provided to all licensing authorities.

When submitting the affidavit, **be sure the full name of the applicant and the applicant's trade name is on the form.**

The Colorado Liquor Enforcement Division website is:

[www.revenue.state.co.us/liquor.html](http://www.revenue.state.co.us/liquor.html)

**Congratulations New Licensees**

**The Corral, 539 Colorado, Tavern;**  
**La Eamba, 546 Main Street, Hotel/Restaurant;**  
**Olive Garden Italian Restaurant, 2416 Highway**  
**6 & 50, Hotel/Restaurant;**  
**The End Zone Eatery & Pub, 2424 Highway 6 & 50,**  
**Hotel/Restaurant;**  
**Eastgate Liquors, 2820 North Avenue, Retail Liquor Store**



**Due to Renew**

Pancho's Villa	2/25
Loco #14	2/26
Red Lobster	3/7
Horizon Liquors	3/13
Fiesta Guadalajara	3/16
Crystal Café	3/21
Two Rivers	3/30
Total #4115	3/31

**ID Checking Protocol**

From the

Colorado Liquor Enforcement Division

Sale to minor compliance checks for both alcohol and tobacco are currently being conducted throughout the state of Colorado. Most retailers who fail these checks do so when their employees fail to properly calculate the age of the person who presents an ID to them during a compliance check. Following the proper ID checking protocol should reduce the likelihood that an inadvertent sale will occur during a compliance check or otherwise.

Correct ID checking protocol:

- Ask for age (if purchaser states "under 21", refuse the sale.
- Ask for ID.
- Have the ID hand to the server. Check the ID to ensure that it appears to be valid and unaltered. Compare the picture with the person in front of you.
- Using the date of birth on the ID, calculate the person's age from the current date and using the age previously given as a reference point.
- If a minor attempts to purchase with either an underage or false ID, refuse the sale. If safe to do so, retailers should hold onto the ID and tell the minor that they are going to call the police. (Retailers should first meet with their local police department to establish a procedure for handling and reporting underage or false ID purchase attempts.)

Retailers should not be embarrassed about doing their jobs and should not assume that just because someone provides an ID that he/she must be of legal age to purchase alcohol.

**Your liquor license is too valuable to lose due to carelessness!**

**Best Course of Action**

The insane attacks on America in September have brought us together as never before. Americans were fast to line up at blood banks and to provide financial help for the victims and their families. Let's try to hang on to that attitude as we defy the terrorists and get back to normal life. We'll show that America is stronger than ever and cannot be intimidated or divided. Our way of life will thrive in spite of their hate and destruction. That's the best course of action, and the greatest memorial to those who died.

**Colorado's Foodservice Industry Hosts "Dine Out to Help Out"**

From the Colorado Restaurant Association

Restaurants around the nation sprung into action following the September 11th attacks on the World Trade Center and Pentagon. Driven by overwhelming interest in helping with disaster relief efforts, the Colorado Restaurant Association organized "Dine Out to Help Out," a benefit for the victims of terrorism on the 1 month anniversary of the disasters in New York City, Washington and Pennsylvania.

On that day, more than 500 Colorado restaurants donated up to 11% or more of their sales to 1 or more of 3 charitable funds. Foodservice suppliers as well as restaurant employees and patrons helped by dining out and by contributing money and products to relief efforts.

The Colorado Restaurant Association kicked in \$5,000 to launch the event. In addition, 2 Denver-based public relations and marketing consulting companies along with the CRA Public Relations consultant worked with the CRA to promote the event to restaurant operators and the public.

Proceeds from "Dine Out to Help Out" were earmarked for 3 charitable funds:

- American Red Cross Disaster Relief Fund which provided lifesaving assistance in the form of immediate disaster mass care and blood to victims and emergency workers.
- Helping America's Heroes Fund which was set up by Denver fire fighters to benefit families of New York City fire fighters victimized by the attack.
- New York Restaurant Employees' Disaster Fund which was created by the New York State Restaurant Association to assist families of restaurant personnel killed during the attack on the World Trade Center complex. It's estimated that 30 to 40 restaurants were destroyed or forced to close and that many restaurant employees perished in the attack. The New York State Restaurant Association committed \$100,000 to match donations made by the foodservice industry.

**The total proceeds raised was estimated at \$320, 474! Well done!**