

# CITY OF KNOXVILLE

## Application for SPECIAL EVENT Beer Permit

I / we hereby make application for a permit to sell or distribute beer or other beverages authorized to be sold, stored or distributed under the provisions of the City of Knoxville alcoholic beverages ordinance Chapter 4 and base my application upon the answers to the following questions:

1. Is Applicant a: ☒ 501c Charitable Organization      ☐ Political Organization defined in T.C.A. § 2-13-101
2. Name Applicant(s): The Arc of Knox County
3. Applicant address: 3000 N Central St Zip 37917 Phone (865) 546-9431
4. Name of Special Event: Shipwreck & Truth
5. Date(s) of Event: March 7-8, 2025
6. Purpose of Special Event: benefit concert
7. Event Location: The Standard
8. Event Manager Name: Brian Coakley

Address 513 Panorama Dr City/State Knoxville, TN Zip 37920

Phone (865) 407-5463 Cell ( )

# CITY OF KNOXVILLE

## Application for SPECIAL EVENT Beer Permit

### AFFIDAVIT

- Brian Coakley
1. I/we The Arc of Knox County hereby solemnly swear or affirm that each statement in this application is true and correct and understand that if any statement contained herein is false, the permit issued is automatically forfeited and voided. Furthermore, that in the event of forfeiture I/we shall not be eligible to receive another permit for a period of ten (10) years pursuant to Tennessee Code Annotated § 57-5-105(d).
2. I/we understand that all applicants are charged with the responsibility of knowing the local and state beer laws. I/we are aware that the penalty for violating state or local beer laws can include revocation or suspension of the permit and/or the imposition of civil penalties up to ONE THOUSAND FIVE HUNDRED 00/100 DOLLARS (\$1,500.00) PER OFFENSE.
3. I/we understand that if the business allows illegal gambling on the premises that the beer permit will be subject to revocation.
4. I/we understand that a requirement of beer permit issuance is the permittee(s) and ON-SITE manager(s) who will supervise and/or sell and serve the beer at the event must complete alcohol education and training programs in accordance with City of Knoxville Code Section 4-60(c).
5. I/we understand that by submitting this application, a background investigation shall be conducted on the Event Manager. It is further understood that any and all documents related to that investigation shall become public record open for public inspection and reproduction pursuant to Tennessee Code Annotated § 10-7-503.
6. I/we hereby release, absolve and hold harmless, the City of Knoxville, the Knoxville Beer Board, the Knoxville Police Department, its employees, agents and representatives from any and all liability of whatever type for any damages, causes of actions, personal property injuries which may result as a consequence of my application for a beer permit, background investigation, release of documents or any other matters related to my application. I/we hereby waive all possible liability of the City of Knoxville, Knoxville Beer Board, Knoxville Police Department, its employees, agents and representative as stated above.
7. I/we agree that the use of any server who has been convicted within the past ten (10) years of any law relating to the sale, possession, manufacture or transportation of intoxicating beverages, including beer, as defined by City of Knoxville Code Section 4-37 or the use of any server who has been convicted of any felony or crime involving moral turpitude within the past ten (10) years will be cause for possible revocation of the beer permit.
8. I/we understand if any information given in the application subsequently changes, I/we will immediately notify the Knoxville Beer Board c/o Business Tax Office.
9. I/we assume full responsibility for the permit and will be accountable for full compliance with the laws of Knoxville and the State of Tennessee in the sale of beer.
10. I/we have read the foregoing release. I/we fully understand its provisions, and voluntarily consent to abide by its requirements.
11. I/we acknowledge and understand that the fees paid for the beer permit application process are non-refundable.
12. The undersigned is the applicant or the bona fide and qualified agent/representative of the corporate applicant.

Brian Coakley  
Applicant Signature or Agent/Representative

Date: 2/3/25

Sworn to and subscribed before me this 3rd day of February, 20 25.

Notary Public: [Signature]

My Commission Expires: 11-01-25

## CITY OF KNOXVILLE

Application for

SPECIAL EVENT

Beer Permit

## Event Manager Application

Reason for Application:

☒ New Application☐ Manager Change or Addition

1. Name Brian Coakley
2. Home Address 513 Panorama Dr City Knoxville State TN Zip 37920
3. Home Phone ( ) Cellular Phone (865) 407-5463 Date of Birth 1 / 14 / 1986
4. Driver's License # \_\_\_\_\_ State TN Social Security # \_\_\_\_\_
5. Local Business Name 808 Music Group LLC
6. Local Business Address/ZIP 808 State St 37902 Business Phone: (865) 407-5463
7. Have you ever been convicted of any violation of liquor and/or beer laws, felonies, or any crime involving moral turpitude, within the last ten years, or do you have any charges **currently pending**? ☐ Yes ☒ No  
If yes, give particulars of each charge, including city, county, state: court and date: \_\_\_\_\_
8. Have you ever had a beer permit revoked, suspended, or denied? ☐ Yes ☒ No  
If yes, explain: \_\_\_\_\_
9. Have you ever been convicted of any misdemeanors (Speeding, DUI, Simple Assault, etc.) within the last ten (10) years or have any charges currently pending? ☐ Yes\* ☒ No  
**\*If yes, give particulars of each charge, including city, county, state: court and date:** \_\_\_\_\_
10. Do you understand both the state laws and the local laws regulating the sale and distribution of beer in the City of Knoxville? ☒ Yes ☐ No
11. Do you understand that **allowing illegal gambling** on the premises will subject the permit to revocation? ☒ Yes ☐ No

## AFFIDAVIT

I hereby solemnly swear or affirm that each statement in this application is true and correct and agree that if my statement is false, the permit issued may be revoked by the Beer Board, upon notice and hearing, and that the burden is on the permittee to prove the correctness of all the statements in this application.

I understand that this application is subject to the Tennessee Public Records Act and shall be open for inspection and reproduction by any citizen. Tennessee Code Annotated §10-7-503.

I, Brian Coakley, understand that by submitting this application, a background investigation shall be conducted and any and all documents related to my investigation shall become public records.

I, Brian Coakley, hereby release, absolve and hold harmless, the City of Knoxville, the Knoxville Beer Board, the Knoxville Police Department, its employees, agents and representatives, from any and all liability of whatever type for any damages, causes of actions, personal or property injuries which may result as a consequence of my application for a beer permit, background investigation, release of documents or any other matters related to employees, agents and representatives as stated above.

I have read and understand the foregoing Release and understand its provisions and voluntarily consent to abide by its requirements.

Brian Coakley  
Signature of Applicant

Date: 2/3/25

Sworn to and subscribed before me this 3rd day of February, 2025.

Notary Public: [Signature]

My Commission Expires: 11-01-25



ATLANTA GA 39901-0001

In reply refer to: 0752764984  
Feb. 17, 2022 LTR 4168C 0  
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BODC: TE

ARC KNOX COUNTY  
% AMY STILES  
3000 N CENTRAL ST  
KNOXVILLE TN 37917-5117

014266

Employer ID number: \*\*-\*\*\*9415  
Form 990 required: Yes

Dear Taxpayer:

We're responding to your request dated Feb. 08, 2022, about your tax-exempt status.

We issued you a determination letter in December 1954, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at [www.irs.gov/forms-pubs](http://www.irs.gov/forms-pubs) or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

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Feb. 17, 2022 LTR 4168C 0  
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ARC KNOX COUNTY  
% AMY STILES  
3000 N CENTRAL ST  
KNOXVILLE TN 37917-5117

local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely yours,



Teri M. Johnson  
Operations Manager, AM Ops. 3

## **Server Compliance Plan for The Arc**

The Arc recognizes that it is a privilege to buy and sell alcoholic beverages in the State of Tennessee. With that privilege, we realize that it is our legal and social responsibility to comply with all Tennessee laws, rules and regulations and follow the best possible practices as they pertain to the sale and service of alcoholic beverages. We are committed to the safe and responsible sale of all alcoholic beverages only to those patrons who are 21 years of age or older and to refuse service of alcoholic beverages to those individuals that are visibly intoxicated or, in those cases where we deem it necessary, to prevent a person from becoming visibly intoxicated. In order to achieve these goals, we have adopted the policies as outlined below.

### **General Policy Components**

1. All bartenders will be required to have a valid ABC card.
2. Management will provide detailed training for all servers and management regarding responsible alcohol service, including how to prevent sales to minors and intoxicated individuals.
3. In addition to training upon hiring, we will conduct quarterly compliance training sessions to ensure that servers stay up to date on policies, procedures, and regulations. We will also utilize these sessions to reinforce responsible service practices and address any emerging issues or concerns. Our primary goal with these sessions is to ensure that all employees are well-trained and equipped to handle their responsibilities regarding alcohol service.
4. The business will have posted signage regarding drinking laws and our establishment's policies. Signage will be clear, visible, well-lit, and strategically placed. Information conveyed by signage will include but not be limited to:
  - a. Legal Drinking Age: Display signs indicating the legal drinking age (21 years) prominently at entrances and throughout the establishment.
  - b. ID Policy: Clearly state our policy on checking IDs for alcohol service, including the requirement for valid identification for all patrons.
  - c. Responsible Drinking: Include signs promoting responsible drinking practices, such as "Drink Responsibly" or "Know When to Say When."
  - d. Refusal of Service: Inform patrons that the establishment reserves the right to refuse service to individuals who are underage or visibly intoxicated.
  - e. Designated Driver Information: Provide information about designated driver services or alternatives to driving under the influence.
  - f. Alcohol Awareness Resources: Include information about alcohol awareness resources or helplines for individuals who may need assistance with alcohol-related issues.
  - g. Potential health risks of alcohol, especially for pregnant women.

## **Policy and Procedure for Checking IDs**

1. ID checking policy shall apply to door security as well as servers.
2. Door security will check the ID of anyone requesting access to a 21+ wristband. These wristbands will be clearly visible and will vary from night to night.
3. All customers asking for a 21+ wristband at the door will have their ID scanned by a high quality ID scanner in order to confirm that they are indeed of legal age to consume alcohol.
4. In addition to scanning IDs at the door, security staff will be trained to scrutinize IDs to ensure that they are not fake, especially if the customer appears underage or is accompanied by others who appear to be underage. Specific steps for checking IDs to confirm that they are genuine will include but are not limited to the following:
  - a. Verify the ID Type: Ensure that the ID presented is an acceptable form of identification, such as a driver's license, passport, or state-issued ID card.
  - b. Check for Security Features: Examine the ID for security features such as holograms, watermarks, or special printing techniques that indicate authenticity.
  - c. Verify Personal Information: Compare the information on the ID (e.g., name, date of birth, expiration date) with the individual presenting it to ensure consistency and accuracy.
  - d. Feel for Texture: Some IDs have unique textures or materials that can be felt to verify authenticity.
  - e. Look for Signs of Alteration: Check for signs of tampering or alteration, such as blurred text, scratched surfaces, or uneven edges.
  - f. Ask Additional Questions: When in doubt, ask the individual presenting the ID additional questions about the information on the ID to gauge their authenticity.
5. Servers will be trained to look beyond the wristband when serving. They will make eye contact with each patron, paying special attention to their facial characteristics, as well as noting general appearance, behavior and the presence of young acquaintances that might indicate the purchaser is underage. If there is any suspicion that the customer has a tampered wristband or is underage, the server will conduct another ID check.
6. There will also be multiple professional security guards roaming the venue throughout the night. One of their duties will be to ensure that no underage drinking occurs. If security witnesses any patron removing their 21+ wristband and attempting to give it to an underage patron, both patrons will be escorted from the venue. This also applies to patrons handing alcoholic drinks to patrons who do not have wristbands.
7. If a security guard notices a patron consuming an alcoholic beverage without a wristband, another ID check will occur. If security confirms that they are of legal age, they will be directed to the front to acquire a wristband. If security confirms that the patron is not of legal drinking age, the patron will be escorted from the venue.

## **Serving Policies**

1. There will be clear procedures to avoid over serving alcohol:
  - a. Training and Education: We will provide comprehensive training to bartenders on recognizing signs of intoxication and understanding the effects of alcohol on patrons.
  - b. Drink Limit: There will be a strict two drink per person limit each time a customer visits the bar.
  - c. Monitor Patron Behavior: Bartenders and security will be instructed to monitor patron behavior closely for signs of intoxication, such as slurred speech, impaired coordination, or aggressive behavior.
  - d. Use Standard Measurements: Bartenders will use standard measurements for pouring alcoholic beverages to ensure consistency and avoid over-pouring.
  - e. Offer Alternatives: We will train bartenders to offer non-alcoholic beverages or food options to patrons who may be reaching their limit or showing signs of intoxication.
  - f. Designated Observer: Assign a security staff member or manager to act as an observer during busy periods to assist bartenders in monitoring patron behavior and identifying potential issues with over-serving.
  - g. Implement "Last Call": We will establish a "last call" policy to signal the end of alcohol service and allow sufficient time for patrons to finish their drinks before closing. Last call will be 30 minutes before the event ends.
  - h. Encourage Responsible Service: We will foster a culture of responsible alcohol service among bartenders, emphasizing the importance of prioritizing patrons' safety and well-being over maximizing alcohol sales.
  - i. Encourage Communication: Encourage bartenders to communicate with each other and with management if they have concerns about a patron's level of intoxication or if they need assistance in handling a difficult situation.
2. Refusal of Service: If it is necessary to refuse service to a patron, we plan to implement the following protocol:
  - a. Stay Calm and Polite: Approach the situation with a calm and respectful demeanor, regardless of the patron's behavior.
  - b. Use Discretion: Assess the situation discreetly and determine the appropriate course of action based on the patron's behavior and demeanor.
  - c. Provide a Reason: If necessary, politely explain the reason for refusing service, such as observing signs of intoxication or concerns about the patron's well-being.
  - d. Offer Alternatives: Offer alternative options to the patron, such as non-alcoholic beverages or food, to ensure they feel welcome despite not being served alcohol.



- e. Enlist Support: If the situation escalates or the patron becomes agitated, seek assistance from other staff members or a manager to help defuse the situation calmly and safely.
  - f. Remain Firm: Maintain your decision to refuse service firmly and respectfully, regardless of any pressure or resistance from the patron.
  - g. Avoid Confrontation: Avoid engaging in arguments or escalating the situation further. Focus on resolving the issue peacefully and ensuring the safety of all patrons and staff.
  - h. Document Incident: If necessary, document the incident according to the establishment's policies and procedures for record-keeping and future reference.
3. There will be a daily process in which management goes over proper sale procedures with servers. Elements of this process will include but not be limited to:
- a. Pre-Shift Meeting: We will conduct a pre-shift meeting with all alcohol servers to review any updates or changes to policies and procedures.
  - b. Review of ID Checking Procedures: Remind security and servers of the establishment's policy for checking IDs and emphasize the importance of verifying the legal drinking age of all patrons.
  - c. Responsibility for Over-Serving: Reinforce the responsibility of servers to prevent over-serving of alcohol and remind them to monitor patron behavior for signs of intoxication.
  - d. Limit on Drinks per Patron: Review any guidelines regarding the maximum number of alcoholic beverages that may be served to a customer at one time.
  - e. Refusal of Service: Discuss the procedure for refusing service or sale of alcohol to individuals who are underage or visibly intoxicated, emphasizing the importance of doing so respectfully and professionally.
  - f. Handling Fake IDs: Provide guidance on how to detect and handle situations involving fake IDs, including when to escalate to management or security.
  - g. Open Communication: Encourage open communication among servers regarding any concerns or observations related to alcohol service, and remind them to seek assistance from management if needed.

By conducting daily briefings and reinforcing proper sale procedures, alcohol servers can stay informed and vigilant in their efforts to promote responsible alcohol service and compliance with regulations. Management will occasionally implement internal compliance checks by utilizing mystery shoppers as well as reviewing security camera footage. **There will be a zero tolerance policy for employees who violate alcohol policies and/or laws.**