

- b. HOLA FESTIVAL - HOLA HORA LATINA (6TH DISTRICT)  
HOLA HORA LATINA INC, APPLICANT  
100 S GAY ST STE 112  
HOLA HORA LATINA INC, OWNER  
ROGER L ROARK, MANAGER

# 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): HOLA HOLA LATINA

3. Applicant address: 100 S. Gay St. Suite 112 Zip 37902 Phone (865) 335-3358

4. Name of Special Event: HOLA FESTIVAL 2025

5. Date(s) of Event: 9/27-9/28, 2025

6. Purpose of Special Event: CULTURAL FESTIVAL CELEBRATING HISPANIC/HERNANDEZ

7. Event Location: World's Fair Park Performance Lawn

8. Event Manager Name: Pedro Tomas / Robert Roark

Address 854 Rembrandt Dr City/State Piedmont, TN Zip 37863

Phone ( )                      Cell (865) 771-4102

# CITY OF KNOXVILLE

## Application for SPECIAL EVENT Beer Permit

### AFFIDAVIT

1. I/we Peterson's / Robert Rowan 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.

Peterson's / Robert Rowan  
Applicant Signature or Agent/Representative

Date: 4-28-2025

Sworn to and subscribed before me this 28<sup>th</sup> day of April, 20 25.

Notary Public: Mark Anthony Byrd

My Commission Expires: 4-2-28



**CITY OF KNOXVILLE**  
Application for SPECIAL EVENT Beer Permit  
Event Manager Application

Reason for Application: ☐ New Application ☐ Manager Change or Addition

1. Name Robert L. Roark
2. Home Address 854 RAINBOW DR City PIEDMONT State TN Zip 37863
3. Home Phone ( ) Cellular Phone (865) 771-4102 Date of Birth 09/06/2075
4. Driver's License # State TN Social Security #
5. Local Business Name HOLA HOLA LATINA
6. Local Business Address/ZIP 100 S. GAY ST. SUITE 112 Business Phone: (865) 335-3358
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, Roger Roark, 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, Roger Roark, 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.

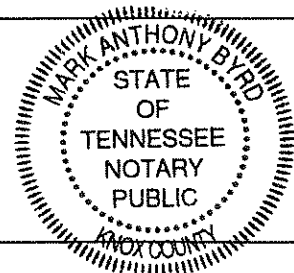
Roger Roark  
Signature of Applicant

Date: 4-28-25

Sworn to and subscribed before me this 28<sup>th</sup> day of April, 2025.

Notary Public: [Signature]

My Commission Expires: 4-2-29



INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date NOV 03 2004

HOLA HORA LATINA INC  
9420 COUNTRYWAY DR  
KNOXVILLE, TN 37922

Employer Identification Number:  
62-1809060

DIN:

17053251046004

Contact Person:

ZENIA LUK

ID# 31522

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

DECEMBER 31

Public Charity Status:

170(b)(1)(A)(vi)

Form 990 Required:

YES

Effective Date of Exemption:

SEPTEMBER 30, 2002

Contribution Deductibility:

YES

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Letter 947- (DO/CG)

Attachment: Hola Hora Latina (10587 : HOLA HORA LATINA (6TH DISTRICT))



100 S. Gay Street • Suite 112 • Knoxville, TN 37902 • (865) 335-3358  
[casahola@holafestival.org](mailto:casahola@holafestival.org) • [www.holahoralatina.org](http://www.holahoralatina.org)

April 28, 2025

To: City of Knoxville  
Ref. Application for Special Event Beer Permit

Subject: Plan for Server Compliance

The following are the guidelines that will be followed for beer sales during the HoLa Festival 2025 on Saturday, Sep 27, from 4-10pm and Sunday, Sep 28, from 11-6pm, 2025:

1. 100% beer sales age compliance will be enforced. Identifiable bracelets must be obtained at the time of ticket purchases. At this time, the buyer must have proof of ID for purchasing the tickets. No ID, no sales. Everyone must show their ID.
2. All servers will be trained with no bracelet, no beer. Only one beer per person will be given with ticket purchase. These servers will also be older than 21-years-old.
3. To ensure the safety of the community and attendees, HoLa Hora Latina will hire police enforcement officers for surveillance and one officer will be a beer dispensing station.
4. Two beer stations will be available for purchase.
5. Beer can only be purchased by tickets and wristbands. Only one beer will be given to the purchaser at a time.
6. Beer purchasers will be monitored for intoxication. Servers will be trained to not serve those who appear intoxicated.

Thank you,

Pedro Tomás / HoLa Hora Latina President

Roger Roark / HoLa Board of Directors / HoLa Festival 2025 Beverage Chair.