



## Legislation Text

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**File #:** 19-278, **Version:** 3

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**ACTION REQUESTED:**

Communication from the City Manager and Corporation Counsel with a Request to ADOPT an ORDINANCE Amending CHAPTER 3 of the CODE of the City of Peoria Authorizing the SALE OF ALCOHOL in MOVIE THEATERS.

**BACKGROUND:** Representatives from AMC Classic Grand Prairie 18, hereinafter “AMC” approached staff relative to the creation of a new Liquor License category which would allow consumption of alcohol in the theater. AMC indicated that with the continual evolution of the movie theater industry, the expectations of movie theater patrons have increased thus driving the need for constant innovation within the industry. Increases in dining options and theater amenities have proven beneficial, and as the industry continues to evolve, the move towards movie theater liquor licenses is a logical next step for the City of Peoria. Currently, the State of Illinois has in excess of 24 theaters that hold liquor licenses and serve alcohol. Specifically, the cities of Chicago, Springfield, and Champaign have all passed city ordinances to create a movie theater liquor license. This liquor license will be designated as Class “MT”.

The Ordinance will allow for the sale of alcohol at a bar counter, requires alcohol to be served in single-serving containers, in containers that are a different size and design than those which hold non-alcoholic beverages and imposes a two-drink maximum.

**FINANCIAL IMPACT:** None.

**NEIGHBORHOOD CONCERNS:** None.

**IMPACT IF APPROVED:** The City will establish a liquor license that allows movie theaters to sell alcoholic beverages.

**IMPACT IF DENIED:** The City will not establish a liquor license that allows movie theaters to sell alcoholic beverages.

**ALTERNATIVES:** N/A

**EEO CERTIFICATION NUMBER:** N/A

**WHICH OF THE GOALS IDENTIFIED IN THE COUNCIL’S 2017 - 2032 STRATEGIC PLAN DOES THIS RECOMMENDATION ADVANCE?**

1. Grow Peoria

**WHICH CRITICAL SUCCESS FACTOR(S) FROM THE COMPREHENSIVE PLAN DOES THIS RECOMMENDATION IMPLEMENT?**

1. Grow employers and jobs.

**DEPARTMENT:** Legal