



## LIQUOR LICENSE NEEDS AND DESIRES SUMMARY

I, Colleen L. Norton, City Clerk for the City of Littleton, Colorado, do hereby attest that the needs and desires petition for SOCIAL BAR & LOUNGE #2, d/b/a Social Bar & Lounge, 240 Village Park Dr. Unit C, as conducted by as conducted by Liquor Pros, hired by the applicant, has been examined and signatures counted. The examination of signatures resulted in the following:

### Social Bar & Lounge - Tavern License Applicant

Number of signatures reviewed: 195

Number of signatures rejected: 0

Number of valid signatures: 195

Per CRS 44-3-312 (2) (a) It is under the purview of the local licensing authority to consider the reasonable requirements and the desires of the adult inhabitants of the neighborhood without defining the means in which to do so. The city code follows the state code.

As a comparison, Toast Fine Food and Coffee, with a similar type license received a license in 2021 and had the following results: 350 door knocks, with 100 signatures in favor, 23 declines, 22 under 21 and 204 no answers.

Signed this 13<sup>th</sup> day of October, 2021

A handwritten signature in blue ink that reads "Colleen L. Norton".

Colleen L. Norton, City Clerk

### Signatures can be rejected for the following:

- Address of signer not within defined neighborhood boundaries
- Incomplete information, i.e. no address, no printed name and/or no signature, no date of signature or date of signature is *after* the petition was notarized
- Duplicate signatures on one petition
- Illegible signatures and/or printed name

October 4, 2021

RESULTS OF THE LIQUOR LICENSE  
SURVEY REGARDING:

**Social Bar & Lounge**

240 Village Park Drive, Unit C,  
Littleton, CO 80122

Applicant: Social Bar & Lounge #2, LLC  
Purpose: Application for a NEW Tavern Liquor License

**ISSUE:** A petition was circulated to determine if the needs of the neighborhood and desires of the inhabitants were or were not being presently met by existing similar alcoholic beverage outlets. Those in favor of Social Bar & Lounge being granted a NEW Tavern Liquor License indicated by checking the "Favor – YES" column of the signature sheet and those opposed checked the "Oppose - NO" column. The results were as follows:

Favor "YES"		Oppose "NO"		<u>TOTAL SIGNATURES</u>
97%	98	3%	3	101

**SURVEY STATISTICS**

	Favor "YES"		Oppose "NO"		TOTAL
Business Survey Results	100%	41	---	0	41
Residential Survey Results	95%	57	5%	3	60

*Percentages in this report have been rounded to the nearest whole number.*

	BUSINESS	RESIDENTIAL	TOTAL
No Response	11	129	140
Declined to Participate	9	1	10
Not Qualified to Sign	19	5	24
Disqualified	0	0	0
"No" Signatures	0	3	3
"Yes" Signatures	41	57	98
TOTAL CONTACTS & ATTEMPTS	80	195	275

**SURVEY STATISTICS**

>Number of Businesses and Residents Contacted: 275 Attempts – 140 No Response = 135  
 >Business Survey Participation Rate: 41 Signatures/ 50 Qualified Contacts = 82%  
 >Residential Survey Participation Rate: 60 Signatures/ 61 Qualified Contacts = 98%  
 >Percentage of Residents Home During Survey: 66 Contacts/ 195 Attempts = 34%

<b><u>NOT QUALIFIED CONTACTS</u></b>		<b><u>REASONS FOR DECLINING TO PARTICIPATE</u></b>	
Owner / Manager Unavailable	19	Too Busy	5
Non-Resident	3	Against Company Policy	3
Under 21	2	Against Alcohol	1
<b>Total</b>	<b>24</b>	Not Interested	1
		<b>Total</b>	<b>10</b>
<b><u>REASONS FOR OPPOSITION SIGNATURES</u></b>			
		Enough/Too Many	2
		<b><u>AGAINST ALCOHOL</u></b>	<b>1</b>
		<b>Total</b>	<b>3</b>

Reasons for opposition in **BOLD** may be considered as invalid or irrelevant to the needs and desires issue of this survey. If irrelevant or invalid reasons are discounted from the final tally, the results would be:

<b>FAVOR "YES"</b>		<b>OPPOSE "NO"</b>		<b>TOTAL</b>
<b>98%</b>	98	<b>2%</b>	2	100

**PETITION METHODOLOGY**

- Survey Date and Times:

Business:	Tuesday	September 28, 2021	12:00 pm – 4:30 pm
Business/Residential:	Thursday	September 30, 2021	10:30 am – 4:30 pm
Residential:	Saturday	October 2, 2021	9:30 am – 4:30 pm

- Survey Areas: Circulators started in areas closest to the proposed licensed site and obtained samples throughout the boundary area. Please see attached map.
- Circulators of the Survey: There was one circulator for this survey. Prior to the start of the survey, the circulator was briefed on the type of liquor license application, the areas to be surveyed and reminded to remain unbiased in their approach to residents and businesspeople. The circulator had with them a face sheet with the applicant business name, location and hearing information, instructions, and the petition/survey issue along with signature sheets and a map of the proposed location. The circulator used tally sheets to record all contacts, attempts and reasons for opposition signatures and refusals. Upon conclusion of the survey, the circulator signed notarized affidavits of circulation. The original survey packets were pre-filed with the Douglas County City Clerk's Office.

Report prepared and respectfully submitted by,



Eva L. Garretson  
Liquor Licensing Professionals, LLC