

PUSD AGENDA MEMO – May 6, 2025
Requesting entity: City of Prescott
AGENDA ITEM: Consider approving the use of the Mile High Middle School football field and track area for one (1) special event requesting the serving of alcohol

	Date:
Michelle Stacy-Schroeder: City of Prescott Administrative Supervisor	4/3/2025

Objective

Special events in the City of Prescott are an important part of the fabric of our community. Not only do they generate a positive economic impact for the community, but the events also create a positive image for our visitors and residents and demonstrate support for local charitable organizations. Allowing the use of the proposed space will help to grow these events and the associated benefits while relieving congestion in the downtown area for the traveling public and local businesses. The revenue generated for PUSD from this one (1) event requesting to serve alcohol is expected to be approximately \$2,200.00. In addition to this one (1) event, an additional eleven (11) events have been requested for Mile High Middle School that will not be serving alcohol and will bring in an additional \$3,000.00 in revenue to PUSD.

Event information

June 14 Whiskey Row Brewfest
 Applicant: Eagle Management & Events
 Includes alcohol, live music, food trucks
 To benefit: Prescott Area Scouting

Other considerations

- Due to several factors, the number of events has decreased since 2020.
- All events will be required to complete a City Special Event Application, including review by the City of Prescott's event committee prior to being issued an event permit
- All events will be submitted to the PUSD Facilities Department for placement on District wide calendars and for billing purposes.
- Cancelled events will be relayed via email to PUSD Facilities and to Mile High Staff.
- The Prescott Unified School District will be named additional insured through the event promoter's insurance policy
- The no smoking policy will be enforced by the event promoter's security staff
- Additional no smoking signage will be installed at strategic locations
- All of the events listed include alcohol; sales, licensing would be approved by the City of Prescott and the State of Arizona, PUSD would need to approve the sale/consumption of alcohol on related school property

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- All events serving alcohol will be required to provide security (must be a minimum of two certified AZ law enforcement officers)
- Size of the venue will facilitate a “Kids zone” (alcohol free and will encourage more kid friendly activities for events that use the field)
- COP will provide an “Event Boss” to help assure compliance with the approved event plan