

# APPLICATION FOR BEER PERMIT

STATE OF TENNESSEE

CITY OF FRANKLIN

**PURSUANT TO SECTION 8 CHAPTER 2 OF THE CODE OF THE CITY OF  
FRANKLIN, TENNESSEE, AND THE REQUIREMENTS OF 57-5-101 ET. SEQ. OF THE  
TENNESSEE CODE ANNOTATED, I HEREBY MAKE APPLICATION FOR:**

- ☒ ON PREMISES PERMIT  
☐ OFF PREMISES PERMIT  
☐ ON AND OFF PREMISES PERMIT  
☐ MANUFACTURER'S OR DISTRIBUTOR'S PERMIT  
☐ SPECIAL EVENTS PERMIT
- DATE OF EVENT \_\_\_\_\_  
 HOURS OF EVENT \_\_\_\_\_

DATE PERMIT NEEDED

PERMITS SHALL BE ISSUED TO THE OWNER OF THE BUSINESS, WHETHER A PERSON, FIRM, CORPORATION, JOINT-STOCK COMPANY, SYNDICATE, OR ASSOCIATION.

1. Owner (Applicant) Valor Beverage Management, LLC  
 Person ☐ Firm ☐ Corp ☐ LLC ☒ Joint-stock co. ☐ Syndicate ☐ Association ☐
2. List all persons, firm, joint-stock companies, syndicates, or associations having at least a 5% ownership interest in the business (attach additional sheet, if needed). Please give name and address.  
Steve Cesinger - 205 Traditions Drive, Alpharetta, GA 30004  
Evan McGlashan - 5001 Preservation Pointe, Kennesaw, GA 30152
3. If the applicant is a corporation, are they authorized to do business in the State of Tennessee? ✓ Yes.
4. Under what trade name will this business operate?  
The Harpeth Hotel
- City of Franklin business account number 23729

5. Location of the business by street address. For special event, list location of the event.

130 2nd Avenue N, Franklin, TN 37064

Phone number of the business 615-206-7510

6. Please give the following information on the person who will be managing the business. This person is an owner ☐ or a managing agent ☒.

Name Justin Foster, General Manager

7. Specify the identity, address and daytime contact phone number of the person to receive annual privilege tax notices and any other communication from the City.

Name Justin Foster Title General Manager

Mailing Address 130 2nd Avenue N,

City, State, Zip Franklin, TN 37064

Daytime contact phone number 801-710-8381

Email jfoster@harpethhotel.com

8. Will the permit be used to operate two or more restaurants or other businesses under the same permit as permitted by T.C.A. Section 57-5-103(a)(4) within the same building? Yes ☒ No ☐.

If so, specify number 2. List the names of the restaurants or other businesses and describe their location (use additional sheet if necessary) Both located in the hotel.

1799 Kitchen and Cocktails

McHavocks Coffee Bar and provisions

9. Do you own the premises on which you will operate? NO.  
If no, please give the name and address of the property owner.

KW Franklin Hotel partners, LLC (d/b/a) The Harpeth Hotel  
8700 W. Trail Lake Drive, Ste. 300, Memphis, TN 38125

10. Has any person having at least 5% ownership interest, managers or employees of the business been convicted of any violation of beer or alcoholic beverage laws or any crime (other than minor traffic violations) within last ten (10) years? No. If so, give particulars of each charge, court and date convicted.

\_\_\_\_\_  
\_\_\_\_\_

11. Has this owner or the owners organization had a beer permit revoked, suspended, or denied in the State of Tennessee? Yes \_\_\_ No X If so, please give date, place and cause of said revocation.

\_\_\_\_\_  
\_\_\_\_\_

12. Give the name and address of the former beer permittee at this establishment.

NA

\_\_\_\_\_

13. Give applicant's history of involvement in the beer business, if any.

see attached Exhibit regarding current liquor licenses  
held under Valor Beverage Management, LLC.

14. Give applicant's employment record for the past 10 years.

Steve Cesinger & Evan McElashan (2012 - present)  
Valor Hospitality Partners, LLC  
2100 Powers Ferry Road, SE, Suite 370, Atlanta GA 30339

15. What is the exact nature of the business in which you are applying for a beer permit?  
(Restaurant, tavern, motel, etc.)  
Hotel/motel restaurant
16. Will a full course menu be served? yes
17. Will separate and sanitary facilities be maintained for men and for women? yes.
18. Will dancing be allowed on your premises? yes  
If yes, do you acknowledge that section 9-102 of the Franklin Municipal Code prohibits the operation of establishments allowing dancing between 1:30 AM and 8:00 AM? \_\_\_\_\_

**TRAINING POLICY:**

All beer applications must have a training policy submitted with application. This policy must include training regarding the sale of beer to minors.

19. Please read the following and upon signature of this application, you do understand and agree to comply if you are granted a permit.
- (a) You will not sell beer or similar beverages except at the place or places for which the beer board has issued your permit.
  - (b) You will not sell beer or any like beverage except in accordance with the terms of said permit.
  - (c) If this application is made for permit to sell and not for consumption on the premises, you will not sell for consumption on the premises and not allow consumption on the premises.
  - (d) You will rigidly enforce the law against sales to minors.
  - (e) You will prohibit gambling at your establishment and understand that the conduct of such activities on the premises will result in revocation of your permit.
  - (f) You will secure a certificate or statement from the health department or health officer that the premises covered by the application meet the requirements of the ordinances of the City of Franklin and the laws of the State of Tennessee.
  - (g) You will not attempt to transfer this permit to anyone else.
  - (h) You will display this permit in a prominent place in your establishment.
  - (i) You will not sell or distribute beer between the hours of 3:00 AM and 6:00 AM (8:00 AM for on premises consumption) during the week and between the hours of 3:00 AM Sunday and 12:00 Noon Sunday (10:00 AM for on premises consumption).
  - (j) You will prohibit the congregation at your establishment of those who reasonably appear to be intoxicated, lawless, rowdy, or prostitutes.
  - (k) You will not allow any liquor with alcoholic content of greater than five percent (5%) to be consumed on the premises.

- (l) You will not allow any sale or delivery of beer for consumption on the premises outside of the building, it being the intention to prohibit the sale of beer by what is commonly known as "curb service" or "curb sales" of beer.
- (m) You will comply with all requirements of section 2-201 through 2-229 of the municipal code of the City of Franklin.

**APPLICATION FEE AND BUSINESS PRIVILEGE TAX:**

For **BOTH Special Event and Business Applications**, a non-refundable fee of \$250.00 must accompany this application. Checks are payable to:

City of Franklin  
Attn: Beer Board  
PO Box 705  
Franklin, TN 37065-0705

For **Business Applications Only**, a prorated share of the Annual Beer Privilege tax of \$100 is imposed on the business of selling, distributing, storing or manufacturing beer in this state effective January 1, 1994 and each successive January 1. Any holder of a beer permit issued after January 1, 1994 shall pay a pro rata portion of this annual tax when the permit is issued. (Please see meeting schedule below.)

**APPLICATION DEADLINES:**

Please see the Meeting Schedule and Application Deadlines and complete and return the "Acknowledgement of Beer Board Meeting" below. Your application must be submitted at least fifteen (15) days prior to the Beer Board meeting at which it is to be considered.

**Meeting Schedule, Application Deadlines and Fees**

Application Due Date	Beer Board Meeting Date	Special Event and Business Application Fee	Prorated Annual Privilege Tax (for Businesses)	Business Total Amount Due
12/17/2018	1/8/2019	\$250.00	\$100.00	\$350.00
1/29/2019	2/12/2019	\$250.00	\$92.00	\$342.00
2/26/2019	3/12/2019	\$250.00	\$83.00	\$333.00
3/26/2019	4/9/2019	\$250.00	\$75.00	\$325.00
4/30/2019	5/14/2019	\$250.00	\$67.00	\$317.00
5/28/2019	6/11/2019	\$250.00	\$58.00	\$308.00
6/25/2019	7/9/2019	\$250.00	\$50.00	\$300.00
7/30/2019	8/13/2019	\$250.00	\$42.00	\$292.00
8/27/2019	9/10/2019	\$250.00	\$33.00	\$283.00
9/24/2019	10/8/2019	\$250.00	\$25.00	\$275.00
10/29/2019	11/12/2019	\$250.00	\$17.00	\$267.00
11/26/2019	12/10/2019	\$250.00	\$8.00	\$258.00

## Application Signature Page

*I hereby make application to the City of Franklin Beer Board for a beer permit.*

*The signing of this application acknowledges that I am aware of the laws prohibiting the sale of beer to minors.*

*I hereby certify that no person having at least a 5% ownership interest, nor any person to be employed in the distribution or sale of beer in my establishment has been convicted of any violation of the beer or alcoholic beverage laws or any crime involving moral turpitude within the past 10 years.*

*I understand that making false statement in this application shall precipitate forfeiture of permit and holder shall not be eligible to receive any permit for a period of ten years.*

*I am also aware that I shall not be issued a permit or my permit shall be revoked if my business location causes traffic congestion or interferes with schools, churches, or other public places of public gathering, or otherwise interferes with public health, safety and morals.*



Signature of Applicant/Owner (or Authorized Corporate Officer)

On behalf of: VALOR BEVERAGE Management, LLC  
Name of Business Entity

Sworn to and subscribed before me this 8<sup>th</sup> day of July, 2019

Morgan Crider  
Notary Public

My Commission Expires: 6/17/22

Morgan Crider  
NOTARY PUBLIC  
Cobb County, GEORGIA  
My Comm. Expires 06/17/2022

### Official Use Only

Application Fee \$ \_\_\_\_\_ Date Paid \_\_\_\_\_

Privilege Tax \$ \_\_\_\_\_ Date Paid \_\_\_\_\_

Board Meeting Date \_\_\_\_/\_\_\_\_/\_\_\_\_

<b>Policy Title: Beverage Department Policy</b>	
Department: Food & Beverage	Effective Date: 6/1/2019
Hotel Revision Permitted: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Revision Date:

### Policy Guidelines

I agree to support the following Valor Hospitality Partners, LLC policies regarding the sale of alcoholic beverages. I understand this document will be part of my permanent personnel file.

1. No bartender, server, or manager will be allowed to begin work without being certified by an agency approved trainer and producing a copy of the certification to the hotel manager, unless the state where the associate is working does not mandate certification.
2. All bartenders, servers, and managers must renew his/her certification PRIOR to its expiration.
3. Hotel guests can have a drink delivered to their room but cannot leave the building with a drink.
4. ABSOLUTELY no one under 21 years of age is to be served.
  - a. Anybody who looks under the age of 50 years old will be carded/requested to provide identification.
  - b. The identification must be checked thoroughly (dates, condition of card edges, loose and unglued, etc.) and must be removed from the wallet.
  - c. The only identification acceptable is state issued identification such as:
    - i. Valid photo state-issued driver's license
    - ii. Valid photo state-issued ID card
    - iii. U.S. active-duty military ID
    - iv. Valid passport
  - d. If the identification appears falsified, call a manager immediately.
5. No customer is to be served who is visibly intoxicated.
6. Alcoholic beverages will no longer be served fifteen minutes prior to closing time.

I will also remain aware of customers who reach a point of over-intoxication. Every associate, managers included, can refuse service. An employee who makes this decision should inform the Manager on Duty, report it in the log book, and use the following cut-off guidelines:

1. Clearly tell the customer you can no longer serve him or her;
2. Give the customer clear reasons why you are cutting them off, without judgement; and
3. Stand firm in your decision and if the customer begins causing trouble, call a manager immediately.

If you pick up on early signs of intoxication, there are steps to take to slow down the customer drinking. These steps are referred to as 'reasonable efforts' to buy time, which is the only manner in which a person will become sober.

1. Provide refills only on request
2. Always measure the alcohol you serve
3. Suggest coffee or a soft drink
4. Suggest food
5. Ask the customer's friends for help
6. Offer alternative transportation
7. Ask for support from a manager or security

As a responsible member of the hotel team and of the community, I understand it is my responsibility to encourage moderation in order to prevent alcohol-related accidents and promote the safety and wellbeing of my customers and co-workers.

**THIS POLICY IS TO BE POSTED WITHIN VIEW OF HOTEL ASSOCIATES TO PREVENT THE SALE, SERVICE OR CONSUMPTION OF ALCOHOLIC BEVERAGES BY OR TO MINORS AND INTOXICATED PERSONS, AND EXPRESSES THE STRONG COMMITMENT BY THE LICENSED PERMITTEE AND THE HOTEL TO PROHIBIT SUCH SALES, SERVICE OR CONSUMPTION.**

**Supporting Documents/Statements**

I have read and understand the above policy in its entirety. Failure to comply with this policy will result in progressive disciplinary action up to and including termination.

\_\_\_\_\_  
Associate Name

\_\_\_\_\_  
Associate Signature

\_\_\_\_\_  
Date