

# Old Town Manor Alcohol Variance Request

May 19, 2011

The logo consists of a dark green rectangular box with a thin white border. Inside the box, the words "OLD TOWN" and "MANOR" are stacked vertically in a white, serif, all-caps font.

OLD TOWN  
MANOR

## OLD TOWN MANOR

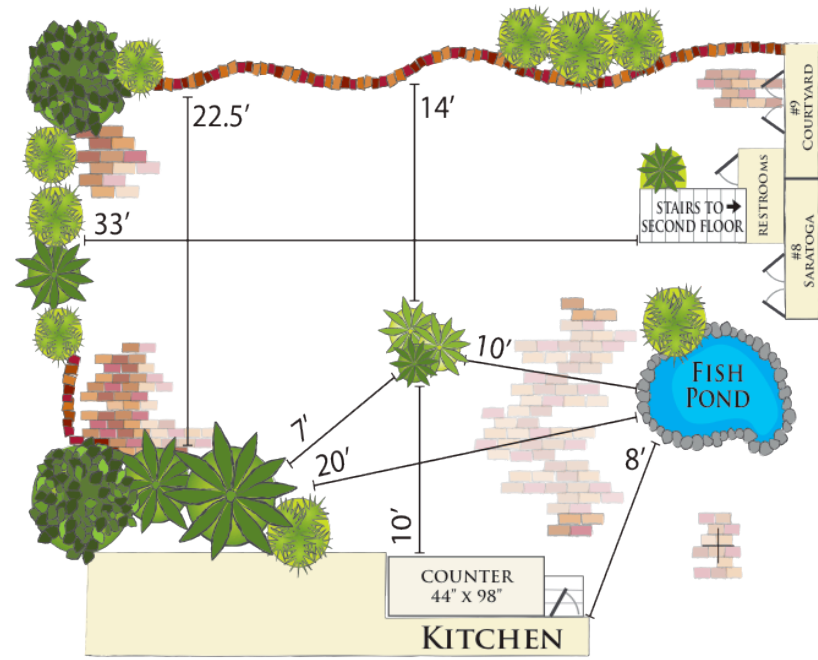
- Old Town Manor (formerly Eaton Lodge)
  - Purchased by Swati “Runi” Goyal & Walter Price in October 2006
  - Revived the property and increased occupancy by 40%
- Added Weddings and Events to offering in 2008

Note: No complaints for noise or unruly people on property from any function at OTM

  - Growth Projections
    - 10 Weddings in 2010 plus 2 non-profit events
    - 31 projected Weddings in 2011 plus 6 non-profit events
    - 40 projected Weddings in 2012 plus 10 non-profit events
  - Weddings are held on non-peak weekends and has increased occupancy 60-72% creating additional revenue to Key West businesses
    - 80% of wedding guests are non-FL residents staying 3 nights
- Alcohol currently brought in by hosts. Alcohol sales and service at our Weddings and Events would be offered as an optional service.

## OLD TOWN MANOR

- Property suitable for events for less than 75 people (our avg is 40)
- Private enclosure absorbs noise
- No existing bar structure or plans to build one
- Close proximity to Duval St – 50'



Regular breakfast set-up



Wedding set-up

## OLD TOWN MANOR

- Wedding guests stay on property, overflow to neighboring Inns – no increase in traffic
- Hosts are not limited to choice of vendor, no exclusions
- We send an annual average of \$750K to local businesses



## OLD TOWN MANOR

- Events are held in support of local businesses and non-profits
- No site fee for non-profits – alcohol sales would be used to recoup OTM operational costs
- Worked with Songwriters Festival, Humane Society (SSDC), Innkeeper's Assoc., Business Guild, Tropic Cinema, Save the Amazon



## OLD TOWN MANOR

### What We Have Done

- Reached out to all neighbors regarding our intent
- Invited all neighbors to a Q&A to discuss their concerns
- Met with Rev. Hooper and provided information to the Vestry of St. Paul's
- Solicited letters of support
- Worked closely with the Planning Board office to ensure all paperwork and processes were followed

### What We Will Continue to Do

- Follow noise ordinances and capacity restrictions
- No "happy hour" or non-event based alcohol sales
- All alcohol will be consumed on property
- Work with our neighbors to actively address any issues should they arise
- Offer alcohol service as an option to outside vendors
- Host non-profit fundraising events