

City Council Agenda Item Memo

From: Bonnie Foster, City Clerk

Council Meeting: August 26, 2025

Subject: Resolution 25-074: On-Sale Liquor Operating Agreement, Den Wil Hospitality Group, Inc., dba The End Zone

Person(s) Responsible: Bonnie Foster, City Clerk

Summary:

Staff recommends approval of the proposed Resolution authorizing the City Manager to enter into an On-Sale Liquor Operating Agreement with Den Wil Hospitality Group, Inc., dba The End Zone, Dennis Bielfeldt, owner, address: 2515 6th Street.

Item Details:

Den-Wil Hospitality Group, Inc., has submitted an application to change the dba on the On-Sale Liquor Operating Agreement for 2515 6th Street. Den Wil Hospitality Group, Inc., will remain as the alcoholic beverage license holder; however the dba will be changing from The Lodge to The End Zone.

The City of Brookings enters into On-Sale Liquor Operating Agreements for a 10-year period, with a mid-term renewal at five years. Approval of the proposed Resolution will allow the City Manager to enter into a new On-Sale Liquor Operating Agreement with Den Wil Hospitality Group, Inc., dba The End Zone, for 2515 6th Street. A mid-term renewal will be conducted at 5-years (2030).

License holder: Den-Wil Hospitality Group, Inc.

License #: RR-26776

DBA: The End Zone

Location: 2515 6th Street

Legal Description: Block 12, Telkamp Addition.

Following council approval, the State Department of Revenue will be notified of the dba change for this license.

Legal Considerations:

None.

Strategic Plan Consideration:

Economic Growth – The City of Brookings will support effective diversified community investment and equitable opportunities for prosperity.

Financial Consideration:

None.

Supporting Documentation:

Resolution

Operating Agreement

Location Map