



February 7, 2012

Alderman Brendan Reilly
42nd Ward, City of Chicago
325 West Huron St, Suite 510
Chicago, IL 60654

RE: AMC Theatres River East 21, 322 E. Illinois St. Chicago, IL application for Liquor License

Dear Alderman Reilly:

Representatives from SOAR met with members of AMC management on January 23, 2012 to learn more about AMC's plans to begin serving alcoholic beverages to patrons of the movie theatre.

SOAR considers AMC River East 21 to be an important part of our community. It provides local residents with a conveniently located venue for entertainment, and it attracts visitors that support our local economy. AMC's plan to remodel and improve the facilities is welcome; however, the addition of liquor service raises some concerns.

SOAR's interests in the proposed liquor license request are twofold. We would like assurances that the theatre continues to be a pleasant entertainment destination for residents of and visitors to Streeterville, and that the safety and security of the neighborhood are not adversely affected by providing alcohol to its customers. We understand and appreciate that these concerns are shared by AMC management, but would like their acknowledgement of some specific policies and procedures to ensure that those goals are achieved.

AMC has already indicated that it would adopt several policies to ensure safe and legal use of alcohol in the facility. These include:

- At least two Security Monitors on weekdays and three on weekends
- At least three Alcohol Monitors to specifically enforce alcohol policies (subject to review based on experience in six months)
- 100% of theatre staff to complete training and certification in T.I.P.S. (Training for Intervention ProcedureS)
- A limit of one drink purchase per person at one time
- A limit of two drinks per person per event
- Separation of the bar area with some sort of physical divider
- No "happy hours" or other incentives to encourage excessive consumption
- Access to bar area restricted to ticketed patrons
- Alcohol only allowed on the third floor in theatres and adjacent areas
- A policy of zero tolerance for minors in possession of alcohol
- Policies to check and recheck IDs to ensure that patrons are of legal drinking age
- Mechanisms on taps to monitor dispensing of beer

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Working to Keep Streeterville a Neighborhood

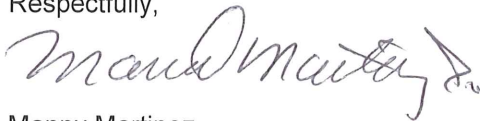
SOAR would like to suggest some additions, clarifications, and modifications to the procedures AMC is proposing:

1. SOAR would like to have open communication with AMC management and have the ability to meet regularly to discuss and review any incident reports and general security and safety issues on an ongoing basis.
2. We would like the hours of bar service to be limited, so that it begins in late afternoon and ends shortly after the last movie begins.
3. We would like to be assured that bar service will not be available unless security monitors and alcohol monitors are on duty.
4. We suggest that AMC consider using ID scanning technology to monitor age compliance and customer consumption.

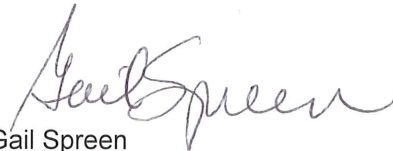
Although not specifically related to the liquor license application, SOAR would like to reiterate its offer to work together with AMC to facilitate communication within the Streeterville community. SOAR's network of members and our links to the management of residential buildings can be an effective way to spread the word about security, traffic, or other issues.

SOAR understands and appreciates the need for businesses to grow and adapt to changing customer needs and expectations. AMC's efforts to expand its services to include alcoholic beverages seems reasonable so long as proper policies are implemented, and adjusted as necessary in the future, to ensure that the safety and security of its patrons and our community is the top priority.

Respectfully,



Manny Martinez
Chair Safety & Security Committee



Gail Spreen
Chair Real Estate Review Committee

Cc: Commander Ken Angarone, 18th District
Sergeant Ray Palczynski
Alex Heckathorn, Compliance Service of America
Irene Bahr, Attorney at Law
George Patterson, Sr. VP Food & Beverage, AMC
Brad Kharchaf, Manager, AMC River East 21
John Chikow, GNMAA
Mable Buckner, Streeterville Chamber of Commerce
SOAR Board of Directors