



**LIQUOR LICENSE OR FERMENTED MALT  
BEVERAGE LICENSE (ALCOHOL BEVERAGE)  
APPLICATION**

**OFFICE OF THE CITY CLERK**

Received:

CITY CLERK'S OFFICE

2022 JUN 22 P 3: 12

It shall be unlawful for any person to knowingly make any false statement or omit any pertinent information on any application for a license. In the event any person knowingly makes any false statement or omits any pertinent information on any application, that act or omission shall, in addition to all other remedies, be grounds for denial of the license or for suspension or revocation of any license issued upon the basis of the false statement. City Code §2.1.404.

**THIS APPLICATION MUST BE FULLY COMPLETE, WITH APPLICABLE FEES AND ALL REQUIRED ATTACHMENTS.**

Return fully completed applications to the City Clerk's Office, 30 S. Nevada Avenue, Suite 101, 80903.



**NEW LICENSE**



**TRANSFER OF OWNERSHIP**

*Type of License applying for (Check One)*

- ☐ Hotel/Restaurant (includes Resort & Campus Complex) ☐ Hotel/Restaurant w/Optional ☒ Tavern  
☐ Brew Pub ☐ Distillery Pub ☐ Vintner's Restaurant ☐ Beer and Wine  
☐ Optional Premises ☐ Retail Liquor Store\* ☐ Liquor Licensed Drugstore\* ☐ Racetrack  
☐ Arts ☐ Lodging & Entertainment ☐ FMB (Beer) On Premises ☐ FMB (Beer) Off Premises

\* New Retail Liquor Store (RLS) and Liquor Licensed Drugstore (LLD) applications may not be within 1500' of an existing RLS or LLD location.

**Section A: APPLICANT/LICENSEE INFORMATION**

**1. Name of Applicant/Licensee (list Corporation/LLC/Partnership/Association/Sole Proprietor):**

Firewater Hospitality Group, LLC

**2. Trade Name (DBA):** Bloom Ultra Lounge

**3. Premises Address:**

City, State, Zip: 112 N. Tejon St. #10, Colo Sgs, CO 80903

Location  
Phone:

Not Assigned Yet

Property Tax Schedule No. : 6418210011

Zoning: FBZ-T1

**4. Mailing Address:**

City, State, Zip: PO BOX 61033, Colorado Springs, CO 80960

Alt Phone: 719-235-8089

**Primary Contact**

Name And Title: Colter Lillich, Member

Email: colterlillich@gmail.com

**5. IF THIS IS A TRANSFER OF AN EXISTING LICENSE – THE FOLLOWING MUST BE ANSWERED:**

Present trade name of establishment (dba)	Present State License No.	Present Class of License	Present Expiration Date
None	N/A	N/A	N/A

**6. If the applicant is: a Corporation, Limited Liability Company, Partnership or Association, list all officers, directors, general partners and managing members, position held and percentage owned. Attach supplemental pages as needed. \*\*NOTE: ATTACH ONE AFFIRMATION AND CONSENT (page 3), and ONE APPLICANT INTERVIEW (page 4), FOR EACH NAME LISTED.**

NAME	POSITION HELD	%OWNED
Colter Lillich	Member	100%
N/A		
N/A		
N/A		
N/A		
N/A		

**Section B: FINANCIAL INFORMATION**

7. Source(s) of funds invested for total purchase, startup, and inventory costs (provide names, banks, and indicate checking, savings, loan, promissory note, gift or other). Attach supplemental pages as needed.

THE FOLLOWING INFORMATION MUST REFLECT THE ENTIRE SOURCE OF FUNDS INVESTED. NO OTHER PERSON OR PARTIES MAY HAVE A FINANCIAL INTEREST IN THE BUSINESS FOR WHICH THIS APPLICATION IS SUBMITTED.

NAME/ADDRESS OF FUNDING SOURCE (bank(s), individual(s), et al.)	FUNDING SOURCE (checking/savings/ loan/ note/ gift)	AMOUNT
Colter Lillich	Checking	200,000
Pueblo Bank & Trust, Colorado Springs		
N/A		
N/A		
TOTAL INVESTMENT IN BUSINESS:		\$ 200,000

**Section C: PREMISES / LOCATION INFORMATION**

8. Registered Manager Name: Colter Lillich

9. Terms of legal possession for which application is made: ☐ OWN ☒ LEASE ☐ OTHER

If leased, provide the terms: START DATE: 06/15/2022 END DATE: 09-30-2027

DIMENSIONS OF PREMISES: 23 x 84 TOTAL SQUARE FOOTAGE: 2552

Is there a patio area? ☐ Yes ☒ No --- If yes, provide dimensions \_\_\_\_\_

Anticipated number of employees: 10 Anticipated opening date: October 1, 2022

Will training be offered or required? ☒ Yes ☐ No --- If yes, through what agency? TIPS Certified Agency

**Section D: BACKGROUND INFORMATION**

10. Has the applicant/licensee, any partners, any officers, any stockholders or directors, or any manager of said applicant previously been issued an alcohol beverage license, or have a financial interest in any alcohol beverage license in Colorado?

☐ Yes ☒ No IF YES, ATTACH a statement or affidavit of explanation, to identify the business and any current or former financial interest in said business including any loans to or from another license or licensee.

11. Has the applicant/licensee, any partners, any officers, any stockholders or directors, or any manager of said applicant ever received a violation notice, suspension, or revocation for any alcohol beverage license law violation, have charges pending, or been denied any alcohol beverage license anywhere in the United States?

☐ Yes ☒ No IF YES, ATTACH a statement or affidavit of explanation, including date(s) and location(s).

12. Has the applicant/licensee, any partners, any officers, any stockholders or directors, or any manager of said applicant ever been convicted of any crime, received a suspended sentence, a deferred sentence, or have charges pending?

☒ Yes ☐ No IF YES, ATTACH statement or affidavit of explanation, including date(s) and location(s).

13. List every individual applicant's prior experience in the sale of alcoholic beverages. Attach supplement as needed.

Business Name & Address	Applicant's Name	Experience/Position	Dates
Manager, Extreme Action Bar & Grill, Denver, CO 2012 - 2014	Colter Lillich	Manager	2012 - 2014
None			
None			

**SUPPLEMENT TO:**

**COLORADO SPRINGS**

**LIQUOR LICENSE OR FERMENTED MALT BEVERAGE LICENSE (ALCOHOL BEVERAGE) APPLICATION**

**12. Has the applicant/licensee, any partners, any officers, any stockholders or directors, or any manager of said applicant ever been convicted of any crime, received a suspended sentence, a deferred sentence, or have charges pending?**

**Answer: Yes.**

Colter Lillich  
42 Years Old

Age 18

1998 - Trespassing Colorado Springs  
Deferred Sentence Community Service  
Case Closed

Age 20

2000 - Driving While Ability Impaired  
Colorado Springs  
Community Service  
Level 2 Education  
Case Closed

Age 21

2001 - Driving Under the Influence  
Colorado Springs  
Unsupervised Probation  
Community Service  
Level 2 Education & Therapy  
Case Closed

Age 21

2001 - Harassment  
Colorado Springs  
Protection Order Issued  
Case Closed

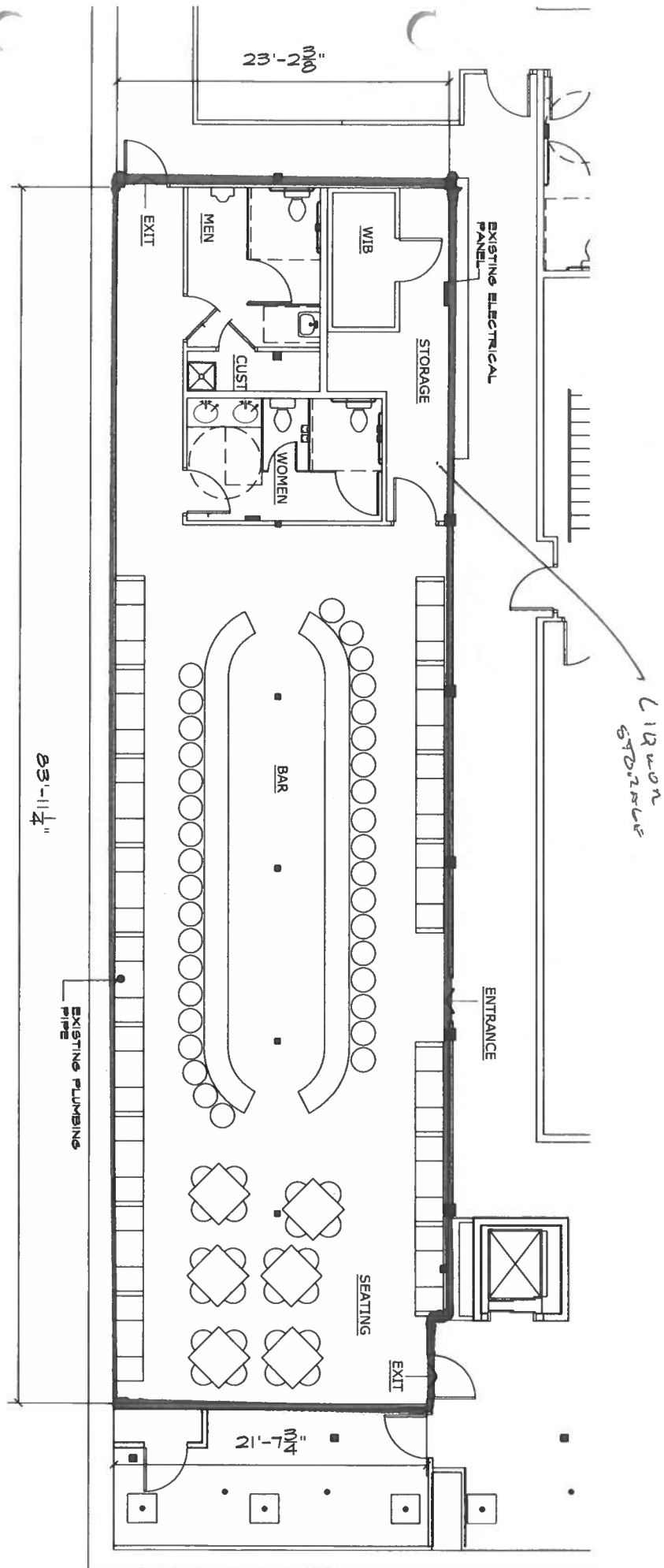
Age 23

2004 - Driving Under the Influence  
Castle Rock  
30 Days In-House Detention  
Supervised Probation  
Community Service  
Level 2 Education & Therapy  
Interlock System  
Case Closed

Age 36, 2016. Misdemeanor Disturbing the Peace. Colorado Springs, Paid Fine & Costs.



**CONCEPTUAL FLOOR PLAN - 112 NORTH TEJON STREET SUITE 10**



<b>BEFORE THE LOCAL LIQUOR AND BEER LICENSING AUTHORITY, CITY OF COLORADO SPRINGS, STATE OF COLORADO</b> Address: 30 South Nevada Avenue, Suite 101 Colorado Springs, CO 80903 Telephone: (719) 385-5901 Fax Number: (719) 385-5114 Email: cityclerk@coloradosprings.gov	CITY CLERK'S OFFICE 2022 JUL 29 A 10:35  ▲ CLERK USE ONLY ▲
<b>IN THE MATTER OF:</b>  <b>APPLICANT</b> Firewater Hospitality Group, LLC d/b/a <b>Bloom Ultra Lounge</b> 112 N Tejon Street, #10 Colorado Springs, CO 80903 <u>Mailing Address:</u> PO Box 61033 Colorado Springs, CO 80960	Application No: N-0852935
<b>NOTICE OF HEARING AND INITIAL FINDINGS OF FACT</b>	

### NOTICE OF HEARING

This matter comes before the Local Licensing Authority Hearing Officer for hearing on **Friday, August 19, 2022 at 9:00 A.M. in Division 2, Municipal Court Building, 224 E. Kiowa Street, Colorado Springs, CO 80903** upon Firewater Hospitality Group, LLC d/b/a Bloom Ultra Lounge ("Applicant") application for a new Tavern License at 112 N Tejon Street, #10, Colorado Springs, CO 80903.

At this meeting, the Hearing Officer will consider the factors outlined in Rule No. 9.08 of the Liquor and Beer Rules and Regulations for the City of Colorado Springs ("City Rules"), and it is the Applicant's burden to provide the necessary evidence to satisfy the Local Licensing Authority.

A public notice poster has been prepared for the Applicant to pick up from the City Clerk's Office at 30 S. Nevada Avenue, Suite 101. This notice poster must be posted by the Applicant at the proposed premises in a manner that is visible and conspicuous to the public no later than Tuesday, August 9, 2022. Any applicable needs and desires petitions, remonstrances, and other reports or statements in writing must be filed with the City Clerk's Office by 12:00 P.M. on Tuesday, August 16, 2022.

Pursuant to C.R.S. §44-3-312 and City Rule No. 7, the Local Licensing Authority, through the Office of the City Clerk, has conducted an investigation into Applicant's application. NOW THEREFORE these Initial Findings of Fact are presented.

## INITIAL FINDINGS OF FACT

I. Applicant's application was filed on June 22, 2022, and within a two (2) year period prior to this date, the Local Licensing Authority has not denied an application at the above referenced location for the reason that the reasonable requirements of the neighborhood were satisfied by existing outlets, pursuant to C.R.S. §44-3-313(1)(a)(I) and City Rule 7.00(A)(1).

II. Applicant will be entitled to possession of the premises for which the application is made pursuant to a lease, rental agreement, or other arrangement for possession of the premises, or by virtue of ownership thereof as evidence by the possession documents submitted by Applicant and contained in the administrative file, pursuant to C.R.S. §44-3-313(1)(b) and City Rule 7.00(A)(2).

III. The location of the premises to be licensed appears to be in compliance with the Zoning Ordinances of the City of Colorado Springs as evidenced by the Land use review report submitted by the Planning and Development Department of the City of Colorado Springs, pursuant to C.R.S. §44-3-313(1)(c) and City Rule 7.00(A)(3).

IV. The location of the premises to be licensed appears to be in compliance with the distance prohibition in regard to any public or parochial school or the principal campus of any college, university or seminary, pursuant to C.R.S. §44-3-313(1)(d) and City Rule 7.00(A)(4).

V. Pursuant to C.R.S. §44-3-307(1)(a)(VI), the Colorado Springs Police Department has conducted a background investigation into Applicant and there are no objections to Applicant at this time.

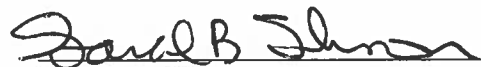
VI. A review of Applicant's finances did not disclose any unlawful financial assistance as prohibited in C.R.S. §44-3-308.

VII. Applicant is not a person prohibited as a licensee pursuant to C.R.S. §44-3-307.

VIII. Pursuant to City Rule 6.01 neighborhood boundaries have been established, and a listing of existing licenses of a similar type that are within the established boundary area for the proposed establishment and boundary map are attached.

**ON BEHALF OF THE LOCAL LICENSING AUTHORITY done July 29, 2022.**

FOR  
THE CITY OF COLORADO SPRINGS  
LOCAL LICENSING AUTHORITY



By: Sarah B. Johnson  
City Clerk

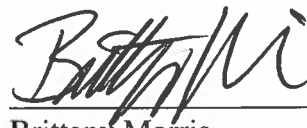
Direct questions regarding this notice and hearing to Brittany Morris at 719-385-5115.

## CERTIFICATE OF MAILING

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I, Brittany Morris, hereby certify that I have mailed a true copy of the foregoing **NOTICE OF HEARING AND INITIAL FINDINGS OF FACT** by United States mail, first class postage paid, on July 29, 2022 to the following address of record:

Firewater Hospitality Group, LLC  
d/b/a Bloom Ultra Lounge  
PO Box 61033  
Colorado Springs, CO 80960



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Brittany Morris  
License Sepcialist II  
City Clerk's Office  
30 S. Nevada Avenue, Suite 101  
Colorado Springs, CO 80903

CC: vince@lindenlawgroup.com  
colterlillich@gmail.com  
liquorpros@msn.com

# Liquor Survey Boundaries



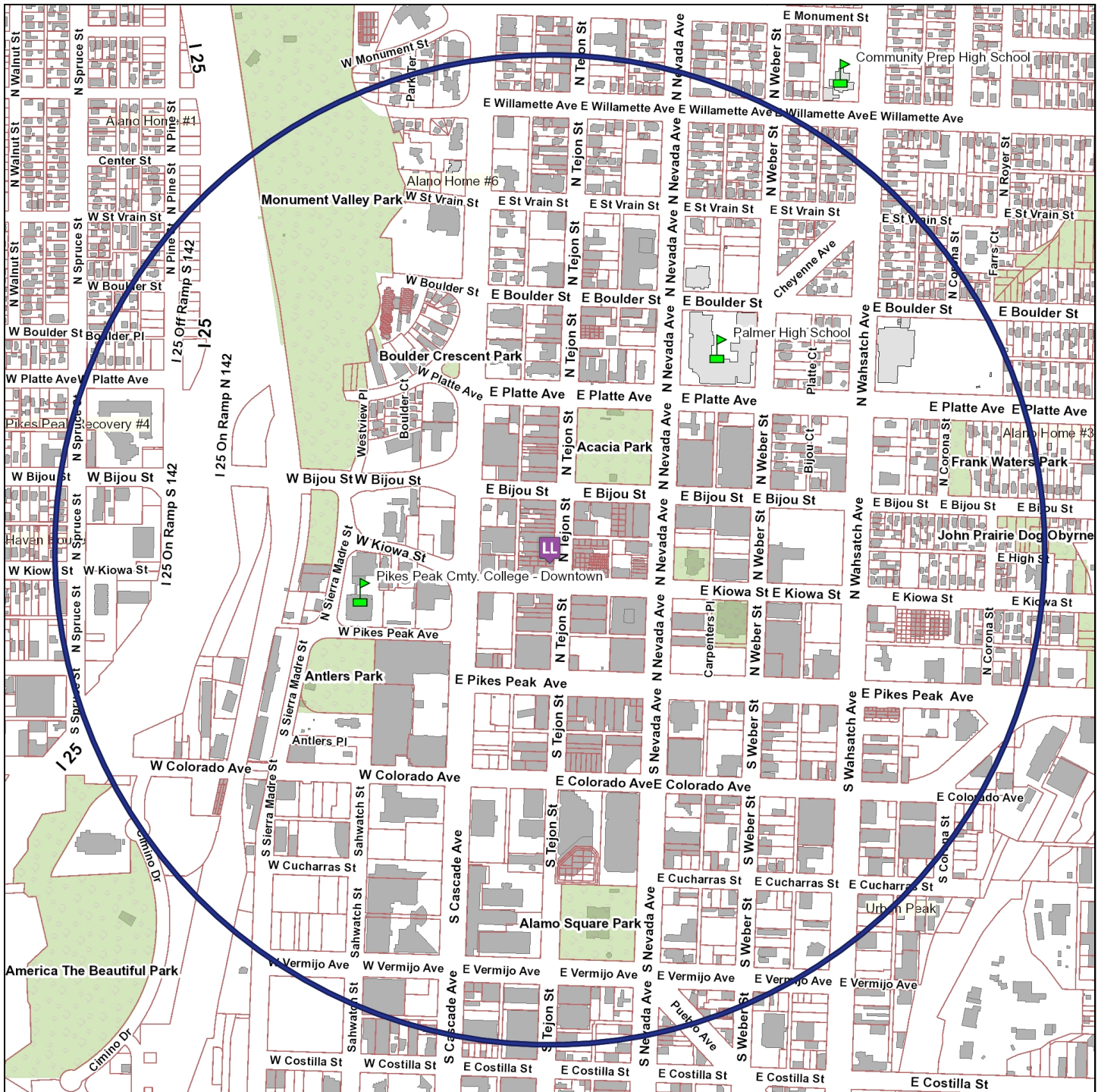
FIREWATER HOSPITALITY GROUP LLC

d/b/a BLOOM ULTRA LOUNGE

112 N TEJON ST, #10

OFFICE OF THE CITY CLERK

License ID: 0852935



The survey boundary is 0.5 miles from the establishment

Map Prepared: 7/29/2022 9:31 AM

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## OFFICE OF THE CITY CLERK

### HEARING LETTER ATTACHMENT

License ID: 0852935

FIREWATER HOSPITALITY GROUP LLC

d/b/a BLOOM ULTRA LOUNGE

112 N TEJON ST, #10

COLORADO SPRINGS, CO

### EXISTING SIMILAR LICENSES WITHIN BOUNDARY AREA

<u>Business d/b/a</u>	<u>Business Address</u>	<u>License Type</u>	
1) OSKAR BLUES COLORADO SPRINGS	118 N TEJON ST	Hotel & Restaurant Liquor License	50.44 ft
2) SHRUNKEN HEAD TIKI	112-114 N TEJON ST	Tavern Liquor	107.99 ft
3) PAINTING WITH A TWIST	115 N TEJON ST	Beer & Wine Liquor License	134.58 ft
4) RENDEZVOUS	128 N TEJON ST	Tavern Liquor License	151.87 ft
5) T BYRD'S TACOS AND TEQUILA	26 E KIOWA ST	Hotel & Restaurant Liquor License	169.63 ft
6) BINGO BURGER	132 N TEJON ST	Hotel & Restaurant Liquor License	202.09 ft
7) BONNY & READ FINE SEAFOOD & STEAKS	101 N TEJON ST	Hotel & Restaurant Liquor License	208.62 ft
8) SHAME AND REGRET	15 E BIJOU ST	Tavern Liquor License	283.22 ft
9) THE RABBIT HOLE	101 N TEJON ST	Hotel & Restaurant Liquor License	287.06 ft
10) CHIBA BAR	17-19 E KIOWA ST	Tavern Liquor License	291.28 ft
11) THE FAMOUS	31 N TEJON ST	Hotel & Restaurant Liquor License	295.20 ft
12) BEAUTY BAR	26 N TEJON ST	Lodging and Entertainment Liquor License	299.00 ft
13) GASOLINE ALLEY	28 N TEJON ST	Tavern Liquor License	334.72 ft
14) MEDITERRANEAN CAFE	118 E KIOWA ST	Beer and Wine	359.15 ft
15) COWBOYS	25 N TEJON ST	Tavern Liquor License	364.89 ft
16) RED MARTINI/BLONDIES	22 N TEJON ST	Tavern Liquor License	372.88 ft
17) BAMBINO'S URBAN PIZZERIA	36 E BIJOU ST	Hotel & Restaurant Liquor License	384.56 ft
18) HILTON GARDEN INN	125 N CASCADE AVE	Hotel & Restaurant Liquor License	384.76 ft
19) EVEREST NEPAL RESTAURANT	28 E BIJOU ST	Hotel & Restaurant Liquor License	401.91 ft
20) THE MANSION / THE MEZZANINE	20 N TEJON ST	Tavern Liquor License	416.82 ft



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21) BURNT TOAST	110 N NEVADA AVE	Hotel & Restaurant Liquor License	517.75 ft
22) MOOD TAPAS BAR DISTRICT ELEVEN BIRD TREE CAFE	218 N TEJON ST	Hotel & Restaurant Liquor License	581.77 ft
23) THE MELTING POT	30 E PIKES PEAK AVE	Hotel & Restaurant Liquor License	627.41 ft
24) JOSE MULDOONS	222 N TEJON ST	Hotel & Restaurant Liquor License	636.03 ft
25) PHANTOM CANYON BREWING COMPANY	2 E PIKES PEAK AVE	Brew Pub Liquor License	694.18 ft
26) AMERICAN LEGION POST NO. 5	15 E PLATTE AVE	Club Liquor License	751.08 ft
27) THE UTE AND YETI	21 N NEVADA AVE	Beer & Wine Liquor License	776.14 ft
28) JAX FISH HOUSE AND OYSTER BAR	11 S TEJON ST	Hotel & Restaurant Liquor License	905.79 ft
29) THE PERK DOWNTOWN	14 S TEJON ST	Hotel & Restaurant Liquor License	931.15 ft
30) EL PASO CLUB	30 E PLATTE AVE	Club Liquor License	970.03 ft
31) CHIPOTLE MEXICAN GRILL	17 S TEJON	Hotel & Restaurant Liquor License	1,005.90 ft
32) FUJIYAMA	22 S TEJON ST	Hotel & Restaurant Liquor License	1,042.02 ft
33) JACK QUINN'S IRISH ALE HOUSE AND PUB	21 S TEJON ST	Hotel & Restaurant Liquor License	1,048.43 ft
34) EAST COAST DELI	24 S TEJON ST	Hotel & Restaurant Liquor License	1,068.44 ft
35) ODYSSEY GASTROPUB	311 N TEJON ST	Hotel & Restaurant Liquor License	1,076.83 ft
36) RED GRAVY	23 S TEJON ST	Hotel & Restaurant Liquor License	1,076.87 ft
37) URBAN EGG A DAYTIME EATERY	28 S TEJON ST	Hotel & Restaurant Liquor License	1,103.44 ft
38) MINING EXCHANGE HOTEL OR THE GOLD ROOM	18 S NEVADA AVE	Tavern Liquor License	1,112.73 ft
39) THIRTY THREE	18 S NEVADA AVE	Tavern Liquor License	1,131.93 ft
40) THE ANTLERS & ANTLERS HOTEL	4 S CASCADE AVE	Hotel & Restaurant Liquor License	1,160.29 ft
41) SAIGON CAFÉ	20 E COLORADO AVE	Beer & Wine Liquor License	1,163.05 ft
42) THE RESTAURANT AT POOR RICHARD'S	324½ N TEJON ST	Hotel & Restaurant Liquor License	1,166.99 ft
43) FOUR BY BROTHER LUCK	321 N TEJON ST	Hotel & Restaurant Liquor License	1,214.24 ft
44) TONY'S	326 N TEJON ST	Hotel & Restaurant Liquor License	1,234.06 ft



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45) ROOSTER'S HOUSE OF RAMEN	323 & 325 N TEJON ST	Hotel & Restaurant Liquor License	1,248.43 ft
46) SPICE ISLAND GRILL	10 N SIERRA MADRE ST	Hotel & Restaurant Liquor License	1,267.26 ft
47) 3E's COMEDY CLUB	1 S NEVADA AVE	Tavern Liquor License	1,301.06 ft
48) SUPERNOVA	111 E BOULDER ST	Hotel & Restaurant Liquor License	1,306.33 ft
49) THE WILD GOOSE MEETING HOUSE	401 N TEJON ST	Hotel & Restaurant Liquor License	1,426.11 ft
50) RASTA PASTA	405 N TEJON ST	Hotel & Restaurant Liquor License	1,482.32 ft
51) BRAKEMAN'S BURGERS SANDWICH DEPOT AND TRACK 10	10 S SIERRA MADRE ST	Hotel & Restaurant Liquor License	1,614.31 ft
52) MACKENZIES CHOPHOUSE	128 S TEJON ST	Hotel & Restaurant Liquor License	1,652.33 ft
53) LUCKY DUMPLING	26 S WAHSATCH AVE	Hotel & Restaurant Liquor License	1,896.32 ft
54) PIKES PEAK CENTER	190 S CASCADE AVE	Tavern Liquor License	1,976.53 ft
55) TRIPLE NICKEL TAVERN LLC	103 S WAHSATCH AVE	Tavern Liquor License	2,214.53 ft