



Received: 2024 MAR 27 P 1:52

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

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.

[X] 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 Club Lodging & Entertainment FMB (Beer) On-Premises Fermented Malt Beverage and Wine

* 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): LA JUGADA LLC
2. Trade Name (DBA): La Jugada
3. Premises Address: 2501 E Platte Ave., Colorado Springs, CO 80909 Location Phone: (719) 360-2325
Property Tax Schedule No. : 64161 04 004 Zoning: C6
4. Mailing Address: 755 Greenbush Dr., Colorado Springs, CO 80911 Alt Phone: (719) 432-8074
Primary Contact Name And Title: Leonela Ornelas, Member/Manager Email: lornelas1998@gmail.com

5. IF THIS IS A TRANSFER OF AN EXISTING LICENSE - THE FOLLOWING MUST BE ANSWERED:
Table with 4 columns: Present trade name of establishment (dba), Present State License No., Present Class of License, Present Expiration Date. Value: 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.
Table with 3 columns: NAME, POSITION HELD, %OWNED. Rows: Leonela A. Ornelas (Member/Manager, 50%), Oscar R. Ornelas (Member, 50%)

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
Oscar Ornelas bank account at Wells Fargo Bank, Colorado Springs, CO	checking	\$50,000.00
TOTAL INVESTMENT IN BUSINESS:		\$ 50,000.00

Section C: PREMISES / LOCATION INFORMATION

8. Registered Manager Name: Leonela A. Ornelas

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

If leased, provide the terms: START DATE: 03/22/2024 END DATE: 5/31/2026

DIMENSIONS OF PREMISES: irregular/see floor plan TOTAL SQUARE FOOTAGE: 8900 approx.

Is there a patio area? Yes No --- If yes, provide dimensions _____

Anticipated number of employees: 7 Anticipated opening date: On grant of license

Will training be offered or required? Yes No --- If yes, through what agency? TIPS or Liquor Pros

Section D: BACKGROUND INFORMATION

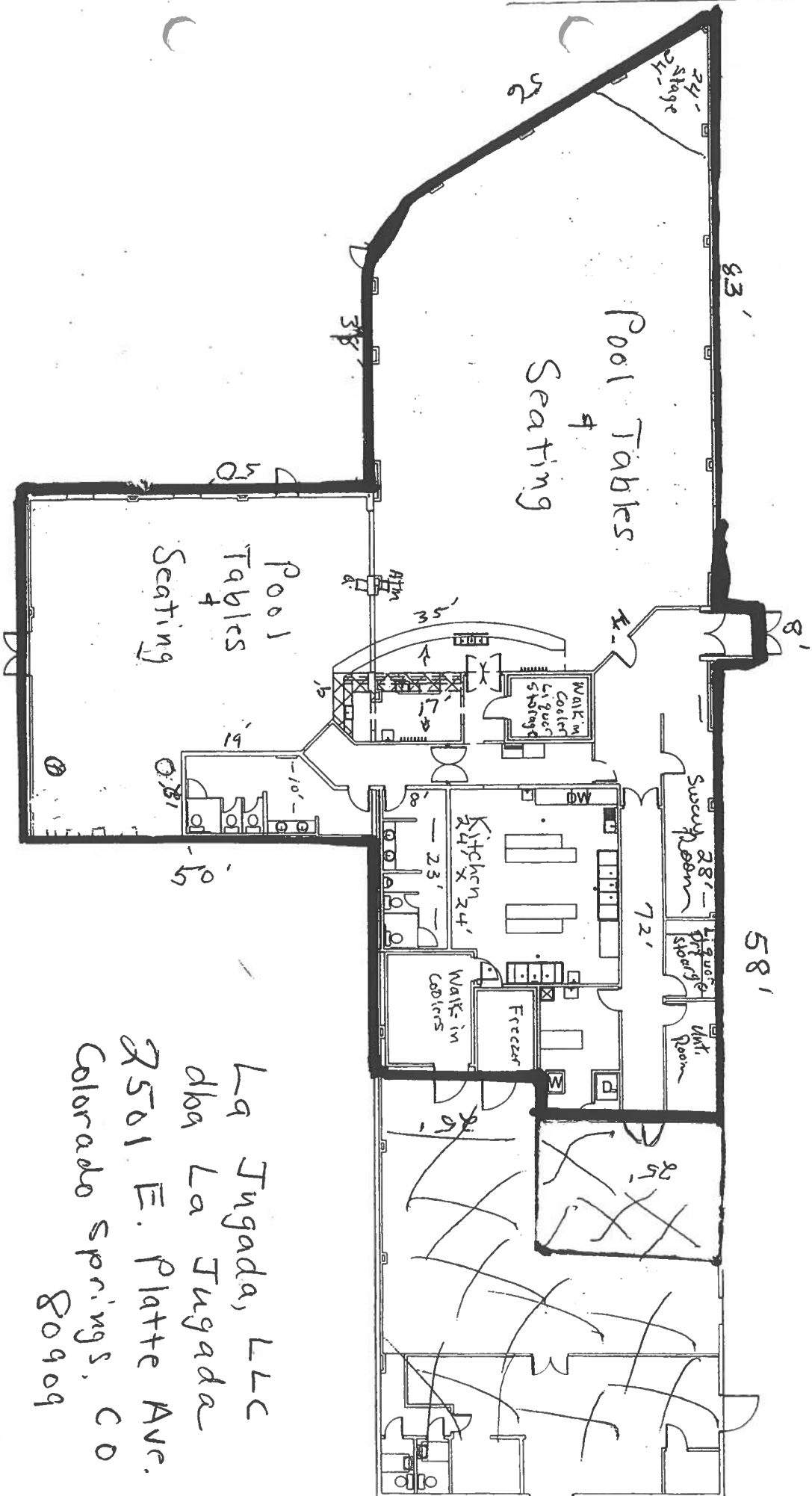
10. Has the applicant/licensee, any partners, any officers, any stockholders or directors, or any manager of said applicant previously been issued an alcohol beverage license, or have a financial interest in any alcohol beverage license in Colorado?
 Yes No IF YES, ATTACH a statement or affidavit of 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. See paragraph 13, below

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
Leonela's Liquor Store 3746 E. Pikes Peak CSC	Oscar Ornelas	Owner	2005 approx.
Springs Palace 2501 E. Platte Ave CSC 80909	Oscar Ornelas	Owner	2008 approx.



La Jugada, LLC
 dba La Jugada
 2501 E. Platte Ave.
 Colorado Springs, CO
 80909

**BEFORE THE LOCAL LIQUOR AND BEER
LICENSING AUTHORITY,
CITY OF COLORADO SPRINGS,
STATE OF COLORADO**

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
2024 JUN 27 PM2:21

▲ CLERK USE ONLY ▲

IN THE MATTER OF:

APPLICANT

La Jugada, LLC
d/b/a **La Jugada**
2501 E Platte Avenue
Colorado Springs, CO 80909
Mailing Address:
755 Greenbush Drive
Colorado Springs, CO 80911

Application No: N-0856570

NOTICE OF HEARING AND INITIAL FINDINGS OF FACT

NOTICE OF HEARING

This matter comes before the Local Licensing Authority Hearing Officer for hearing on **Friday, July 19, 2024 at 9:00 A.M. in Division 2, Municipal Court Building, 224 E. Kiowa Street, Colorado Springs, CO 80903** upon La Jugada, LLC d/b/a La Jugada ("Applicant") application for a new Tavern Liquor License at 2501 E Platte Avenue, Colorado Springs, CO 80909.

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, July 9, 2024. 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, July 16, 2024.

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 March 27, 2024, 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. A review of the Applicant's ownership and management structure did not disclose any persons prohibited from being a licensee pursuant to C.R.S. §44-3-307(1).
- 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 June 27, 2024.

FOR
THE CITY OF COLORADO SPRINGS
LOCAL LICENSING AUTHORITY



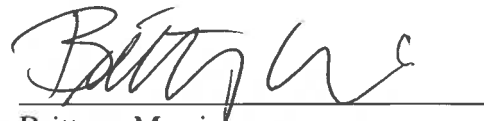
By: Sarah B. Johnson
City Clerk

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

CERTIFICATE OF MAILING

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 June 27, 2024 to the following address of record:

La Jugada, LLC
d/b/a La Jugada
755 Greenbush Drive
Colorado Springs, CO 80911



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

CC: erikakaiser1@msn.com
lornelas1998@gmail.com
liquorpros@msn.com

Liquor Survey Boundaries



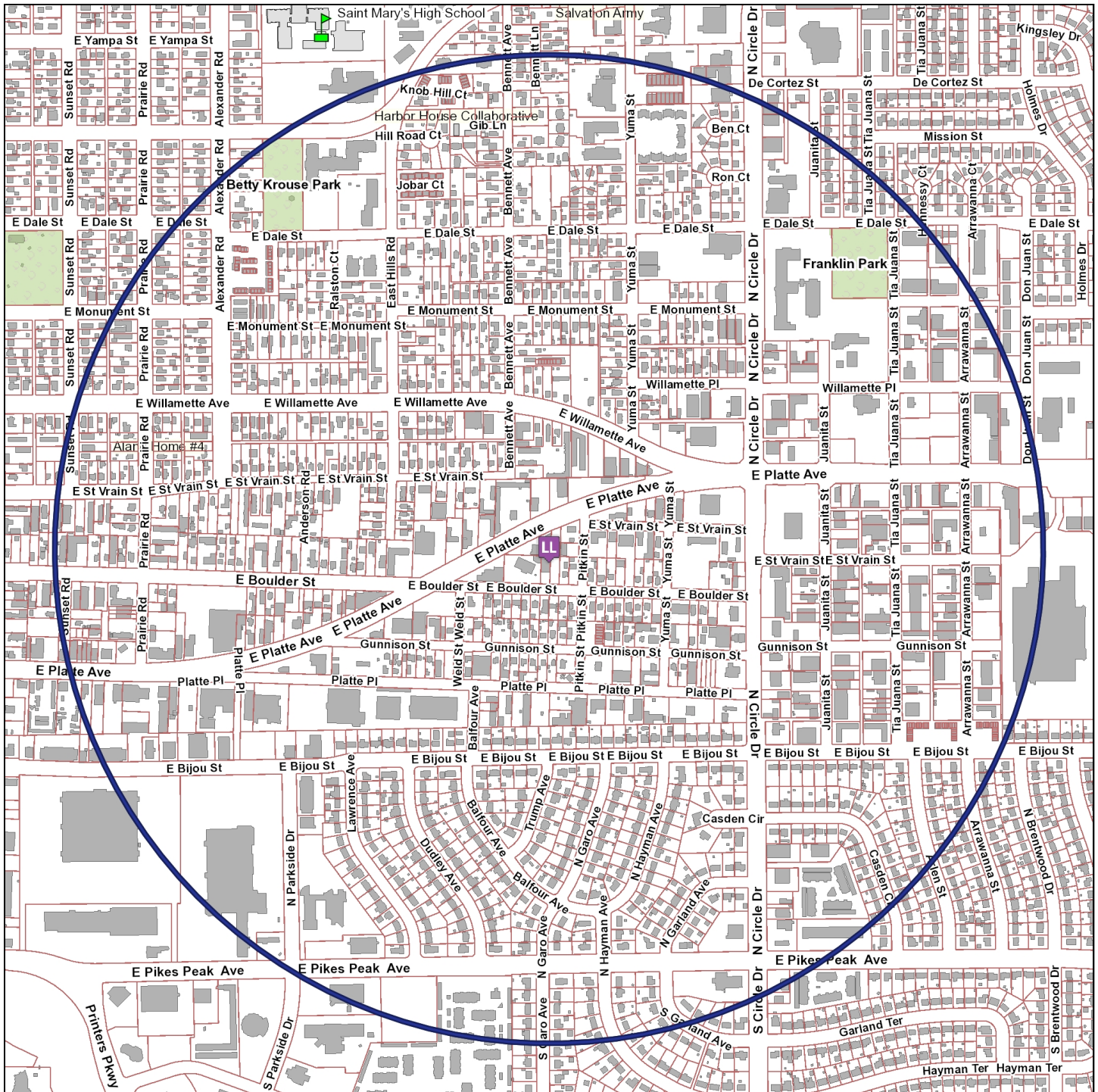
LA JUGADA

d/b/a LA JUGADA

2501 E PLATTE AVE

OFFICE OF THE CITY CLERK

License ID: 0856570



0 0.25 0.5 1 Mile

The survey boundary is 0.5 miles from the establishment

Map Prepared: 6/27/2024 2:34 PM

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OFFICE OF THE CITY CLERK

HEARING LETTER ATTACHMENT

License ID: 0856570

LA JUGADA

d/b/a LA JUGADA

2501 E PLATTE AVE

COLORADO SPRINGS , CO 80909

EXISTING SIMILAR LICENSES WITHIN BOUNDARY AREA

<u>Business d/b/a</u>	<u>Business Address</u>	<u>License Type</u>	
1) TACOS EL AMIGO	2412-2416 E BOULDER ST	Hotel and Restaurant	804.09 ft
2) BEAN BANDIT	320 N CIRCLE DR	Hotel & Restaurant Liquor License	1,180.65 ft
3) BIJOU BILLIARDS	2510 E BIJOU ST	Tavern Liquor	1,636.74 ft
4) CAMPESINOS RESTAURANT & BAR LLC	2351-2361 PLATTE PL	Hotel and Restaurant	1,789.89 ft
5) FARGO'S PIZZA COMPANY INC	2910 E PLATTE AVE	Beer & Wine Liquor License	1,860.96 ft
6) WAGON WHEEL	2308 E PLATTE AVE	Tavern Liquor	2,046.75 ft
7) MARIA'S TACO SHOP	2812 E PIKES PEAK AVE	Hotel & Restaurant Liquor License	2,547.89 ft