

CITY COUNCIL REPORT



Meeting Date: *June 9, 2026*
General Plan Element: *Land Use*
General Plan Goal: *Support a diversity of businesses.*

ACTION

Liquor License Request for LL-0017-2026 Not My First Rodeo (392791). To consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a New Application Series 12 (restaurant) State liquor license for an existing location and new owner.

OWNER

Southbridge 7150 LLC

APPLICANT CONTACT

Jeffrey Craig Miller

LOCATION

7150 E. 6th Ave.

REQUEST

The applicant is seeking a favorable recommendation on a Series 12 (restaurant) liquor license for an existing location with new owner. This has been a licensed location most recently operating with liquor since 2007 as a restaurant.

This liquor license allows the licensee to sell and serve spirituous liquor solely for consumption on the premises of an establishment which derives at least forty percent (40%) of its total revenue from the sale of food.

The applicant has indicated that this establishment will serve liquor between the hours of 11 am to 10 pm Monday to Friday and 11 am to 1 am Saturday and Sunday; however, due to

state liquor license processing requirements, they are not required to notify the city or the state if they change their hours of operation.

IMPACT ANALYSIS

Reliability and Location

A.R.S. Section 4.-203.A and R19-1-702 Granting a License for a New Owner for a Certain Location.

The capability, qualifications and reliability of the applicant has been shown.

Restaurant

A.R.S. Section 4-205.02 and R19-1-206 Criteria for Restaurant Operations.

This owner intends to operate this location as a restaurant. This establishment is 4,859 sq. ft. in size, **plus** an existing 500 sq. ft. patio. The bar service area is 450 sq. ft. or 9% of gross floor area, and the kitchen area is 1,200 sq. ft. or 25% of the gross floor area. The operational characteristics and floor plan qualify as a restaurant.

Outdoor Patio

The existing patio, on the south side of the building is 500 sq. ft. and does not encroach into the adjacent pedestrian walkway.

Zoning

This site is zoned Central Business Downtown Overlay (C-2 DO). The C-2 DO district allows restaurants as a permitted use. The applicant has been notified of the city's expectation that the business will operate as a restaurant.

Public Safety

Police Department: No Opposition

Major life safety issues: None noted

Public Notice and Proximity

A.R.S. Section 4-201.B. Petitions from Persons in Close Proximity.

The applicant has maintained the required posting notice for the State mandated 20-day period. No petitions or protests were received during the 20 (twenty) day posting period.

COUNCIL OPTIONS & STAFF RECOMMENDATION

Council Options

The City Council has the option of recommending approval, disapproval or no recommendation to the Arizona Department of Liquor Licenses and Control.

Staff Recommendation

Staff advises that the license request meets the criteria imposed for determining the capability, qualifications, and reliability of the applicant.

Next Steps

The City Council’s recommendation will be forwarded to the Department of Liquor Licenses and Control for their consideration. If the application is approved by the Department of Liquor Licenses and Control, the applicant should receive their license from the State within 105 days of original application.

RESPONSIBLE DEPARTMENT(S)

Jason McWilliams, Planning Technician, jmcwilliams@scottsdaleaz.gov
Planning and Development Services

Matt Evans, Commander, mevans@scottsdaleaz.gov
Special Operations Division

APPROVED BY



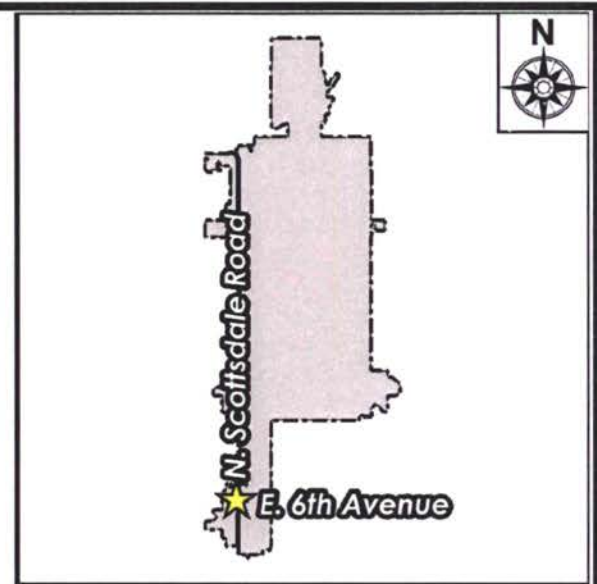
Tim Curtis, AICP, Current Planning Director
480-312-4210, tcurtis@scottsdaleaz.gov

5/22/2026

Date

ATTACHMENTS

1. Map
2. City of Scottsdale Applicant Questionnaire
3. State Application (Front Page, including menu)
4. Floor Plan



Q.S.
17-44

G.I.S. Orthophoto 2023

LL-0017-2026

Not My First Rodeo (392791)

**Liquor License Questionnaire
(Existing Location)
Restaurants & Bars (Series 11, 12, 6, 3, 7, 13)**



Please complete all questions and return within 3 business days.

Name of Business: Not My First Rodeo
 Business Address: 7150 E 6th Ave Scottsdale AZ 85251
 Total Gross Square Footage of Establishment (Minus the Patio): 4859

Is this business under construction or being remodeled? Yes No
 Does this business have an existing patio? Yes No Dimensions of patio _____
 Does this business have a proposed patio? Yes No Dimensions of patio _____
 Was liquor sold at this location prior to this application? Yes No
 If yes, what type of license? Series 12
 Is this business currently open? Yes No
 If yes, is this business operating with an Interim license? Yes No
 If no, what is the proposed opening date? _____

For Restaurants, Bars and Restaurants/Bars:

Will the bar service area be less than 15% of the gross floor area? Yes No*
 Gross square footage of bar service area: 450
(includes the floor area under indoor and outdoor bars and the floor area behind the bars used for storage, prep and serving of food or drinks. NOT kitchen/backroom storage)
 Will the kitchen be less than 15% of the gross floor area? Yes* No
 Gross square footage of kitchen: 1200
 Will the full kitchen close before 9:00 p.m.? Yes* No
 Will less than 40% of gross revenues be derived from the sale of prepared food? Yes* No
 During what hours will the establishment offer liquor sales? 11am-10pm weekdays 11am-1am weekends

For admittance:

Will age verification be required/requested at any time during business operations? Yes* No

For admittance:

Is a cover charge required at any time during business operations? Yes* No

***May require a Conditional Use Permit**

Please check **one** of the following that best describes the primary business operation:

- packaged retail restaurant bar personal service education service
 manufacturing hotel / tourist accommodation residential facility sports / theater

Planning and Development Services

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ www.ScottsdaleAZ.gov

Liquor License Questionnaire

(Existing Location)

Restaurants & Bars (Series 11, 12, 6, 3, 7, 13)



Please complete all questions and return within 3 business days.

Will this business feature any of the following:

Patron Dancing?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No	Karaoke?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No
Live Bands?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No	DJ?	<input checked="" type="checkbox"/> Yes*	<input type="checkbox"/> No
Amplified music?	<input checked="" type="checkbox"/> Yes*	<input type="checkbox"/> No	Games?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No
Adult Entertainment?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No	Four or more pool tables?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No
After hours?	<input type="checkbox"/> Yes*	<input checked="" type="checkbox"/> No			

*May require a Conditional Use Permit

Applicant Narrative:

ARS 4-201-G: Except for a person to person transfer of a transferable license for use at the same location and as otherwise provided in section 4-203, subsection A, in all proceedings before the governing body of a city or town, the board of supervisors of a county or the board, the applicant bears the burden of showing that the public convenience requires and that the best interest of the community will be substantially served by the issuance of a license.

1. I have the capability, qualifications and reliability to hold a liquor license because:

We have many concepts throughout the Scottsdale area and many years in the hospitality sector. We hold our staff and patrons to a high standard.

2. Please describe your business:

We are a country restaurant in the heart of Old Town. Our menu doesn't miss, we have all the country favorites including Wisconsin cheese curds & fried pickles, world famous chicken wings and burgers. We curate events weekly to promote to the community.

The City's forwarding of a recommendation to the AZ Department of Liquor Licenses and Control does not waive and is not a substitute for the Licensee's obligation to comply with all state, local and federal laws, policies and regulations applicable to the license. The Recommendation is not a permit or regulatory approval to hold any events or construct or demolish any improvements. Zoning processes, building permit processes, and similar regulatory requirements may apply to Licensee's contemplated improvements and are completely separate from the Recommendation. Licensee shall be responsible to, separate and apart from this Recommendation, directly obtain all necessary permits and approvals from any and all governmental or other entities including the City's having standing or jurisdiction over the subject areas. For more information regarding zoning processes, building permit processes, and similar regulatory requirements and approvals please call 480-312-2611.

Print Name: Rhonda Rodriguez

Signature:

Date: 4/30/24

Planning and Development Services

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ www.ScottsdaleAZ.gov

NOT MY FIRST



STARTERS

GREATEST WINGS EVER

HALF DOZEN \$13.95 / DOZEN \$23.95
CHOICE OF BUFFALO, BBQ, OR RODEO SAUCE

GUACAMOLE, PIMENTO CHEESE, & CHIPS \$8.95

HOUSEMADE CORN TORTILLA CHIPS SERVED WITH PIMENTO CHEESE & GUACAMOLE

BUFFALO BITES \$14.95

SPICY CHICKEN NUGGETS, BLUE CHEESE, CELERY

FRIED PICKLES \$10.95

BATTERED AND FRIED WITH CREAMY RANCH DRESSING FOR DIPPIN'

BUFFALO CAULIFLOWER \$14.95

HOT SPICES, BUTTERMILK DRESSING, BUFFALO SAUCE, CHIVES, WHIPPED BLUE CHEESE

YEE HAW FRIES \$16.95

HOUSEMADE CHILI, CHEDDAR CHEESE, ONIONS, SOUR CREAM, JALAPENOS, AND SCALLIONS ON A BED OF HOT WAFFLE FRIES

HOUSE CHILI \$8.95

OUR HOUSE BLEND OF BEEF & PORK SERVED WITH CHEDDAR, ONIONS, AND JALAPENOS

VEGGIE CHILI \$7.95

IT'S DANG GOOD WITHOUT THE HEAT

WALKING TACO \$7.95

HOUSE CHILI SERVED IN YOUR CHOICE OF FRITOS, COOL RANCH DORITOS, DORITOS, OR FLAMIN' HOT CHEETOS

WISCONSIN CHEESE CURDS \$10.95

HOUSE CHOLULA RANCH

CHICKEN & TENDERS

COMES WITH CHOICE OF ONE SIDE

FRIED CHICKEN SANDWICH \$15.95

FRIED CHICKEN BREAST TOPPED WITH MAYO, SHREDDED LETTUCE, AND A SIDE OF PICKLES

NASHVILLE HOT CHICKEN SANDWICH \$15.95

FRIED CHICKEN BREAST TOSSED IN NASHVILLE HOT SAUCE, TOPPED WITH SHREDDED CABBAGE SLAW, AND A SIDE OF PICKLES

THE CLUCK SANDWICH \$14.95

GRILLED CHICKEN BREAST, BACON, AVOCADO, LETTUCE, MAYO, TOMATO, SERVED ON TOASTED CHALLAH BREAD

THE GREEK COWBOY PLATE \$16.95

GRILLED CHICKEN BREAST, AVOCADO, CUCUMBER, TOMATO, LIME, PITA, SERVED WITH RANCH

CHICKEN TENDER BASKET \$15.95

3 PIECE SERVED WITH GOLDEN WAFFLE FRIES
MAKE IT BUFFALO OR NASHVILLE HOT

BANANA WALNUT PANCAKES \$16.95

CRUSHED WALNUTS, BANANA CREAM SYRUP

CHALLAH FRENCH TOAST \$14.95

CHOMPIES CHALLAH, SUGAR SYRUP

SURFIN' COWBOY BURRITO \$13.95

EGG, BACON, AVOCADO, HASH BROWNS

YOGURT PARFAIT \$14.95

GREEK YOGURT, FRESH BERRIES, GRANOLA, HONEY

BREAKFAST TACOS \$14.95

THREE FLOUR TORTILLAS, CHEESY EGGS, AVOCADO, TOMATO, ONION, SALSA

THE MAX \$13.95

ENGLISH MUFFIN, SMASHED SAUSAGE PATTY, EGG, AMERICAN CHEESE

THE ORIGINAL \$14.95

2 EGGS SCRAMBLED, 2 PANCAKES, 2 BACON STRIPS, 2 SAUSAGE PATTIES

BURGERS & SMOKED MEATS, ETC

COMES WITH CHOICE OF ONE SIDE

SMASH BURGER \$14.95

3 ALL-BEEF SMASHED PATTIES, AMERICAN CHEESE, KETCHUP, MUSTARD, ONION AND PICKLES ON A BRIOCHE BUN
MAKE IT A TRIPLE +\$2.95

RODEO BURGER \$15.95

2 ALL-BEEF SMASHED PATTIES, KETCHUP, MUSTARD, GRILLED ONIONS, PICKLES, SMOTHERED IN OUR FONDU SAUCE

PRIME BRISKET PATTY MELT \$15.95

CARAMELIZED ONION, AMERICAN CHEESE, CHALLAH BREAD, MEMPHIS BBQ SAUCE

BBQ CHICKEN WRAP \$17.95

BREADED AND FRIED CHICKEN, TOSSED IN BBQ SAUCE, LETTUCE, TOMATOES, MAYO, AND FRENCH FRIES. SERVED WITH A SIDE OF RANCH

GRILLED CHEESE \$11.95

AMERICAN, MOZZARELLA & CHEDDAR CHEESE ON TEXAS TOAST CHALLAH BREAD
ADD BRISKET +\$3.95 BACON +\$2.95

SLOPPY JOE \$13.95

GROUND BEEF SERVED IN OUR HOUSE SAUCE, SLICE OF MÜNSTER CHEESE, SERVED ON A BRIOCHE BUN

ALRIGHT, ALRIGHT, ALRIGHT \$13.95

MATTHEW MCCONAUGHEY'S VIRAL TUNA SALAD SERVED WITH LETTUCE, TOMATO, MAYO, ON TOASTED CHALLAH BREAD

MAHI MAHI \$16.95

BLACKENED MAHI MAHI, PINEAPPLE SLAW, MAYO, SERVED ON BRIOCHE BUN

SWEET CHILI GROUND TURKEY \$15.95

GRILLED GROUND TURKEY, THAI CHILI SLAW, MAYO, SERVED ON BRIOCHE BUN

SALADS

BUFFALO CHICKEN \$16.95

CRISPY BUFFALO CHICKEN, MIXED GREENS, CARROTS, CELERY, BLUE CHEESE

HOUSE \$11.95

MIXED GREENS, TOMATOES, RED ONION, CROUTONS, RED WINE VINAIGRETTE

CLASSIC CAESAR \$13.95

ROMAINE, PARMESAN, CROUTONS, CAESAR DRESSING
ADD GRILLED OR FRIED CHICKEN \$5

SOUTHWEST CHOPPED \$14.95

TOMATOES, BLACK BEANS, AVOCADO, ONIONS, CUCUMBERS, WHITE CHEDDAR, MIXED GREENS, FRESH LIME VINAIGRETTE, SIDE OF CHIPOTLE RANCH

BBQ CHICKEN \$15.95

MIXED GREENS, BBQ CHICKEN, TORTILLA STRIPS, BLACK BEANS, TOMATOES, CORN, CHEESE, RANCH, & BBQ SAUCE

DESSERT

FRIED TWINKIES \$9.95

TWO HOSTESS TWINKIES, POWDERED SUGAR, CHOCOLATE SAUCE

SIDES \$4.95

WAFFLE FRIES / POTATO SALAD / COLE SLAW / TATER TOTS

BRUNCH

SERVED 11AM-4PM
SATURDAYS & SUNDAYS

SIDES

HASHBROWNS \$3.95

CHEESY HASHBROWNS \$4.95

SAUSAGE LINKS \$4.95

BACON \$4.95

FRUIT \$3.95

PANCAKES \$5.95

26 A 7 Day. Dept PM 1:22

BEER & CANS

MAKE IT A 6 PACK
FOR ANY ITEM
FOR \$30

- HAPPY DAD \$8**
FRUIT PUNCH / GRAPE
- HIGH NOON \$8**
PEACH / PINEAPPLE / WATERMELON
- WHITE CLAW \$8**
BLACK CHERRY
- LONG DRINK \$8**
ZERO / PEACH
- BUSCH LIGHT \$8**
12oz CAN
- CHURCH MUSIC IPA \$8**
12oz CAN
- COORS LIGHT \$8**
12oz CAN
- COORS BANQUET \$8**
12oz CAN
- COORS EDGE \$8**
NON-ALCOHOLIC
- CORONA \$8**
12oz CAN
- HAMMS \$8**
12oz CAN
- MICHELOB ULTRA \$8**
12oz CAN
- MILLER HIGH LIFE \$8**
12oz CAN
- MILLER LITE \$8**
12oz CAN
- MONTUCKY COLD SNACK \$8**
12oz CAN
- PABST BLUE RIBBON \$8**
12oz CAN
- PERONI \$8**
12oz CAN
- MODELO \$8**
DRAFT
- SHINER BOCK \$8**
DRAFT

ADD A
COOKIE!
\$2



WINE IN A CAN

- DARK HORSE PINOT NOIR \$15**
CALIFORNIA
- DARK HORSE SAUVIGNON BLANC \$15**
CALIFORNIA
- DARK HORSE BUBBLES \$15**
CALIFORNIA
- ROSE SPRITZ \$15**
CALIFORNIA

SHOT CHALLENGES

TAKE A SHOT AND
GET YOUR POLAROID
ON THE WALL

- RANCH SHOT \$12**
TITO'S VODKA, HIDDEN VALLEY RANCH
- FLAMIN' HOT \$12**
FLAMIN' HOT CHEETOS INFUSED CASAMIGOS BLANCO
- MAC AND CHEESE \$12**
TITO'S VODKA, KRAFT CHEESE
- GLIZZY WATER \$12**
TITO'S VODKA, HEBREW NATIONAL HOT DOG WATER, PICKLES,
MUSTARD, KETCHUP, HOT DOG
- YO QUIERO \$12**
\$18 BLANCO, TACO SEASONING, TAJIN, LIME
- EXTRA HOT \$12**
EXTRA HOT FLAMIN' CHEETOS INFUSED GHOST TEQUILA

ADD
CHEESE!



HIT THE BELL RAISE SOME HELL

TAKE AN ICE SHOT &
THROW IT AT THE BELL \$8
CHOICE OF MAESTRO DOBEL DIAMANTE
TEQUILA OR TRAVELLER WHISKEY

COCKTAILS & DREAMS \$15

- SHADY PORCH TEA**
DEEP EDDY LEMON, GEORGE DICKEL BOURBON, LEMONADE,
BLACK TEA
- TIJUANA MAMA**
MAESTRO DOBEL DIAMANTE, GHOST TEQUILA, WATERMELON,
LIME
- COTTON CANDY MARGARITA**
\$18 BLANCO, GRAND MARNIER, LIME, CREAM SODA,
COTTON CANDY
- WISCONSIN OLD FASHIONED**
WILD TURKEY 101 BOURBON, SPRITE, CHERRY, ORANGE
- ESPRESSO MARTINI**
DOM Q PINEAPPLE, BORGHETTI, COLD BREW
- MR. PEPPER & MS. PICKLES**
YELLOWSTONE BOURBON, DR. PEPPER, HABANERO, PICKLES
- CHERRY COKE**
GEORGE DICKEL WHISKEY, GRENADINE, COKE, LIME
- DUKES OF HAZZARD**
SMIRNOFF ICE & COORS LIGHT
- MAPLE BOURBON SMASH**
TRAVELLER WHISKEY, MAPLE SYRUP, ORANGE, LEMON
- THE BASIC**
TITO'S, SODA, LIME, LOVE
- THREE AMIGOS**
1800 BLANCO TEQUILA, GRAND MARNIER, LIME
- THE COWBOY \$18**
WHISTLE PIG 10YR RYE, VANILLA, MAPLE SYRUP, ORANGE
- THE COWGIRL (MOCKTAIL) \$12**
GINGER BEER, ORANGE, LIME

STATE FAIR LEMONADE 32oz \$20
NETELONS FRESH SQUEEZED LEMONADE

LINE DANCING SHOTS \$10

- PEACH TEA**
JUST LIKE GREEN TEA, BUT LIKE FROM GEORGIA
- MOTOR OIL**
JAGERHEISTER, RUMPLEMINZ, GOLDSCHLAGER, COCONUT
- BANANA WHISKEY**
TULLAMORE DEW, BANANA, 3 DAYS
- PB & JAMESON**
JAMESON, PEANUT BUTTER, CREME
- 1, 2, STEP**
DEEP EDDY PINEAPPLE, PINEAPPLE, RED BULL
- CHOCOLATE MINT \$6**
RUMPLEMINZ, CHOCOLATE SHAKE, MINT

\$\$ FIREBALL SHOTS
AVAILABLE BEFORE 5PM EVERY DAY

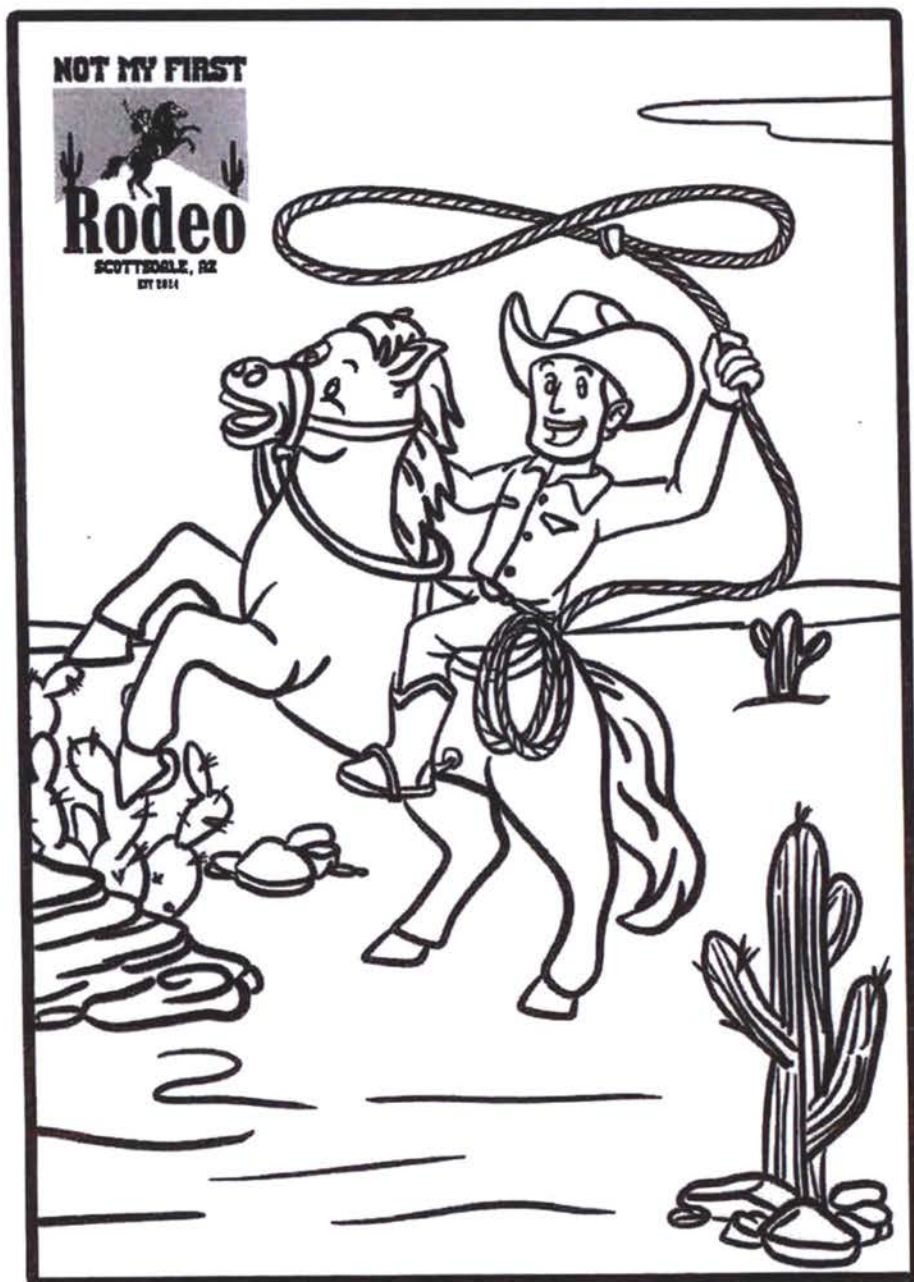
JELLO SHOTS \$5

ASK YOUR SERVER ABOUT TODAY'S FLAVORS!

RED BULL ENERGY DRINK \$5
ENERGY / SUGARFREE / WATERMELON
TROPICAL / BLUEBERRY / COCONUT BERRY



*26 4 7 Liqueur Dept PM 1:00



CAN YOU FIND THESE WORDS?

A	G	C	C	X	Z	H	O	W	D	Y	N
R	F	H	O	D	R	C	Q	C	S	B	R
I	S	O	U	M	O	O	K	A	A	O	T
Z	J	R	N	X	D	W	E	C	D	O	Z
O	Z	S	T	Z	E	B	C	T	D	T	E
N	B	E	R	U	O	O	Q	U	L	S	N
A	V	V	Y	X	L	Y	U	S	E	Q	G
W	C	O	W	G	I	R	L	V	G	O	Y

CACTUS
COUNTRY
ARIZONA
COWGIRL
COWBOY
SADDLE
RODEO
HORSE
HOWDY
BOOTS

MENU

I'M NOT HUNGRY \$7.95

WALKING TACO WITH HOUSE CHILI SERVED IN YOUR CHOICE OF FRITOS, COOL RANCH DORITOS, OR FLAMIN' HOT CHEETOS

I DON'T KNOW \$10.95

CHICKEN TENDER BASKET WITH 2 STRIPS. COMES WITH CHOICE OF SIDE

WHATEVER \$10.95

SMASH BURGER WITH ALL BEEF SINGLE PATTY, AMERICAN CHEESE, KETCHUP, PICKLES, SERVED ON BRIOCHE BUN. COMES WITH CHOICE OF SIDE

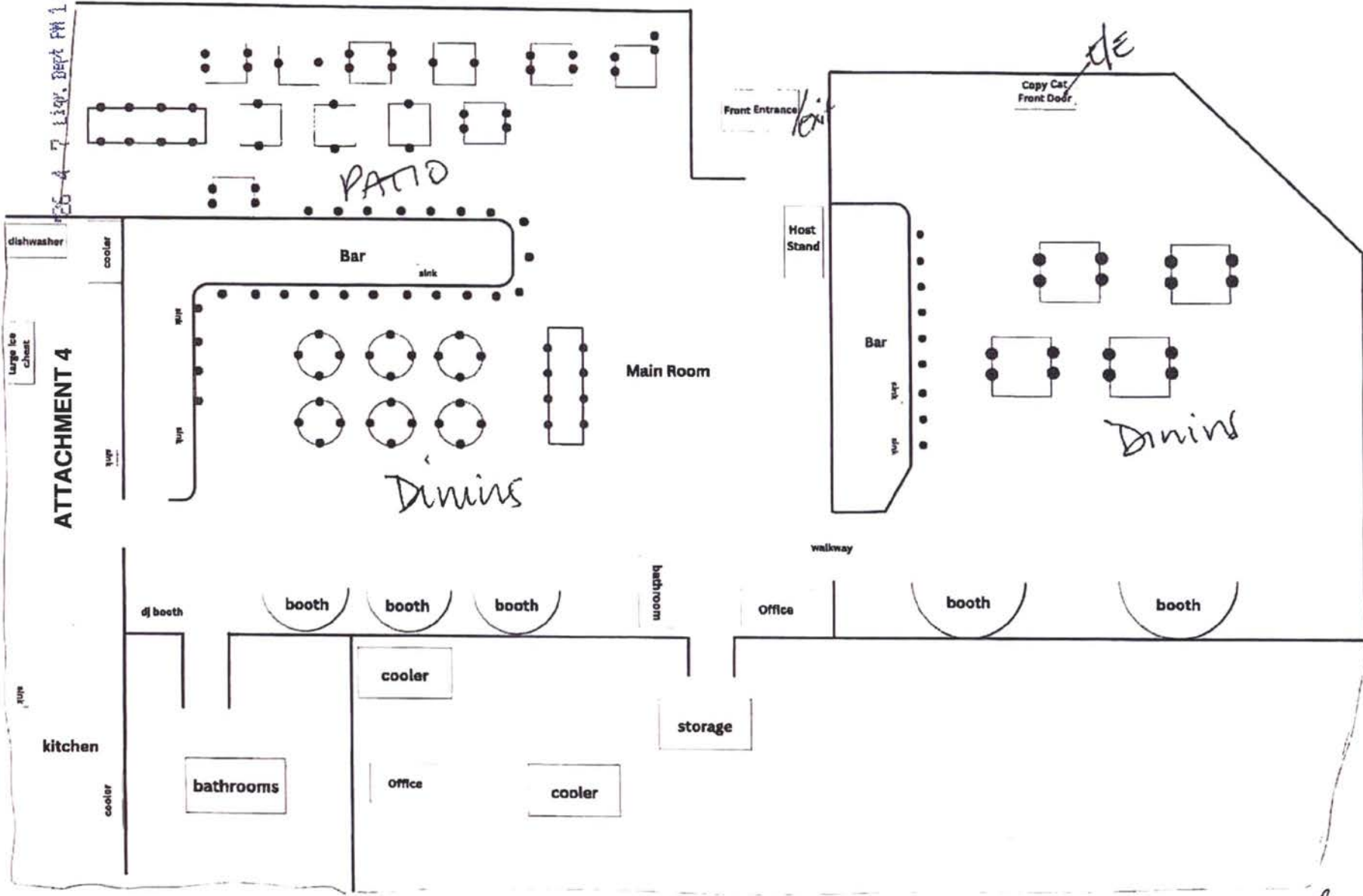
I DON'T CARE \$9.95

GRILLED CHEESE WITH AMERICAN CHEESE ON TEXAS TOAST CHALLAH BREAD. COMES WITH CHOICE OF SIDE

26-4-7 Lic. Dept PH 135

Patio

Not My First Rodeo



4459 sq ft