



CINEMA GENERAL INFORMATION

A Cinema business is administered under Las Vegas Municipal Code [Chapter 6.50](#). The following information provides general guidelines for a Cinema license. Please refer to Title 6 of the Las Vegas Municipal Code and Title 19 of the Unified Development Code for detailed information.

DEFINITIONS:

“Cinema” (or “movie theatre”) means a theatre at which motion pictures are displayed for an audience on a screen. This definition explicitly excludes the adult motion picture theatre or adult mini-motion picture theatre as defined by LVMC 19.12.070 (Sexually Oriented Business). A cinema with seating in excess of eight hundred (800) permanent theatre seats and 20,000 square feet of gross floor area may be licensed for the retail sale of alcoholic beverages pursuant to this section.

“Minor” means a natural person under the age of twenty-one (21) years.

1. A “cinema” licensed establishment wishing to provide alcoholic beverages must apply and be approved for one of the following alcoholic beverage licenses:
 - a. Tavern
 - b. Tavern-Limited
 - c. Beer Wine Room
2. The licensee shall only sell alcoholic beverages to patrons possessing a ticket for a motion picture on the date of the ticket.
3. **Security Plan Required:** Prior to the approval of any temporary or permanent liquor license associated with the cinema, the licensee shall present to the Director a security plan for approval, and a license shall not be issued until such plan is approved by the Director. The Director shall issue, and may revise on an as-needed basis, an official policy to describe the scope of the required security plan for the benefit of potential licensees
4. If the licensee complies with the Las Vegas Municipal Code and all the conditions of the alcoholic beverage license issued, persons under twenty-one (21) years of age may enter a cinema licensed for the sale of alcoholic beverages and the licensee may sell alcoholic beverages at such establishment even though persons under twenty-one (21) years of age are present within the cinema.
5. The applicant that obtains an alcoholic beverage license for a cinema shall comply with the following conditions:
 - a. The licensee shall only allow the sale of alcoholic beverages in an area that is designated for the service of alcoholic beverages and separated sufficiently to prevent access to the designated area by minors and by signage approved by the Director;
 - b. The licensee shall not designate any such separated area within the cinema as a “bar” or “lounge;”
 - c. A minor may only enter and remain in an area designated for alcohol beverage service as long as the minor is continuously accompanied by the minor’s parent or legal guardian;
 - d. The licensee shall not permit alcoholic beverages in any arcade, or retail sales area;
 - e. The sale of alcoholic beverages shall be incidental to the primary business or activity of the cinema. “Sales of alcoholic beverages must be incidental” means that the sale of alcoholic beverages is subordinate to and plays a supporting role to the primary business or activity of the cinema. The incidental sales of alcoholic beverages is evidenced by satisfaction of one or more of the following:
 1. Alcoholic beverages sales of less than twenty-five (25%) percent of the total gross sales of the establishment during any renewal period;
 2. A review of the space used by the activities which does not evidence a use of the space as primarily for the sale of alcoholic beverages;
 3. A review of the promotional materials used for the activity which does not evidence a use of the space as primarily for the sale of alcoholic beverages;
 4. A review of the employees, and the time commitments by such employees utilized for the activities, which does not evidence a use of the space as primarily for the sale of alcoholic beverages.