



State of Arizona
Department of Liquor Licenses and Control

Press Release

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FOR IMMEDIATE RELEASE

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PHOENIX: V-Live (Lic No. 06070652), a strip club and Arizona liquor license holder, must change licensee ownership or lose its liquor license altogether. V-Live, 3845 E. University Dr. Phoenix, AZ, was the site of shootings that happened on June 20, 2020, September 11, 2020, and September 27, 2020. One person was killed in the June 20th incident, and others sustained injuries due to gunfire in all three incidents.

These incidents were the basis for a recent consent agreement between the Arizona Department of Liquor Licenses and Control and V-Live ownership, DE Entertainment, LLC.

According to the consent agreement, effective December 14, 2020, DE Entertainment, LLC, must pay a fine of \$30,000 to the State of Arizona and divest all ownership rights to the liquor license by May 1, 2021. If DE Entertainment, LLC defaults on either condition, the Department of Liquor will revoke the license.

In the meantime, the liquor license remains inactive. Department of Liquor officials, based on investigative reports and field support provided in partnership by the Phoenix Police Department, summarily suspended the license back on October 2, 2020. The suspension prohibited the business from dealing in spirituous liquor in any fashion. As part of the consent agreement, V-Live will not be allowed to resume licensed operations.

According to the Department's Chief of Investigations, Michael Rosenberger, "Arizona law requires licensees to operate a liquor licensed establishment that is safe for all persons who come or go from its premises, and that acts of violence will be vigorously investigated and dealt with."

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